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## IMPROVING DIETS AND NUTRITION OUTCOMES IN SOUTHERN AFRICA

June 2020

SDGs:



Countries: Lesotho, Seychelles, the United Republic of Tanzania and Zambia

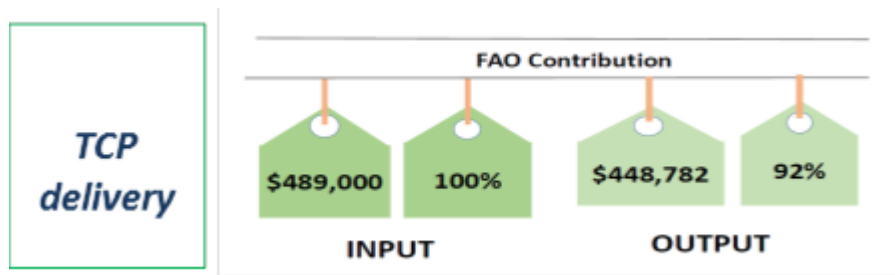
Project Codes: TCP/SFS/3604

FAO Contribution: USD 489 000

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SUMMARY OF ACHIEVEMENTS



### Implementing Partners

Ministry of Agriculture (Lesotho), Ministry of Health (Seychelles), Tanzania Food and Nutrition Council (United Republic of Tanzania, Mainland), Ministry of Agriculture (Food Security and Nutrition) (United Republic of Tanzania, Zanzibar), Ministry of Agriculture (Zambia).

### Beneficiaries

Government departments and parastatals; Schools, workplaces, hospitals, social canteens and restaurants; The populations of the beneficiary countries, especially women, children and girls.

### Country Programming Framework (CPF) Outputs

*Lesotho:* Priority Area 1 – Enhance sustainable food and nutrition security.

Outcome 1 – National institutions and farmer organizations response to food and nutrition security challenges strengthened.

*Seychelles:* Output A 1.1 – Strengthened capacity of national institutions to develop sectoral and cross-sectoral policy frameworks, investment plans and programmes for improved national food security and nutrition.

*United Republic of Tanzania:* Government Priority B – Increasing agricultural production, productivity for food and nutrition security.

Country Outcome – Agricultural production and productivity increased in crop, livestock, fisheries and forestry for food and nutrition security.

Output B.5 – Nutrition-sensitive agriculture promoted, and food and nutrition security information systems and structure (MUCHALI) strengthened.

Indicator – By 2018, dietary diversity, including consumption of pulses, livestock products and fish is effectively promoted.

*Zambia:* Country Outcome 3 – To enhance capacities of government and stakeholders in the development and promotion of food and nutrition programmes and strategies aimed at improving the availability, access, utilization and consumption of food.



### BACKGROUND

It is widely acknowledged that having a high-quality diet is one of the single most important contributors to nutrition outcomes and health, while poor-quality diets result in malnutrition in its many forms, including under-nutrition, micronutrient deficiencies and obesity. In recent years, African countries have begun to undergo a dietary transition, marked by changes in food consumption patterns. Globalization, urbanization and changes in the food supply and lifestyles have resulted in a shift in dietary habits, a loss in dietary diversity and a loss of traditional food cultures.

Shifts to sub-optimal diets are compounded by a lack of awareness of nutrition and a low level of empowerment to make healthy food choices. The general population has been exposed to mixed and misguided nutrition messages which, in turn, negatively influence their overall knowledge, outlook and behaviour towards making healthy food choices.

These changes, coupled with the increased availability and marketing of products of low nutritional value, highlighted the need for consistent, simple and practical dietary guidance to enable people to make healthy food choices and therefore prevent negative health outcomes, and to assist countries in developing food, health and agriculture policy.

The Sub-regional Office of Southern Africa (SFS) therefore implemented this project, TCP/SFS/3604, to support three countries (Seychelles, the United Republic of Tanzania, and Zambia) in promoting healthy diets through the development of Food-based Dietary Guidelines (FBDGs). This TCP also supported the Government of Lesotho in the development of a Nutrition and Home Economics Strategy (NHES) for the Department of Nutrition and Home Economics (DoNHE) in the Ministry of Agriculture.

The FBDGs are evidence-based recommendations with a series of harmonized nutrition messages and related illustrations that represent what a healthy diet is. The guidelines also provide advice on foods, food groups and dietary patterns to help the population meet nutrition requirements, so as to promote overall health and prevent diet-related non-communicable diseases. The FBDGs are intended to establish a basis for policies on food and nutrition, public health, and agriculture, as well as nutrition education programmes, in order to foster healthy eating habits and lifestyles.



The development of FBDGs involves a systematic and comprehensive multistakeholder process, requiring ten steps and a number of skills. The support provided by this TCP project covered the first eight steps of the process and the first half of step nine, up to the dissemination of the guidelines. This is because the second half of step nine, the implementation stage, is a long-term and ongoing process, which is to be led by Governments. To ensure sustainability, the TCP provided tools for the participating Governments to effectively implement the FBDGs, as well as to monitor and evaluate them (step ten).

## IMPACT

The project facilitated the development of FBDGs in Seychelles, the United Republic of Tanzania and Zambia, as well as the NHES for Lesotho. The guidelines and strategy are expected to improve diets among individuals and households in the targeted countries, thereby contributing to a reduction in malnutrition in the region.

## ACHIEVEMENT OF RESULTS

This project contributed to the achievement of 12 of the 17 SDGs, particularly numbers 2, 3 and 6. Four of the five Outputs were fully delivered, and the remaining Output was partially delivered. Some of the project's original targets were exceeded in both the development of products and the training of beneficiaries. It was planned that seven normative and standard-setting instruments and strategies would be developed; however, in the course of developing the FBDGs, a total of 20 normative guidelines, products and strategies were developed. In addition, the capacity-building activities conducted under the project reached 100 government and non-government staff, more than doubling the original goal of 40.

Only five countries in Africa have developed FBDGs, and this project fostered the development of the first ever FBDGs in the United Republic of Tanzania and in Zambia. Prior to the implementation of the project, the United Republic of Tanzania had a set of dietary guidelines; however, it was decided that the FBDG development process would be restarted from the beginning, rather than updating the existing guidelines. In this way, the country's FBDGs would align with global standards.

The FBDGs were created by Technical Working Groups (TWGs), who had no previous experience, but were able to develop them thanks to capacity and skill building and mentoring provided by FAO. The FBDGs were designed to provide evidence-based guidance and advice to the general public to promote healthy eating and provide coherent, consistent messaging related to nutrition.

Under Output 1, country-specific FBDGs were developed through a multistep process. The achievement of this Output began with the establishment of TWGs in Seychelles, the United Republic of Tanzania and Zambia. Each TWG consisted of between 12 and 35 members representing various organizations, including Ministries of Health, Agriculture, and Education, NGOs, UN agencies, civil society organizations and academic and research institutions. Details on the specific organizations represented by each TWC can be found in the LogFrame Matrix below.

Following the formation of the TWGs, four ten-chapter evidence review documents were produced. These reviews were carried out by members of the TWGs with support from FAO and Sokoine University of Tanzania. Through an analysis of local data and literature, major nutrition and public health concerns were identified in each country. Information regarding dietary and lifestyle habits of the general population were included as well. This activity was supported by the provision of training for the members of the TWGs on collecting, collating and synthesizing information.

The guidelines were then formulated by the TWGs. Revision workshops were held to support the refinement of the guidelines. During these workshops, messaging was also developed for the dissemination of the guidelines.

The FBDGs were tested in order to elicit feedback for their improvement. Training on pre-testing the guidelines was provided for the TWGs in order to support this activity. Feedback was collected through focus groups, in which 750 beneficiaries' reactions to the recommendations were analysed. The messaging developed under the previous activity, along with related illustrations, were also tested.

This was supported by FAO, in collaboration with Stellenbosch University for Tanzania and with Mango Tree Limited for Zambia, through Letters of Agreement (LoAs). The testing was done to ensure that the messages and images were comprehensible, effective, appropriate, attractive and culturally relevant.

This Output fostered the development of the FBDGs, as well as other related products, including the above-mentioned messages and illustrations and a food guide. At the time of this report, the related products were being finalized. Once the products are all completed, the dissemination process is expected to occur.

Output 2 focused on the development of a culturally sensitive communication strategy for the dissemination of the FBDGs. Under this Output, four healthy eating guides and brochures were created, as was a multisectoral FBDG implementation and evaluation strategy, and a related work plan and budget. The strategy and plan are expected to guide policy-makers and professionals on utilizing the FBDGs in their respective sectors.

Under Output 3, the FBDGs were meant to be disseminated. As mentioned above, they are expected to be launched as soon as the related products have been finalized, with the participating Governments overseeing their dissemination and evaluation and the related communications strategy. For this reason, Output 3 was partially achieved.

The communication strategy to promote the messaging of the FBDGs and the nutritional benefits of local foods was designed under a LoA with Mango Tree Limited. Educational materials were also developed for Seychelles, the United Republic of Tanzania and Zambia at workshops involving the TWGs and other stakeholders. The materials summarized and simplified the FBDGs, and they included illustrations. Each guide is tailor-made to the targeted country and includes key messages for good nutrition. The guides were translated into selected local languages in order to reach a wider segment of the population.



A one-page brochure was also developed. It included ten key messages, with ten key images related to them. This not only simplified the guidelines, but it also made the information more accessible to beneficiaries, owing to the fact that the inclusion of the images removed the need for translation.

These communication tools were also tested in over 41 locations in the United Republic of Tanzania and Zambia, and a pilot test was conducted in Seychelles. Prior to these sessions, training was provided for those conducting the test.

The focus of Output 4 was capacity building for professionals and Government staff. As mentioned above, the original target for the Output was 40 beneficiaries; however, the project managed to build the capacities of 100. Eighteen sessions were held in total. Under this Output, training tools adapted to the context of each country were developed, including guides, PowerPoint presentations, and other materials for training workshops. Hands-on training activities and mentoring also took place. A workshop on the development and implementation of the FBDGs was held in Seychelles, the United Republic of Tanzania and Zambia. Training was also conducted for nutrition educators and health and agriculture extension officers to effectively utilize the educational communication materials on the FBDGs, and to support their implementation. On-the-job training was provided on how to conduct focus group discussions. This was done to support the pre-testing activities described above, in which feedback on the FBDGs and related products was elicited. Participants in this session totalled 60, and they were able to role play and build their skills through pilot testing.

A sub-regional workshop was also held in the United Republic of Tanzania. A total of 42 participants from five countries (Rwanda, Seychelles, the United Republic of Tanzania, Zambia and Zimbabwe) attended. A main focus of the workshop was capacity building on the development of food graphics and guides, as well as practical skills on using a linear programming package for diet modelling and optimization. Thanks to this aspect of the training, the attendees were able to develop recommended proportionalities for the targeted food groups. The participants from the United Republic of Tanzania and Zambia utilized the program to determine the optimal combinations of locally available foods to meet the nutrient requirements included in the FBDGs. Experiences and lessons learned were also shared. These lessons were incorporated into the implementation and communication strategies for nutrition educators and health and agriculture extension staff mentioned above. Output 5 focused on the development of the NHES for the DoNHE in the Ministry of Agriculture in Lesotho. The strategy describes the organizational design of the DoNHE and its services and products, focusing on its nutrition and home economics interventions. These include: (i) promoting the availability of and access to nutritious foods through sustainable, diverse household production; and (ii) improving dietary diversity through an increased consumption of nutritious, diverse and safe local foods. The creation of the strategy began with a series of consultative meetings with stakeholders regarding their expectations and perspectives on the DoNHE. Following this, a workshop was held in order to finalize the role and expectations of the department. The inputs from the consultations and workshops were compiled, and the strategy was developed. The document outlined the comparative advantage of the DoNHE, as well as its key strategic actions. The final step was a validation workshop, during which seven chapters of the strategy were presented. Seven strategic objectives and fourteen priority areas were agreed upon. Feedback from stakeholders was incorporated, and the strategy was finalized.



## IMPLEMENTATION OF WORK PLAN

The project was implemented within the planned budget and timeframe. Two budget revisions were requested and approved throughout its life cycle.

There were some initial delays in the signing of the LoAs; however, they did not cause any major issues in implementation.

Activities 3.5 and 3.6, which focused on the implementation and evaluation of the communication strategy that was developed for the FBDGs, were not carried out. These activities proved to be beyond the scope of the project; however, it is expected that the participating Governments will implement and oversee them as soon as the products related to the FBDGs are finalized.

One of the risks identified in the Project Document was the 60-day travel limit per year for FAO staff, as the delivery of the Outputs depended on at least six missions to Seychelles, the United Republic of Tanzania and Zambia to support the development of the FBDGs. As mitigation measures, the missions were spread across the project's 24-month life cycle, and consultants were mentored to enable them to carry out some of the technical missions.

The other risks that were identified included a possible lack of availability of relevant Government staff or international consultants. This did not prove to be an issue, owing to clear and early planning and communication.

Poor coordination between key partners was also foreseen as a possible risk to implementation; however, thanks formation of the TWGs and to communication among the LTO, National Project Coordinators (NPCs), FAO focal points, consultants and other key players, there were no issues with this.

The final possible risk was an insufficient number of FAO nutrition officers to work with NPCs. This was mitigated through the hiring of short-term national consultants for Seychelles and Zambia and international consultants for Tanzania, who supported the Food Security and Nutrition Officer to serve as a focal person and FAO country liaison between the NPC and other stakeholders in the sub-region.

## FOLLOW-UP FOR GOVERNMENT ATTENTION

Support is recommended to ensure the dissemination of the FBDGs. Dissemination should occur upon finalization of the FBDG-related products (i.e. the guides containing messaging and illustrations that are comprehensible and culturally appropriate).

Resources to support the validation, launch and dissemination of the FBDGs are required in Seychelles.

Finally, the participating Governments are expected to support the implementation, monitoring and evaluation of the guidelines.

## SUSTAINABILITY

### 1. Capacity development

The project developed the capacity of Government staff on the development and implementation of country-specific guidelines as a basis for launching comprehensive public food and nutrition education and awareness campaigns. On-the-job training and mentoring for relevant Government professionals equipped them with the skills necessary for the development and sustained implementation of the FBDGs.

In Seychelles, the United Republic of Tanzania and Zambia, TWGs representing a total of 74 Government and other institutions were formed. The inclusion of local experts in the creation of these TWGs built a sense of ownership that is expected to be a contributing factor to the following of the guidelines. Engaging other community members also ensured that the guidelines would be culturally acceptable, reinforcing the likelihood that they will be followed. In Lesotho, the development of the NHES is expected to influence the mainstreaming of nutrition into national policies and programmes.

The involvement of the Ministries of Agriculture, Health, and Education, universities and research institutions, civil society and actors from other sectors strengthened the project's multisectoral approach, facilitated knowledge sharing and led to the creation of networking platforms. The networks that were created are expected to be beneficial for the implementation and dissemination of the FBDGs in various settings.

### 2. Gender equality

The FBDGs targeted both men and women.

### 3. Environmental sustainability

One of the core principles of the FBDGs is environmental sustainability. In addition, the evidence review document contained an entire chapter dedicated to this topic.

### 4. Human Rights-based Approach (HRBA) – in particular Right to Food and Decent Work

The development of the FBDGs included the participation and engagement of over 750 individuals from the general population, who contributed to the comprehensive assessment of the guidelines. Their feedback also ensured that the messages developed for inclusion in the food guides were understandable and culturally appropriate for the general population.

### 5. Technological sustainability

Linear programming was used to determine whether or not commonly consumed foods meet nutrient requirements. This programming also guided the recommendations on proportions for the FBDGs.

The guidelines are based on local foods and local feeding practices; therefore, a healthy diet as described in the FBDGs includes foods that are commonly eaten by the targeted beneficiaries, making it feasible for them to follow the recommendations. The information on local eating habits was collected through the feedback received from 750 locals.

The stakeholders are in a position to implement the FBDGs without further technical assistance.

### 6. Economic sustainability

The United Republic of Tanzania and Zambia have mobilized resources to implement the FBDGs, and Lesotho has done the same for the implementation of their NHES. The FBDGs and related campaign are part of a public health service that is free of charge.





## DOCUMENTS AND OUTREACH PRODUCTS

- ❑ Consumer Health Eating Guides for Tanzania (mainland). Stellenbosch University & FAO. December 2019. 16 pp.
- ❑ Consumer Health Eating Guides for Tanzania (Zanzibar). Stellenbosch University & FAO. December 2019. 16 pp.
- ❑ Consumer Health Eating Guides for Zambia. Mango Tree Limited & FAO. December 2019. 12 pp.
- ❑ Consumer Health Eating Guides Seychelles. FAO & B. Katsidzira. December 2019. 24 pp.
- ❑ Evidence review document: Seychelles. Technical Working Group. October 2017. 55 pp.
- ❑ Evidence review document: Tanzania (mainland) Technical Working Group, FAO & Sokoine University of Agriculture. October 2018. 102 pp.
- ❑ Evidence review document: Tanzania (Zanzibar). Technical Working Group, FAO & Sokoine University of Agriculture. October 2018. 137 pp.
- ❑ Evidence review document: Zambia. Technical Working Group, C. Kumwenda, FAO & Sokoine University of Agriculture. October 2018. 146 pp.
- ❑ FBDGs implementing strategy. P. Munjoma & M. Chikoko. December 2019. 12 pp.
- ❑ Focus Group Discussion Facilitator's Guide for Seychelles. M. Chikoko. October 2019. 10 pp.

- ❑ Focus Group Discussion Facilitator's Guide for Zambia. M. Chikoko & Mango Tree Limited. November 2019. 16 pp.
- ❑ Focus Group Facilitator's Guide for Tanzania. Stellenbosch University. July 2019. 12 pp.
- ❑ Food Based Dietary Guidelines for Seychelles. Ministry of Health & FAO. December 2017. 60 pp.
- ❑ Food Based Dietary Guidelines for Tanzania. Tanzania Food and Nutrition Commission, FAO & Technical Working Group. November 2019. 65 pp.
- ❑ Food Based Dietary Guidelines for Zambia. Ministry of Agriculture, FAO & Technical Working Group. November 2019. 43 pp.
- ❑ Food Graphic for Zambia. Mango Tree Limited. November 2019. 2 pp.
- ❑ Food Guide for Seychelles. FAO & B. Katsidzira. December 2019. 2 pp.
- ❑ Food Guide for Tanzania. December 2019. 2 pp.
- ❑ Food Guide for Zambia. Mango Tree Limited. December 2019. 2 pp.
- ❑ Note Taker's Guides for Seychelles. M. Chikoko. October 2019. 5 pp.
- ❑ Note Taker's Guides for Tanzania. Stellenbosch University. July 2019. 5 pp.
- ❑ Note Taker's Guides for Zambia. M. Chikoko & Mango Tree Limited. November 2019. 12 pp.
- ❑ Nutrition Strategy for Lesotho. Lesotho Technical Working Group, G. Kara & M. Chikoko. December 2019. 89 pp.





## ACHIEVEMENT OF RESULTS - LOGICAL FRAMEWORK

Expected Impact	Contribute towards reduction of malnutrition	
Outcome	Improved diets among individuals and households in the four countries of intervention	
	Indicator	<ul style="list-style-type: none"> <li>- FBDGs available.</li> <li>- Culturally sensitive communication strategy to disseminate the FBDGs available and implemented.</li> <li>- Number of relevant Government staff trained in FBDG.</li> <li>- NHES for the DoNHE in the Ministry of Agriculture in Lesotho available.</li> </ul>
	Baseline	<ul style="list-style-type: none"> <li>- 1</li> <li>- 1</li> <li>- 6</li> <li>- 0</li> </ul>
	End Target	<ul style="list-style-type: none"> <li>- 3</li> <li>- 3</li> <li>- 40</li> <li>- 1</li> </ul>
	Comments and follow-up action to be taken	<p>The FBDGs for Seychelles, the United Republic of Tanzania (mainland), the United Republic of Tanzania, Zanzibar and Zambia were drafted and awaiting finalization at the time of this report. The communication strategy was developed for the implementation of the FBDGs, and Government and other relevant stakeholders were trained on the FBDG process. The NHES for the DoNHE in Lesotho was developed.</p> <p>The implementation of the normative guidelines and products, which will be supported by the strengthened capacities of 100 professionals from 74 Government and other institutions, is expected to contribute to the achievement of the Outcome.</p> <p>Following the dissemination of the FBDGs, the longer-term objective of their implementation is to increase the proportion of women and children under five who score five or more on the dietary diversity scale.</p>

<b>Output 1</b>	Country-specific FBDGs developed (Zambia) and updated (Tanzania). These will be specific to population's health, food and nutritional needs		
	Indicators	Target	Achieved
	FBDGs available.	3	Yes
<b>Baseline</b>	1		
<b>Comments</b>	<p>The target for this Output was surpassed, with a total of four FBDGs being produced, plus ten related products that came out of the ten-step FBDG development process. These fourteen instruments, normative guidelines and products were developed for three countries: Seychelles, and the United Republic of Tanzania (Zanzibar and mainland) and Zambia. FAO provided both technical and financial support throughout the process. All three countries followed ten steps for developing FBDGs, eight of which were completed. The steps are as follows:</p> <ol style="list-style-type: none"> <li>1. planning;</li> <li>2. forming a TWG;</li> <li>3. situation analysis or evidence review;</li> <li>4. developing technical recommendations (i.e. the FBDGs);</li> <li>5. diet modelling;</li> <li>6. developing messages and consumer healthy eating guides;</li> <li>7. field testing messages and related visual illustrations;</li> <li>8. revision and finalization;</li> <li>9. dissemination and implementation; and</li> <li>10. monitoring and evaluation.</li> </ol> <p>The other ten FBDG-related normative guidelines, tools and products included four evidence review documents, three guides for focus group discussion facilitators and note takers and three reports on consumer assessment of the FBDGs. Seventy-four Government and other institutions were represented in the four TWGs that were established to develop the FBDGs.</p> <p>The remaining TCP deliverable consists of one part of step nine (dissemination of the FBDG products). At the time of this report, the messages and graphic food guide accompanying the FBDGs needed to be refined and finalized, based on the results of a comprehensive pre-test to confirm whether the messages and illustrations are understandable, effective, appropriate, attractive, and culturally relevant to the general population. The FBDGs will be validated and disseminated once these products are finalized.</p> <p>As regards the implementation of the FBDGs, Zambia and Tanzania have identified funds for their validation, launch and dissemination. At the time of this report, FAO SFS was exploring opportunities for funding to do the same in Seychelles. FAO SFS will continue to technically support the process until completion.</p> <p>After the TCP closure, the participating Governments are expected to implement, monitor and evaluate the FBDGs.</p>		
<b>Activity 1.1</b>	Establish a multi-sector working group to develop FBDG		
	<b>Achieved</b>	Yes	
	<b>Comments</b>	<p>Multi-sector TWGs, consisting of between 12 and 35 members, were established in Seychelles, the United Republic of Tanzania, the United Republic of Tanzania, Zanzibar and Zambia. A total of 100 professionals were part of the TWGs, representing seventy-four Government and other institutions.</p> <p>The groups were formed to enable members to work together to develop country-specific FBDGs. This was to ensure that the FBDGs would follow a holistic approach, and that their development and implementation received support from all institutions related to food and nutrition in each country.</p> <p>The members represented various organizations, including the ministries responsible for Agriculture, Health and Education as well as NGOs, civil society organisations, UN agencies and academic and research institutions. Workshops were held in each country, and the members of the TWGs discussed their roles and responsibilities.</p> <p>The TWGs for each country were represented by the organizations listed below.</p>	

Establish a multi-sector working group to develop FBDG	
Achieved	Yes
Activity 1.1	<p><b>Comments</b></p> <p><u>25 Stakeholders represented in the TWG in Zambia</u>  Cancer Disease Hospital (CDH), Cooperative for Assistance and Relief Everywhere (CARE), <i>Deutsche Gesellschaft für Internationale Zusammenarbeit</i> (GIZ), <i>Humanistisch Instituut voor Ontwikkelingssamenwerking</i> (HIVOS Southern Africa), Indaba Agricultural Policy Research Institute (IAPRI), International Fund for Agricultural Development (IFAD), International Institute of Tropical Agriculture (IITA), K/Mission, Kafue, Kasaka camp, Lusaka Apex Medical University (LAMU), Ministry of Agriculture (MOA), Ministry of Community Development and Social Services (MCDSS), Ministry of Fisheries and Livestock (MFL), Ministry of General Education (MoGE), Ministry of Health (MOH), National Agriculture Information Service (NAIS), National Food and Nutrition Commission (NFNC), National Institute for Scientific and Industrial Research (NISIR), Natural Resources Development College (NRDC), Nutrition Association of Zambia (NAZ), Performance Enhancement Program (PEPII), Programme Against Malnutrition (PAM), Scaling Up Nutrition (SUN), United Nations Children’s Fund (UNICEF), United States Agency for International Development (USAID), University of Zambia, World Food Programme (WFP), and the World Health Organisation (WHO).</p> <p><u>21 Stakeholders represented in the TWG in the United Republic of Tanzania (Mainland)</u>  Agriculture Sector Policy and Institutional Reforms Strengthening (ASPIRES), Centre for Counselling, Nutrition and Health Care (COUNSENUH), Fitness association of Tanzania (FIAT), Global Alliance for Improved Nutrition (GAIN), Jakaya Kikwete Cardiac Institute (JKCI), Ministry of Agriculture Livestock and Fisheries (MALF), Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDGEC), Muhimbili Medical Centre (MMC), MYCAN, National Institute for Medical Research (NIMR), Nelson Mandela African Institute of Science and Technology (NM-AIST), Physical Activity Association of Tanzania (PAAT-TZ), Pan African Farmers Organisation (PAFO), Sokoine University of Agriculture (SUA), Tanzania Diabetes Association (TDA), Tanzania Food &amp; Drugs Authority (TFDA), Tanzania Food and Nutrition Council (TFNC), Tanzania Girl Guides Association (TGGA) of the World Association of Girl Guides and Girl Scouts (WAGGGS), Tanzania Non-Communicable Diseases Alliance (TANCD), University of Dodoma (UDOM) and WFP.</p> <p><u>17 Stakeholders represented in the TWG in the United Republic of Tanzania (Zanzibar):</u>  Department of Elders and Social Welfare (DESW), Food Security and Nutrition Department (FSND), Milele Zanzibar Foundation, Ministry of Agriculture (MOA), Ministry of Education and Vocational Training (MOEVT), Ministry of Health (MOH), Ministry of Natural Resources, Livestock and Fisheries (MANRLF), Ministry of Empowerment, Social Welfare, Youth, Women and Children, Save the Children, State University of Zanzibar (SUZA), SUZA School of Health and Medical Sciences (SHMS), UNICEF, WFP, Zanzibar Food and Drug Agency (ZFDA), Zanzibar Non-Communicable Disease (NCD) Alliance, and the Zanzibar Social Work Association (ZASWA).</p> <p><u>4 Stakeholders represented in the technical working groups in Seychelles</u>  Ministry of Fisheries and Agriculture, Ministry of Health (MOH), Seychelles Agricultural Agency (SAA), and the WHO.</p> <p>Schedule of the TWG meetings:</p> <ul style="list-style-type: none"> <li>– Zambia, 11 – 17 February 2018, 19 stakeholder organizations represented by 28 participants;</li> <li>– The United Republic of Tanzania, 2 – 5 May 2017, 12 stakeholder organizations represented by 25 participants;</li> <li>– The United Republic of Tanzania, Zanzibar, 2 – 5 June 2018, eight stakeholder organizations represented by 14 participants;</li> <li>– Seychelles, 3 November 2017, four stakeholder organizations represented by 17 participants.</li> </ul>

Activity 1.2	Conduct a situational analysis of health, food, agriculture and nutritional status; dietary patterns and social/cultural habits for Zambia, Tanzania and Seychelles	
	Achieved	Yes
Activity 1.3	Comments	<p>Four ten-chapter evidence review documents on food and nutrition insecurity, the determinants of malnutrition, and food, diet and health relationships were prepared and validated in Seychelles, the United Republic of Tanzania, and Zambia. With support from FAO, members of the TWG in each country conducted a thorough evidence review of local data and literature to identify major nutrition and public health concerns, as well as the current dietary and lifestyle patterns of the population. The evidence reviews also included information from the agriculture and education sectors, and global evidence on diet and health relationships. The evidence review document formed the scientific basis for the FBDGs that each country later developed. Prior to drafting of the ER documents, FAO trained the TWGs on how to collect, collate and synthesise information. The ER documents were validated by the TWG together with other technical experts. The number of participants that were present at the training and validation workshops were as follows:</p> <ul style="list-style-type: none"> <li>– Zambia, Training workshop, 22 – 25 May 2018, ten stakeholder organizations represented by 12 participants;</li> <li>– Zambia, Validation workshop, 20 October – 2 November 2018, 15 stakeholder organizations represented by 33 participants;</li> <li>– United Republic of Tanzania, Training workshop, 3 – 10 June 2017, 11 stakeholder organizations represented by 18 participants;</li> <li>– United Republic of Tanzania, Validation workshop, 1 – 4 October 2018, 11 stakeholder organizations represented by 16 participants;</li> <li>– United Republic of Tanzania, Zanzibar, Validation workshop, 17 – 20 October 2018, 12 stakeholder organizations represented by 19 participants;</li> <li>– Seychelles, Validation workshop, October 2017, four stakeholder organizations represented by 17 participants.</li> </ul>
	Develop and update Food-Based Dietary Guidelines to ensure they are consistent with the latest scientific knowledge and appropriate to each country context	
Achieved	Yes	
Comments	<p>The FBDGs are technical normative documents that convert each country's nutritional goals into the types and quantities of food that the population should eat to meet nutrient requirements in order to stay healthy. The document also summarizes the scientific basis on which the technical recommendations were developed. The FBDG document is intended for use by health and nutrition professionals.</p> <p>The TWG members benefited from capacity-building sessions run by FAO during the development and refinement of the FBDGs. The workshops that were conducted to review the guidelines also included the development of messages (described in greater detail under Activity 2.1 and 2.2).</p> <p>The workshops were held as follows:</p> <ul style="list-style-type: none"> <li>– Zambia, 22 – 26 July 2019, ten stakeholder organizations represented by 18 participants;</li> <li>– United Republic of Tanzania and United Republic of Tanzania, Zanzibar, 10 – 15 June 2019, 17 stakeholder organizations represented by 35 participants;</li> <li>– United Republic of Tanzania, and United Republic of Tanzania, Zanzibar, 10 – 13 July 2019, 18 stakeholder organizations (ten from the mainland and eight from Zanzibar) represented by 66 participants;</li> <li>– Seychelles, December 2017, four stakeholder organizations represented by 17 participants.</li> </ul>	
Activity 1.4	Pre-test of the FBDG and revise guidance accordingly	
	Achieved	Yes
Comments	<p>Comprehensive assessments were conducted through a pre-test in 41 locations to confirm whether the FBDG messages and visual illustrations were understandable, effective, appropriate, attractive, and culturally relevant to the consumers/direct beneficiaries in Seychelles, the United Republic of Tanzania and Zambia.</p> <p>Three tools were developed to support the comprehensive assessments and to guide each country's TWG on how to carry out the pre-testing. The three tools included: (i) a Focus Group Discussion (FGD) Facilitator's Guide; (ii) a Note Taker's Guide; and (iii) a FGD Participant Feedback Form.</p> <p>An analysis was done of the reactions of 750 direct beneficiaries to the recommendations, and the appropriate language for messaging and ways to motivate people to follow the dietary guidelines were identified.</p> <p>The capacities of 60 multisector TWG members were strengthened in Seychelles, the United Republic of Tanzania and Zambia, with a focus on conducting the assessments to pre-test the guidelines.</p> <p>Through LoAs, Stellenbosch University and Mango Tree Limited supported the testing of messages and related illustrations for the United Republic of Tanzania and Zambia, respectively.</p>	

Activity 1.5	Publish and launch the FBDG		
	Achieved	No	
	Comments	<p>The refinement of messages and food graphics and guides was ongoing at the time of this report. The comprehensive analysis to confirm whether the messages and visual illustrations are understandable, effective, appropriate, attractive, and culturally relevant to the general population was being finalized.</p> <p>The launch of the FBDGs is expected to occur once the related products are finalized. Zambia and the United Republic of Tanzania have identified funds for their validation, launch and dissemination. FAO SFS was looking into opportunities for funding for Seychelles at the time of this report. FAO SFS will continue to technically support the process until completion.</p>	
Output 2	A multi-sectoral implementation and evaluation plan for the FBDGs developed		
	Indicators	Target	Achieved
	Culturally sensitive communication strategy to disseminate the FBDGs available and implemented.	3	Yes
Baseline	1		
Comments	Four communication products and one strategy were developed. The FBDG implementation and evaluation strategy was designed to guide policy-makers and professionals on how use the FBDGs in their sectors. The four communication products include consumer healthy eating guides and brochures.		
Activity 2.1	Develop a multi-sectorial FBDG implementation and evaluation plan, a work plan and a budget		
	Achieved	Yes	
	Comments	<p>By defining what a healthy diet means for a country's population, FBDGs can guide the policy and actions of various sectors. The implementation strategy identifies how the FBDGs and their related products can be used to address forms of malnutrition that have their underlying causes in these various sectors, such as agriculture, health, social protection and education, as well as in the workplace and in the food industry.</p> <p>The strategy also provides a list of possible interventions and actions for each sector to incorporate the use of FBDGs.</p>	
Activity 2.2	Develop culturally appropriate strategies for promoting healthy diets as well as enabling food environments to facilitate healthy choices		
	Achieved	Yes	
	Comments	Four consumer healthy eating guides were developed for three countries (one for Seychelles, two for the United Republic of Tanzania and one for Zambia). The development of these communication products is linked to Activity 3.3 below.	
Output 3	National FBDG emphasizing the consumption of nutritious, diversified and safe local foods in Seychelles, Tanzania and Zambia disseminated		
	Indicators	Target	Achieved
	Number of people reached and number of media hits for FBDGs.	50 percent of the population.	Partially
Baseline	10 percent of the population.		
Comments	<p>Four food graphics and one communication strategy were developed. The communication strategy is a tool for dissemination, guiding practitioners on how to maximize the reach of the FBDGs. The four graphics are posters that show the food groups and proportions of food that make up a healthy diet. These posters are meant to serve as guides for the general population.</p> <p>Over 750 beneficiaries/consumers were exposed to the messages of the FBDGs. These were the same beneficiaries that contributed to the comprehensive assessment of FBDG messaging in Activity 1.4. During the assessment, which was conducted through focus group discussions, the consumers were able to discuss the messages in terms of their comprehension and understanding. The TWGs also answered and clarified questions that consumers had about healthy eating at the end of the assessments.</p> <p>At the time of this report, population-wide dissemination of the four FBDGs was awaiting the revision of other FBDG-related products, such as the consumer healthy eating guides, whose messages and illustrations underwent a consumer perception assessment in late 2020.</p> <p>The FBDGs need to be validated and disseminated to the larger population once the other FBDG-related products are finalized. As stated above, Zambia and the United Republic of Tanzania have identified funds for validating and disseminating them. FAO SFS was looking for funding opportunities for Seychelles at the time of this report, and FAO SFS will continue to technically support the process until completion.</p>		

Activity 3.1	Develop a communications strategy to disseminate the key messages of the FBDGs, with a strong emphasis on promoting the benefits of local foods through adapted communication channels to reach the audience (for example theatre plays, performances, songs and jingles, radio spots and programmes to promote the FBDG messages)	
	Achieved	Yes
	Comments	Under a LoA with Mango Tree Limited, a communication strategy was developed. It provides guidance on how to use FBDGs and their related products to promote healthy eating.
Activity 3.2	Develop educational materials for use by nutrition educators and field health/agriculture extension staff, as well as user-friendly materials and methods for use in communities.	
	Achieved	Yes
	Comments	<p>Educational materials in the form of consumer healthy eating guides were developed in Seychelles, the United Republic of Tanzania and Zambia. These materials are a summarized, simplified, illustrated version of the technical FBDGs, tailor-made to reach the general population. These guides include key nutrition messages for targeted behaviours. Each message was accompanied by illustrations, as outlined in Activity 2.2 above.</p> <p>These consumer healthy eating guides were translated into each country's major local language(s) to reach a larger segment of the general population (i.e. in the Seychelles, the guide was translated into Creole, in the United Republic of Tanzania, the guide was translated to Swahili, and in Zambia, the guide was translated into both Nyanja and Bemba). The development and testing of visual illustrations was completed through a LoA with Stellenbosch University in the United Republic of Tanzania and with Mango Tree Limited for Zambia. Workshops involving the TWG and other participants were held and provided a platform for the development of the materials. Details on the organization of these workshops are as follows:</p> <ul style="list-style-type: none"> <li>– Zambia, 22 – 26 July 2019, ten stakeholder organizations represented by 25 participants;</li> <li>– United Republic of Tanzania, 18 – 24 August 2019, 11 stakeholder organizations represented by 23 participants;</li> <li>– Seychelles, 21 – 24 October 2019, one stakeholder organization represented by 12 participants.</li> </ul>
Activity 3.3	Develop and disseminate culturally representative graphics. These will portray national FBDGs in the form of posters, brochures and booklets, and they will promote healthy and balanced food consumption among the population	
	Achieved	Partially
	Comments	<p>A one-page pictorial food guide was developed to help the general population in the three countries (Seychelles, the United Republic of Tanzania and Zambia) to recall what foods they should include in their diets.</p> <p>Over ten culturally representative graphics and illustrations were developed for each country. The illustrations helped to simplify the guidelines, making them more memorable, influential and persuasive, thus increasing their effectiveness. They also helped to overcome language barriers where the translation of the messages was not possible, as there are up to five languages spoken in some countries. The messages and illustrations were compiled and included in the consumer guides.</p> <p>As with the FBDGs themselves, the visual guides were awaiting dissemination at the time of this report. Dissemination is expected once the illustrations are refined based on the findings of the assessment. Zambia and Tanzania have identified funds for refining the graphics and visual illustrations, as well as for their dissemination. FAO SFS is seeking funding to do so in Seychelles. Again, FAO SFS will continue to technically support the process until completion.</p>
Activity 3.4	Review and pre-test culturally representative communications tools	
	Achieved	Yes
	Comments	<p>Over 750 members of the general population reviewed the illustrations and their corresponding messages. The assessment was conducted in over 41 locations in Tanzania and Zambia. This assessment was conducted concurrently with Activity 1.4.</p> <p>More than ten illustrations and related messages, and four food graphics for Seychelles, the United Republic of Tanzania and United Republic of Tanzania, Zanzibar and Zambia were assessed as to whether the general population was able to identify the meaning of the images. The assessment also tested cultural acceptability. They were conducted in October 2019 for Zanzibar and in November 2019 for the United Republic of Tanzania and Zambia. Seychelles conducted a pilot test of the assessment in October 2019.</p> <p>Over 60 TWGs in the United Republic of Tanzania and Zambia conducted the assessment. Twelve assessors from Seychelles were equipped with the skills to conduct the assessment.</p>

Activity 3.5	Implement the communications strategy	
	Achieved	No
	Comments	This activity proved to be beyond the scope of the project. The implementation of the strategy is awaiting the validation of all FBDG-related documents. The process is expected to be overseen by the participating Governments.
Activity 3.6	Assess/evaluate the implementation of the communications strategy	
	Achieved	No
	Comments	As with Activity 3.5, this was beyond the scope of the project. The strategy will be evaluated by the participating Governments after it is implemented.
Output 4	Strengthened capacity of countries (Seychelles, Tanzania, and Zambia,) to effectively develop and communicate scientific food and nutrition information to the general public with at least 12 professionals representing the health, agriculture and education and key stakeholder sectors in each country trained	
	Indicators	Target
	Number of relevant government staff trained on FBDGs	40
Baseline	6	
Comments	<p>Cumulatively, over 100 Professionals from 74 Government and other institutions, who formed part of the TWGs, strengthened their capacity to develop FBDGs. To do so, the TWGs went through eight comprehensive steps that required various skills.</p> <p>Eighteen capacity-building sessions were conducted (six per country). The short-term outputs from the capacity and skill-building included:</p> <ol style="list-style-type: none"> <li>strengthened capacities of the TWGs to produce evidence review documents from comprehensive analyses on the nutrition situation and its determinants, as well as on food, diet and health relationships;</li> <li>the use of the evidence review documents as the scientific basis to develop the FBDGs, as well as the messages to promote behavioural change; and</li> <li>skills in conducting assessments on the FBDGs for a comprehensive investigation into the reaction of 750 beneficiaries in 41 locations.</li> </ol> <p>Five sets of training tools adapted to country context were developed. The tools included guides, PowerPoint presentations, and other materials for training workshops. Hands-on and mentoring activities were also carried out.</p>	
Activity 4.1	Conduct sub-regional and national training workshops on the principles and procedures for the development and implementation of FBDG	
	Achieved	Yes
	Comments	<p>A workshop on the principles and procedures for developing and implementing FBDGs was conducted. Participants from Seychelles, the United Republic of Tanzania and Zambia attended the workshops as shown below:</p> <ul style="list-style-type: none"> <li>– Zambia, 11 – 17 February 2018, 19 stakeholder organizations represented by 28 participants;</li> <li>– United Republic of Tanzania, 2 – 5 May 2017, 12 stakeholder organizations by 25 participants;</li> <li>– United Republic of Tanzania, Zanzibar, 2 – 5 June 2018, eight stakeholder organizations represented by 14 participants.</li> </ul>
Activity 4.2	Develop a multi-sectorial training strategy for nutrition educators and communicators, field health/agriculture extension staff from the three countries on the implementation of the FBDGs	
	Achieved	Yes
	Comments	This is linked to Activity 2.1 and 3.1, under which the FBDG implementation and communication strategy were developed for nutrition educators and communicators, as well as field health/agriculture extension staff.
Activity 4.3	Conduct on-the-job training and mentoring during the development of the FBDGs on focus group methodology, and behavioral trials, etc.	
	Achieved	Yes
	Comments	<p>A total of 60 professionals from Government and other institutions in Seychelles, the United Republic of Tanzania and Zambia, who formed part of the TWGs, were trained and mentored on focus group methodology.</p> <p>The focus groups were conducted as part of the comprehensive investigation on whether the FBDG messages and illustrations are understandable, effective, and culturally relevant to the general population.</p> <p>Participants had the opportunity to role play during the training sessions, and they also participated in skill-building through pilot test practice sessions, which helped to build the confidence of the members of the TWGs and enabled them to learn from each other.</p>

Activity 4.4	Conduct a sub-regional workshop to share lessons learned and good practices		
	Achieved	Yes	
	Comments	<p>A regional workshop for Africa was held in the United Republic of Tanzania from 5 to 9 November 2018. The workshop built participants' capacities on the development of food guides, food graphics and diet optimization as part of the ten-step process for the development of FBDGs.</p> <p>Forty-two participants from five countries, four of which are in Southern Africa (Swaziland, United Republic of Tanzania and United Republic of Tanzania, Zanzibar, Zambia and Zimbabwe), and one in Eastern Africa (Rwanda) attended the workshop.</p> <p>The participants gained practical skills in using a linear programming package for diet modelling and optimization. The skills gained resulted in country teams coming up with the recommended proportionalities for food groups.</p> <p>The participants from Tanzania and Zambia were able to run a computer program on diet modelling, and they determined the optimal food combinations of locally consumed food to meet nutrient requirements as per dietary guidelines.</p>	
Activity 4.5	Based on the lessons learnt from the process, guidelines for the multi-sectorial implementation and evaluation of FBDG and nutrition education developed for the sub-region		
	Achieved	Yes	
	Comments	This is linked to Activity 2.1 and 3.1, where the FBDG implementation strategy and communication strategy were developed for nutrition educators and communicators, as well as field health and agriculture extension staff.	
Output 5	Nutrition Strategy for the Department of Home Economics and Nutrition in the Ministry of Agriculture in Lesotho developed		
	Indicators	Target	Achieved
	Nutrition Strategy for the Department of Home Economics and Nutrition in the Ministry of Agriculture in Lesotho available	1	Yes
Baseline	0		
Comments	<p>The NHES for Lesotho was developed, and it was validated in December 2019. The strategy describes the added value and purpose of the DoNHE in the Ministry of Agriculture.</p> <p>The strategy articulates the organizational design of the DoNHE, as well as the resources that are required for it to deliver its work. The strategy also describes the services and products of the DoNHE with a programmatic focus on nutrition and home economics interventions to:</p> <ol style="list-style-type: none"> <li>promote the availability of and access to nutritious foods through sustainable and diversified household food production; and</li> <li>improve dietary diversity through the increased utilization of nutritious, diverse and safe local food products as part of healthy diets.</li> </ol>		
Activity 5.1	Engage with MoA departments to understand their perspective and expectations of the role of the Department of Nutrition and Home Economics (DoNHE) in relation to other departments within the Ministry		
	Achieved	Yes	
	Comments	<p>FAO articulated key priority areas of support from the feedback gathered during the consultative meetings with stakeholders. Meetings were conducted between 1 – 6 April 2019. Twenty stakeholders were engaged from the Food and Nutrition Coordination Office, Ministry of Agriculture, Ministry of Health, UNICEF, World Bank and WFP.</p>	
Activity 5.2	Hold consultations with other stakeholders to hear their views and expectations for the DoNHE		
	Achieved	Yes	
	Comments	<p>Consultative meetings with key stakeholders were conducted between 27 April and 7 May 2019 to hear their views and expectations for the DoNHE. The feedback was incorporated in the development of the strategic document.</p> <p>A total of 43 stakeholders were engaged from the Disaster Management Authority, Food and Nutrition Coordination Office, Lesotho Agriculture College, Maseru District Agriculture Office, Ministry of Agriculture, Ministry of Education, Ministry of Gender, Ministry of Health, Ministry of Small Business, Morija Resource Centre, the Joint United Nations Programme on HIV and AIDS (UNAIDS), UNICEF, WFP, WHO and World Bank.</p>	
Activity 5.3	Conduct a workshop with all MoA departments to reach a consensus on the role and expectations of the DNHC in enhancing the nutritional impacts across all MoA departments		
	Achieved	Yes	
	Comments	<p>A consensus on the role and expectations of the DoNHE in enhancing nutritional impacts across all departments in the Ministry of Agriculture was reached.</p> <p>Over 43 Stakeholders from the Food and Nutrition Coordination Office, Ministry of Agriculture, Ministry of Health, UNICEF, World Bank and WFP were part of the consensus-building workshops and consultations.</p>	



Activity 5.4	Consolidate inputs from the various consultations and workshops and develop a strategy outlining the DNHC's comparative advantage and key strategic actions for the department	
	Achieved	Yes
	Comments	Following the consultations done in April and May 2019, inputs from the stakeholders were consolidated, and a strategy was developed outlining the comparative advantage of the DoNHE and key strategic actions for the department.
Activity 5.5	Hold a validation workshop with all Ministry of Agriculture departments and other key stakeholders	
	Achieved	Yes
	Comments	Seven chapters of the strategy were presented to stakeholders by FAO SFS between 4 - 5 December 2019. The workshop participants agreed upon seven strategic objectives and fourteen priority result areas. Concrete actions were developed for the finalization of the strategy based on the inputs from stakeholders.

**Partnerships and Outreach**

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