



## Implementation of the USAID Multi-sectoral Nutrition Strategy: A Case Study of Collaboration and Coordination among Implementing Partners



By

**Dr. Osagie C. Aimiwu**  
**Agriculture Development Officer**  
**USAID/Bangladesh**



## Purpose of Coordination and Collaboration

Based on USAID multi-sectoral nutrition strategic objective of scaling up effective, integrated nutrition-specific and nutrition-sensitive interventions, programs, and systems across humanitarian and development contexts:

Strengthen linkages between:

- Feed the Future (FTF): Increased on-farm productivity & Investments in market systems and value chain
- Food for Peace (FFP) non-emergency programs: Upgraded skills of poor and extremely poor farmers as well as the landless people
- Global Health Initiative (GHI): Enhanced utilization of foods by focusing on behavioral change messaging on nutrition, hygiene, and dietary diversification



Source of Pictures: SPRING



## Members of the Agriculture-Nutrition Linkages Group<sup>1</sup>

### **Feed the Future (Office of Economic Growth)**

1. Agro-Inputs Project (AIP)
2. Aquaculture for Income & Nutrition (AIN)
3. Agriculture Extension Support Activity (AESAs)
4. Feed the Future Bangladesh Livestock Production for Improved Nutrition Project
5. Policy Research & Strategy Support Program (PRSSP)
6. Women's Empowerment Activity (WEA)

### **Health & Nutrition (Office of Health & Nutrition)**

7. SHIKHA
8. NHSDP (Smiling Sun clinics network)
9. Strengthening Partnerships, Results & Innovations in Nutrition Globally (SPRING)

### **Food For Peace (Office of Humanitarian Assistance)**

10. Nobo Jatra
11. SAPLING
12. Strengthening Households' Ability to Respond to Development Opportunities III (SHOUHARDO III)

<sup>1</sup>Membership since August 2013



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## USAID NUTRITION STRATEGY RESULTS FRAMEWORK GOAL

Improve nutrition to save lives, build resilience, increase economic productivity, and advance development

## STRATEGIC OBJECTIVE

Scale up effective, integrated nutrition-specific and -sensitive interventions, programs, and systems across humanitarian and development contexts

### INTERMEDIATE RESULT 1

Increased equitable provision and utilization of high-quality nutrition services

- 1.1 Increased timely delivery of critical services before and during humanitarian crises
- 1.2 Increased availability of and access to high-quality nutrition-specific services and commodities
- 1.3 Increased availability of and access to high-quality nutrition-sensitive services and commodities
- 1.4 Improved social and behavior change strategies and approaches for both nutrition-specific and nutrition-sensitive activities

### INTERMEDIATE RESULT 2

Increased country capacity and commitment to nutrition

- 2.1 Increased professional and institutional capacity
- 2.2 Increased political will and resources for nutrition programs
- 2.3 Increased stakeholder engagement around national nutrition goals
- 2.4 Improved systems to plan, manage, and evaluate nutrition programs

### INTERMEDIATE RESULT 3

Increased multi-sectoral programming and coordination for improved nutrition outcomes

- 3.1 Increased joint planning across humanitarian and development sectors
- 3.2 Strengthened coordinated multi-sectoral programming and planning among nutrition stakeholders within the U.S. Government and at the country level
- 3.3 Strengthened engagement with the private sector to improve nutrition

### INTERMEDIATE RESULT 4

Increased nutrition leadership

- 4.1 Improved global coordination among donors, international organizations, partner countries, and other stakeholders addressing nutrition
- 4.2 Strengthened and expanded nutrition evidence base
- 4.3 Increased generation of innovative practices and technologies
- 4.4 Increased application of evidence-based approaches and innovation, including use of technology



## INTERMEDIATE RESULT 1: INCREASED EQUITABLE PROVISION AND UTILIZATION OF HIGH-QUALITY NUTRITION SERVICES

### Sub IR 1.3 INCREASED AVAILABILITY OF AND ACCESS TO HIGH-QUALITY NUTRITION SENSITIVE SERVICES AND COMMODITIES

**Activity:** Invest in improved agricultural techniques (more productive pest-resistant, and drought-resistant varieties) that safely and sustainably increase production and consumption of nutrient-dense foods

#### AESA, AIP & AIN

- AIN assisted AESA with access to PCR tested negative shrimp post larvae for AESAP farmers - established linkage between AESA beneficiaries and AIN associated PL & Fry traders
- AIN shared all training materials on aquaculture to AESA for use at 139 Agriculture Extension Service Centers (AESC)
- AIN developing Local Service providers online database (Krishi Yellow Pages)- in cooperation with AESA and AIP
- AIN providing assistance to AESA on the development of database with information on
  - Fingerling sellers & other LSPs for linkages
  - Technical assistance on aquaculture-developing AIS and AESAP supported service center





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#### AIN & SPRING

- AIN has provided 24,000 SPRING farmers with access to quality fish seeds from AIN private sector fish seed producers
- Based on their complementary expertise, SPRING and AIN continue to collaborate around the important nutritional issue of small indigenous fish species and both have incorporated this into their messaging

#### CIP-Horticulture, AIN & SPRING

- Joint planning by CIP and SPRING for expanding communities' access to quality vegetable seeds from Lal Teer Company
- 28 CIP master trainers were trained by AIN on basic pond management and by SPRING on basic poultry management



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**Activity:** Embed nutritional and hygiene messages in agriculture extension services along value chains and behavior change activities to increase demand for nutrient-dense foods

#### AESA & SPRING

- SPRING shared Community Workers Guide and Training Manual with AESA
- SPRING trained 54 of AESA master trainers on its ENA/EHA for non-health workers guide (“Community Workers Guide”)

#### AIN, AIP, AVC & CSISA

- Joint radio program on nutrition
- AIN trained AVC staff on photography for communication material development
- AIN provided food cards, festoons and other aquaculture and nutrition training materials to AIP



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**Activity:** Embed nutritional and hygiene messages in agriculture extension services along value chains and behavior change activities to increase demand for nutrient-dense foods

#### AIN, CIP-Horticulture, SHIKHA & SPRING

- SHIKHA uses the media dark campaign to promote agriculture-nutrition linkage by disseminating combined agriculture and nutrition messages, through audio- video aid.
- This is in collaboration and coordination with AIN, SPRING and CIP-Horticulture projects
- So far,
  - 1533 media dark villages (1245 of which overlaps between the 4 projects)
  - Total participants of 119,186 (of which 99,203 are in overlapping villages)



Source of Pictures: SPRING





## <http://feedthefuture.gov/article/media-campaign-improve-nutrition-reaching-rural-villages-bangladesh>



## FEED THE FUTURE

The U.S. Government's Global Hunger and Food Security Initiative

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### Media Campaign to Improve Nutrition Reaching Rural Villages in Bangladesh

April 30, 2015  
Feed the Future | Newsletter



In remote villages of Bangladesh, a Feed the Future campaign is promoting good nutrition among people without access to traditional media.

Bangladesh has made great strides in expanding its power distribution network, but only 60 percent of the country has access to electricity and less than one third of households in rural areas are connected to the grid. Many of these areas are thus beyond the reach of traditional media like television or radio, so reaching people living in rural Bangladesh with basic information about health and nutrition is a challenge.

In order to reach these communities with key information about improving family nutrition, four Feed the Future implementing partners are working together to carry out a mobile media campaign to improve nutrition in remote villages across southern Bangladesh. Using portable large screen video messages along with interactive demonstrations and quiz games, these Feed the Future projects are educating rural families on proper nutrition and hygiene, as well as teaching them how to grow homestead gardens and improve the yield of fish, such as tilapia, that are raised in household ponds.

Members of the media outreach team travel to secluded areas by automobile and boats to share information through interactive sessions in villages. They teach families a variety of new practices, from using low-cost, hands-free "tippy tap" devices to wash their hands, to using higher quality fingerlings (young fish) to cultivate tilapia. The outreach teams also educate villagers about the importance of proper nutrition for pregnant women, exclusive breastfeeding for infants under six months of age and complementary feeding techniques to help small children grow up to be healthy adults.

So far, the "media dark" campaign – so named because it promotes media in the "dark" parts of the country without electricity – has reached more than half a million individuals in 1,500 villages. Bangladesh print and electronic media have also taken interest in this innovative approach, attending several village outreach events and providing extensive coverage of the program.

#### VIDEOS



NOVEMBER 5, 2014

Rice Weeding In Tanzania: Innovations From The...

[watch video](#)



OCTOBER 24, 2014

Agricultural Technologies: Wheels For Change In...

[watch video](#)



SEPTEMBER 26, 2014

Advancing Food Security Among The Extreme Poor

[watch video](#)

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#### IN THE PRESS



Drip, Drip, Drip: Tanzania Farmers Learn To Defeat Drought

MARCH 26, 2015 | THE CHRISTIAN SCIENCE MONITOR



Zambia Benefits From U.S. Trade Plan

MARCH 24, 2015 | ZAMBIA DAILY MAIL



Agribusiness Could Propel Ghana's Prosperity

MARCH 20, 2015 | BUSINESS GHANA



Liberia Gets First Agric Vocational Program

MARCH 19, 2015 | THE DAILY OBSERVER

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## INTERMEDIATE RESULT 1: INCREASED EQUITABLE PROVISION AND UTILIZATION OF HIGH-QUALITY NUTRITION SERVICES

### Sub IR 1.3 INCREASED AVAILABILITY OF AND ACCESS TO HIGH-QUALITY NUTRITION SENSITIVE SERVICES AND COMMODITIES

**Activity:** Promote increased availability and affordability of essential commodities to facilitate hygiene practices (e.g., water treatment products, soap, hand washing stations, sanitation options)

#### AESA, AIN, IAHBI, SHIKHA & SPRING

- WASHplus project (non-member project) provided technical support to SPRING and SHIKHA projects on different tippy tap models that are feasible for hand-washing stations
- Thereafter, SPRING provided training to
  - SHIKHA Project media dark campaign team (40 staff members) on installation & maintenance of tippy tap
  - IAHBI project staff at field level on installation & maintenance of tippy tap
  - AIN, which is now promoting Tippy Tap practice and hand washing message in nutrition training
  - AESA field staff who are now promoting Tippy Taps among the project's farmer producer groups



## INTERMEDIATE RESULT 1: INCREASED EQUITABLE PROVISION AND UTILIZATION OF HIGH-QUALITY NUTRITION SERVICES

### Sub IR 1.4 IMPROVED SOCIAL AND BEHAVIOR CHANGE STRATEGIES AND APPROACHES FOR BOTH NUTRITION-SENSITIVE AND NUTRITION-SPECIFIC ACTIVITIES

**Activity:** Strengthen SBC interventions based on formative research on consumer and household preferences, needs, and barriers to changing behaviors

#### AIN, CIP-Horticulture, IAHBI, SHIKHA & SPRING

- USAID/W and USAID/Bangladesh funded Bangladesh Aquaculture-Horticulture for Nutrition Collaborative Research project (implemented by both Nutrition and Horticulture Innovation Labs) is conducting this research in collaboration with these five projects





## INTERMEDIATE RESULT 2: INCREASED COUNTRY CAPACITY AND COMMITMENT TO NUTRITION

### Sub IR 2.1 INCREASED PROFESSIONAL AND INSTITUTIONAL CAPACITY

**Activity:** Support in-service technical training for frontline workers (e.g., agriculture, health, and community extension workers) implementing nutrition actions

#### AESA, AIN & AIP

- AIP trained 3 master trainers from AIN and AESA on modules that included nutrient dense crops production, pest management and essential hygiene actions
- 110 AIP Retailers were trained by AIN on pond aquaculture, shrimp farming, dyke cropping and nutrition

#### AESA, CIP-Horticulture & SPRING

- SPRING provided nutrition TOT training to 50 AESA field staff
- Most of the 65 CIP-Horticulture field staff trained by SPRING the previous year

#### SPRING and Livestock & Nutrition Project:

- SPRING shared Nutrition training module.
- (Upcoming) SPRING will co-facilitate the nutrition training course of Village Health Workers (VHW) from May 2016

#### SHIKHA and Livestock & Nutrition Project:

SHIKHA sent 8 staff for nutrition training of VHW, arranged by Livestock & Nutrition Project



## INTERMEDIATE RESULT 3: INCREASED MULTI-SECTORAL PROGRAMMING AND COORDINATION FOR IMPROVED NUTRITION OUTCOMES

### Sub IR 3.2 STRENGTHENED COORDINATED MULTI-SECTORAL PROGRAMMING AND PLANNING AMONG NUTRITION STAKEHOLDERS WITHIN THE U.S. GOVERNMENT AND AT THE COUNTRY LEVEL

**Activity:** Strengthen planning and coordination for effective convergence of interventions in geographical areas, as appropriate, for increasing nutrition outcomes

#### AESA, AIN, AIN, Livestock & Nutrition, CSISA & PRSSP

- Jointly funding a GIS Coordinator position who provides GIS coordination and support to the Group
- GIS Web-portal for dissemination of information on trainings, locations of activities, meetings etc.

#### SPRING and NHSDP

- SPRING and NHSDP are partnering to encourage better access to quality health and nutrition services for the poorest of the poor, especially in hard to reach areas
- Project-specific GIS maps with details on both projects have helped facilitate this coordinative effort



Source of Pictures: SPRING





## INTERMEDIATE RESULT 4: INCREASED GLOBAL NUTRITION LEADERSHIP

### Sub IR 4.1 IMPROVED GLOBAL COORDINATION AMONG DONORS, INTERNATIONAL ORGANIZATIONS, PARTNER COUNTRIES, AND OTHER STAKEHOLDERS ADDRESSING NUTRITION

**Activity:** Synthesize and translate research findings for non-research audiences

AIN, CIP-Horticulture, IAHBI, SHIKHA & SPRING

- USAID-funded Aquaculture-Horticulture for Nutrition Collaborative Research program will undertake this when research findings become available

### Sub IR 4.2 STRENGTHENED AND EXPANDED NUTRITION EVIDENCE BASE

**Activity:** Prioritize research investments to fill identified evidence gaps through robust stakeholder engagement processes such as Multi-sectoral nutrition programming: to determine the impact of interventions across sectors on the nutritional status of vulnerable populations both in development and humanitarian contexts

AIN, CIP-Horticulture, IAHBI, SHIKHA & SPRING

- USAID-funded Bangladesh Aquaculture-Horticulture for Nutrition Collaborative Research program will collaborate with these 5 projects to conduct this research



## INTERMEDIATE RESULT 4: INCREASED GLOBAL NUTRITION LEADERSHIP

### Sub IR 4.2 STRENGTHENED AND EXPANDED NUTRITION EVIDENCE BASE

**Activity:** Disseminate research findings through journal articles, research briefs, presentations at USAID, international conferences, and other venues

#### AIN, CIP-Horticulture, IAHBI, SHIKHA & SPRING

- USAID-funded Bangladesh Aquaculture-Horticulture for Nutrition Collaborative Research project (implemented by both Nutrition and Horticulture Innovation Labs) will collaborate with these 5 projects to undertake this activity as research findings become available

### Sub IR 4.4 INCREASED APPLICATION OF EVIDENCE-BASED APPROACHES AND INNOVATION, INCLUDING USE OF TECHNOLOGY

**Activity:** Promote increased innovative easy and no cost hand washing technology

#### SPRING and Livestock and Nutrition Project :

- Livestock and Nutrition Project is promoting and scaling up 'Tippy Tap' hand washing technology in its working areas.



Source of Pictures: SPRING





## CHALLENGES & SUSTAINABILITY

### CHALLENGES

- Partners lack clarity as to how their efforts toward coordination and collaboration contribute to achieving the Mission's nutrition goal
- Coordination efforts have not been institutionalized at the USAID Bangladesh Mission
- There is no formal coordination mechanism in place at the field level
- Partners perceive a conflict between their awards and their interest or obligation to coordinate
- Collaboration efforts are not measured
- Although there have been instances with deliberate follow up, many collaboration efforts have lacked a mechanism for follow up



Source of Pictures: SPRING







## CHALLENGES, OPPORTUNITIES & SUSTAINABILITY

### SUSTAINABILITY

- Identification of a new coordination lead within the Mission
- Using good meeting protocols: Accountable party to follow up on decisions
- Taking a portfolio approach for nutrition: A nutrition Project Appraisal Document (PAD) is being developed
- Establish a stronger environment for Collaborating, Learning, and Adapting (CLA): Common GIS mapping platform



Source of Pictures: SPRING



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**Thank You!**

