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Programme for Improved Nutrition in Sindh

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COMMUNICATION AND VISIBILITY STRATEGY



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Developed by:

Programme for Improved Nutrition in Sindh (PINS)

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List of Acronyms

AAP	Accelerated Action Plan for Reduction of Stunting and Malnutrition
AC	Assistant Commissioner
ACF/ AAH	Action Contre La Faim (Action Against Hunger)
ADC	Additional Deputy Commissioner
CVS	Communication and Visibility Strategy
CWW	Concern World Wide
DC	Deputy Commissioner
DCCN	District Coordination Committee for Nutrition
DG	Director General
ER	Expected Result
EU	European Union
GoS	Government of Sindh
IEC	Information, Education and Communication
ILTS	Improved Land Tenancy in Sindh
IP/ IPs	Implementing Partner/s
IPM	Integrated Pest Management
KVI	Key Value Indicator
LSO	Local Support Organization
M&E	Monitoring and Evaluation
MNA	Member of National Assembly
MNCH	Maternal New-born and Child Health
MPA	Member of Provincial Assembly
MWRA	Married Women of Reproductive Age
NRSP	National Rural Support Programme
NSC	Nutrition Stabilization Centre
OTP	Outpatient Therapeutic Programme
P&D B/ P&D	Planning and Development Board/ Department
PDMA	Provincial Disaster Management Authority
PHED	Public Health Engineering Department
PINS	Programme for Improved Nutrition in Sindh
PINS1	PINS Policy and Capacity Building Component
PINS2	PINS Nutrition Specific Component
PINS3	PINS Nutrition Sensitive Component
PITE	Provincial Institute of Teacher's training
PLW	Pregnant and Lactating Women
PNFWH	Pakistan National Forum on Women's Health
PPHI	People's Primary Healthcare Initiative
RSP	Rural Support Programme
RSPN	Rural Support Programme Network
SBCC	Social and Behaviour Change Communication

SC	Steering Committee
SCCN	Sub-Divisional Coordination Committee for Nutrition
SDG	Sustainable Development Goals
SUCCESS	Sindh Union Council and Community Economic Strengthening Support Programme
TA	Technical Assistance
TFS	Task Force Secretariat for Nutrition
TRDP	Thardeep Rural Development Programme
U5	Under five years of age
UC	Union Council
UCBPRP	Union Council Based Poverty Reduction Programme
WASH	Water, Sanitation and Hygiene
WDD	Women Development Department
WINS	Women and Infant Nutrition in Sindh

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Introduction of Communication and Visibility Strategy (CVS)

PINS CVS will serve as a guiding document for PINS, during the programme's implementation, for effective communication with the beneficiaries and other stakeholders and to ensure, EUs visibility. This strategy is evolved based on a consultative process among PINS partners (PINS1, PINS2, and PINS3) responsible for implementation and by taking into account, various factors and lessons learned since the programme commenced.

CVS is aimed to provide directions for appropriate messaging to each of the target groups (audience), which are quite diversified in terms of their needs. The target group vary in nature, in terms of different geographical areas, communities and different levels of management among the line departments and authorities of the Government of Sindh. PINS will make use of the identified communication tools and channels in this document and will remain responsive to the needs at different times of the programme implementation and by appropriately adapting to the change in need.

The CVS outlines the various methods, ways, PINS, adopt towards achieving, the programme objectives (long term/ overarching). It will serve as a guiding strategy for selecting activities and tools, for effective communications with the target audiences. To ensure the activities and actions introduced by PINS are sustained beyond the programme's implementation particularly, for positively impacting the communities / citizens of the province towards improved nutrition, PINS will continue to remain engaged with Provincial Information Department of Sindh. This will help create ownership and institutionalize the SBCC and the messaging/ broadcasting messages to wider audience, within the Government of Sindh.

This strategy provides for:

1. PINS introduction, its mission and design;
2. Objectives (Overall and the target group specific);
3. Messages (specific for the target groups);
4. Tools and channels to achieve the objectives;
5. M&E and allocation of resources (human and financial).

To develop the messages for CVS, analysis of stakeholders (implementing partners, beneficiaries, media and wider public) had been carried out on the basis of their role in programme, their status and communication needs along the risks involved; details of which is provided in [Annex 3](#).

PINS Introduction

The Government of Sindh (GoS) is implementing the multi-sectoral *Sindh Accelerated Action Plan for reduction of Stunting and Malnutrition* (AAP). The AAP commenced in 2015 and its implementation began in 2017 with the objective to reduce the rates of stunting in children in Sindh from 48% to 30% by 2021, and by a further 15% by 2026. EU through PINS is supporting the implementation of AAP in ten selected districts of Sindh [Annex 1](#) and for building the capacity of the government in terms of nutrition policy, governance and implementation of AAP.

PINS Mission – currently under implementation

PINS will support the GoS' AAP, through multiple interventions, to improve the nutritional intake of children under five (U5) and of Pregnant and Lactating Women (PLW). At the government level, it is supporting the GoS to develop its policies, strategies and governance structures around nutrition by taking direct nutrition-specific actions to address acute malnutrition. At the community level, it undertakes nutrition-sensitive activities to address the underlying drivers of stunting and malnutrition.

Details on the Programme's expected results can be found in [Annex 1](#).

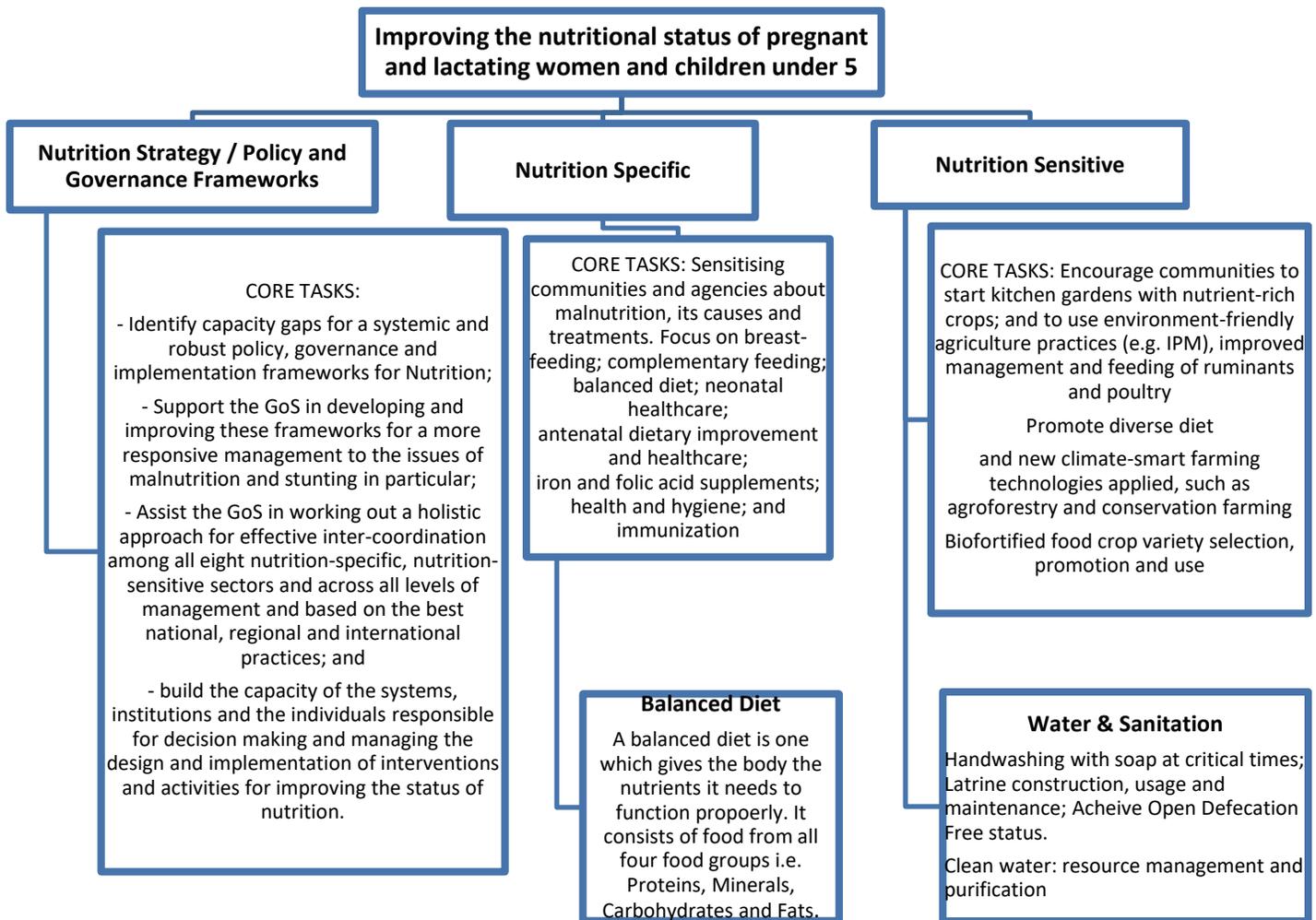
Programme Design - An integrated approach to addressing the challenges of nutrition

Unique features of PINS and the associated communication challenges

PINS is unique among Programmes seeking to address malnutrition in that it:

- Represents a comprehensive multi-sectoral approach, complex inter-departmental implementation coordination across eight sectors of nutrition-specific and nutrition-sensitive domains, along with the cross cutting themes and dealing with the Government, at provincials, divisional / district and sub-divisional / UC levels, implemented through three main and seven sub implementing partners are implementing this across the geographical and thematic scope, each of which contribute specific areas of expertise of each for an optimal value.
- Builds on the lessons learnt and achievements of previous and on-going Programmes i.e. WINS, SUCCESS and UCBPRP.
- Takes a participatory and community-driven approach. Programme activities will train and deploy local residents to lead the process of bringing change in their own communities. This is critical to sustainability and encouraging long-term behaviour change designed to reflect and respond on the changes that come during the course of implementation, towards achieving the objectives
- Uses the Poverty Score Card data gathered by the SUCCESS Programme to target those most at risk across ten districts in Sindh for nutrition-sensitive interventions.
- Addresses cross-cutting issues such as *gender integration*, a focus on *rights*, sensitivity to *climate change*, *migration and environment*, and *disaster-risk reduction*.

Build in mechanisms to feedback into the system from the programme’s implementation, the lessons learned and the good practices for more informed decision making. The communication challenges for PINS arise from the diversity, scope, geographical spread, complexity and inter-connectedness of the overall programme interventions (see the tree diagram below). It has several audiences / stakeholders differentiated in terms of their engagement. Each audience (Beneficiaries, Implementing Partners, Wider public, and Influencers) has differing of communication needs, from and / or about the Programme. There is therefore a need to combine within a single strategy document, a diverse set of communication requirements, timing requirements and priorities.



Communication objectives

This section outlines the communications objectives for PINS and how this strategy will support the overall Programme activities.

Overall objectives

- Objectives of PINS, to be recognised as an effective, inclusive and integrated programme to respond the issue of malnutrition and stunting in the province among women and children.
- To integrate and streamline the actions of GoS for improving nutritional status in province, that adversely effects the livelihoods and health of the community by increasing understanding of nutrition challenges in Sindh among all stakeholders.
- To ensure long term commitment of the GoS/ community/ stakeholders to the objectives of Zero Hunger (SDG2) by developing systems, frameworks, policies/ strategies, SBCC around nutrition.
- To ensure effective and harmonised internal and external communication of Programme activities, achievements, challenges and knowledge products (case studies, research, policy papers, success stories, lessons learned, articles, news stories, reports etc.).
- To be perceived as EU's high-level commitment in addressing the issue of malnutrition and stunting in the province, and its working side by side with GoS.
- All activities carried during the programme period by PINS are complied with the communication and visibility guidelines set out by the EU [Communication and Visibility Requirements for EU External Actions - 2018](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).
https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en

Objectives by target group

Partners

- To ensure understanding and acceptance of the importance and urgency of dealing with all the underlying contributors to malnutrition;
- To ensure that PINS is understood by all stakeholders as a part of a comprehensive and complementary Provincial effort to reduce malnutrition and stunting rather than as a stand-alone / rival / competitive Programme among / between IPs and Government stakeholders;
- To provide relevant and appropriate messaging which while recognising / supporting individual partner efforts, reinforces the importance of a comprehensive / complementary / collective approach;
- To ensure that partners do not narrowly focus on achievement of targets but are constantly assessing the impact of their work and recognise that Programme success is ultimately about achieving sustainable change across a range of behaviours over the long term.
- To reinforce the awareness among all partners that PINS' support for the AAP is testimony to the strong European Union-Pakistan partnership to combat challenges whose global importance is enshrined in the Sustainable Development goals.

Influencers

- To understand the importance and urgency of dealing with all aspects of malnutrition, including stunting on a human and national level;
- To follow and share news on PINS activities on social media and media accounts;
- To take notice of the PINS as an important example of the strong partnership between the EU and Pakistan.

Beneficiaries

- To ensure understanding of the importance not only of treating malnutrition related illnesses, but also how these can be prevented;
- To achieve acceptance and active support the various Programme interventions, all of which are working together to reduce malnutrition;
- To bring about long-term and sustainable behavioural change on practices best suited for improvement of nutrition
- To ensure GoS also as a beneficiary is capable and is well aware of programme activities, outcomes and is ready to take actions.
- To see PINS as a comprehensive and credible programme which includes donor, government and other relevant stakeholders who are all working towards at a unified platform of AAP for improvement of nutritional status in Sindh.

Wider public

- To ensure understanding of the national and global importance of addressing malnutrition;
- To educate on the complexity of factors that lead to malnutrition;
- To see PINS as an example of what motivates the strong EU-Pakistan partnership

Messaging

As the stakeholder analysis indicates, some of the challenges in addressing malnutrition are:

- The lack of recognition of the underlying causes of stunting; a relatively invisible and widespread health challenge with long term physical and mental impacts;
- It is an issue which disproportionately effects PLW and Children U5;
- The complexity of addressing malnutrition, which cannot be addressed by adopting one or two new habits, but rather through change at the individual, community and institutional levels;
- The fact that new habits are slow to develop and behaviour change initiatives can fail for a variety of reasons, even after the decision has been taken to adopt change;
- Unhealthy competition between sectoral actors where relative success by one or more actors is perceived to reflect badly on others.

To address these challenges, the messages which need to be conveyed are as follows:

- Stunting starts in the womb is irreversible after the age of five years, poor nutrition particularly in the first 1000 days (from conception until the age of two) have significant effects on child, if not caught in infancy or during pregnancy, it has terrible mental and physical consequences which follow the child throughout his or her life with ramifications for the individual, community and wider economy;
- To address malnutrition, we must focus on the health of adolescent girls, pregnant and lactating mothers, as well as babies and young children;
- That despite the prevalence of stunting, it remains largely invisible and its impact is scarcely recognized;
- That to overcome stunting, there is a need for a sustainable and coordinated effort that plays on the strengths of each partner (technical expertise, community outreach, etc.);
- Addressing the causes of stunting is very complex. It means ensuring the availability of all necessary dietary requirements, clean water, good hygiene, as well as practices such as breastfeeding;
- That is why the AAP, supported by PINS, is a complex multi-sectoral Programme with all the associated challenges. It is working to put policies and practices in place, build awareness and change behaviours. This is a complex process and change, to be sustainable, must be constantly reinforced in homes, communities, villages and across institutions.

Specific messages for Implementing Partners

- Addressing malnutrition and creating sustainable impact towards positive nutritional outcomes requires a concerted effort with each intervention targeting a specific aspect of malnutrition;
- Some interventions may fail without the support of extension services and public departments – reaching out to them proactively is key in achieving intended impact;
- It is important to identify not only stories of short-term success, but also of challenges and how these require cooperation to address.

Specific messages delivered at Policy / Strategic level:

- GoS to see EU's PINS as a reference for multisectoral interventions for nutrition in province that is completely align with the objectives of its AAP;
- GoS responsible and accountable for their actions for elevating the nutritional condition of women and children;
- EU's support to GoS in addressing malnutrition and stunting is effective and measured with the outcomes of the previous programmes;
- By investing their time and efforts on nutrition they are building the future of Sindh/ Pakistan.

Specific messages for the GoS (P&D Board, line departments)

- PINS is the only major donor programme for improving the status of nutrition in Sindh and which is aligned to the Govt. of Sindh's AAP which comprises both implementation and technical assistance (TA) to support the effective implementation of nutrition specific and nutrition sensitive interventions. PINS is focused on the sustainability of the interventions which is achieved through effective systems/ frameworks in place and hence can be adopted and improved by GoS in longer run;

For example, PINS2 has developed a dashboard system (nutrition-specific interventions) and PINS1's Service mapping for Nutrition piloted in district Tando Muhammad Khan;

- PINS/ GoS effectiveness is not limited to the programme activities but also it comes from their heartfelt concern for the individuals (women and children), families and communities;
- The children stricken with malnutrition and stunting are not able to play an effective role in society, GoS as its responsibility is working with all of its resources to turn them into effective players of society, they being office holders are accountable for their actions.

Specific messages for the District Administration:

- It is their responsibility towards the children/ women of 'their' district and making sure that all interventions needed to improve the nutritional status of women and children by ensuring their participations at the relevant platforms (DCCNs/ SCCNs) where they can flag issues and gaps;
- Consider their selves as the owners, leaders and decision makers, and not limit their selves to reporting but identifying challenges that need to be coordinated/ implemented across line departments to overcome them;
- The messages for GoS and District Administration are not limited only to the above mentioned, but also based on the situation/ needs additional messages could be developed.

Specific messages for Community Institutions and Programme Affiliates

- Malnutrition cannot be addressed through individual measures alone, such as kitchen gardens, latrines, or health clinics;
- It requires a coordinated and complementary effort made up of various interventions, each targeting factors contributing to malnutrition and stunting;
- It is imperative that they reach out to programme representatives to seek out advice to see actual reduction in the level of malnutrition and stunting and need to be active participants in their development.

Specific messages for Media and the Wider Public

- Addressing malnutrition is complex but a need of the hour given that the rates of malnutrition have reached crisis levels;
- The European Union's support to GoS to address the issue of malnutrition and stunting is pivotal, with recognition to achieve the SDG 2 of Zero Hunger.

Tools and Channels

The communication strategy will use a wide range of tools to reach the very different targets and provide information in varying levels of detail. We expect to rely the following types of tools to convey our messages to the respective target group categories.

Tools	Partners	Influencers	Beneficiaries	Wider public
1. Visual identity				
Giveaways	x	x	x	x
Posters	x	x	x	
Banners, roll-ups	x	x	x	
2. Interactive				
Orientation workshop				
SC Meeting	x			
Staff retreat	x			
Experience sharing workshops/ cross visit	x			
Advocacy/ policy/ orientation/ dissemination/ sensitization workshops/ seminars	x	x		
3. Print materials				
Programme/ informational leaflet	x	x	x	x
Component factsheets/briefs presentations	x			x
PINS Pulse Newsletter	x	x		x
Policy papers/ briefs/ literature reviews	x			
Annual/ Bi-Annual report	X			x
4. Digital				
PINS Pulse Newsletter (Soft copies)	x	x	x	
	x	x	x	x
Social media (FB, Twitter, Instagram, Flickr)	x	x		x
Videos/ documentaries	x	x	x	x
Animations	x	x		x
Photographs	x	x	x	x
5. Media				
Briefings	x			x
Press back		x		
Blogs/features	x			x
Press conferences/interviews/chat shows	x	x	x	x
Case studies/site visits	x			x

6. Mass communication (radio campaigns)				
TV Campaign		x	x	X
Radio campaigns		X	x	
Mobile awareness campaigns		x	x	
7. Behaviour change				
SBCC toolkits			x	

1. Visibility

1.1 Visual identity

The programme visibility guidelines are in accordance to EU visibility guidelines, acknowledges the importance of the AAP, and also indicates the role of the implementing partners. Given the number of players, two versions have been agreed, Programme-wide version and component-specific ones [Annex 2](#) For most materials, a nut paragraph will indicate the core programme message and purpose. A disclaimer will be part of all visibility tools.

1.2 Give-aways

To aid familiarization with the visual identity and to promote the social media accounts the programme will also develop a range of giveaways – folders, pens, notebooks, USBs, power banks, T-shirts, caps, certificates and plaque, memorandum shields, bags (totes/ laptop bags), diaries, , calendars (with photos of success stories) etc. Where possible, e.g. on items like notepads and calendars the information included will included the programme nut paragraph. This will be distributed to key partners and at events.

2. Interactive (meetings, workshops, seminars, missions)

These are useful for establishing and nurturing relationships with small numbers of high priority targets, in particular partners, and to ensure that there is effective coordination of messaging. They are used to engage our targets, rather than just pass a message on to them, and so are critical for buy in and ownership.

2.1 PINS staff orientation workshop

This workshop will serve the purpose of informing key stakeholders about the objectives and interventions of PINS and calling for their support and avoidance of duplication of efforts. RSPN staff, relevant district and provincial level government authorities and technical partners will attend this workshop.

Frequency: This was conducted at the start of the Programme to ensure to give a basic understanding.

2.2 Steering committee meetings

These are organised on a twice-yearly basis and include high-level representatives of all major stakeholders. They are an excellent opportunity to review progress, identify new challenges, milestones to highlight etc. It has been decided in future these should be following by an update on key developments and challenges to highlight in terms of the stories being shared with staff, media and social media as the different phases of the programme evolved.

Frequency: Twice a year

2.3. National and international fora

Key learning and successes documented under the proposed Action can be shared across national and international events. Not only will these events enhance understanding of issues covered within the Programme, they will also serve to encourage adoption of good practices and highlight PINS' efforts to the international platform (established time to time and updated during the programme implementation).

Frequency: Ad hoc

2.4 Regional and national experience sharing and learning visits of government staff and community resource persons

- Two out-of-country visits have been planned as well as several local study tours have been planned for RSPN and RSP staff, as well as for the community leaders, to the Programme areas of other RSPs in Pakistan.

- In-country cross visit to observe and learn the best practices of Southern Punjab region for dealing with nutrition is organized by PINS1.

Frequency: - Twice during programme/ Once during the programme

2.5 Advocacy and policy issues seminar/ workshops, consultative meetings workshops/ kick-offs/ review meetings/ dissemination workshops

For building consensus and keeping the stakeholders on board on policy issues, with the stakeholders to develop consensus over issues workshop/ seminars, consultative meetings, review and dissemination workshops are organized. Information is disseminated through various ways, including presentations and publication of workshop/conference background materials and proceedings.

Frequency: As per need

2.6 Sensitization, orientation and capacity building workshops/ seminars

There is a need to sensitize GoS and relevant stakeholders on the issue of stunting and malnutrition, sensitization workshops/ seminars are organized for the GoS partners on the issues related to nutrition and to manage at their respective domain.

Frequency: As per need

2.7 Annual RSPs strategy retreat

PINS 3 will organize RSPs strategy retreat on an annual basis, which will be attended by the senior management of RSPs, EU officials and other donors, representatives from the Federal and provincial governments, as well as LSO representatives. During the retreat, noteworthy experiences will be shared that can add to RSPN's repertoire of Programme implementation successes and lessons learned. This will also serve to shed light on EU's investment in improving nutrition and positively impacting rural development. Lastly, these events will also provide an opportunity for other donors to learn about RSP's social mobilization approach and potential collaborations in the future.

Frequency: This is held annually

3. Publications

For both national and international audiences, including stakeholders and target groups, awareness and visibility for PINS will be created through presence in print as well as in digital format. The following materials will be developed in print form.

3.1 Informational Leaflet(s)

This is an essential means of providing a very simply and brief programme overview. It will be available both in print and online.

Frequency: One off (but can be revised to reflect changes in Programme intervention)

3.2 Component factsheets, briefs, presentations

These will provide a slightly more detailed overview by component, including targets, outcomes, Programmes and testimonials. Presentations are particularly important since they will be used at events and allow team members to get some feedback from audiences to gauge understanding and acceptance of messages.

Frequency: should be updated on an annual basis to identify progress towards milestones

3.3 PINS PULSE

This was planned to be bi-annual afterwards monthly newsletter are published by PINS3. Since January 2020, PINS1 is collating and disseminating hard and soft copies (through Benchmark email) to implementing partners/beneficiaries. PINS Pulse is now collated in a way that it reflects programme's activities as a whole.

Frequency: Monthly

3.4 Policy papers / briefs/ literature reviews

Policy papers / briefs/ literature reviews are produced around significant area of study, issues that requires attention of the decision makers, the highlight of these are the recommendations that calls for action among the relevant stakeholders.

Frequency: As needed during the programme life.

3.5 Reports

PINS 3 will be developing an annual report to summarise the year's progress, explaining achievements, achievements against targets, profiles of beneficiaries and photographs. This will be about 70 pages, which include extensive tables to validate reporting. (200 – 250 copies for print)

PINS 1 produces bi-annual reports that addresses the progress and issues through the period. It is mainly for the consumption of the donor EU part, learning of the progress period is reflected in the planning for the next phase.

Frequency: Annual / bi-annual

4. Digital Content

4.1 Social media

Social media is undoubtedly the most important way to reach wider audiences, including the youth and more educated people. Unlike mass media, it is also far easier to control the message that will be posted there. It does require attractive content however, in particular video. Boosting/ promotion is also essential if the channels are

to be used to reach wider audiences. It can also be used to target influencers very specifically, especially through an effective command of FB, Twitter, Instagram, Flickr. The messages on social media will be coherent and be developed in a way that achieves/ helps the SBCC These messages are in addition to the progress/ programme activities.

Frequency: As per need of programme objectives.

4.2 Videos / Documentaries

Short documentaries, cases studies and sound bites (0.45 seconds to more than 3 minutes) will be produced to present key messages to the public in an impactful way, including the challenges of nutrition and how PINS/AAP are helping to address this. They will have a beneficiary focus and will be told as much as possible through the perspective of the beneficiaries. They will be shared on social media and at events (where is some cases multiple videos can be played together to form a longer story. It is important to note that in the interests of documenting the true scale of the challenge the stories will also look at the challenges as beneficiaries lose enthusiasm or old habits creep in. Behaviour change is a long -term process and it takes time to learn the skills to make new initiatives work and to have time to see the beneficial impacts with these new initiatives are implemented effectively. Learning from how communities get through such challenges is also instructive for others. These can be both animated as well as filmed.

PINS1 in collaboration with Education / WASH develops informational videos/ documentaries for the teachers (in-service and inducted)

Frequency: As per need.

4.3 Photography

Photographs will be taken throughout the Programme to document activities and highlights, and to make communication materials more attractive. The photos will be utilized and disseminated through various social media channels to increase visibility of the program's activities and impact on the lives of human beings. An archive of photos will be maintained by all of the PINS implementing partners; there is also an invitation-only group of photographs for the team in the field for nutrition sensitive activities on Facebook, so they may upload photographs and create meaningful captions. Consent of the person in photograph/ video is obtained, especially for women and children.

5. Media

During the course of the Programme, whenever there will be any media involvement or projection of PINS, it will involve government through Provincial Department of Information, as PINS is working in support of the AAP, GoS. It is desirable for all three main partner implementers to assign representatives to interact with the media to avoid any misunderstandings and misrepresentations; in addition to this, PINS will ensure EU's approval and adherence to the [Communication and Visibility Manual for EU External Actions](#).

PINS representatives are:

- PINS 1- Chief Advisor / Team Leader or anyone assigned by for the purpose.
- PINS 2- Country Director or Chief of Party/ Programme Development Coordinator or someone AAH nominates on their behalf.
- PINS 3- Chief Executive Officer or Programme Director or whomever they may nominate on their behalf.

In addition to the outreach tools and activities cited above, PINS is also building capacities of district-level journalists to develop and publish beneficiary interest stories derived from Programme interventions.

5.1 Briefings/breakfasts/ Luncheon

These are off and, on the record, and designed to ensure that key media representatives understand the issues rather than just grabbing headlines and running as often happens at press conferences. The challenge is to make them attractive enough for journalists to give up their times. This can sometimes be achieved for example by inviting a high-level guest and giving participants afterwards an opportunity to get exclusive interviews, etc.

Frequency: Ad hoc

5.2 Press pack

This is an essential way to provide the media with an attractively designed overview of the programme told in a manner that is somewhat more journalistic than a leaflet. It should include links to videos, success stories etc making it easy for the journalists to understand how they present an argument through human stories.

Frequency: Based on media visits and specific event

5.3 Blogs/features/ web-based newspaper/ channels

Blogs and features/ web-based newspaper/ channel are a very good means to tell stories of which the programme can have full control. The challenge is to keep them newsy and interesting without yielding to the obvious press officer's temptation to let them come across as overly self-serving.

web based/ online newspaper/ channels are another great source to disseminate the programme related activities.

Frequency: Ad hoc

5.4 Press conferences/interviews/chat shows

These are a good means to share major news with a wide range of media. It is essential however that press releases should be issued for all press conferences to facilitate accurate transmission of key points. Prior to chat shows, preparation is essential. Spokesperson need to be provided with speaking points, supporting points, and helped to anticipate challenging questions and how best to deal with them. In particular politicians will not be sufficiently well informed to deal with these without such preparation.

Frequency: Ad hoc

6. Mass Communication Campaigns

These are used to support Programme campaigns. A number of mass communication campaigns, which are used to reach a large number of people for behaviour change communication, will be launched during PINS implementation. These campaigns will include:

6.1 TV Campaign

To reach maximum audience PINS will be disseminating videos / documentaries through TV channels so as to reach wider audience.

Frequency: As per programme objectives.

6.2 FM radio campaigns and talk shows

These will be launched for the targeted communities, focused on areas that do not have mobile phone coverage, at which experts will address program interventions. This will be done in the form of pre-recorded approved messages

Frequency: As per programme objectives

6.3 Mobile awareness campaigns

These will be launched during the second year of PINS, in which messages on nutrition in local/national language will be disseminated. PINS2 is disseminating mobile messages to 1,460,000 recipients in eight districts not limited to selected leadership but masses in each district. Messages will be posted on a weekly basis for the full length of the Programme.

Frequency: As per programme objectives

7. Social Behaviour and Change Communication (SBCC)

Social behaviour and change communication for implementation of AAP will be a coordinated effort of PINS, involving all the implementing partners:

7.1 PINS 1 SBCC initiatives

These revolve around advocacy for AAP implementation and its propagation and embedding nutrition interventions in society. These initiatives will be undertaken at a multi-sectoral level that largely involves policy makers from all sectors. PINS 1 aims to support development of overarching SBCC strategy which includes selected best practices and adherence of policy makers and implementers to such nutrition interventions, in addition to aligning the SBCC material with wider programme/ AAP objectives and building the capacity of SBCC related staff of GoS.

In addition to it, PINS seek out to GoS through its Information Department in developing ownership of GoS around the messages that are being transmitted to communities for long term behaviour change, so they are widely, frequently and after the closure of programme are being used/ utilized.

7.2 PINS 2 SBCC initiatives

This will include development and implementation of SBCC toolkit for direct interaction with communities for behaviour change on key themes through outreach activities, awareness-raising theatre/drama on malnutrition issues, featuring the nutritional needs of PLW and U5 children. In addition to that, media events on nutrition through cooking classes will be conducted in collaboration with a 5-star hotel in Karachi, which will include five volunteers from each district to learn new nutritional recipes.

7.3 PINS 3 SBCC initiatives

These revolve around better hygiene and dietary practices. There are six topics to be covered twice in a year in order to reiterate and reinforce concepts, conducted by community resource persons. These sessions are particularly influential in ensuring adoption and continued use sustainably.

Monitoring and Evaluation

Each of the programmatic elements' impact, including the communications strategy, will be monitored through its outputs, outcomes and impact. The outputs are the direct products and the easiest to measure; for instance, the number of social media posts. The outcomes are a reflection of how well an activity was done. For example, the number of likes, shares and comments those social media posts received; the amount of (positive) media coverage garnered after a press conference, or the amount of relevant people who turn up to an event.

The impact is the most critical for the evaluation, measuring the effectiveness of the overall strategy to achieve our objectives (please refer to the objectives section).

Measuring Impact

The way to measure impact of PINS' communication, led by this strategy is to include factors that measure it as part of the regular Programme-wide assessments. This is recommended to be had at least once every two years to understand shifts in perception as a result of this strategy.

Assessing Communication Outputs and Outcomes

Tools	Outputs	KVIs	Outcomes	KVIs
Visual identity				
Visual identity	In place	approved	Being used consistently on all materials recall	copies of materials, pics
Giveaways	# disseminated	Samples and production invoices		
Posters	# disseminated	Production invoices, copies		
Banners, roll-ups	On display at all events	Samples, production		
Interactive				
Orientation workshop	Implemented as planned	reports	Familiarity with overall progress	Staff survey
SC Meeting				
Staff retreat				
Experience sharing workshops				
Advocacy/policy/ sensitization/ orientation/ capacity building workshops/ seminars				
Print materials				
Informational leaflet	Approved and printed as planned	Copies and lists of print materials	Familiarity with 3 components/ and EU	
Component factsheets/briefs presentations	# disseminated		Familiarity with progress amongst target groups	
PINS Pulse- newsletter				

Policy papers/ briefs/ literature review				
IEC materials				
Annual / bi annual report				
Digital				
PINS Pulse- newsletter	Disseminated to PINS wide list	Links to final version	Dissemination report (generated by benchmark email or the platform used)	
Social media (FB, Twitter and Instagram any other platform such as Flickr)	Numbers of posts	List of updates	Numbers of followers Amount of engagement	Social media posts
Videos/ Documentaries	Numbers made and approved	Link to final copies	Frequency disseminated Reactions/engagement	SM reports
Animations	Approved as per plan	Link to final copies	Reactions, engagement	SM reports
Photographs	Availability of photos to illustrate all activities Consent- forms signed/ or agreed otherwise	Link to database	Quality of photos is adding to attractiveness of materials, social media posts	Survey SM likes
Media				
Briefings	# undertaken in line with plan	Photos, lists of journalists (signed)	# of participants Press reports	Press reports
Press pack	Approved	Link to final copy	Content being used	Press reports
Blogs/features/ stories in web-based channels/ online newspapers	# approved and published	Links to articles	Likes and comments	reports
Press conferences/interviews/chat shows	# organised, press releases approved for each	Reports with press releases, sign in list	Media coverage	Press reports

Case studies/site visits	# approved/organised	Plans, case studies as approved	Media coverage, likes on social media	Reports
Mass communication campaigns				
TV Campaign	Implemented as per plan	Campaign reports	Familiarity with messages	
Radio campaigns	Implemented as per plan	Campaign reports	Familiarity with messages	survey
Mobile awareness campaigns	Implemented as per plan	Campaign reports	Familiarity with messages	survey
Behaviour change				
SBC toolkits	Implemented as per the Programme implementation and needs	Reports, Monthly updates	Change in and adoption of behaviours/practices	survey

Allocation of Human and Financial Resources for Communication and Visibility of the Programme

It will be the PINS staff's obligation to assure the visibility of PINS, the EU, AAP and the dissemination of information about the Programme. There are specific roles overseeing communication at PINS 2 and 3 levels, human resources are specifically allocated for this purpose. **For PINS 2 and 3, a percentage of the budget has been allocated specifically for communication activities, since January 2020 PINS1's Phase I of C&V plan has been approved and being implemented and approved quarterly.**

PINS 1: PINS 1, has C&V approved as part of its work plan and capacity building activities (along with the relevant budgets) - it will be implemented across the programme life. The major activities include maintaining the visibility and communicating the messages to the PINS1- target audience, through:

1. Print material- including the workshop material, brochures, informational leaflets, and bi-annual reports, policy papers,
2. The electronic material includes video messages and informational documentaries produced in collaboration with the Education Department.
3. Promotion through social media and development of campaigns.
4. While the PINS wide newsletter- The PINS PULSE is collated, printed and disseminated electronically and hardcopies by PINS1.

In addition, PINS1 is collaborating with GoS Information Department on the visibility of Programme

PINS 2: For PINS 2, Action against Hunger, around 1.44% of the total approved budget is allocated for communication activities. These include:

1. Communications and Visibility
2. Mass Media Communication
3. Social Behaviour Change Communication and Outreach
4. Communication and Coordination.

PINS 3: For the RSPN component, 1.54% of the total approved budget is allocated for communication activities. The activities include:

1. Publications
2. Media Outreach
3. Workshops and Conferences
4. Exposure and Learning Visits

Annex 1: Expected Results of PINS, its Partners and districts

Expected Results for PINS

The Programme for Improved Nutrition in Sindh comprises of three Expected Results, led by:

1. **PINS 1- Expected Result 1:** led by Conseil Santé), is the component focusing on Technical Assistance concentrating on capacity building of the Government of Sindh and other stakeholders regarding nutrition-related policy/strategy development, coordination, implementation, adaptive research, data collection/analysis and communication. It will also address cross-cutting issues like gender, migration, rights-based approach, the environment and resilience and disaster risk reduction.
2. **PINS 2- Expected Result 2:** is the nutrition-specific component that Action Against Hunger and focuses on interventions addressing treatment of malnutrition from identification, Outpatient Therapeutic Programme care to nutrition stabilization centers according to protocols – in health facilities supported by an outreach Programme to screen children and women.
3. **PINS 3- Expected Results 3:** This is the RSPN-led nutrition-sensitive component, within which are the following expected results:
 - ER 1: Improved community-level climate-resilient WASH infrastructures including behavior change in rural areas of Sindh
 - ER 2: Improved community-level nutrition-sensitive food production systems adapted to climate change in rural areas of Sindh

Partners on PINS 1

PINS 1, Policy and Capacity Building Component is led by Conseil Santé and works closely with the Planning and Development Board, Provincial Line Departments (Agriculture, Health, Education, Local Government / PHED - WASH, Population Welfare, Information, Livestock, Fisheries, Irrigation, Women Development among others) and the divisions and the districts / sub-divisional administration for improving the status of Nutrition in the province, for achieving its stated objectives and also collaborates with other development partners / projects and programmes.

Partners on PINS 2

Action Against Hunger is leading the PINS 2 component in close collaboration with the Accelerated Action Plan for Reduction of Malnutrition with the following partners:

- Development and functioning of OTPs: People’s Primary Healthcare Initiative in all 10 districts.
- NSCs establishment
- Outreach: Concern Worldwide, Rural Support Programmes Network, Thardeep Rural Development Programme, Pakistan National Forum on Women Health, Shifa Foundation, Sindh Rural Support Organization.

Partners on PINS 3

RSPN is leading the PINS 3 component in close collaboration with the Accelerated Action Plan for Reduction of Stunting and Malnutrition with the following partners:

- **Action Against Hunger:** For interventions under agriculture and food security, ACF will act as a technical back stopper.

- The following RSPs are responsible for implementation in the districts under PINS:
 - **National Rural Support Programme:** Matiari, Thatta, Sujawal, Tando Allahyaar, Tando Muhammed Khan
 - **Thardeep Rural Development Programme:** Dadu and Jamshoro
 - **Sindh Rural Support Programme:** Kambar ShahdadKot, Larkana, Shikarpur

PINS Districts

1. Dadu
2. Sujawal
3. Matiari
4. Tando Muhammad Khan
5. Jamshoro
6. Tando Allahyar
7. Kambar Shahdadkot
8. Larkana
9. Thatta
10. Shikarpur

Annex 2: Specific Guidelines for Initiating and Implementing Communication

General communication guidelines

When designing communication activities, all PINS partners should follow the following guidelines:

- Ensure that the language used is easy to understand
- Identify the target audience before developing the communication tools
- Use local languages and consider cultural sensitivities
- Ensure all information given is accurate
- Obtain consent of individuals being filmed, photographed or recorded for promotional material before production/dissemination of a communication product
- Name sources quoted from
- Ensure political neutrality
- Use logos of collaborative partners of PINS organization as a goodwill gesture and for assuring their 'presence'
- Use the [EU's standard disclaimer](#) on all publications (soft, hard), websites and video documentaries prepared under the PINS Programme.

Standard Use of Logos and sample banners

The use of logos is somewhat complex in a programme involving multiple partners, following are blanket guidelines and sample banners. The form, colour and type of all logos are strictly specified. The logo specifications cited below must be applied in all communication material, marketing products and/ or any publication report (s)

- The dimensions of each logo should have equal representation and size
- Both the EU logo and GoS logo must be on all communication materials, along with AAP's logo. However, each implementing partner is encouraged to use the logos of all implementing partners (if there is space available on the communication product) along with its' own logo.
- The EU logo must be used in top left corner and GoS logo in top right corner, with AAP's logo in the middle and the implementing partner's logo in the mid-bottom
- Any logo used should be in its original form, without any alterations made unless specified by the organisation that the logo represents.

Branding: Audio-Visual Identity

- Due to the involvement of several organizations, it is understood that it will be difficult to ensure the visibility of all the organizations; hence the strategy will be standardized with only EU, GoS and AAP's visibility in all communication materials.
- Terms like 'technical assistance' will not be inserted before a logo, but rather the logo alone
- Two versions of banners may be developed for events at provincial and district level, as detailed below:

First Version of banner

- First Tier: The EU logo will be on the left of the visual material, GoS logo on the right and the AAP logo in the middle.
- Second Tier: All three components' (Conseil Santé, ACF, RSPN) logos to be included with the collaborative and implementing partner's logo.

Second Version of banner

- All partner's logos to be displayed, including main partners and sub-partners
- In addition to the EU, AAP and GoS logos, logos of the implementing and collaborative partners (RSPs, Concern, PPHI Sindh and other logos) may also be included
- Components may only include logos of organisations that they work with, making this component-specific

Version one:



EUROPEAN UNION



Programme for Improved Nutrition in Sindh (PINS)

Funded by the European Union
To support the Accelerated Action Plan, Government of Sindh

Title of the meeting:
Organized by/ Collaboration/ Supported by:
Date:
Venue:



Version two



EUROPEAN UNION



Programme for Improved Nutrition in Sindh (PINS)

Funded by the European Union
To support the Accelerated Action Plan, Government of Sindh

Title of the meeting:
Organized by/ Collaboration/ Supported by:
Date:
Venue:



Annex 3: Stakeholder Analysis

The following section identifies and analyses key stakeholders with whom PINS will collaborate and communicate. These are categorised under four groups: implementing partners; influencers; beneficiaries; and the wider public.

Stakeholder	Intro / Role /Relationship to PINS	Attributes	Communication Needs	Risks
1. Partners: Partners include the donor organisation(s); the Programme implementing teams and all Government bodies involved collectively in implementing the activities under the AAP.				
1.1 Implementing Partners 1.1 Implementing and Sub-implementing Partners	<p>Three organizations with primary responsibility (accountability) for Programme implementation:</p> <ul style="list-style-type: none"> • Conseil Santé; • ACF; and • RSPN. <p>There are a further 7 IPs to whom some key Programme activities have been sub-contracted by ACF and RSPN (based on expertise, geography etc.):</p> <ul style="list-style-type: none"> • NRSP; • SRSO; • TRDP • PPHI; • CWW; • PNFWH; • Shifa Foundation. 	<ul style="list-style-type: none"> • Activity focused; and • Aware of the Programme objectives and mission; • May need technical assistance in some thematic areas (e.g. agriculture etc.) 	<p>They need to communicate:</p> <ul style="list-style-type: none"> • Internally; • Between themselves; • To beneficiaries; • Other Key Stakeholders 	<ul style="list-style-type: none"> • Narrow focus on their own achievements rather than the Programme as whole; • Not understanding the Programme as a holistic approach; • Significant formal (contractual) reporting (time / effort); • Some activities are more visible in nature and get more traction such field interventions as opposed to policy deliberation; • Each IP is led by a different organisation which may have different expectations / standards of communication material they may tend to represent their own organizations at different fora instead of EUs PINS which in turn will reduce visibility of EU.

<p>1.2 Government of Sindh (GoS) 1.2 The Government of Sindh (GoS)'the Planning and Development Board (PDB), and eight (08) line departments</p>	<ul style="list-style-type: none"> • The GoS, particularly the P&DB and eight (08) line departments are the key stakeholder and the main driver of the AAP, which PINS is supporting, as part of EU's commitment to reduce global malnutrition. • Secretaries, Special Secretaries of line and other departments, Chairman, Members and Chiefs of P&D board are the key stakeholder. 	<ul style="list-style-type: none"> • High profile; • Political and Bureaucratic; • Extensive mandate so varying priorities driven by changing political exigencies; 	<ul style="list-style-type: none"> • Policy proposals; • High quality reports supported by robust data and sound analysis. 	<ul style="list-style-type: none"> • Lack of engagement across various appraisals, designing and implementation of the development budget, M&E that leaves little space for coordinating the implementation of the multi-sectoral AAP • Provincial Steering committee is virtually dysfunctional as only a single meeting has been held. • EU has recently been included, as Member through a GoS notification. • Lack of interest on their part because they are seldom exposed to the activities/ implementation in the field.
<p>1.3 Line Departments</p>	<p>PINS work with the following provincial and district line departments which are part of AAP's multi-sectoral approach</p> <ol style="list-style-type: none"> 1. Agriculture 2. Education 3. Fisheries 4. Health 5. Livestock 6. Local Government for WASH intervention 7. Population Welfare 8. Social Welfare 	<ul style="list-style-type: none"> • Each Department (eight sectors) have a representative for AAP activities, reporting to their own respective Secretaries and have a coordination role to play with the TFS, P&DB and its AAP Coordinator. • Each department's Secretaries, Special Secretaries/DGs, 	<ul style="list-style-type: none"> • Periodic reporting of field level activities; • Regular progress updates; • Requests for support and inputs for programme activities. 	<ul style="list-style-type: none"> • Added work pressure and coordination tasks since they are working on other priorities, core business, government directives and other projects – nutrition may not be among the top priority for many. • Competitive rather than partnership oriented, which makes coordination challenging particularly between P&DB and the line

	<p>Other departments,</p> <ul style="list-style-type: none"> • Public Health Engineering, • Information department, • Women Development, • Environment, Climate Change & Coastal Development Department, • Provincial Institute of Teacher’s training (PITE) • Law and Human Rights, • Rehabilitation • Provincial Disaster Management Authority (PDMA) 	<p>Chairman, Members and Chiefs of P&DB.</p>		<p>departments and can be a challenge for PINS</p> <ul style="list-style-type: none"> • Relative (actual or perceived) success may create issues among competitors (who consider themselves as such).
<p>1.4. District Administration (Deputy Commissioners (DCs) and Assistant Commissioners (ACs)</p>	<ul style="list-style-type: none"> • Government of Sindh has established District Coordination Committees for Nutrition (DCCNs) headed by the Deputy Commissioners (DCs) at the district level and another Sub-Divisional Committee for Nutrition (SCCN), headed by the Assistant Commissioners (ACs) at each taluka/ sub-divisional level. 	<ul style="list-style-type: none"> • Regular meetings; • Feeds into the P&DB and the core line departments; • Motivated by and for the work under the related to Nutrition; • Supportive and willing to discuss needs / challenges. Dedicated time for meetings is an issue, since a DC and an AC has a long list of job responsibilities, both, 	<ul style="list-style-type: none"> • Periodic reporting of field level activities; • Regular progress updates. • Piloting of the service mapping at Tando M. Khan is in planned to give maximum information on the implementation activities for taking well informed decisions. 	<ul style="list-style-type: none"> • Needs engagement to keep interested along with adequate oversight of the Commissioners as most of the DCs tend to assign the role of chairing the DCCNs, to the ADCs which do not hold any formal authority in this regard and cannot therefore assert to work for the objectives of reducing malnutrition; • May not be motivated enough for taking their leadership role till the GoS attaches and

	<ul style="list-style-type: none"> • Through these platforms, the actions for nutrition at district/ taluka level are coordinated. • As part of the mandate of these forums, monthly meetings are organized to review, assess the challenges in the implementation and for taking appropriate decisions. • DCs need to be proactively engaged in programme activities. 	<p>regular and ad-hoc. Media engagement apprehensive because of internal obligations</p>		<p>demonstrates a higher priority to nutrition.</p>
<p>1.5. Working groups</p>	<ul style="list-style-type: none"> • These include the wider Experts' community, other programmes and projects, committees and sub-committees / working groups formed by the GoS in this regard. • These are important and useful, in terms of conducting analysis, share experiences and other practices, develop common strategy and way forward and help directly, in the decision-making process. 	<ul style="list-style-type: none"> • A mix of private, semi-government and govt. organizations • They meet regularly on various fora; • Are well informed; • Potentially a good championship network for advocating important policies, in a coordinated way; • Provide greater opportunities for synergies and for coordinated messaging. 	<ul style="list-style-type: none"> • Ad hoc reporting; • Working papers with data and analysis. 	<ul style="list-style-type: none"> • Work may not be covered or acknowledged given the nature of the work. • Lack of coordination means their inputs are not utilized appropriately.

1.6. LSOs and Programme Affiliates	<ul style="list-style-type: none"> • These are community institutions with a mix of different segments of society and work closely with the programme IPs and RSPs. • They are supportive of PINS and are leading and coordinating the social mobilization, especially for interventions under PINS 2 and PINS 3 	<ul style="list-style-type: none"> • Heavily involved in planning and implementing (some) PINS activities; • Pivotal in ensuring community acceptance, instilling behavior change and sustainability. • Variable capacity. 	<p>Constant engagement by field staff.</p>	<ul style="list-style-type: none"> • May not reach out, to line departments, considering them, as ‘difficult to reach or out of bound’; • Part of other projects and may have issues with prioritization; • Capacity issues may require the messaging to be intensive.
<p>2. Influencers: While not responsible for implementation, this group can have significant sway over partners, beneficiaries, and the wider public. They can have limited understanding of the Programme or simply lack motivation to promote the Programme so can be more difficult to get onside, especially if they are critical of the GoS/EU Programme.</p>				
2.1. International development partners	<p>Working with PINS in collaboration and as part of different fora as well as may be part of the AAP consortium.</p>	<ul style="list-style-type: none"> • Positive about all efforts to achieve SDG goals and reduce malnutrition; • Will be in favour of comprehensive approaches; 	<ul style="list-style-type: none"> • Interested in promoting their own achievements within the overall Programme; 	<ul style="list-style-type: none"> • As in 1.1. above; • Aligned to their own organisational / strategic (Programmatic) objectives and disbursement link indicators; • While they can be supportive, they can also be competitive (not fully buy in to partnership) and may like to bilaterally coordinate with the GoS instead of evolving a common approach.
2.2 Academics	<p>Involved mainly by PINS 1, primarily for capacity building and curriculum development to address the issue of nutrition.</p>	<ul style="list-style-type: none"> • Helping to endorse / institutionalize practices to manage nutrition effectively, such as 	<ul style="list-style-type: none"> • Increasing understanding of the wider issues involved in addressing nutrition 	<ul style="list-style-type: none"> • Their scope is limited as they are not involved in implementation of nutrition

		<p>revision in curriculum / textbooks and resource materials.</p> <ul style="list-style-type: none"> • Significant in that their role has an excellent multiplier effect. • Sensitized on the issue of nutrition. 	<p>through curriculum / contents development for the textbooks / resource materials for pre-service and in-service training / building capacity of teachers, faculty and students in collaboration with PITE, WDD, Education.</p> <ul style="list-style-type: none"> • Teachers, faculty and students taught on the nutritional aspects are pivotal in dissemination of knowledge and practices. 	<p>specific and nutrition sensitive interventions.</p>
<p>2.3 Elected representatives and community leaders</p>	<ul style="list-style-type: none"> • There is no formal relationship with the MPAs at this point but they have been facilitated by SUBAI which was funded by the EU (ended in 2019) • Landlords (<i>waderain</i>) are an influential part of the communities where PINS will be implemented and where they own significant land EU's ILTS (Improved Land Tenancy 	<ul style="list-style-type: none"> • Wield considerable power • Can be drivers of significant behavior change • Connection with them has potential for significant visibility 	<ul style="list-style-type: none"> • For MPAs, there is no formal updates but if done, should be regular and perceive PINS as a partner for helping to combat malnutrition. 	<ul style="list-style-type: none"> • Their support/recommendations may not always be that aligned to PINS objectives/areas of focus.

	<p>in Sindh, aims at strengthening the cultivators as pertaining the failure of Govt. to transform the system</p>			
<p>2.4 Media</p>	<ul style="list-style-type: none"> • Print, electronic and social media is an important vehicle for dissemination of information, SBCC and publicity of EUs support through PINS to address the nutritional issue, • To sustain the SBCC / Communication activities media is largely engaged through the Provincial Department of Information. 	<ul style="list-style-type: none"> • The media provided with facts, both through organized campaigns as well as for specific occasions. • National media in addition to district level is engaged • There is concern / sensitivity about the media which may be unduly critical 	<ul style="list-style-type: none"> • Given the complexity in the Programme, clear information and messaging about the Programme is necessary; • Reinforcing the complementary nature of PINS in support of the AAP; • Case studies, workshops, conferences, interviews to highlight both the challenges and the achievements / successes; • Use latest medium (blogs/ online / web-based channels and social media) for wider reach 	<ul style="list-style-type: none"> • Some journalists/ beat reporters might venture out on its own to engage with beneficiaries, who might seek more than they are getting.

3. Beneficiaries				
<p>3.1 Direct Beneficiaries</p>	<p>The direct beneficiaries of PINS are pregnant and lactating women, (including but not limited to adolescence girls, Married Women of Reproductive Age) and children under five in the ten target Districts in which PINS is working. The interventions are all geared towards improving their nutritional status.</p> <p>GoS departments, officials, representatives, as PINS is working towards improving their understanding and capacity to address the issue of nutrition.</p>	<ul style="list-style-type: none"> • Low levels of education and literacy around nutrition • Largely unaware or misinformed about nutrition and malnutrition, its drivers, causes and forms (stunting & wasting); • While they are aware of severe malnutrition and how to respond to it, they are largely unaware of less severe forms of malnutrition. 	<ul style="list-style-type: none"> • Imperative need to share the importance of a more preventative approach to bad nutrition outcomes • More receptive to influential members of the community (activists, community institution leaders) • Aligned largely to behavior change • GoS engaged as decision makers to take well informed decision 	<ul style="list-style-type: none"> • May be saturated with messages and need creative ways to be communicated to (demonstrations, theatre etc.) <p>Technical reports and periodic reviews on need basis.</p>
<p>3.2. Indirect Beneficiaries</p>	<p>This may also include a wide group of people in addition to the women and families themselves: small-hold farmers, extension workers for livestock, fish farmers, poultry entrepreneurs and cadres of skilled laborer that provide latrine and hand pump construction services.</p>	<ul style="list-style-type: none"> • Most indirect beneficiaries are unaware or partially aware/ or reluctant how WASH interventions can contribute to improved nutrition and reduce stunting. 	<ul style="list-style-type: none"> • Imperative to share the importance of a more preventative approach to bad nutrition outcomes • More receptive to influential members of the community (activists, community institution leaders) • Aligned largely to behaviour change 	<ul style="list-style-type: none"> • Might get saturated with repetitive messages and need creative ways to be communicated to (demonstrations, theatre etc.);

4. Wider Public				
Wider Public	Given the high prevalence of malnutrition in the country and significant rates of stunting, there is a vital need to inform the wider public.	<ul style="list-style-type: none"> • Most people are unaware of proper nutrition practices and malnutrition; • Also, largely unaware how malnutrition is affecting the physical, mental and economic growth of people, communities and the nation as a whole. 	<ul style="list-style-type: none"> • Illustrate the different impact of poor nutrition to raise awareness; • Also need to be engaged to understand how this is a national crisis; • Information given needs to be clear and easily shareable (e.g. social media). 	<ul style="list-style-type: none"> • Given that this is perceived as a rural problem, may feel removed from it. • While severe malnutrition captures the media and therefore the wider public, the structural issues leading to moderate, persistent and longer-term malnutrition (leading to stunting) get less attention.

The Government of Sindh (GoS), through the Planning and Development Department, is implementing the Sindh Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP), with the objective of reducing the stunting rate in the province from the existing 48% to 30% in the first five years (by 2021) and to 15% by 2026 by increasing and expanding coverage of multi-sectoral interventions.

The European Union, under the EU Commission Action Plan on Nutrition (2014), is supporting the AAP through the comprehensive Programme for Improved Nutrition in Sindh (PINS).

PINS aims to sustainably improve the nutritional status of children under five (U5) and of pregnant and lactating women (PLW) in Sindh through nutrition-specific and nutrition-sensitive interventions while capacitating the Government of Sindh so that it may efficiently implement its multi-sectoral nutrition policy.

PINS comprise of three components – Technical Assistance led by Conseil Santé, Nutrition-specific led by Action Against Hunger and Nutrition-sensitive led by Rural Support Programmes Network.



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