

& Health Academy









Communicate to Someone Hears You:
Tools to Effectively Reach
Your Audiences
(and Traps to Avoid)



Strong or weak message?



Food safety has a global burden equivalent to malaria, HIV and TB **combined**

Strong or weak message? (2)



To end malnutrition we need to work together across sectors.

Strong or weak message? (3)



More research is needed...

How to begin

Learning from the past to improve nutrition today



The setting is Lesotho, the small mountainous country surrounded by South Africa and formerly known as Basutoland under British colonial rule. (...)

By 1963 pellagra was a memory for those who had known it in the past such as polenta-eating peasants in northern Italy and American southerners subsisting on hominy and hog fat.

But in Basutoland, after fifty years of colonial agricultural and nutritional interventions, pellagra was getting worse. How could this be?

Talking about fieldwork

In the name of maternal health - unravelling untold stories from India



Apart from institutional coverage, social norms and family structures play a decisive role in the state of maternal health.

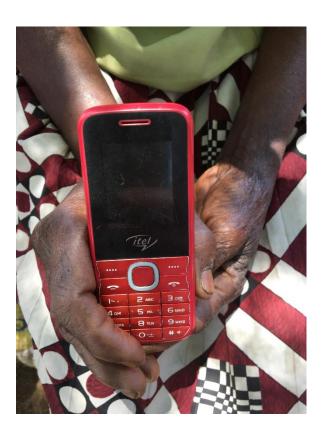
While there are stories in Odisha which read: My mother in law gave me everything to eat, whatever she grows in her kitchen garden,

on the flip side there are instances where a woman in Bihar reminisces:

(despite) continuous vomiting, my mother in law would always create conflict if I did not go out for wage work....Only after 12 days after the delivery I started cooking.

Talking about work in progress

Look who's talking - insights on use of mobile phones for monitoring nutrition



Now that we know we can reach women with mobile phones and the potential barriers of doing so, we are testing whether nutrition data collected via live phone operators gives the same results as data collected via traditional face-to-face interviews.

If we can use mobile phones to collect this kind of data, it could allow for monitoring of nutrition on unprecedented scales in unprecedented locations, improving our ability to deliver humanitarian and development services when and where they are needed most.

Making an argument

Are We Misusing Stunting as a Measure of Child Nutrition?



Unguarded reflections, thoughts & ideas on international development

by Lawrence Haddad

So what to use to assess changes in child nutrition over time?

In addition to stunting we should be looking at mean and standard deviation of HAZ and at the slope of change in HAZ by age (...).

In other words, in countries with evidence of growth faltering, we want to see rightward shifts of the entire HAZ distribution because this will reflect positive improvement in growth of all children.

Conclusions

Why we need a holistic approach to improve our complex food system



Taking a similar approach to understand the entirety of something as complex as our food system can seem overwhelming, but by committing to a holistic approach we can make incremental progress to tackling some of the world's greatest challenges.

The failures of our global food system won't be solved overnight, but if we don't strive to address the whole system, we are more likely to fail in addressing any individual piece of it.