

**Scaling Up Nutrition Multi-partners Trust Funds (SUN MPTF) for Civil Society
Mobilization**

**MPTF OFFICE ANNUAL PROGRAMME¹ NARRATIVE PROGRESS REPORT –
YEAR 2013**

REPORTING PERIOD: 1 JANUARY - 31 DECEMBER 2013

PROJECT IMPLEMENTATION PERIOD – 1 APRIL TO DECEMBER 2013

<p align="center">Programme Title & Project Number</p> <ul style="list-style-type: none"> Programme Title: Scaling up Nutrition by Civil Society in Bangladesh Programme Number : SUN02/BGD/001 MPTF Office Project Reference Number:³ #00084692 SUN 02/BGD/001 “Civil Society” 	<p align="center">Country, Locality(s), Priority Area(s) / Strategic Results²</p> <p><i>(if applicable)</i></p> <p><i>Country/Region: Bangladesh</i></p> <hr/> <p><i>Priority area/ strategic results</i></p> <p>Civil Society Mobilization</p>
<p align="center">Participating Organization(s)</p> <ul style="list-style-type: none"> Organizations that have received direct funding from the MPTF Office under this programme:  <p>World Food Programme</p> <p>United Nations World Food Programme, Country Office of Bangladesh</p>	<p align="center">Implementing Partners</p> <p align="center">BRAC</p>
<p align="center">Programme/Project Cost (US\$)</p> <p>Total approved budget as per project document: US\$ 535,000</p> <p>MPTF /JP Contribution⁴:</p>	<p align="center">Programme Duration</p> <p>Overall Duration (<i>months</i>) 36 months</p>

¹ The term “programme” is used for programmes, joint programmes and projects.

² Strategic Results, as formulated in the Strategic UN Planning Framework (e.g. UNDAF) or project document;

³ The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as “Project ID” on the project’s factsheet page the [MPTF Office GATEWAY](#)

⁴ The MPTF or JP Contribution, refers to the amount transferred to the Participating UN Organizations, which is available on the [MPTF Office GATEWAY](#)

<p>US\$ 535,000</p> <ul style="list-style-type: none"> • <i>by Agency (if applicable)</i> <p>Agency Contribution</p> <ul style="list-style-type: none"> • <i>by Agency (if applicable)</i> <p>Government Contribution <i>(if applicable)</i></p> <p>Other Contributions (donors) <i>(if applicable)</i></p> <p>TOTAL: US\$ 535,000</p> <p>Programme Assessment/Review/Mid-Term Eval.</p> <p>Assessment/Review - if applicable <i>please attach</i></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i></p> <p>Mid-Term Evaluation Report – <i>if applicable please attach</i></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i></p>	<p>Start Date⁵ (<i>dd.mm.yyyy</i>) 7 December 2012</p> <p>Original End Date⁶ (<i>dd.mm.yyyy</i>) 31 December 2015</p> <p>Current End date⁷(<i>dd.mm.yyyy</i>) 31 December 2015</p> <p style="text-align: center;">Report Submitted By</p> <p>Name: Dr Shahida Akter</p> <p>Title: National Coordinator, BRAC</p> <p>Participating Organization (Lead): WFP</p> <p>Email address: sakter.csasunbd@gmail.com</p>
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⁵ The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#)

⁶ As per approval of the original project document by the relevant decision-making body/Steering Committee.

⁷ If there has been an extension, then the revised, approved end date should be reflected here. If there has been no extension approved, then the current end date is the same as the original end date. The end date is the same as the operational closure date which is when all activities for which a Participating Organization is responsible under an approved MPTF / JP have been completed. As per the MOU, agencies are to notify the MPTF Office when a programme completes its operational activities.

List of abbreviations

CSA for SUN	Civil Society Alliance for Scaling Up Nutrition
CSO	Civil Society Organizations
FANTA-III	Food and Nutrition Technical Assistance III
FAO	Food and Agriculture Organization
GC	General Committee of the CSA for SUN
GOB	Government of Bangladesh
HMIS	Health Management Information System
IYCF	Infant and Young Child Feeding
M&E	Monitoring and Evaluation
MOU	Memorandum of Understanding
MPTF	Multi-partner Trust Fund
NIS	Nutrition Information System
NGO	Non-government Organizations
NNS	National Nutrition Survey
TOR	Terms of Reference
UN REACH	Renewed Efforts Against Child Hunger and Nutrition (United Nations Joint Initiative of FAO, UNICEF, WFP and WHO)
UNICEF	United Nations International Children's Emergency Fund
WFP	World Food Programme
WHO	World Health Organization

Executive Summary

During 2013, CSA for SUN focused on establishing itself and taking effort to popularize the Global SUN Movement in Bangladesh, with a special emphasis on the 1000 Days Approach and IYCF. Throughout this period, CSA for SUN has built up and strengthened active partnerships with many organizations and highlighted the nutrition agenda in some key platforms as a result.

Activities were implemented at different levels. Nationally, the emphasis was on engaging high level Government stakeholders and policymakers in various sectors (particularly Ministry of Women and Children Affairs) and raising awareness among media and journalists through roundtable discussions, TV talk shows and training. CSA for SUN has been involved in the development of the revised National Nutrition Policy 2013, working closely with the Government, and this will continue into 2014. At a sub-national level, CSA for SUN was involved in advocacy events (Sylhet division, and in Satkhira district) involving multiple stakeholders. CSA for SUN has also actively engaged with the global Civil Society and increased its linkages and networks. CSA for SUN has been a prominent participant in the SUN Bangladesh Multistakeholder Platform and regularly participates in, and supports, Government in the teleconference calls with the SUN Movement Secretariat and assisted the Government to prepare the quarterly report for the SUN Global Secretariat.

CSA for SUN continued to build its governance and organization structure. Key personnel to coordinate the alliance and drive advocacy goals have been recruited and are active. A schedule of regular Executive Committee and General Committee members meetings has been established, with meetings minutes taken and circulated. The voluntary support of the Executive Committee members and other prominent individuals continues to enhance the credibility and professionalism of the Alliance. A website was designed, is live and under development and being used to communicate with membership and partners. General Committee membership in the Alliance is growing rapidly. Current membership is now over 100 organizations, three-quarters of which are different types of local NGOs from across the country, reflecting increasing visibility of the Alliance and recognition of its role in nutrition at grassroots level. Proactive attempts to reconcile with the parallel civil society group continue to be made in order to encourage a shared space.

In summary, despite considerable challenges in the country during 2013, CSA for SUN has progressed well since it was established without any funding in October 2012. The establishment of the Secretariat at BRAC prior to the MPTF award gave CSA for SUN initial access to resources and opportunities for beginning activities. The receipt of the MPTF award then helped establish it on a firm foundation. The planned expenditure during the first year of the MPTF budget is considerably underspent due to disruptions in Secretariat staffing as well as political disturbances

during the second half of 2013 which severely curtailed sub-national level activities and workshops at central level.

Purpose

In the decades since Independence, NGOs and CSOs in Bangladesh have contributed to successful implementation of large-scale government interventions (like Bangladesh Integrated Nutrition Project (BINP) and National Nutrition Program (NNP) gathering experiences and learning. Despite this, by 2012, there were still relatively few CSOs with focus or capacity related to nutrition as a development sector. CSOs did not have any formal platform to raise their voice in the nutrition policy arena. Although there is a network entitled the “Nutrition Working Group”, it is largely driven by government agencies, donors, bilateral partners, international NGOs and UN organizations and does not represent CSOs exclusively.

Although there is considerable potential for the CSOs sector to contribute to the policy and designing of nutrition interventions/programs and tracking the progress of implementation, until 2012 there was no formal representative forum for CSOs working in nutrition in Bangladesh. There was no scope for CSOs to take part in designing national interventions and strategies or help to track the implementation status of planned interventions.

CSA for SUN was formed in October 2012 as a representative body of relevant CSOs to improve their participation in dialogues with governments and international organizations and enable them to contribute and participate effectively. The Alliance seeks to create a strong, coordinated and vibrant civil society constituency in support of the further development and wider implementation of a nutrition agenda that will result in the sustainable improvement in the nutrition status of the people of Bangladesh.

I. Results

(i) Narrative reporting on results (Outcomes and outputs)

Outcome 1: A CSO Network in Bangladesh that is fully operational and successfully influencing policy making by 2013

In 2013, Outcome 1 has experienced a tentative start but considerable progress has been made. Prior to receipt of funds, a mapping exercise, and subsequent special multisectoral drives across the country, were conducted from November 2012 to encourage CSOs working in nutrition specific and sensitive areas in the Alliance.

The receipt of the MPTF in April 2013 meant that the operational aspects of the Alliance could begin. A national Executive Committee consisting of 10 leading organizations, working in nutrition specific and sensitive areas, was formed to be a representative forum for the wider CSO network. The Secretariat appointed a National Coordinator and Communications Officer, In December 2013, CSA for SUN also recruited a Consultant to create a policy and communication strategy that will address multi level stakeholders to foster policy level change and grassroots level

progress towards the SUN agenda-marketing concept of 1000 days.

The operational aspect of the CSA for SUN Secretariat has been successfully established in 2013, with the Alliance expanding from zero to 109 General Committee members within 9 months, with a 62% increase in membership in the last quarter due to the presence of consistent staff at the Secretariat after the resignation of previous candidates. CSA for SUN has developed its Secretariat function, internal governance and membership and established good linkages nationally as well as internationally for furthering the SUN movement and championing the 1000 days approach to undernutrition. Executive Committee meetings are held bi-monthly and the First Annual General Meeting was held in September 2013.

CSA for SUN recognized that a strategic opportunity existed to work closely with General Committee organizations when conducting events such as workshops, training, seminars, awareness events, conferences and roundtable meetings. As a result, interactions increased with General Committee members as well as the launching of a “Request for Proposals” via the CSA for SUN website in the last quarter of the year in order to explore potential future collaborations.

There has also been good progress in strengthening engagement and partnership with sections of government, particularly Health and Family Welfare and Women and Children Affairs. CSA for SUN continues to build its relationships with the SUN Focal Point, as well as the other SUN Networks in the country multi-stakeholder platform, particularly the UN System Network for Nutrition (mainly the UN agencies FAO, UNICEF, WFP and WHO collaborating as the REACH partnership), the Donor Network (particularly USAID and DFID), private sector, media and educational institutions. The existence of another civil society group has created some tensions. However, recently their members have started to join CSA for SUN.

Due to the adverse political situation in 2013, policies have not been a priority for relevant policymakers and stakeholders. Political stability was an assumption of this outcome.

Outcome 2: Enhanced sharing of evidenced based information, research findings and resources among stakeholders to achieve effective implementation of nutrition programs

Moderate progress has been made on Outcome 2. The importance of the multisectoral approach when working with nutrition in Bangladesh has been unanimously agreed upon by all relevant sectors. Other sectors where nutrition sensitive interventions are required include agriculture, food security, women empowerment, environment, education, social protection and water sanitation and hygiene (WASH). As there was an absence of a common platform for idea sharing, there was poor coordination among all stakeholders.

Throughout 2013, nutrition has gained increasing attention as a development sector priority in the country. Global initiatives (e.g. Lancet Series publication, Nutrition for Growth London event, SUN Global Gathering in New York) have provided CSA for SUN with strategic opportunities to publish articles, brief media and hold roundtable discussions. These, together with media training

sessions of five media houses, have catalyzed an increase in media reporting on nutrition, emphasizing maternal, neonatal nutrition and under-2-year old child nutrition, particularly over the last two quarters of this year.

CSA for SUN has actively participated in the Nutrition Working Group and the National Nutrition Steering Committee, and sub-national workshops (e.g. Sylhet Division; Satkhira District with UN REACH). It has provided evidence, shared resources and participated in the regular conference calls with the global SUN Secretariat. Feedback to national groups and the other SUN Networks on CSA for SUN's participation at the SUN Global Gathering was planned but postponed to early 2014 due to strikes. Prioritisation of pre-election business by Ministerial staff, and growing political instability and related insecurity negatively affected the achieved frequency of meetings in Ministries. The handing over of materials and documents to the CSA for SUN on the closure of the FANTA-III, FHI360 project represents a good example of resource sharing within the civil society sector.

Outcome 3: Comprehensive, coherent and adequately financed national nutrition plan adopted by mid of 2013 and implemented by the Government by mid-2014

Progress on Outcome 3 has been slow, mainly due to the absence of government agreement or action on the development of such a plan. CSA for SUN activity has instead focused on increasing advocacy among government and media stakeholders to raise awareness of the need for multisectoral nutrition coordination and plan, as well as feeding into the development of an updated and revised National Nutrition Policy (to replace an old one from 1997). The SUN Focal Point, Additional Secretary to the Ministry of Health and Family Welfare, supported the launching ceremony of CSA for SUN and committed to being a key advocate in the government for the SUN Movement. Engagement with the GOB SUN Focal Point has been limited to event support and attendance in various SUN Network events due to the political uncertainty prevalent in 2013. CSA for SUN hopes to increase communication with the GOB SUN Focal Point in 2014 as his support is of utmost importance in order to successfully conduct a national-level launching ceremony with the newly elected Honourable Prime Minister of Bangladesh.

Outcome 4: A joint tracking system established to monitor progress of NNS with the active support from CSA for SUN by mid-2013

Dialogue with representatives of GOB and National Nutrition Service (NNS) have been initiated in order to establish a functional and effective nutrition tracking system. A Nutrition Information System (NIS) has been formed, merged with HMIS and is being piloted in 16 districts, the results of which will be used to inform scale-up nationwide. CSA for SUN Executive and General Member organizations, and others donors, have developed multiple MOUs with NNS to keep it on track. However, frequent changes in key personnel (Line Directors, Programme Managers, focal persons for IYCF and BCC) present a challenge to tracking progress well.

Delays in implementation, challenges, lessons learned and best practices

- The unstable political situation in Bangladesh has been a major hindrance to most of CSA for SUN planned activities in 2013. Countrywide strikes, blockages and violence contributed to major safety issues. Communications with central and local governments (inter-ministerial dialogues, Union Parishad chairmen) stagnated due to political uncertainty and resignation and re-election of political leaders. Arranging daylong programs with grassroots organizations was unsuccessful as participants were not able to travel due to the blockages. Consequently, the budget against planned activities for 2013 is considerably underspent.
- General Committee members raised concern about SUN Movement messages not reaching grassroots organizations. They enquired about their role in the Alliance and the overall Movement. CSA for SUN considered this in developing its work plan for next year and taken necessary action to encourage collaboration and active interactions with General Committee members through their involvement in awareness raising programmes at the grassroots level.
- Personnel changes in the past year (resignation and re-recruitment of the National Coordinator and support staff) resulted in continuity and momentum challenges, This also contributed to the financial underspend in 2013.
- Lines of communication between UN REACH, WFP Country Office and the MPTF Secretariat presented some challenges, but are being worked through.

Qualitative assessment

Despite the challenges posed by the deteriorating political and security situation towards the last two quarters of the year, and delays and interruptions caused by lack of key personnel for coordinating and implementing the activities, the CSA for SUN has made steady progress over its first year (8 months since dispersal of funds) of operations. The level of overall achievement can be described as moderate. Key partnerships have now been established with parts of government, particularly with the GOB SUN Focal Point (Additional Secretary in the Ministry of Health and Family Welfare) and the State Minister of Women and Children Affairs. Engagement with media and journalists, with research and academic institutions, and with the UN System Network for Nutrition has grown. Expansion of General Committee members is progressing successfully. These partnerships have all contributed positively to the increasing visibility of nutrition as a key social and economic development issue for the country, and strengthening the role of the civil society sector in advocating for nutrition in the public domain and as a partner to government. Proactive steps were taken to involve the other civil society group (Bangladesh Civil Society Network for Promoting Nutrition, BCSNPN) to join CSA for SUN in order to create an enabling and inclusive environment for all civil societies for nutrition in Bangladesh and to increase wider acceptability of the Network at national and global level. Although challenges remain, dialogue has been initiated, relationships strengthened and a more systematic and constructive approach has been taken to create one fully inclusive and diverse CSO Network collaborating with the other SUN Networks and fully adopting the SUN Movement approach.

ii) Indicator Based Performance Assessment

Outcome 1			
A CSO Network in Bangladesh that is fully operational and successfully influencing nutrition policy making by 2013			
	Achieved Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Output 1.1. Functioning structure and management for CSA for SUN	1.1.1: National Executive Committee of representative forum of CSOs formed and operational Baseline: none Target: An executive committee of 9-11 members formed.	Activity completed No variance	
	1.1.2: Executive Committee election held every two years and Constitution and governance agreed Baseline: none Target: 1 election every two years	Activity completed No variance	
	1.1.3: Executive Committee meet 6 times a year Baseline: none Target: bi-monthly (6 per year)	No variance. 6 meetings were held in 2013.	Meeting minutes of the 6 Executive Committee meetings available upon request.
	1.1.4: A 3 year work plan drafted and agreed Baseline: none Target: 1	Activity completed No variance	Annex to the MPTF Project Document
	1.1.5: Key staff recruited Baseline: none	The first National Coordinator was in post for 1.5 months, then there was a gap of 5	Job description of National Coordinator,

	Target: 1 National Coordinator and 1 Program Support Assistant/Communications Officer	months until the second Coordinator was recruited. Two month gap between 1 st and 2 nd Communications Officer. An additional consultant recruited in December 2013.	and Consultant in Appendix 3.
	1.1.6: National CSA meetings held annually Baseline: none Target: 1	Activity completed No variance	Annual General Meeting report (Appendix to the MPTF 2 nd Quarterly report July-Sept 2013)
1.2. Strong and vibrant membership of diverse national and sub-national organisations under CSA for SUN	1.2.1: A shared space as a CSO representative forum Baseline: none Target: Only 1 group in the network	Unresolved differences have led to the emergence of another civil society group in Bangladesh. Actions are being taken to resolve differences.	Bangladesh Civil Society Network for Promoting Nutrition Website: www.bcsnnpn.net
	1.2.2: A growing civil society membership list Baseline: none Target: steady annual growth in membership	Ongoing activity	Alliance members list http://sunrsa.org/index.php/about-us/alliance-members
1.3. National outreach to facilitate influence on policy	1.3.1: National level launching of the SUN Movement Baseline: none Target: 1	Postponement of national level launching event due to adverse political situation, however CSA for SUN is continuing to press for the launching to be held in 2014.	

	1.3.2: District workshops in hard to reach and most nutritionally vulnerable districts of the country Baseline: none Target: 10	Unable to conduct district workshops due to adverse political situation	
	1.3.3: Conduction of divisional seminars on SUN Movement Baseline: none Target: 1	Activity completed (Sylhet divisional workshop) No variance	For details please, see Appendix 1 of MPTF 2 nd Quarterly Report (July-September 2013)
	1.3.4: World Breastfeeding Week observed at local and national level per year Baseline: none Target: 1	Activity completed No variance	http://archive.thedailystar.net/beta2/news/bangladesh-observes-from-today/
Outcome 2 Enhanced sharing of evidenced based information, research findings and resources among stakeholders to achieve effective implementation of nutrition programs			
	Achieved Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Output 2.1. information and evidence sharing	2.2.1: Key global evidence research findings disseminated to membership e.g. Lancet Series 2013 Baseline: none Target: 1	Ongoing activity	http://sunscsa.org/index.php/jci-dhaka-central/download
	2.2.2: Media training on SUN messages Baseline: none Target: 2	Strategic opportunities with no budgetary commitment	For details, please see Appendix to MPTF

			2 nd Quarterly Report (July-Sept 2013)
	2.2.3: Inter-ministerial meetings every quarter Baseline: none Target: 3	Only 2 inter-ministerial meetings held. The third meeting was not held due to political instability	http://sunrsa.org/index.php/news-events/86-csa-for-sun-bd-members-met-advisor-to-prime-minister
	2.2.4: Attended regular meetings with other Networks in the SUN Multistakeholder Platform Baseline: none Target: 4	Meeting every 6 weeks for the global country call with SUN Secretariat (positive variance).	Teleconference meeting minutes recorded by Global SUN
	2.2.5: General Committee meet 1 year Baseline: none Target: 1 meeting every year	Annual General Committee meeting held on 26 September 2013.	For details, please see Appendix to MPTF 2 nd Quarterly Report (July-Sept 2013)
2.3. resource sharing	2.3.1: allocated funds to national launch of SUN Baseline: none Target: 1	Funds allocated in the work plan.	
	2.3.2: Collaborations with General Committee member organizations for grassroots involvement Baseline: none Target: Ongoing	Ongoing activity (recent collaboration with Underprivileged Children's Education Program, UCEP-Bangladesh)	www.ucepbd.org
	2.3.3: Monitoring and evaluation workshop	Only one workshop was held in collaboration with Helen	For details, please see Appendix 3 of MPTF

	Baseline: none Target: Ongoing	Keller International. This was a strategic opportunity with no budgetary commitment.	3 rd Quarterly Report (Oct-Dec 2013)
Outcome 3 Comprehensive, coherent and adequately financed national nutrition plan adopted by mid 2013 and implemented by the Government by mid 2014			
	Achieved Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Output 3.1 Nutrition policy analysis conducted and updated	3.1.1: Feedback provided on the draft National Nutrition Policy circulated by NNS Baseline: none Target: Ongoing	CSA for SUN is contributing to the government-led process.	
	3.1.2: Advocacy strategy for CSO network developed Baseline: none Target: 1 common strategy	CSA for SUN has drafted 1 comprehensive advocacy strategy for CSOs. CSA for SUN is working together with government and other stakeholders to formulate a joint National Advocacy and Communications Strategy, facilitated by UN REACH.	
Output 3.2 Ensuring public pressure to motivate policy makers	3.2.1: Policy roundtable to present report and promote debate amongst key stakeholders Baseline: none Target: 1	2 small-scale policy roundtables conducted. All strategic opportunities with no budgetary commitments.	For details, please see Appendix 4 of MPTF 2 nd Quarterly Report (July-Sept 2013) Appendix 5 of MPTF 3 rd Quarterly Report (Oct-Dec 2013)

	3.2.2: Multistakeholder forums initiated to discuss issues Baseline: none Target: ongoing	CSA for SUN Chair and Secretariat staff supported a Government and UN REACH joint multistakeholder forum. This was a strategic opportunity with no budgetary commitment.	For details, please see Appendix 4 of the MPTF 3 rd quarterly report (Oct-Dec 2013)
	3.2.3: Talk shows aired on national television Baseline: none Target: 4	Only 2 talk shows were aired, attended by Chairperson. This was a strategic opportunity with no budgetary commitments.	For details, please see the Appendix to the MPTF 2 nd quarterly report (July-Sep 2013)
Outcome 4 A joint tracking system established to monitor progress of NNS with the active support from CSA for SUN by mid-2013			
	Achieved Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Output 4.1 Improve the capacity of monitoring and evaluation of government and other stakeholders	4.1.1 Workshop to improve the M&E capacity of the Government and identify their monitoring gaps Baseline: none Target: 3	One M&E workshop was conducted in presence of GOB officials. CSA for SUN members actively participated in the finalization of NIS.	For details, please see Appendix 3 to MPTF 3 rd Quarterly Report (Oct-Dec 2013).
	4.1.2 Organize stakeholder consultation meetings to draft, pre-test, and finalize the tracking mechanism of government programs in different ministries. Baseline: none Target: 5	Not done yet. A plan was done in collaboration with ICDDR,B to conduct a comprehensive M&E workshop and following that the mentioned activities will be undertaken by CSA for SUN in 2014	

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iii) A Specific Story (see Appendix 2)

Nutrition to date has been dominated by strong health and food sectors, but it is increasingly recognized that others must be engaged for coverage and effectiveness of interventions. Keeping in mind the multisectoral approach, CSA for SUN is reaching out to other ministries of the Government of Bangladesh beyond health and food, As raising awareness of the links between nutrition and adolescent girls is very important for addressing the intergenerational cycle of undernutrition, the Ministry of Women and Children Affairs was particularly prioritized.

CSA for SUN had started its dialogue with the Ministry of Women and Children Affairs through Madam Meher Afroze Chumki before she was appointed as the Honourable State Minister. Upon her appointment, CSA for SUN saw an opportunity to involve her as an important policymaker. She has emerged as a strong believer in the SUN Movement and its messages, and was eager to be part of a CSA for SUN event. She took time out of her busy schedule to attend a national seminar titled “Exploring opportunities for Scaling up Nutrition” where she was the Chief Guest.

Madam Chumki reported that the current government has included nutrition as a priority component in its manifesto, and that government, along with other stakeholders including NGOs and private sector, has been able to significantly reduce maternal mortality ratio which has been commended globally. She also shared that the government has incorporated women and children health and nutrition into the Social Safety Nets programmes and has formed adolescent clubs. She highlighted child marriage as a key factor triggering malnutrition from one generation to the next and reported that her Ministry has placed emphasis on birth registration to identify and reduce early marriages. Madam Chumki is an extremely knowledgeable asset to the SUN Network in Bangladesh. She has committed that her Ministry will assist in bridging the gap between the nutrition sector and the Prime Minister’s Office. CSA for SUN will continue to work with Madam Chumki in the future as she has recently been re-elected as State Minister in the new government.

II. Other Assessments or Evaluations (if applicable)

CSA for SUN has not carried out any assessments, evaluations or studies in 2013.

III. Programmatic Revisions

- **Incorporating grassroots organizations into the work plan:** Over the course of its first year of operations, CSA for SUN adjusted its initial strategy away from directly conducting events at sub-national level to encouraging active engagement of more grassroots members of the Alliance to conduct activities in their own areas. Civil society in Bangladesh is large, incorporating thousands of CSOs that work extensively in all parts of the country. According to the Bangladesh Demographic Health Survey 2011, 41% of Bangladeshi children under 5 years of age are stunted due to malnutrition. Much of this could be mitigated through proper

knowledge sharing, advice and community involvement. CSA for SUN has decided to prioritize the involvement of grassroots level organizations, particularly in hard-to-reach and nutritionally vulnerable areas.

- **Development of advocacy tools and enriching network:** The last two quarters of the year have been a time of continuous political instability and it was not possible to conduct any district level programs. CSA for SUN adapted to the situation by using the time to increase communication with current and future Alliance members in order to build a stronger network. The process of developing behavior change communication materials has also been initiated by collecting already existing materials and hiring a specialist consultant to create a communications strategy and materials for CSA for SUN. The alliance is working closely with government, UN REACH, and other stakeholders to develop a national joint Advocacy and Communications Strategy for nutrition.
- **Involvement in adolescent education program:** Another new initiative emerging since establishment has been a focus on the education of adolescents. CSA for SUN recognizes that adolescent children must be addressed because they will be parents in the future. One of the most effective ways to break the intergenerational cycle of undernutrition is through the education sector. Currently, the Home Economics book in the Bangladeshi Formal Education curriculum contains a brief description about the 1000 Days Approach. However, this requires much expansion and the information must also be disseminated to both genders (Home Economics is a subject taken by mostly girls so boys are deprived of the 1000 Days Approach messages). CSA for SUN is planning to develop elaborate descriptions of the 1000 Days Approach, maternal and neonatal nutrition and IYCF into the Formal Education curriculum of selected schools.

IV. Resources

- Appendix 3 for Job Descriptions/TOR for the National Coordinator and Communication and Advocacy Materials Consultant of CSA for SUN can be shared with others in the global Civil Society Network.

Appendix 1: Key activities of CSA for SUN April-December 2013

- National Seminar held with State Minister of Women and Children’s Affairs, Ms. Meher Afroze Chumki as Chief Guest.
- Meeting with Chairperson of Global Alliance for Improved Nutrition (GAIN) Chairperson and Global SUN Lead Group Member, Mr. Jay Naidoo.
- Divisional workshop held in Sylhet in collaboration with Voluntary Assistance for Rural Development (VARD).
- Observation of World Breastfeeding Week with the Government of Bangladesh.
- Media training facilitated by FANTA-III, FHI360 and Management and Resources Development Initiative (MRDI) titled “Reporting effectively on Nutrition”.
- Annual General Meeting of CSA for SUN held at BRAC Centre Inn.
- Seminar held with SUN Lead Group member and founder and Chairperson of BRAC, Sir Fazle Hasan Abed titled “Scaling up nutrition: an urgent call for commitment and multisectoral action.”
- Roundtable discussion titled “Multisectoral Approaches to Nutrition” co-organized by CSA for SUN, MRDI and leading English newspaper, The Daily Star.
- Monitoring and Evaluation workshop titled “Monitoring outcomes to scale up nutrition”, co-organized by Helen Keller International (HKI), CSA for SUN and James P. Grant School of Public Health (JPGSPH), BRAC University, in association with the Bangladesh Bureau of Statistics (BBS), Ministry of Planning, Government of Bangladesh.
- CSA for SUN’s Chair’s participation in a nationally televised TV Talk Show series titled “Shothik pushti, shushtho shishu” (translation: Adequate nutrition, healthy child).
- Roundtable discussion titled “Child Nutrition: Multisectoral approach for investing in the future” co-organized by CSA for SUN, BRAC and the Daily Star.
- A Request For Proposal (RFP) circulated via the website to encourage GC members to submit bids of events that can be held in 2014 with strategic collaborative potential.
- Ongoing development process of a policy and communications strategy that will address multi level stakeholders to foster policy level change and grassroots level progress towards the SUN agenda.

Appendix 2: Hunger Summit Solidarity Event

CSA for SUN organized a meeting with nutrition experts and policymakers on “Exploring Opportunities for Scaling up Nutrition” on June 04, 2013 at Spectra Convention Center in alignment with the Global Hunger Summit, 2013 titled “Nutrition for Growth: Beating Hunger through Business and Science” scheduled to be held on June 08, 2013 at London.

Honourable State Minister for Women and Children Affairs, Meher Afroze Chumki, MP attended the event as the chief guest and the event was chaired by Dr. Sultana Khanum, SUN global civil society network focal point. Dr. Rukshana Haider, Chairperson of CSA for SUN Dr. Kaosar Afsana, Secretary of CSA for SUN, Dr. Mustafizur Rahman, Programme Manager of NNS attended the meeting as special guests.

Dr. Rukshana Haider highlighted that malnutrition in children and women still remains as a frontline challenge for Bangladesh and therefore collective multisectoral approach should be adopted to combat malnutrition in Bangladesh. Dr. Kaosar Afsana commented that investing in nutrition “can help break the cycle of poverty”.

The chief guest, Meher Afroze Chumki, MP Honourable State Minister for Women and Children Affairs stated that her ministry is relentlessly working to uplift the nutritional status of women and children since about two third of the country’s population is composed of women and children. Alongside, she also mentioned that the current government has included nutrition as a priority component in its manifesto. She shared that the government along with other stakeholders including NGOs and private sector has been able to significantly reduce maternal mortality ratio which has been accredited by the global community. She also shared that the government has incorporated women and children health and nutrition in the Social Safety Net and has formed adolescent clubs. She highlighted on early marriage as a key factor triggering malnutrition from one generation to the next and her ministry has given emphasis on birth registration to identify and reduce early marriages.

Following the panel discussion, the floor was made open for open opinions and questions.

Noreen Prendiville of UNICEF shared that adolescent girls needs to be targeted as they are the future mothers. Dr. Ferdousi Begum of FHI 360 appreciated government’s role in amending maternity leave policy and Vitamin A campaigns and school specific nutrition programs. Dr. Michael McGrath of Save the Children emphasized that the current levels of activity and commitment as not sufficient and is hindering the economic growth of Bangladesh. Dr. Selina Amin of PLAN mentioned that the maternity leave duration needs to be made specific and on ensuring maternal and child health in garments and other manufacturing facilities.

Appendix 3: TOR of National Coordinator and Communications and Advocacy Consultant

Job profile for National Coordinator of CSA for SUN

Responsibilities

- Work with Executive Committee (EC) members to prepare schedule for the meeting, agenda, draft technical materials including guidelines, training manuals, reports, and other materials as needed.
- Maintain strong liaison with partner institutions/organizations to ensure effective coordination and collaboration being a focal person of the Alliance.
- Assist in monitoring project progress in the achievement of the goals and objectives, ensuring the quality and timely delivery of work plans, and reviewing the proposed budgets, identify problems in performance and initiate appropriate corrective actions.
- Undertake field trips, if required to monitor program implementation, communicate findings and recommendations to the EC members.
- Perform regular activities of the project such as set agenda for EC and GC members of CSA for SUN, BD, writing and circulate meeting minutes to all members, attend other meeting, retreats, attend technical update sessions and conduct field trips.
- Performs other relevant duties as assigned by the supervisor

Abilities

- Excellent leadership and management skills.
- Knowledge of nutrition research and programmes, including maternal nutrition, and infant and young child nutrition preferable.
- Have knowledge about nutrition situation of Bangladesh.
- Ability to write project proposal, budget, report, brief as per the requirement of the Alliance.
- Self-initiating and able to effectively work independently and in a team consisting of people with different technical backgrounds and with varying levels of technical training.
- Familiarity and knowledge of different donors' policies and programs.
- Demonstrated ability to initiate and manage significant technical activities, including designing activities, identifying and managing partners, and reporting.
- Able to work effectively maintaining a healthy working environment
- Demonstrated ability to learn new areas of work quickly

Skills:

- Excellent coordination, collaboration and negotiation skills.
- Excellent communications and management and networking skills;
- Excellent English writing skills, with demonstrated ability to write effectively for a range of audiences and purposes, e.g. tools and materials for health service providers, guidelines, work plans, training materials, and reports.

- Strong oral presentation skills on technical topics for varied audiences, including policy makers, program managers, service providers, and technical experts.
- Ability to facilitate multistakeholder processes and effectively implement activities within bureaucratic government systems.
- Strong analytical skills
- Skilled in maintain impartiality, fairness and confidentiality.

Education:

Advanced degree in nutrition, public health, Communications/Advocacy, Int. Development or the Social Sciences is preferred.

Experience:

- At least five years working experience in maternal and child health and nutrition or other public health related field in Bangladesh or any other countries;
- Experience in writing project proposals, reports, maintain liaison with key stakeholder.
- Experience in supporting EC member will be highly preferred.
- Have direct technical working experience in the areas such as infant and young child feeding, child survival, nutrition and food security, essential nutrition actions, micronutrients, monitoring and evaluation, and 22behaviour change activities.

Terms of Reference for Communications and Advocacy Consultant

Objective of Consultancy

- Develop a communications strategy using the specific thematic content already available and design communication and advocacy products/materials to meet strategic objectives.
- Identify and support popular national opinion leaders from different disciplines (titled “Nutrition Champs”) to address and advocate solutions to existing and emerging nutrition problems.
- The communication and advocacy tools must be prepared for different levels of stakeholders, including the Government, General Committee member organizations of CSA for SUN, development partners, policy makers (bureaucrats and parliamentarians) of all relevant ministries and parliamentarians standing committee, private sectors, academia, INGOs, grassroots level organizations and CVOs.

Scope of work

The consultant will be responsible for:

- Creating communication and advocacy materials (i.e. brochure / flyer /leaflet /handout /comic book)

- Reviewing the existing information already prepared and/or accumulated from SUN activities globally and taking part in additional research if necessary.

The communication and advocacy materials must aim to increase awareness, visibility and the vibrant presence of CSA for SUN's mission in Bangladesh and the objectives of the global SUN Movement for nutrition.. The information in the products must be presented in creative and targeted ways in order to promote strategic advocacy. The consultant will work to develop creative briefs for TV talk shows or roundtables on nutrition, focusing on the *1000 days approach* and infant and young child feeding (IYCF) in word version form. S/he must also assist the Secretariat in the selection of vendors for TV talk shows or roundtables and buy air time to broadcast those shows in different TV channels.

Deliverables

- i) Communication strategy in word version form
- ii) Behavior Change Communication (BCC) materials (brochure/movie/banner/leaflet/handout/comic booklet/training material/etc) in illustrative form
- iii) Talking points/policy brief for the General Committee members of CSA for SUN, BD and other stakeholders such as Development Partners, Policy Makers and Parliamentarians, Academia, nutrition specific and sensitive NGOs, private sectors, INGOs and CBOs
- iv) Provide CD's for TV talk shows or roundtables on nutrition
- v) Provide airing time to the Secretariat to broadcast the TV talk show or roundtable meeting in different TV channels.