



World Food Programme

SAVING
LIVES
CHANGING
LIVES

NutriSIM - 'Say YES to Nutrition'

A nutrition-sensitive approach to food and cash-based transfers in Mozambique

In Mozambique, stunting (an indicator of chronic malnutrition) is pervasive and persistent, with rates that have barely declined in 25 years. Stunting affects 43% of children under 5 years old, and 28% of babies under 6 months. This not only impacts child development, morbidity and mortality, but also hinders the country's social and economic development. Child malnutrition costs Mozambique 11% of its GDP each year (equivalent to US\$ 1.7 billion) and is the main underlying cause of death in children under 5.

USING CASH-BASED TRANSFERS TO FIGHT MALNUTRITION

In its global operations to deliver food assistance, WFP is moving away from the direct distribution of

commodities and towards cash-based transfers (CBTs). Where markets are functioning, CBTs are an effective and efficient pathway to food security, while simultaneously boosting local economies and livelihoods. In Mozambique, WFP's CBT programming reached over 2.7 million people in 2019. This presents a significant and currently under-utilized opportunity to improve the nutrition status of a large number of Mozambicans by making CBTs nutrition sensitive

INTEGRATED PROGRAMMING

The NutriSIM campaign involves close collaboration between WFP Mozambique's Nutrition, CBT and Supply Chain units, as well as with retailers and cooperating partners. It focuses on ability, motivation and opportunity as keystones for improving nutrition

status. The CBT itself provides the **ability** for beneficiaries to access nutritious foods; targeted social and behaviour change communication (SBCC) provides the **motivation** to purchase nutritious foods; and retailer sensitisation and capacity building provides the **opportunity** for nutritious foods to be available at point of sale.

DEVELOPING KEY SBCC MESSAGES

CBT programmes offer a pre-existing platform for SBCC, both at the point of distribution and at redemption. The NutriSIM campaign takes advantage of this platform, to reach beneficiaries with multimedia messaging and education to raise awareness, change behaviours and improve nutrition.

The SBCC strategy was developed based on an assessment of four drivers of malnutrition in Mozambique: family feeding and gender dynamics; maternal health and nutrition; infant and young child feeding (IYCF); and sanitation and hygiene. Messages build upon materials already developed by the government to allow for alignment with long-term national development plans.



Informative posters promote nutritious food for sale at a local retailer.

TAILORED TOOLS FOR DIFFERENT AUDIENCES

The NutriSIM campaign collated 14 key themes into a Nutrition Education Manual, to ensure consistency of messaging. All messages focus on the interlinkages between the four identified drivers of malnutrition, and have been adapted so they can be easily explained by field implementers, and readily understood by beneficiaries irrespective of literacy levels. Central themes are

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reflected in the complementary nutrition-sensitive Retailers Manual, which supports retailers to stock nutritious foods and to advise beneficiaries on healthy food choices.

MULTI-LAYERED COMMUNICATION CHANNELS

NutriSIM's SBCC activities mix community-based, mass-media and print channels to reach beneficiaries with a cascade of materials. This allows for communication not only at the retailer moment, but throughout the timeline between distributions. Community activities include cooking and soap-making demonstrations, theatre plays, and interactive debates; mass media activities include television and radio spots, a dramatized novella and call-in sessions; printed materials include posters, flyers and shopping lists. Recipients of mobile money are also reached through SMS messaging. Information is given on locally available, nutritious foods – including those obtainable at retailers and through self-production – to ensure that beneficiaries can easily implement the advice they are given. All materials are informed by the Nutrition Education Manual to ensure uniformity and accessibility.

AN ADAPTABLE APPROACH

NutriSIM has been designed around CBT programming, but it can be adapted for different modalities, as well as to different cultural contexts within Mozambique. The campaign's communication channels can either be used together or as separate building blocks to accommodate budgetary, human capacity, or implementation constraints.

NUTRITIOUS DIETS FOR EVERYONE

The 2018 Fill the Nutrient Gap Study found that while 93% of Mozambican households can afford to meet their caloric needs, only 54% can afford a diet that meets their nutrient needs. The non-affordability of a nutritious diet strongly correlates to stunting prevalence by province.

By making CBTs nutrition-sensitive, WFP Mozambique has the potential to make nutritious diets accessible to large numbers of vulnerable households, and thus have a substantial impact on stunting rates.

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Photo page 1: WFP/Rafael Campos

Photo page 2: WFP/Camilla Pedersen