

SAVING
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CHANGING
LIVES



Peru

Annual Country Report 2018

Country Strategic Plan

2018 - 2022

ACR Reading Guidance



World Food
Programme

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Summary

WFP in Peru works with the Peruvian Government to position the fight against anemia, chronic malnutrition and hunger on the public agenda, generate evidence to facilitate the formulation of programs and public policies that address nutrition issues, and strengthen response capacities to disasters to ensure that the needs of vulnerable populations are met. This work is carried out in coordination with the ministries of Health, Development and Social Inclusion, Defense and External Relations in collaboration with donors, NGOs, academia, the private sector and other UN agencies.

Among others, WFP has been conducting research with the Ministry of Development and Social Inclusion and the Ministry of Health on the barriers to the implementation of the National Plan to Reduce Anemia by 2021, effectiveness of home visits in preventing and controlling anemia and best practices for anemia reduction in regions.

The submission of the proposal of the National Strategy of Shock-Responsive Social Protection (PSRE), could expand our scope of intervention in response to emergencies with this same ministry (MIDIS).

This year we have also been able to expand our portfolio in school nutrition through a project with the United Nations Development Program to support the Qali Warma National School Feeding Program to improve its food service which reaches more than three million children. Complementing our efforts in school feeding, we also developed a situational study of school kiosks in coordination with the Ministry of Education.

This year we continued with our projects in Sechura and Ventanilla, which saw a reduction in anemia by 35 percent after one year of intervention. In addition, we enhanced our behavior change communication, by reviewing good practices over the project life and developing a radio program and soap opera to complement our communication's strategy.

In the field of emergencies, we continued to provide technical assistance to the National Institute of Civil Defense. Lessons learned from the Government's response to the "El Niño" phenomenon in 2017 were documented and shared with key stakeholders during this year. These efforts were complemented with the determination of the Emergency Preparedness Capacity Index (EPCI) and the launching of the Vulnerability Assessment and Mapping study (VAM) at the national level.

Our strong relationship with the Government and the results achieved in the reduction of anemia and disaster management in emergencies have opened the door for testing new innovative strategies.

Cocina con Causa is an innovative platform which incorporates several communication strategies to mobilize the entire society for achieving Zero Hunger. By creating a television program, now in its second season, a digital communication strategy, and a Social and Behavior Change Communication strategy (SBCC), we have managed to increase our reach in the promotion of nutritional messages that improve the eating habits of Peruvians.

Through our mobilization strategy, we have been able to communicate WFP's role as facilitator between the Government and other actors to work towards the goal of zero hunger by 2030. [1]

Context and Operations



In Peru, economic growth, along with investments in infrastructure, education and health and the expansion of social programs, have resulted in a significant reduction in hunger and poverty. However, in the previous year, a combination of political instability, social unrest and floods created by the El Niño slightly curbed the country's growth and had a negative impact on poverty and food insecurity.

Chronic child malnutrition continues to affect 13 percent of children under 5 years (DHS, 2017), being much higher in areas of poverty (29 percent) (DHS, 2017). The anaemia rates of children between 6 and 36 months of age have remained high between 43 and 45 percent in recent years[1] (DHS, 2014-2017). Obesity and overweight are increasing and affect 32.3 percent of children aged 5 to 9[2], where boys (38.9 percent) are more affected than girls (25 percent).

The strategic analysis carried out by WFP during 2017 identified gaps and challenges that could hinder the achievement of SDGs 2 and 17, such as: i) the lack of continuity of evidence-based policies that have been shown to be effective in reducing chronic child malnutrition; ii) the lack of effective territorial management policies and programs that reduce malnutrition, anaemia and child malnutrition in vulnerable and food insecure populations; iii) the lack of policies and programs that prevent and reduce obesity and its consequences; iv) deficiencies in the legal framework for achieving the Sustainable Development Goal 2; v) the need to improve the coordination of food security and nutrition programs at different levels and in different sectors; vi) a public discourse in which disparities, food insecurity and hunger are not always highlighted; vii) the lack of a social protection policy reactive to emergencies and disasters; and viii) the need to use differentiated approaches according to local cultural contexts and gender.

In this context, the WFP developed a strategic plan for the period 2018-2022, based on evidence and in coordination with the Peruvian Government, which has a sustainable development approach with the participation of the whole society, multisector action and integrated policies for the achievement of the following strategic outcomes:

- The Government, the private sector, academia and civil society in Peru are mobilized to jointly contribute to eradicating hunger and malnutrition by 2030.
- Vulnerable groups at most risk of prevalent forms of malnutrition in Peru (malnutrition, anaemia, overweight and obesity) have improved nutritional status by 2022.
- National and subnational institutions have strengthened capacities to manage food security, disaster preparedness and social protection policies

and programmes by 2022.

WFP has strengthened its capacity to support the design and implementation of public policies, through new advocacy and communication capacities, technical and regulatory design of policies and programs, as well as the generation of high quality evidence, also building in some instances, on emerging corporate thinking in the domain of holistic country capacity strengthening.

During the first year of implementation of the Country Strategic Plan, national stakeholders and programmes attained notable achievements as a result of WFP's capacity strengthening support, among them we can highlight: the implementation of the rice fortification policy, the national multisectoral plan to reduce anaemia with WFP recommendations, improvements in the school feeding program for a healthy diet and prevention of obesity, and the design of a shock-responsive social protection policy.

The main risks to face this year are: i) the political instability as a result of increased political polarization and the fight against corruption that lead to a high degree of uncertainty about the political scenario. This situation diverts attention from government institutions and could affect the fulfilment of commitments and joint actions programmed with WFP; ii) the wave of immigration from Venezuela, which is increasingly generating a social problem that will force the Government to urgent actions, and finally iii) the effects of El Niño phenomenon of slight intensity.

Programme Performance - Resources for Results

Funding for the implementation of strategic objectives 1 and 2 was secured from the beginning of the year as part of multiyear contributions. This allowed us to give continuity to our capacity strengthening support to key stakeholders in the fight against anemia and malnutrition such as the Ministry of Development and Social Inclusion and the Ministry of Health.

WFP Peru received USD 800,000 from the People's Republic of China, which we allocated in a three to one ratio to strategic objective 1 and to strategic objective 2, respectively. This allocation was made mostly to ensure the development of the second phase of *Cocina con Causa* after a successful first season and receiving the endorsement of our stakeholders.

Given the political instability in the country, SO1 has worked continuously to maintain anemia and malnutrition as priority issues on the public agenda and to engage with new authorities to obtain their commitment to invest in nutrition programmes. Funding was directed to the co-organization of high level events in partnership with the Ministry of Development and Social Inclusion and the Ministry of Health.

Funding from the People's Republic of China for SO2 was directed to maintain our current technical assistance in the implementation of the National Plan to Reduce Anemia and Malnutrition by 2021, but also to invest in the design and implementation of a national strategy for rice fortification. This funding also permitted us to include a new stakeholder, the Ministry of Education, in the efforts to reduce child malnutrition, in particular overweight and obesity, through a joint a study on public school kiosks and canteens.

In coordination with regional governments, WFP continued to support activities in Ventanilla and Sechura with funding from REPSOL Foundation (USD 140,000) and the FOSPIBAY Social Fund [1] (USD 1.6 million), respectively. The focus in both areas of intervention includes the strengthening of capacities, evidence generation and the documentation of good practices in anemia reduction in order to propose ways to improve the implementation of the National Plan to Reduce Anemia and Malnutrition.

After implementing all activities as per the contribution received from the United Nations Development Program to improve the services of the Qali Warma National School Feeding Program, we remained with a surplus of USD 130,000 due to a renegotiation with some of our suppliers. This allowed us to save 10 percent of the initial budget, and as agreed with the donor, we used the remaining funds to increase the number of our local purchase pilot projects in Ayacucho.

For 2018, it had been estimated that an investment of approximately USD 400,000 would be needed to carry out planned activities under Strategic

Objective 3. WFP mobilized important financial contributions from the European Civil Protection and Humanitarian Aid Operations of the European Commission (ECHO) and the Office of U.S. Foreign Disaster Assistance (OFDA), which guaranteed the implementation of activities and covered needs.

In addition, efforts are ongoing to mobilize resources for SO3 activities in the medium term including: i) a Climate Change and Disaster Preparedness Project (2019-2020) to strengthen capacities of the national government for USD 2,000,000.00 supported by the People's Republic of China, (ii) capacity strengthening of the new National Emergency Operations Centre (COEN) for USD 1,000,000.00 million during 2019-2020 in collaboration with the Swiss Government, and (iii) expanding WFP technical assistance to the Government of Peru to address the crisis of Venezuelan migrants in Peru for USD 750,000.00 in 2019 funded by the Office of U.S. Foreign Disaster Assistance.

Programme Performance

Strategic Outcome 01

The government, private sector, academia and civil society in Peru are mobilized to jointly contribute to eradicate hunger and malnutrition by 2030

WFP works with the Government to establish a national alliance against hunger and malnutrition through a sustained advocacy and strategic communication work that seeks to position anemia, child malnutrition and childhood obesity in the public agenda.

Subactivity 1: Establish partnerships with government entities, private-sector companies and civil-society leaders to influence public policy-making

Cocina con Causa – Season 2

Cocina Con Causa is a joint initiative of WFP and TV Peru, the public television channel, aimed at mobilizing and bringing together all actors involved in reducing anemia, chronic malnutrition and obesity by giving visibility to these issues through a television programme.

Cocina Con Causa is a successful and innovative example of a communication strategy to encourage behaviour change, as well as a public-private partnership. The first season broadcast by TV Peru ran from August to December 2017, during prime time.

In its second season, currently on air, *Cocina Con Causa* is more dynamic and interactive having evolved into a transmedia platform that includes a digital strategy, local communication strategies with a strong behaviour change component, including a radio show, and other media activities.

Cocina con Causa is an innovative initiative because it is the first time that all sectors and actors in the country have come together to generate a movement through a television programme and a transmedia platform that excites, entertains, informs and educates to change habits and provide the population with tools to improve their eating practices.

The Zero Hunger Peru Advisory Board

The Zero Hunger Advisory Board is composed of senior private sector executives whose main purpose is to promote the achievement of Sustainable Development Goal 2, Zero Hunger. The board's duties fall directly within the framework of Sustainable Development Goal 17, Partnerships.

The Advisory Board plays a fundamental role for WFP, because it promotes contact with companies and private sector stakeholders, as is the case for WFP's

participation and presentation at the Annual Business Leaders Summit (CADE) 2018.

Public Works and Tax Deductions

Through its role as a liaison between the national government and the private sector, WFP has identified a mechanism in which parties generate synergy to finance and implement projects that seek to reduce anemia, chronic malnutrition or obesity in Peru.

Public Works and Tax Deductions is a law passed in 2008 by the Peruvian Government in order to streamline and make public investments more efficient throughout the country. More recently, the Ministry of Health and Antamina, a mining company, in coordination with the Ministry of Economy and Finance and with the technical assistance of WFP, have been working on an investment project to reduce the prevalence of anemia with field interventions based on WFP's experiences in Sechura and Ventanilla. This model may be used by other private companies to implement interventions that contribute to the reduction of anemia, chronic malnutrition or obesity in the country.

Subactivity 2: Position the issue of hunger and nutrition on the public agenda

WFP aims to increase the visibility of actions with the Government, private sector and the civil society to act and reach Zero Hunger by 2030. We have capitalized on the Peruvian gastronomic boom to keep nutritional topics on the public agenda. We have achieved this by coordinating our efforts with other organizations and mechanisms such as the National Roundtable for the Fight Against Poverty (MCLCP) and the National Forum (Acuerdo Nacional).

WFP received significant media coverage through articles, reports and press releases on key policy issues, particularly anemia. This coverage was further given prominence through web pages and social media (Facebook, Twitter, Instagram) both for *Cocina con Causa* and the WFP and Hunger Zero Peru websites.

Our strong relationship with the heads of communication both from government ministries and the United Nations agencies has facilitated the development of a joint advocacy agenda to influence decision makers at the highest level of Government.

Subactivity 3: Generate a movement through high-profile local and national events and activities throughout the year

Nationwide launch of "*Cocina con Causa*" season 2 TV programme

The second season of *Cocina con Causa* was launched in Ventanilla, where WFP is supporting a nutrition programme. The President, key ministers, senior private sector executives, UN agencies' staff, and approximately one thousand residents of the area came together to learn and celebrate the second phase of the TV show.

Participation in the 2018 Annual Business Leaders Summit (*CADE Ejecutivos*)

CADE Ejecutivos is the largest annual event in the country that brings together private sector executives, politicians and opinion leaders of the country to discuss national issues in view of guiding and providing economic and social solutions. As a result of WFP's advocacy efforts, CADE Ejecutivos included anemia and chronic malnutrition on its agenda and invited the WFP Representative to open the health session with a video on anemia and its impact on the Peruvian population and economy. The message was further reinforced during a private session with 40 top executives, where WFP presented its current projects supported by the private sector and the range of mechanisms by which we could work together to reduce anemia and chronic malnutrition.

Iron-fortified rice: United Against Anemia

With the recent approval by the Government of Peru of rice fortification standards, advocated for and developed by the Ministry of Health as a result of WFP's capacity strengthening support, we are getting closer to including fortified rice in national social programmes. Rice fortification has been successful in reducing anemia in other countries with similar profiles and promises to provide the same results to Peru as stipulated in the National Plan to Reduce Anemia by 2021.

In October 2018, WFP together with the Ministry of Health organized a high-level event in Chiclayo, northern Peru, with the objective of promoting the use of fortified rice to help reduce anemia in the country and encourage the participation of rice producers and milling companies.

Strategic Outcome 02

Vulnerable groups most at risk for prevalent forms of malnutrition in Peru (stunting, anaemia, overweight/obesity) have improved nutritional status by 2022

With its strategic shift in 2017 and the new Country Strategic Plan 2018-2022, WFP seeks to leverage its experience as an agency specialized in humanitarian response to become a strategic partner of the Peruvian Government in food security and nutrition.

Subactivity 1: Strengthen the evidence base relating to the drivers of malnutrition and bottlenecks to reducing malnutrition, to improve decision-making, planning and investment

Generating evidence is critical to sustain policy change and, in turn, redirect investment by sectors that will help achieve zero hunger by 2030. In 2018, WFP focused on generating evidence on 4 themes:

1) Technical assistance to implement the National Plan to Reduce Anemia in Mothers and Children and Chronic Malnutrition in Children in Peru (2017 - 2021)

The Government stated that the fight against anemia is a top national policy priority. This year, WFP has been working on generating the evidence that is needed to support the Government to achieve its target to reduce the prevalence of anemia to 19 percent[1] by 2021 through the following studies:

- Qualitative research on the "Barriers to the implementation of the 'National Plan to Reduce and Control Anemia in Mothers and Children and Chronic Malnutrition in Children (2017 - 2021)' in the health facilities of the Ministry of Health. Lima, 2018".
- Documentation of best practices in Callao, Arequipa, Piura, Tambogrande, Lima and Ventanilla in the reduction of child anemia.

2) Strengthening the National School Feeding Programme *Qali Warma* to improve food delivery for girls and boys in public schools

Through this programme, the Ministry of Development and Social Inclusion looks to provide quality food services according to local consumption habits with age appropriate nutritional content. In 2018 alone, the programme reached over three million children in all regions of the country.

A recent review of the programme found that the food currently offered does not satisfy nutritional needs by age, sex and physical activity. This highlights the need to develop a cost-effective prioritization methodology to close the gap between adequate food intake and a healthy diet for students. This year, a study was carried out with the support of WFP to apply and validate a methodology for such prioritization within the *Qali Warma* Programme and establish a prioritization index for 2018.

3) Situational study of kiosks, canteens and cafeterias in public schools.

This study, coordinated by WFP and the Ministry of Education, assessed the quality of food delivered, including solid waste management, and food demand. The findings have since been shared with relevant authorities and the public with the aim to contribute to developing policies that address the problem of malnutrition in children and adolescents in schools.

4) Study on the effectiveness of home visits in preventing and controlling anemia in the province of Sechura

Programmes where families are accompanied in preventing and controlling anemia have shown more positive results in anemia reduction than those where this component is not included. For this reason, WFP conducted a study to validate the effectiveness of accompanying families as a necessary component to change longstanding habits[2]. The study was done in Sechura, where with WFP support, anemia was reduced by 35 percent over a year.

Subactivity 2: Enhance technical and management capacities to improve policies and programmes on nutrition and food security including a culture-specific and gender-transformative approach

Based on the coordination between local investigators and international organisms, we gave technical assistance to 4 entities:

Ministry of Health

WFP and regional governments have agreed on a joint strategy to reduce chronic malnutrition, anemia and obesity in children as well as emergency response management. The strategy includes current needs, opportunities, technical assistance required by regional governments and existing coordination and support mechanisms to address chronic malnutrition and anemia and for emergency response. Finally, the strategy outlines an intergovernmental mechanism for the coordination between the national and regional governments, as well as a transition and induction plan for the new regional authorities.

National Food and Nutrition Centre

WFP has been providing technical assistance to the Peruvian Government for the implementation of the rice fortification strategy as part of the country's measures to reduce anemia. This included organizing a workshop with the support of the Global Alliance for Improved Nutrition (GAIN), supporting a Peruvian delegation to visit Costa Rica, to learn about experiences and facilitating customized assistance from the "Nutrition Institute of Central America and Panama".

Qali Warma National School Feeding Programme

This year we worked on promoting healthy nutrition habits through the establishment of school gardens. In addition, a school feeding communications strategy is being developed with accompanying educational materials and capacity strengthening of teachers. We also worked with agriculture projects of the Social Development Cooperative Fund (FONCODES) to support them to

become suppliers of the school meals food basket in public schools. We are continuing to develop these "local purchase pilot projects" in Ayacucho and Ucayali.

Subactivity 3: Work at the local level to develop scalable approaches in areas where reductions in malnutrition and food insecurity have been difficult to achieve

WFP has been supporting projects in the province of Sechura since 2015 and in the district of Ventanilla since 2016 with the aim to reduce anemia through four components:

1. Strengthening inter-sectoral coordination among local government leaders
2. Strengthening health services to improve care given to children
3. Accompanying families through community strategies
4. Promoting healthy eating habits in schools[3]

Both geographic areas have reported anemia reduction by 35 percentage points. In Sechura, the prevalence of anemia went from 66 percent in December 2017 to 31 percent in October 2018.[4] In Ventanilla, prevalence of anemia dropped from 54 percent to 19 percent in only fifteen months between 2017 and 2018.

These experiences and lessons learned are being shared with different institutions to leverage both government and private sector interventions. Another important achievement in Sechura has been the inclusion of fortified rice in the National School Feeding Programme *Qali Warma* and the Sechura provincial municipality's Food Supplementation Programme. 13,724 schoolchildren from 113 schools and 3,000 families from 59 soup kitchens received fortified rice.

Strategic Outcome 03

National and subnational institutions have strengthened capacities to manage food security, disaster preparedness and social protection policies and programmes by 2022

Peru is one of the countries most vulnerable to natural hazards in the western hemisphere, according to Peru's National Civil Defence Institute. Lessons learned during the *El Niño* phenomenon of 2017 confirmed the low levels of emergency preparedness and the need to standardize the level of response at all three levels of government.

Subactivity 1: Strengthen the legal and policy framework for national disaster management and response

WFP is recognized as a strategic partner in emergency preparedness and response and, as a result, WFP has been able to position disaster risk management in political decision-making bodies. This recognition has allowed WFP to act as a facilitator in the reorganization of the disaster risk management system and as a sponsor of regulatory adjustments proposed by the Ministry of Development and Social Inclusion, the Ministry of Health and the National Civil Defense Institute.

In order to improve the disaster risk management system, the National Civil Defense Institute, with the support of WFP, presented a National Emergency Operations Plan Level V to the Presidency of the Council of Ministers with the objective of unblocking the bottlenecks identified during the response to the last *El Niño* phenomenon.

As part of evidence-generating efforts to strengthen the legal and policy framework for national disaster management and response, WFP will be releasing two studies in 2019 based on data collected during 2018:

- The "Emergency Preparedness Capacities Index" (EPCI), in coordination with the National Institute for Civil Defense (INDECI), will allow to better plan the development of disaster risk management capacities. This index has also been determined for 2010, 2012 and 2015.
- WFP, together with the Ministry of Development and Social Inclusion, has been working on the 2018 Food Security and Nutrition Vulnerability Mapping exercise. This study will allow generating evidence for parties to determine whether the population's vulnerability to food insecurity and disasters is being reduced as expected and, at the same time, to identify the most vulnerable areas in the country.

Finally, during the *El Niño* phenomenon in 2017, there was a strong response from civil society organizations and private companies by delivering humanitarian aid, both through in-kind and cash donations. At the request of the National Civil Defense Institute, WFP is preparing a technical manual to guide the private sector and local governments on procedures for assistance during emergencies through public-private partnerships. This document will help standardize what goods are considered humanitarian aid and can be added to the supply chain in the event of a disaster.

Subactivity 2: Strengthen supply chain management capacities at all levels

The first part of this work was to update the information systems and manuals of the National Civil Defense Institute, such as: i) the Information System for Humanitarian Logistics Management, ii) the National Information System for Response and Rehabilitation, and iii) the 2018 Damage Assessment and Needs

Analysis Handbook (EDAN). These instruments will provide timely information for emergency supply chain management.

Using the updated material, a multisectoral technical team was trained in managing the humanitarian supply chain with modules on food assistance in emergencies, logistics and disaster simulations. The issue of food security in emergencies has also been included into the National Civil Defense Institute's capacity strengthening plan to ensure sustainable capacity creation and retention over time. Those responsible for managing the humanitarian supply chain for emergency response at a national level have been trained in food assistance and warehouse management, using the Information System for Humanitarian Logistics Management and the Damage Assessment and Needs Analysis Handbook. Eighteen training sessions were held with 684 participants, including 266 women and 418 men.

In addition to the training activities, a level 5 disaster drill was conducted with the National Humanitarian Network to test knowledge and skills on emergency management tools. 120 participants, including 48 women and 72 men, joined the drill.

Finally, WFP has been providing technical assistance for the development of an information system for humanitarian logistics management to enable INDECI to count with timely information in order to manage the emergency supply chain. This nationwide information system for managing humanitarian aid will allow INDECI leadership to have timely and accurate information on stocks for improved decision-making during emergencies.

WFP has been providing technical assistance to the Government to design a training protocol on risk and disaster management for its new Humanitarian Logistics Center under construction with funds from the Chinese Government.

Subactivity 3: Advocate for and support measures to render social protection schemes more shock-responsive at the national and local levels, and improve social safety nets

WFP has been providing technical assistance to the Ministry of Development and Social Inclusion in shock-responsive social protection. As a result, a proposal for a National Shock-Responsive Social Protection Strategy and a draft Supreme Decree which would convert the Ministry of Development and Social Inclusion into an emergency response entity have been presented to the Council of Ministers.

One of the main negative outcomes of the 2017 *El Niño* phenomenon was the increase in acute malnutrition by 3.5 percent in children aged 0 and 5 years.[1] Therefore, in 2018, WFP joined the multisectoral committee on

preparing nutrition guidelines in emergencies for pregnant and lactating women and children aged 0 and 3 years. A technical guide on emergency nutrition developed by the Ministry of Health and the National Civil Defense Institute has already been submitted and is currently being revised by the Ministry of Health.

Cross-cutting Results

Progress towards gender equality

Improved gender equality and women's empowerment among WFP-assisted population

Peru has successfully improved its ranking on gender equity and women empowerment since 2006, moving up to the 44th place in the "Global Gender Gap 2017" report of the World Economic Forum[1]. This puts Peru above average. On the other hand, in 2017, the number of reported femicide cases was 121, while 247 cases were reported as attempted femicide; preliminary figures for 2018 show 132 reported cases of femicide[2]. Although Peru has reached milestones in improving the living conditions of women and girls, it still has a long way to go.

In Peru, women aged 40-49 invest four times as much time in child care as men in the same age group[3]. For every illiterate man, there are 3 illiterate women. In rural areas where the mother tongue is a native language, female illiteracy is 37.4 percent, while among men it is 9.7 percent[4].

In this sense, it is essential to be aware of gender gaps when designing programmes and policies that help level the playing field for all beneficiaries. WFP Peru started the implementation of the Corporate Gender Action Plan at the end of 2017. After an initial evaluation, WFP implemented procedures and improvements to mainstream gender in all functional areas.

As part of this program, the Peru office has engaged in several activities:

- Became a member of the Gender Roundtable established by international development agencies and participated in 2 national campaigns to promote gender equality:
 1. "Así no juega Perú", leveraging on the participation of the Peruvian football team in the FIFA world cup, we printed T-shirts of the Peruvian National Football Team with the alarming figures of abuse and violence against women. The campaign involved 3 football players, 29 opinion leaders and 2 Peruvian ministers. The campaign received wide media coverage and its main video was broadcast 12 times in the national stadium reaching more than thirty thousand people.
 2. "25x25 compromises for Gender Equality", this event achieved 25 concrete commitments on gender in 7 sectors, such as: the correct diffusion of gender violence in massive media, zero tolerance against gender violence from the private sector[5], generation of evidence and information on women in managerial positions, and placing political harassment against women on the legislative agenda

- Review of all communication materials with a gender checklist; inclusion of a gender indicator in staff assessments
- Introduction of skills and knowledge in gender in the terms of reference for staff
- Learning by doing sessions that include dissemination of information, videos and in-house discussions

Gender Mainstreaming in Emergency Response

In a male-dominated environment such as emergency response, WFP advocated with its partners to set as an objective of equal participation by men and women in capacity strengthening. This has resulted in an increase in the participation of women in training activities; currently 39 percent of the attendees are women.

La Sangre Llama

"*La Sangre Llama*"- a radio soap opera based on local customs that seeks to change eating habits and health practices in the population.

Sechura is a district wrapped up in the mysticism which characterizes the North of Peru. In the streets, groups of women whisper about the latest town gossip, the shamanic healers they call on, the palm reading that foresees the destiny of their children and the constant complaints of the mothers-in-law about young couples.

Machismo is very common. Within the traditional gender roles, men go out to work and are the household breadwinners, while women take care of the house and the children.

Due its secludedness, Sechura does not receive the national television signal, but all homes have a private cable antenna and radios that accompany them during the day. People's favourite programmes, whether on TV or radio, are soap operas.

In a population where the rate of infant anemia is 66 percent[1], and women do not attend pre- and post-natal controls, WFP has worked to support the prevention of anemia and chronic child malnutrition through household-level capacity strengthening by community peers that promote changes in knowledge, behaviours and practices surrounding infant feeding and nutrition.

As part of the multi-platform strategy of *Cocina con Causa*, the WFP Sechura office proposed the creation of a radio soap opera in order to reach a wider audience and further reinforce the nutrition messages of the television programme.

In mid-2018, the WFP Sechura office, together with local volunteer actors, created the radio soap opera called "La Sangre Llama", a love story of a young couple that overcomes the barriers of social rejection and faces the daily difficulties of raising and feeding their children. Lost by intrigues, spells, and secrets of the past, Teofilo and Mercedes will seek to rediscover the route to their family harmony.

The radio soap opera, like the TV programme aims at:

- Improving household eating habits, especially of young children
- Encouraging the family to seek treatment for anemia and ensure the child remains in treatment until she/he fully recovers to avoid relapse.
- Encouraging the father (and other family members) to become involved in the upbringing and feeding of young children.

Our intervention in Sechura is characterized by a strong component of family guidance along the path to recovery from anemia. Volunteer community leaders are trained to visit the families in their community to check if the family has continued their doctors' appointments and is complying with iron supplementation.

Most of these volunteers are women that had children with anemia and received help from WFP. As a result, they feel at ease with monitoring other households to ensure they overcome anemia too.

Due to its gender equality approach, this soap opera is not only spreading nutritional messages but is also helping to break the glass ceiling for women inside their communities.

Promoting women empowerment will help endorse the important work of volunteer women while also inspiring others to come forward and reduce anemia in their community.

Figures and Indicators

Data Notes

Summary

Cover page photo © WFP/Edward Alba
Boy in field

[1] Currently, WFP is carrying out the validation of quantitative and qualitative indicators, proposed in the theory of change of the WFP strategic plan in Peru, in order to incorporate improvements to the proposed set of indicators. Therefore, the measurement of these indicators is not presented in this document.

Context and operations

- [1] There are no significant differences between boys (35.6%) and girls (32.5%)
[2] Ministry of Health (2015). Nutritional status by stages of life in Peru, 2013-2014 (in Spanish).

Strategic outcome 02

- [1] Anemia rate for 2017 was 43.3% according to the Demographic and Health Survey to families (ENDES) 2017 by the National Institute of Statistics and Information (INEI) on 2018.
[2] Study will involve an analysis of the roles of women and men in the care of the children.
[3] Componentes 3 and 4 include a gender transformative approach by empowering women into key actors to improve the nutritional state of their community
[4] Information on anemia is recovered from the local health centers as requested by WFP.

Strategic outcome 03

- [1] "Fortaleciendo la respuesta ante desastres en el Perú: Lecciones aprendidas del Fenómeno del Niño Costero 2017 en el Perú" by the national institute of civic defense (INDECI) printed on March 2018

Progress towards gender equality

- [1] Peru Global Gender Gap on 2016 was on the 60th place.
[2] Statistics on Femicide and attempt of feminicides 2017 and 2018 by the Ministry of Women and Vulnerable Population
[3] "National Survey on time use 2010" by the National Institute of Statistics and Information (INEI) and the Ministry of Women and Vulnerable Population
[4] "National Survey 2014" by the National Institute of Statistics and Information (INEI)
[5] Private Sector companies that compromised: The Official Chamber of Commerce of Spain in Peru, Chamber of Commerce of Lima, CONFIEP, Aequales, Danper, Enel, Eulen, FerreyCorp, IBM, Interbank, Konecta, Libertador, Lindley, Mapfre, Marriott Hotels, Repsol, Sodexo, Supermercados Peruanos, Telefónica Perú y Yanbal.

La sangre llama

- [1] This was data collected by the health establishment in Sechura on December 2017 as a request from WFP Peru.

World Food Programme

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Cover page photo © WFP/Edward Alba
Boy in field

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Annual Country Report - Donor Version

Peru Country Portfolio Budget 2018 (2018-2022)

Cumulative Financial Overview as at 31 December 2018 (Amount in USD)

Strategic Result	Strategic Outcome	Activity	Needs Based Plan	Allocated Contributions	Advance and Allocation	Allocated Resources	Expenditures	Balance of Resources
2	Vulnerable groups most at risk for prevalent forms of malnutrition in Peru (stunting, anaemia, overweight/obesity) have improved nutritional status by 2022	Provide capacity strengthening and technical assistance - including through South-South Cooperation and technology transfer - to all three levels of government through research, evidence generation and assessments to implement innovative, inclusive nutrition intervention models adapted to the regional/cultural context.	1,691,100	2,550,784	0	2,550,784	1,660,466	890,318
		Non Activity Specific	0	281,690	0	281,690	0	281,690
		Non Activity Specific	0	671	0	671	0	671
Subtotal Strategic Result 2. No one suffers from malnutrition (SDG Target 2.2)			1,691,100	2,833,146	0	2,833,146	1,660,466	1,172,679

This computer generated report is certified by the Chief of Contribution Accounting and Donor Financial Reporting Branch (RMFC)

Annual Country Report - Donor Version

Peru Country Portfolio Budget 2018 (2018-2022)

Cumulative Financial Overview as at 31 December 2018 (Amount in USD)

Strategic Result	Strategic Outcome	Activity	Needs Based Plan	Allocated Contributions	Advance and Allocation	Allocated Resources	Expenditures	Balance of Resources
5	National and subnational institutions have strengthened capacities to manage food security, disaster preparedness and social protection policies and programmes by 2022	Provide capacity strengthening and technical assistance at policy and operational levels for national and subnational authorities to improve integration and efficiency of social protection and disaster risk management programmes geared towards the needs of the most vulnerable populations.	343,213	503,374	0	503,374	303,636	199,738
		Non Activity Specific	0	-10,412	0	-10,412	0	-10,412
Subtotal Strategic Result 5. Countries have strengthened capacity to implement the SDGs (SDG Target 17.9)			343,213	492,962	0	492,962	303,636	189,326

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Peru Country Portfolio Budget 2018 (2018-2022)

Cumulative Financial Overview as at 31 December 2018 (Amount in USD)

Strategic Result	Strategic Outcome	Activity	Needs Based Plan	Allocated Contributions	Advance and Allocation	Allocated Resources	Expenditures	Balance of Resources
8	The government, private sector, academia and civil society in Peru are mobilized to jointly contribute to eradicate hunger and malnutrition by 2030	Provide assistance to the government, civil society, private sector and academia to build an alliance to achieve SDG2, establishing targets, allocating resources and commitments towards Zero Hunger goals	633,221	788,143	0	788,143	618,838	169,305
		Non Activity Specific	0	469,484	0	469,484	0	469,484
Subtotal Strategic Result 8. Sharing of knowledge, expertise and technology strengthen global partnership support to country efforts to achieve the SDGs (SDG Target 17.16)			633,221	1,257,627	0	1,257,627	618,838	638,789
		Non Activity Specific	0	1,854,445	0	1,854,445	0	1,854,445
Subtotal Strategic Result			0	1,854,445	0	1,854,445	0	1,854,445
Total Direct Operational Cost			2,667,534	6,438,179	0	6,438,179	2,582,941	3,855,238
Direct Support Cost (DSC)			829,566	1,069,753	0	1,069,753	846,405	223,348
Total Direct Costs			3,497,100	7,507,932	0	7,507,932	3,429,346	4,078,586
Indirect Support Cost (ISC)			227,312	408,986		408,986	408,986	0
Grand Total			3,724,412	7,916,919	0	7,916,919	3,838,332	4,078,586

Columns Definition

Needs Based Plan

Latest Approved Version of Needs Based Plan in USD

Allocated Contributions

Allocated contributions include confirmed contributions with exchange rate variations, multilateral allocations, miscellaneous income, resource transferred, cost recovery and other financial adjustments (e.g. refinancing); excludes: internal advances.

Advance and allocation:

Internal advanced/allocated resources but not repaid in USD.

This includes different types of internal advance (IPL or MAF) and allocation (IRA).

Allocated Resources

Sum of Allocated Contributions, Advance and Allocation

Expenditures

Cumulative monetary value of goods and services received up to the reporting period.

Balance of Resources

Allocated Resources minus Expenditures

Annual Country Report - Donor Version

Peru Country Portfolio Budget 2018 (2018-2022)

Annual Financial Overview for the period 1 January to 31 December 2018 (Amount in USD)

	Needs Based Plan	Implementation Plan*	Expenditures
Peru	3,724,412	2,407,614	3,587,845
<i>*Original Implementation Plan as per the Management Plan 2018</i>			