

UHCA/FANTA 2 ACTIVITIES REPORT

1.0. Background

In June 2010, Uganda Health Communication Alliance (UHCA) and Regional Center for Quality of Health Care (RCQHC)/FANTA 2 signed a memorandum of understanding to run various activities geared at strengthening maternal and childhood nutrition in Uganda through Advocacy. The key outputs included coverage and publishing of World Breastfeeding Week and the Nutritionalization of Agriculture workshop and political commitment of the Ugandan Government to support Nutrition. Building on the experience obtained in 2010, FANTA-2 continued to partner with UHCA effective June 1 2011 to December 31, 2011 to advance political, donor and public interest in nutrition in Uganda.



2.0. Objectives

The purpose of this partnership was to provide technical assistance to RCQHC/FANTA-2 in strengthening Maternal and Childhood Nutrition activities in Uganda. Specifically, UHCA was to perform the following tasks:

- a) Capacity building of the media personnel
- b) Supporting in nutrition advocacy by commissioning and publishing of nutrition articles
- c) Organizing and management of national nutrition advocacy meeting and workshop logistics
- d) Supporting media personnel in field visits to undertake nutrition case studies for advocacy
- e) Follow up of the nutrition political commitment by the Ugandan government

3.0 Deliverables

- a) Nutrition training manual for Ugandan journalists
- b) Detailed nutrition training report indicating knowledge and skills change among the participants
- c) Different nutrition workshop and meeting reports indicating attendance, key activities, achievements, lessons learnt and the way forward
- d) Summary reports of the media engagement in nutrition advocacy including list of published commissioned articles, radio and TV talk shows
- e) Nutrition Political Commitment progress report updates

4.0. Outputs and achievements

Breastfeeding week workshop: On 27th July 2011, Uganda Health Communication Alliance (UHCA) in partnership with FANTA 2 and Ministry of Health organised a half day workshop as part of the activities to commemorate the World Breastfeeding Week which runs in the first week of August of every year. The workshop which adopted the WBW 2011 local theme: "Talk Breastfeeding: Anytime, Anywhere" was attended by 55 participants mainly journalists from both print and electronic media and nutrition experts from various organisations.



The workshop which was moderated by Dan Marlon Nabutsabi from UHCA was addressed by Kenneth Byogwa (UHCA) who presented on exploring the role of communication in promoting breastfeeding. Other speakers included Joyce Nankumbi from department of nursing, Makerere University and Ruth Musisi IBFAN who presented their experience as breastfeeding working mothers.

Feature stories were commissioned and other articles ran in popular newspapers as per dates below;

The Daily Monitor Thursday, 4th August, 2011: *Breast feeding: Getting it right* by Brenda Banura

The Observer Monday, 4th August, 2011: *Breast feeding still best option* by Diana Nabiruma.

The Observer Monday, 4th August, 2011: *It's okay to express milk* by Diana Nabiruma.

The New Vision 8th August 2011: *What a joy it is to breastfeed*, by Agnes Kyotalengeire.

Saturday Vision 1st December, 2011: *What does exclusive breastfeeding mean?* by Harriet Birungi

TV Talk show: Among the WBW activities was a TV Talk show which was hosted at UBC on 1st August 2011 between 8:00 and 9:00 am. **Host:** Emilly Tumwebaze, **Guests:** Rachael Bulegea from RCQHC and Ricahrd Baguma from UHCA (*Watch the video clip accompanied*).

Radio Talk show: Another talk show was run at UBC Radio fm on 6th August 2011 between 7:00pm and 8:00pm. **Guests:** Ruth Musisi (IBFAN) and Josephine Nalugo (Nsawo Breastfeeding Resource Centre). This was an inetective show where listeners were allowed to call in and ask question.

Capacity Building: Uganda Health Communication Alliance (UHCA) in partnership with the FANTA 2 therefore organised a media capacity building workshop on NUTRITION REPORTING that took place from Thursday 13th October to Saturday 15th October 2011 at Nob View Hotel, Ntinda-Kampala. The capacity building saw 21 female and 12 male participants from different media houses



around the country. It also had 6 facilitators and 2 technical persons from both organisations.

Among the topics discussed were; Basic Nutrition by Alex Mokori from FANTA 2 Project, Priority nutrition issues in Uganda by Dr. Elizabeth Madraa, senior nutritionist from Ministry of health, Public Private Partnerships initiatives to support nutrition in Uganda by Alfred Afidra from AED. Other presenters included; Peter Rukundo from Kyambogo University who discussed Institutional, Policy and Legal Frameworks for nutrition. Kenth Byona from UHCA discussed Strengthening partnerships between the media and nutrition professionals: Role of nutritionists in public nutrition education through the media where as Tegulle Gawayo also from UHCA taught journalists on how to package nutrition information for public education. Sylvia Magezi of Harvest plus presented on the status of food bio-fortification initiative. Alex Mokori wrapped up the training by giving the journalists contacts of key nutritionists in the country.

Northern Uganda Media Excursion: UHCA therefore organised a media tour on 23rd to



26th October 2011 to Kitgum District to assess the progress of STAR project that involves scouts and girl guides from selected primary schools in Kitgum District screening malnourished children and referring them for vitamin A, deworming and immunization, and giving key messages to mothers and caretakers. The tour that had 2 TV and two print journalists included moving to sub county headquarters where different participating school pupils gathered. We also met local government leaders, mothers and community representatives.

The event was later broadcast on UBC

TV and NBS TV news as par accompanied video clips.

- **UBC TV Tonight** 28th October 2011, 9:00pm (English News)
- **NBS TV Platinum News**, 29th October 2011, 8:00pm (English News)
- **NBS TV Agembobya** 29th October 2011, 7:00pm (Luganda News)

South Western Uganda Media Excursion: Food and Nutrition Technical Assistance II (FANTA-2) and Uganda Health Communication Alliance (UHCA) organised a visit to communities in south western Uganda to investigate the current food security and nutrition challenges and the local strategies employed to overcome them. The experience from research indicated the region is rapidly undergoing transition in terms of worsening food insecurity and nutrition status among infants and young children and women of reproductive age. It is important the innovative approaches adopted by community members are investigated and documented for learning and adapting by government, civil society organizations, private sector and the academia.

A four day intensive community investigation by FANTA-2 and UHCA was organised in selected communities in Kabale, Kanungu and Kisoro Districts, South Western Uganda. Five media experts from print (The New Vision, The Daily Monitor and The Weekly Observer) and

television (UBC and NBS) undertook the activity with the technical support from FANTA-2 and UHCA leadership.

Key questions asked.

- a) What is the current food security and nutrition situation in each of the communities selected?
- b) How come the situation was like that?
- c) How was it before?
- d) What adaptations have the communities developed against it?
- e) What is that the better off (food security and nutrition wise) households are doing differently from the worse ones (food security and nutrition wise)?

Coverage in print and electronic media: Various feature stories and news articles highlighting the issues noted during the excursion appeared in Newspapers, on radio and television as per dates below;

- a) **UBC TV Tonight** 21th November 2011, 9:00pm (English News)
- b) **NBS TV Platinum News**, 26th November 2011, 8:00pm (English News)
- c) **NBS TV Agembobya** 29th November 2011, 7:00pm (Luganda News)
- d) **The Observer** Newspaper 24th November 2011,(HIV giving rise to malnutrition)
- e) **The Observer** Newspaper 8th December 2011,(Men to blame for malnutrition in Kabale)
- f) **The Health Reporter**, in the November 2011 issue (refer to www.healthuganda.org)

More coverage (Newspaper articles and features) are expected to run this season

TV Talk show: There was a TV Talk show on African Food Security and Nutrition Day that was hosted at UBC on 28th November 2011 between 8:00 and 9:00 by Susan Namasaba and **Guests:** Dr. Tom Mugisa from Plan for Modernisation of Agriculture and Dr. Elizabeth Madraa, a senior nutritionist.

5.0. Planned activities

One media dialogue on Nutrition and HIV/AIDS: UHCA is to organise one media dialogue on Nutrition and HIV/AIDS basing on the findings from Kanungu district that were reported by *The observer* newspaper that HIV/AIDS has contributed to low production of food hence causing the increase of malnutrition among children in the region.

Follow up on commissioned nutrition features for print media: UHCA has commissioned a number of nutrition feature stories following the two successful media excursions. The stories will bring out the malnutrition situation on the ground to the public, nutrition activists and policy makers.

Follow up on the Government commitment on addressing key nutrition issues in Uganda: Early 2011 the Government through the ministry of health signed a commitment to champion an

intensive effort and allocate adequate resources to reducing malnutrition during its new tenure in government as popularly mandated by the People of Uganda. UHCA will therefore conduct a dialogue with government, parliamentarians, nutrition's activists and donors to assess the level of commitment so far.

6.0. Lessons learnt

- The practise of engaging journalists through the commissioning of newspaper and electronic media articles ensured wider and in-depth coverage of the thematic issues.
- The approach of skills development for media practitioners through a combination of presentations on nutritional issues and basic health reporting training laid the firm foundation for sustaining media interests.
- The flexible disposition of the FANTA2 team and their willingness to receive technical advice from UHCA has been instrumental in moving the partnership forward in creative and positive ways.