

SFH Advocacy Campaign Action Plan-NVF

Campaign Goal: To advocate for the GoR to increase funding commitments for nutrition specific programs

Activity Number	Activity	Detailed Activities	Lead Person	Resources Needed	Timeline	Measures of success	Completed (if yes, tick)	Status
Information gathering activities								
1	Plan and conduct a desk study/analysis of the national financing systems for nutrition related programs	Plan literature review and conduct information gathering meetings with relevant government bodies and other stakeholders. Systematize and analyse the information. Compile, understand and organize the information about the process and the issue in a simplified format, document sources of information. Present the information in simple and easily understandable format for internal and external use. Find a compelling story within the research and use it to put a	Venuste		March - April	Final report		Done
Increased awareness among policymakers and district leaders of the need for additional direct funding for nutrition by GoR.								
2	Preparation of advocacy messages, talking points and strategy.	Identify a theme for the campaign and conference, develop appropriate advocacy messages for key audiences including executive summary containing key findings from the study and press release for the conference	Imelda	Research report	Feb - May	Concept note for the conference, press release		Done
3	Organize a national conference for nutrition specific and sensitive actors.	Draft TOR for consultant, hire consultant, establish scientific, communications and finance committees (procurement & logistics will be under the finance committee) advertise call for abstracts, select panelists/presenters, prepare	Imelda and Butera	Venue, communications materials, panelists	Feb - May	Conference report, attendance list, media coverage about the conference		Done
4	Invite GoR representatives and other stakeholders to attend conference.	Send invitations to GoR representatives and other stakeholders to attend conference.	Butera and Alex	Communications materials	May - June	Invitation and RSVP		Done
5	Conduct meeting with target GOR representatives to participate in the 2016 Rio N4G2.	Schedule meetings with the Prime Minister's Office and Ministry of Health to lobby for participation in the 2016 Rio N4G2	Manasseh		March - July	Meeting minutes		Done
6	Conduct 5 meetings with key policy makers (Parliamentary nutrition	Identify target policy makers from the parliament, schedule meetings with them	Venuste		April - July	Meeting minutes		Done
7	Conduct 3 meetings with GOR social clusters	Schedule meetings with GOR social clusters responsible for nutrition in Rwanda	Venuste		April - July	Meeting minutes		Done
9	Mass media campaigns.	Disseminate nutrition messages through different channels.	Butera		April - December	Radio and television coverage about the campaign, press		Done
Increased coverage for advocacy campaigns by CISA members.								
11	Subaward to CISA	Conduct meetings with key actors in all 5 provinces to share campaign messages and goal.	Butera and Venuste		April - June	Meeting reports and/or report(s)		Done
Participated in the Rio summit and report results								
12	Travel to Rio for summit and continue advocacy campaign by participating in various sessions.	Make travel arrangements and prepare logistics for participants of the Rio Summit.	Alex		August	Trip Report		Done
13	Meetings with policy makers to report results of Rio Summit	Report to key targets in government	Manasseh		August - September	Meeting minutes		Done
Progress Review								
14	Final report on results	Review campaign progress and evaluate success against performance indicators set in M&E framework	Imelda		November - December	Final campaign report detailing activities, achievements, challenges, milestones and progress against campaign goals and objectives		Done

