

Seeding Action for Change at Scale

Phase 1 Final Report of the Japan Trust Fund for Nutrition

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GOVERNMENT OF JAPAN

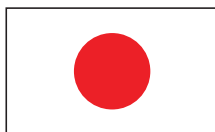


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the Japan Trust Fund for Nutrition

September 2012



GOVERNMENT OF JAPAN



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Acknowledgements

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Acronyms

AFR	Africa Region	FAO	Food and Agriculture Organization
AIN-C	Atención Integral a la Niñez con base Comunitaria, Community-based Integrated Children Care Strategy	GDP	Gross Domestic Product
AINM-C	Atención Integral a la Niñez y la mujer en la Comunidad, Integrated Care for Children and Women at the Community level	GPS	Global Positioning System
AusAID	Australian Government Overseas Aid Program	GOJ	Government of Japan
BDH	Bono de Desarrollo Humano (Ecuador)	HCP	High Commission for the Plan (Morocco)
BPHS	Basic Package of Health Services	HNP	World Bank Health, Nutrition, and Population Unit
CAN	National Council on Food and Nutrition (Benin)	HPP	International Development Association Health and Population Project
CCT	Conditional Cash Transfer	IDA	International Development Association
CBGP	Community-based Growth Promotion	IMF	International Monetary Fund
CIDA	Canadian International Development Agency	INCAP	Institute of Nutrition of Central America and Panama
CMAM	Community Management of Acute Malnutrition	IYCF	Infant and Young Child Feeding
CPS	Country Partnership Strategy	JICA	Japan International Cooperation Agency
CRB	Communications Resource Bank	JSDF	Japan Social Development Fund
CSB	Corn soy blend	LCR	Latin America and Caribbean Region
CSO	Civil Society Organizations	MDG	Millennium Development Goal
DfID	Department for International Development	MNA	Middle East and North Africa Region
EAP	East Asia and the Pacific Region	MNPs	Micronutrient powders
ECA	Europe and Central Asia Region	MOH	Ministry of Health
ECD	Early Child Development	MOH&P	Ministry of Health and Population
		NAGA	Nutrition Assessment and Gap Analysis
		NGO	Non-governmental organization
		PIC	Integrated Nutrition Communication Plan (Benin)

PND	Public Nutrition Department (Afghanistan)	SMS	Short Message Service
PSDAN	Strategic Development Plan for Food and Nutrition (Benin)	SUN	Scaling Up Nutrition
PSQCA	Pakistan Standards Quality Control Agency	TOR	Terms of Reference
RSR	Rapid Social Response Trust Fund	UNAP	Uganda Nutrition Action Plan
RUTF	Ready-to-Use therapeutic food	UNDP	United Nations Development Programme
SAFANSI	South Asia Food and Nutrition Security Initiative	UNICEF	The United Nations Children's Fund
SAR	South Asia Region	USAID	United States Agency for International Development
SEETF	South-South Exchange Trust Fund	WFP	World Food Program
		WHO	World Health Organization

Executive Summary

In Phase I, the Japan Trust Fund for Nutrition financed catalytic country-level activities to support the scale up of nutrition in high undernutrition-burden countries. With small allocations of Japan Trust Fund financing distributed across 33 countries, the accomplishments achieved during this first phase far exceeded expectations, and laid important groundwork for the burgeoning Scaling Up Nutrition (SUN) Global Movement.

At the end of Phase I:

- Country scale-up plans were completed in Benin, The Gambia, Mozambique, Uganda, Haiti, Djibouti, Yemen, and Nepal, with seven more under development.
- Fourteen new nutrition projects are under preparation, leveraging nearly US\$200M in IDA investments plus additional funding in the form of South–South Exchange Trust Funds (SEETF), Rapid Social Response (RSR) grants, Japan Social Development Fund (JSDF) grants, and other funding.
- Innovative nutrition pilot projects are being implemented in Ethiopia, Haiti, Guatemala, Peru, Ecuador, Nepal and Yemen.
- Capacity Assessments were completed in Rwanda, India, Kenya, Tanzania, and Uganda. Capacity-building projects were completed in The Gambia, Tanzania, Guatemala, Haiti, Morocco, and Pakistan. A South–South Regional Exchange occurred in Latin America

and the Caribbean, another was prepared for South Asia, and South–South Peer Reviews are being conducted in Africa. Other training workshops, webinars and modules were conducted throughout Latin America and the Caribbean and South Asia during this initial funding period.

- With support from the Japan Trust Fund in addition to resources from several other donors, the SUN Framework and Roadmap were completed, with the Scaling Up Nutrition Framework endorsed by over 100 partners worldwide. By the end of Phase I, twenty-eight developing countries had committed to scaling up nutrition.
- The World Bank collaborated with the Japan Embassy staff on the development of several JSDF proposals. Japan Embassy and JICA staff around the world have participated in Japan Trust Fund for Nutrition-financed regional exchanges and project meetings.



The work accomplished by the Japan Trust Fund for Nutrition can be categorized according to the following crosscutting themes: Catalyzing activities, leveraging additional project funding, capacity-building, working multisectorally, South–South knowledge exchange, innovative use of media, and nutrition and early child development. Many projects span multiple themes.

Financing from the Japan Trust Fund targeted different activities in each of the five regions supported: Africa (AFR), Latin America and the Caribbean (LCR), South Asia (SAR), Europe and Central Asia (ECA), and the Middle East and North Africa (MNA) (Table 1).

The following report chronicles these and other case studies from the Japan Trust Fund for Nutrition Phase 1.

Table 1. Summary of Activities Financed by the Japan Trust Fund for Nutrition by Region

AFR	Provide technical assistance to inform policy dialogue and project preparation, and build capacity.	Angola, Benin, Ethiopia, The Gambia, Kenya, Liberia, Malawi, Mozambique, Rwanda, Tanzania, Uganda, Zambia
LCR	Promote visibility of the nutrition problem, promote expansion and quality improvements in community based growth promotion activities, and strengthen the linkages between demand and supply of nutrition programs, with a focus on conditional cash transfer programs.	Belize, Bolivia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Peru
SAR	Increase the awareness of undernutrition, build capacity of policy makers and opinion leaders to advocate for nutrition-sensitive policies, and assist in providing technical assistance to inform policy dialogue.	Afghanistan, India, Nepal, Pakistan, Sri Lanka
ECA	Provide technical assistance to inform policy dialogue.	Kyrgyz Republic, Tajikistan
MNA	Provide technical assistance to inform policy dialogue.	Djibouti, Morocco, Yemen

33 countries in 5 regions benefited from Japan Trust Fund for Nutrition financing

11 countries participated in the Latin America and Caribbean regional exchange

6 countries produced *Mi Futuro en Mis Primeros Centímetros* videos

Over **34,000** YouTube views of *Mi Futuro en Mis Primeros Centímetros*

The Japan Trust Fund for Nutrition: By the Numbers

Over **24,000** nutrition country profiles were disseminated to 69 high undernutrition-burden countries

15 countries initiated the creation of national plans

8 Japan Social Development Trust Fund linkages

4 IDA investments leveraged

Over **90** activities financed by the Japan Trust Fund for Nutrition



Introduction

Background

Malnutrition impedes economic and human development. Undernourished children have higher mortality, lower cognitive and school performance, and 10–17% lower income potential as adults. Improved nutrition can therefore be a driver of economic growth. Improving nutrition is a pro-poor strategy, with high potential return on investments.

The cross-sectoral nature of nutrition, multiple stakeholders, and the lack of a single institutional home may result in low attention to nutrition as a development issue. Global and country-level financing for nutrition is minimal, human resources and capacities for implementing large scale nutrition programs are scarce in many countries, and nutrition metrics need concerted attention. While the evidence base and the science for improving nutrition outcomes are relatively well established, few countries are implementing these proven interventions at scale, and the burden of malnutrition remains high in many poor countries.

In February 2009 the Government of Japan (GOJ) approved US\$2M for Phase I of a proposed five-year initiative to expand the implementation of proven nutrition interventions in high undernutrition-burden countries. The Japan Trust Fund for Nutrition was planned to roll out in three phases: Phase I – Initiation (Year 1), Phase II – Consolidation

(Years 2–5), and Phase III – Institutionalization (Years 4 onward).

The objectives of Phase 1 were to support the development of new national nutrition plans, build nutrition planning and implementation capacity, catalyze in-country nutrition policy dialogue, and lay the foundation for new International Development Association (IDA) investments in 4–6 high undernutrition-burden countries.¹



¹ Malnutrition is a term that comprises both undernutrition (stunting or low height-for-age, wasting or low weight-for-height, underweight or low weight-for-age, and micronutrient deficiencies) and overnutrition (overweight and obesity). In this report, undernutrition and malnutrition are used interchangeably. Any reference to overnutrition is explicit.

Specific activities financed during this initial phase of the Japan Trust Fund are outlined in Box 1 and Annex 1.

Purpose and Structure of this Report

The purpose of this report is to demonstrate the catalytic role of the Japan Trust Fund in raising the profile of nutrition through its support of World Bank activities. As is clear from Annex 1, Phase I achievements far exceeded expectations. It is anticipated that, if funded, Phase II will commence by building off of the accomplishments achieved in Phase 1, and extend support to an additional 6–10 high undernutrition-burden countries.

This report is intended to serve as both an at-a-glance summary of the work completed during Phase I of the Japan Trust Fund for Nutrition (Annex 2), as well as a compendium of case studies from each region illustrating how that work

Box 1. The Japan Trust Fund for Nutrition Phase I Activities

1. Country scale-up plans
2. Policy dialogue and project preparation
3. Piloting of innovative approaches
4. Training and capacity-development plans
5. Global action plan for nutrition and reform of global aid architecture

was carried out. The report includes case studies from the World Bank Health, Nutrition, and Population (HNP) unit, Africa (AFR), Latin America and the Caribbean (LCR), South Asia (SAR), Europe and Central Asia (ECA), and the Middle East and North Africa (MNA). The case studies are organized by region, with icons used to indicate the crosscutting themes of this body of work. Annex 3 provides a cross-listing of country case studies by theme.

Crosscutting Themes





Catalyzing activities

LCR – Haiti



Innovative use of media

**LCR – Ecuador,
Guatemala, Honduras,
Mexico, Peru**



Capacity-building

AFR – The Gambia



**South-South
Knowledge Exchange**

LCR – LCR



**Nutrition and Early
Child Development**

LCR – Peru

Mexico

Belize

Guatemala

Honduras

El Salvador

Nicaragua

Panama

Ecuador

Peru

Bolivia

Morocco

The Gambia

Liberia

Benin



Highlights of Crosscutting Themes:

Country Examples of the Japan Trust Fund – Supported Activities

■ Countries benefitting from Japan Trust Fund for Nutrition resources

Catalyzing activities



The Japan Trust Fund for Nutrition is the only Trust Fund that specifically targets nutrition interventions and outcomes at the World Bank. Through financing catalytic country-level activities, the Japan Trust Fund has fostered fluid dialogue between governments and World Bank staff, rallied partners around a common cause, and ensured the inclusion of nutrition initiatives on national and institutional agendas.

Catalyzing activities

LCR – Haiti



The Japan Trust Fund supported analytical work and improvements in nutrition programs in close collaboration with UN agencies, donors and NGOs in Haiti. In particular, the Japan Trust Fund was crucial in financing the development of a national nutrition policy and providing technical assistance in the development of an innovative multisectoral program aiming to ameliorate nutrition and food insecurity in a comprehensive and integrated manner using community health agents already working in the community. The program, designed with technical assistance from the World Bank and UN agencies and with the support of the Japan Trust Fund, is applicable to any rural area in Haiti but is currently being piloted in the Department of the Center, one of the most impoverished departments in Haiti with the poorest social and health indicators.



The Household Development Agent program design has been identified by the National Programme for the Fight against Hunger and Malnutrition, “Aba Grangou”, announced by President Michel Martelly in January 2012, to be replicated throughout the country. This announcement is the culmination, in part, of close policy dialogue with the Director of Nutrition in the Ministry of Health, and the First Lady of the Republic

Sophia Martelly, who has been appointed President of the Commission responsible for coordinating and monitoring the activities of “Aba Grangou”.

► Read more on page 28.



Leveraging additional project funding

Seed money from the Japan Trust Fund for Nutrition played a crucial “multiplier” role in leveraging more sizeable funding for projects. Simply having Japan Trust Fund financing available enabled World Bank staff to initiate partner dialogue for nutrition projects that they might not otherwise have engaged in.

Leveraging additional project funding

SAR – Pakistan



Armed with the Scaling Up Nutrition Framework and a review of infant and young child feeding (IYCF) and community-based management of acute malnutrition (CMAM) programs financed by the Japan Trust Fund, a meeting of the D-10 Group (a body of development partners chaired by the Minister of Finance) in September 2011 agreed that Pakistan’s provinces would prepare comprehensive nutrition plans for addressing malnutrition through multi-sectoral approaches. The provincial plans would include detailed costing of resources available within the provinces and the fiscal gaps, from which the federal plan would be revised accordingly. The World Bank was asked to coordinate a coherent development partner response to the plans.

Already there has been interest expressed from the South Asia Food and Nutrition Security Initiative (SAFANSI) at the World Bank to support a process to enable the provinces to prepare policy guidance notes on the multisectoral aspects of malnutrition, which will build on available information and past experience in each province. The World Bank has also created a multi-donor Trust Fund called “Partnership for Nutrition in Pakistan Trust Fund” to support provincial programs. AusAID was the first donor partner to pledge, committing US\$40M to financing improved nutrition in Pakistan.



► Read more on page 35.



Capacity-building

Around the world, the Japan Trust Fund for Nutrition was used in creative ways to develop in-country capacity of ministry staff, senior level policy makers, volunteer community health workers, and program staff for implementing and managing nutrition initiatives.

Capacity-building

AFR – The Gambia



In The Gambia, the Japan Trust Fund was used to enhance the potential of the existing core staff at the newly formed National Nutrition Agency by developing technical protocols and increasing the number of trained staff.

The Agency was able to recruit additional key staff, including a financial management specialist, a monitoring and evaluation officer, and a communications specialist. The Agency leveraged the work financed by the Japan Trust Fund to attract a Rapid Social Response (RSR) grant of US\$3M. Lacking funds to directly hire qualified staff, the Agency instead hired young apprentices and used the RSR grant and other Trust Funds to pay experts for one year to train the apprentices for their roles. The Japan Trust Fund financing was thereby used to leverage additional project funding, and build capacity in the National Nutrition Agency by training young staff for roles that were otherwise too costly to hire directly by the Agency.

► Read more on page 19.





Working multisectorally

The determinants of malnutrition are multisectoral; similarly the programs designed to address them must also take a multisectoral approach. One of the pillars of the SUN—to accelerate progress on undernutrition—lies in multisectoral work. Activities financed by the Japan Trust Fund for Nutrition engaged government ministers, Bank management and donors in multisectoral dialogue to garner buy-in across sectors, ensure that innovations spread to other sectors, and enable and enact policy-level changes to address undernutrition more comprehensively and effectively.

Working multisectorally

SAR – Nepal



With financing from the Japan Trust Fund, a high-level delegation from Nepal led by the Minister of Health and Population attended the annual meetings of the World Bank in November 2009. In his presentation at the special meeting on *Scaling Up Nutrition: What Will It Take?: The Window of Development Opportunity*, the Minister of Health and Population presented Nepal's nutrition situation and committed to a multisectoral approach involving Japan Trust Fund-financed technical assistance to inform the new plan.



Technical assistance provided by the Bank has resulted in important evidence to inform the Multisectoral National Nutrition Plan of Action and, in so doing, provided a final push to implement multisectoral nutrition-sensitive initiatives. Nepal is an example of a country that through active engagement at the highest levels combined with the support of catalytic activities financed by the Japan Trust Fund and other sources, is leading the charge in scaling up nutrition. The Prime Minister of Nepal is now a member of the Lead Group for the Scaling Up Nutrition global movement.

► Read more on page 34.



South–South knowledge exchange

To complement the more traditional North–South approach of development assistance, staff used the Japan Trust Fund for Nutrition resources to foster South–South operational learning and sharing through regional exchanges aimed at brokering dialogue among peer countries.

South–South Knowledge Exchange

LCR – LCR



More than 80 high-level policymakers and country program staff responsible for setting and implementing nutrition policies for 11 countries in the region convened for the Second Regional Nutrition Workshop “Promoting Healthy Growth to Prevent Chronic Malnutrition: Advances and Opportunities for Community-based Strategies in Central America”, in Panama City, Panama from October 26–28, 2011. The workshop provided a forum for participants to share their recent innovations and challenges, and to learn from the experiences and expertise of others in the region.

Regional exchanges like this are instrumental for multiplying the impact of effective nutrition interventions across countries with similar contexts. The workshop generated excitement among participants and was a catalyst for lasting South–South collaboration across the region.

► Read more on page 22.



Innovative use of media



The Japan Trust Fund for Nutrition financed truly catalytic communications, making effective use of video and other media to build awareness among policy makers, drive demand for community-based nutrition services, and foster behavior change for improved nutrition outcomes.

Innovative use of media

LCR – Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Peru



Mi Futuro en Mis Primeros Centímetros was created to address the fact that stunting (being too short for one's age) is commonly perceived to be “normal” by families and communities in Latin American countries and therefore not a problem. The 10-minute video asserts that every child has the same potential for linear growth, regardless of their ethnicity, nationality, and socioeconomic status. It was first produced in Peru, but on the heels of major success there, it was later culturally adapted and translated for use in five other countries in the region, including: Ecuador, Guatemala, Honduras, Mexico and Nicaragua.

Mi Futuro en Mis Primeros Centímetros was highly effective not only in getting the message out to beneficiaries and health workers, but also by making a real impact on high-level nutrition policy in nearly every country in which it was replicated. In acknowledgement, the video series was awarded first place in the World Bank's Innovation Fair and a bronze medal in the World Bank's Knowlympics competition (May 2012).



► Read more on page 24.

Nutrition and Early Child Development



The Japan Trust Fund for Nutrition financed activities aimed at stimulating dialogue on the synergy between nutrition and early child development, and its significance for human and economic development across multiple sectors and the business community.

Nutrition and Early Child Development

LCR – Peru



Beyond the ABC and 123 was launched on June 21, 2011 in an effort to frame nutrition as critical for Peru's economic growth, competitiveness, and employability, and not solely as a human rights issue. The video, financed by the Japan Trust Fund, was a companion to an eye-opening report (*Strengthening Skills and Employability in Peru*) on the link between nutrition, early childhood development, and future employability.

This initiative helped to get child malnutrition on the broader agenda. Stakeholders in the health sector were pleased to see child nutrition linked so directly and vividly to future performance in the labor market through its role in cognitive and socio-emotional development. Moreover, the *Beyond the ABC and 123* video catalyzed a multisectoral response in Peru and helped put the topic of nutrition squarely on the educational agenda.

► Read more on page 30.



Going Forward: Opportunities for Building from Phase I

As the report highlights, the results of Phase I helped to catalyze action for nutrition in 33 countries in five regions.

Phase II of the Japan Trust Fund for Nutrition will continue to finance catalytic country-level activities to support the development of new national nutrition plans for delivery of nutrition programs at-scale, innovative pilot projects and additional activities to lay the groundwork for IDA investments for nutrition. It will also link to the SUN movement's multisectoral nutrition agenda through support to innovative learning and technical assistance and capacity-building for design and delivery of Bank-supported "nutrition-sensitive" investments in agriculture, food security, poverty reduction, social protection, water and sanitation, etc.

Phase II of the Japan Trust Fund for Nutrition is well-positioned to build off of Phase I results through the following:

1 – Expand catalytic activities

Technical assistance

- Assist governments in the development of national nutrition strategies and multisectoral action plans for countries that do not yet have them, and ensure availability of the right resources to do so.
- Support South–South exchange initiatives that provide the opportunity to learn from the successes and challenges of peer countries in the same or other regions.
- Support capacity-building initiatives.
- Provide assistance in sustaining high-level interest of politicians, and the media through advocacy communication.

Inputs to policy dialogue and project preparation for nutrition components and projects

- Support impact assessments to strengthen policy dialogue.
- Assist countries to scale up or initiate operational nutrition programs.

- Provide technical assistance to conduct nutrition assessments and cost/benefit analyses.
- Assist in brokering regional collaborations.
- Provide technical assistance to understand local infant and young child feeding practices and how they contribute to malnutrition.

2 – Generate operational knowledge

Pilots to test innovative approaches and best practices for both direct nutrition (nutrition-specific) and indirect nutrition (nutrition-sensitive) interventions/ approaches

- Support the institutionalization of effective models for community-based growth promotion (CBGP) initiatives.

- Provide technical assistance to sectors (for example, agriculture and social protection) to design and implement nutrition-sensitive interventions.
- Finance monitoring and evaluation of innovative approaches to nutrition services.
- Supplement IDA-financed projects to enhance the quality of nutrition components.

3 – Support the work of the SUN Global Movement

Support the implementation of the SUN Global Movement

- Continue to support national governments to scale up nutrition programs in SUN early riser countries.

Regions In-Depth: Catalyzing the Scale-Up of Nutrition Around the World

Health, Nutrition, and Population (HNP) Unit

Support to the Scaling Up Nutrition (SUN) Global Movement

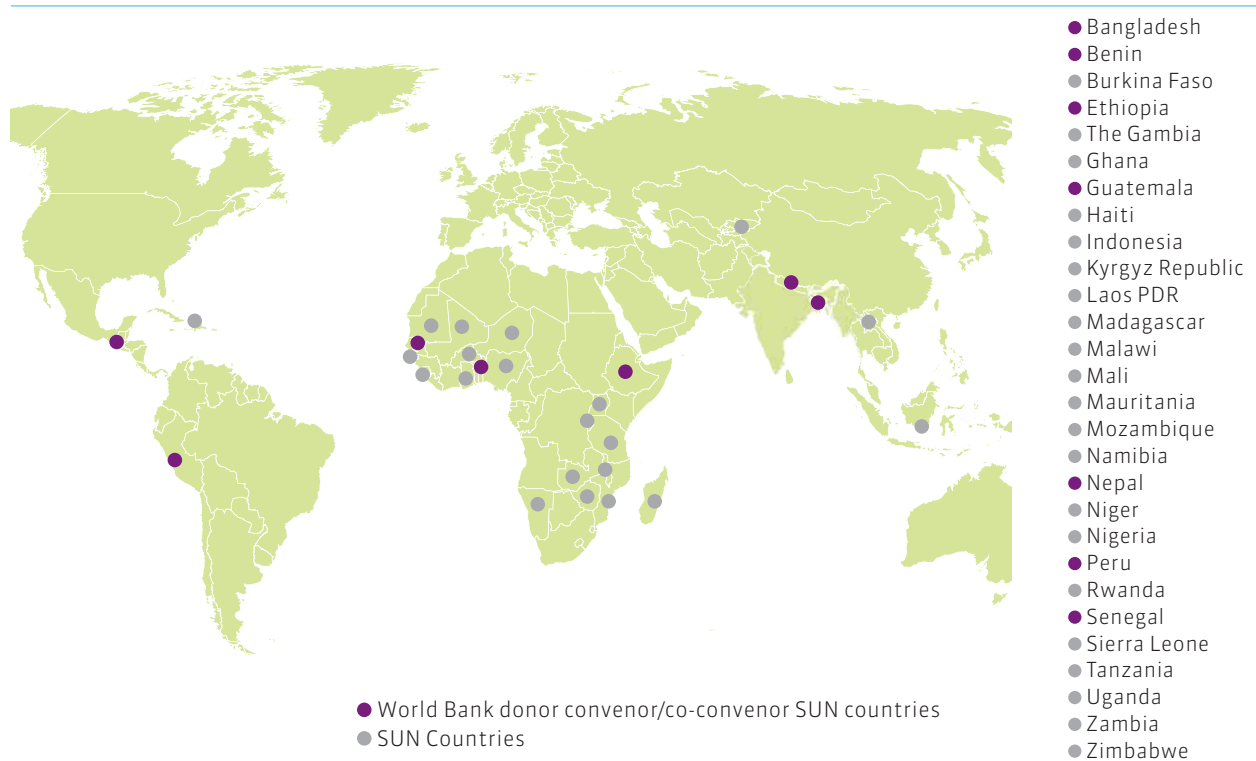
The Role of the Japan Trust Fund for Nutrition: Analytical work supporting the development of the *Scaling Up Nutrition: Framework for Action*

was partially financed by the Japan Trust Fund. It outlines core priorities, components and actions necessary to address malnutrition at scale in high undernutrition-burden countries.

Background to the SUN Global Movement: The SUN Global Movement was launched in 2010 in response to continuing high rates of undernutrition around the world. A broad informal global



Figure 1. Confirmed SUN Countries as of July 2012





partnership was established in 2008–9 through a collaborative process of consensus building on how to scale up nutrition. The fruits of this engagement between developing countries, academic and research institutions, civil society organizations (CSOs), the private sector, bilateral development agencies, UN agencies, and the World Bank resulted in the SUN Framework for Action and the SUN Roadmap.



Project Details: The SUN Framework was launched in April 2010 at the World Bank/International Monetary Fund (IMF) spring meetings, in a high-level event co-hosted by the Government of Japan, Canadian International Development Agency (CIDA), United States Agency for International Development (USAID) and the World Bank.

The three main elements of the SUN global movement are:

1. Scale up evidence-based interventions with highest priority to the “minus 9 to 24 months window of opportunity” (which is “the first 1000 days” in a child’s life when improved nutrition can prevent damage to future human capital),
2. Support a multisectoral approach (link support for nutrition with agriculture, social protection, health, poverty reduction, gender and other relevant sectors), and
3. Recognize that country ownership/leadership is key to the success of the SUN movement.

The SUN Framework has been endorsed by over 100 partners, including CSOs, academia, UN agencies (WFP and UNICEF) and bilateral agencies, and 28 countries have identified themselves as “early riser countries” (Figure 1). Leaders of these countries have committed to working together to support national nutrition programs that will help

households and women in particular, to improve their own and their children’s nutrition, by implementing a set of specific nutrition interventions, expanding the pool of resources for this effort, and integrating nutrition into health, agriculture, education, employment, social welfare and development programs.

Overall, there is very strong political momentum behind the SUN, and Japan’s active involvement adds further impetus.

Box 2. Nutrition Country Profiles

With support from the Japan Trust Fund, profiles of 69 countries with the highest burden of undernutrition were created to provide summary information in a concise two-page format for country



leaders, development partners, and stakeholders about the extent, costs, and causes of malnutrition in each country, as well as potential country-specific interventions. Profiles for some countries have been translated into French and Spanish for distribution at country level, where country teams are using them as discussion starters to raise political awareness and to launch development of full nutrition projects and/or components. All profiles can be downloaded from the World Bank Nutrition Country Profile website.

► [View](#)

[Nutrition Country Profiles on WorldBank.org](#)

Box 3. Investing in Nutrition: Let's Grow Together



This inspirational advocacy video presents the argument for the need to invest in scaling up nutrition programs in high undernutrition-burden countries. Several of the individuals interviewed for the video participated in a World Bank meeting on scaling up nutrition held in November 2009 in Washington D.C. as members of country delegations from Haiti, Nepal, Burkina Faso, and Senegal. Their presentations on country experience with scaling up nutrition programs enriched the meeting. The participation of country teams was made possible through the Japan Trust Fund.

► [View](#)

[Investing in Nutrition: Let's Grow Together on YouTube](#)

Additional tools created with Japan Trust Fund resources in support of the advocacy and communications work for improved nutrition at the global level include a set of 69 nutrition country profiles (Box 2) and an advocacy video (Box 3), *Investing in Nutrition: Let's Grow Together*.

Health, Nutrition and Population Unit Published Materials

Selected Publications

- *Scaling Up Nutrition: A Framework for Action* (2010)
- *Scaling Up Nutrition: Report of a high-level meeting* (2010)

Videos

- *Investing in Nutrition: Let's Grow Together*



Africa

A Strategic Development Plan for Food and Nutrition

Benin

The Role of the Japan Trust Fund for Nutrition: Technical assistance financed in part by the Japan Trust Fund aided preparation of policy reforms to create a more effective and harmonized implementation framework for nutrition in Benin. The policies of the Core Nutrition Group that underwent revision included the Strategic Development Plan for Food and Nutrition (PSDAN), the operating manual of the National Council on Food and Nutrition (CAN), and the Integrated Nutrition Communication Plan (PIC).

Benin's Nutrition Challenge: In 2007, Benin began turning the corner on making nutrition policy a public sector priority as a result of a multisectoral consensus workshop attended by Benin's Council of Ministers and other key stakeholders. The purpose of the workshop was to discuss the existing nutrition policy, identify barriers to reform, define a vision for the future, and create a road map for achieving it including essential milestones to promote improved nutrition.

The workshop also established the multisectoral Core Nutrition Group, a coordinating body led by a nutritionist in collaboration with the local government, the Social and Economic Council, the parliament, and many other institutions involved in national development policy implementation. Prior to this, the institutional home for nutrition policy in Benin was split amongst three competing ministries, and the sectoral fragmentation had begun to negatively affect nutrition policy development.

Project Details: The PSDAN is composed of three parts: (i) a situation analysis on the state



of nutrition in Benin; (ii) the delineation of the strategic plan; and (iii) a multisectoral community nutrition program (Programme National de Nutrition Axé sur les Resultats or PNAR) focusing on implementing the strategic plan. The PSDAN has subsequently been costed using a variety of scenarios.

The 17-member CAN council has been installed, although the permanent secretariat is still pending. Financing from the Japan Trust Fund was used to prepare a financial management and administrative operations procedures manual for the CAN, and the terms of reference for the CAN's Permanent Secretariat. The PIC, developed in February 2010, defines the upstream and downstream communications related to nutrition programs, advocacy, funding, and institutional development.

The Impact of the Japan Trust Fund for Nutrition: A strategic costing exercise is underway to assess

the financial capacity of Benin’s national budget to fund food and nutrition activities. The final report will be used to mobilize resources and will be presented to the Council of Ministers for allocation of a budget targeting nutrition.

While the policies financed by the Japan Trust Fund have not yet translated into a national nutrition program implemented at scale, they demonstrate political will to reposition nutrition improvements as a public sector priority. Benin is a good example of the role that the Japan Trust Fund played in contributing to small but strategically important deliverables during a window of opportunity for getting nutrition back on the national agenda.

Technical Assistance to Increase Capacity while Keeping it Affordable

The Gambia

“You could see – provide a small amount of money and they will do miracles with it. The people are so invested! But we didn’t have that money before.”

— Senior Nutrition Specialist

The Role of the Japan Trust Fund for Nutrition: In The Gambia, the Japan Trust Fund was used to enhance the potential of an existing core staff at the newly formed National Nutrition Agency, to develop their capacity in terms of protocols and to increase the number of trained staff.

The Gambia’s Nutrition Challenge: The smallest country in continental Africa, The Gambia is also one of the most impoverished and least developed. In 2000, The Gambia created the National Nutrition Agency, which absorbed the nutrition unit of the Ministry of Health (MOH) and was charged with coordinating the implementation of the National Nutrition Policy. A feat of retention

commendable in itself, staff from the MOH moved to the Agency and the team has essentially remained intact ever since. The staff at the Agency is highly educated—all have Masters degrees—and well-informed, but had been unable to properly scale up nutrition interventions due to limited resources.

Project Details: Technical assistance was provided to the Agency by the World Bank to develop protocols for communication, fiduciary management and resource mobilization. Together, the World Bank and Agency staff finalized and validated their National Nutrition Policy, and developed and costed a National Nutrition Strategic Plan. They also created the Business Plan for Better Nutrition, which outlines strategies and costs for addressing undernutrition. And, finally, they conducted a human resource and institutional capacity assessment.

The Impact of the Japan Trust Fund for Nutrition:

These initiatives positioned the Agency to recruit additional key staff, including a financial management specialist, a monitoring and evaluation officer, and a communications specialist. The Agency leveraged the work financed by the Japan Trust Fund to attract an RSR grant of US\$3M. Lacking funds to directly hire qualified staff, the Agency instead hired young apprentices and used the RSR grant and other Trust Funds to pay experts for one year to train the apprentices for their roles. The Japan Trust Fund financing was thereby used to leverage additional project funding, and build capacity in the National Nutrition Agency by training young staff for roles that were otherwise too costly to hire directly by the Agency.

The initial objective of the Japan Trust Fund-financed technical assistance was to finalize the reforms of the National Nutrition Agency, which was not yet fully independent. As a result of this



work the Agency became fully independent and the staff has almost doubled. However, through savvy use of the Japan Trust Fund and other financing, the Agency managed to keep their increased capacity affordable.

A Multisectoral Plan for Addressing Chronic Undernutrition

Kenya

The Role of the Japan Trust Fund for Nutrition: A Nutrition Analysis financed by the Japan Trust Fund was prepared to inform a longer-term, development-oriented response to the problem of chronic undernutrition and to define a multisectoral approach to scaling up nutrition in Kenya.

Kenya’s nutrition challenge: A chronic situation of vulnerability can quickly tip to crisis in the event of natural or man-made disasters. In 2011 a food security crisis hit Kenya as a result of two consecutive droughts. Famine was declared in parts of neighboring Somalia, leading to a massive influx of refugees to northeastern and south-eastern Kenya.

Despite the recent crisis situation, there is great potential for Kenya to achieve its nutrition goals. Trained and motivated staff is available, and infrastructure is increasing. Improving nutrition in Kenya, and specifically reducing rates of chronic undernutrition (stunting), requires a multisectoral response to address varied underlying causes. The basis for such a response is now present in Kenya, with the Constitution and Vision 2030 documents, in addition to the National Food and Nutrition Security Policy, Strategy and Action Plan. Integration of nutrition into the health, agriculture, education, and social protection sectors is included in the plan, and will be facilitated by the existing infrastructure already in place to support nutrition

Project Details: The Nutrition Analysis report aimed to: (a) review the scale, severity and key determinants of undernutrition in Kenya; (b) review the capacity of institutional and implementation arrangements in public and private sectors to address undernutrition; (c) identify options for the Government of Kenya and donor support to scale up evidence-based cost effective interventions primarily to prevent chronic undernutrition; and (d) suggest institutional arrangements, organizational (system) development and the technical and management capacity-building required to address identified gaps. Methods utilized included interviews with stakeholders, analysis of available policies, strategies and plans of action at national or sector level, and secondary data analysis to understand key determinants of chronic undernutrition in Kenya.

Impact of the Japan Trust Fund for Nutrition: The immediate impact of the Nutrition Analysis report financed by the Japan Trust Fund was to leverage an additional US\$30M IDA investment for a project to treat acute malnutrition, an example of how the Japan Trust Fund seed money catalyzed large investments in nutrition. However, it is by addressing the root causes and *prevention* of undernutrition that vulnerability can be decreased and resilience increased in Kenya. To that end, the report is contributing to the preparation of a costed multisectoral national nutrition action plan to address chronic undernutrition in Kenya by identifying various platforms that can make scaling up possible and highlighting the many available pathways toward a multisectoral response.

Leveraging Funding through Prioritizing & Costing a Multisectoral Nutrition Action Plan

Mozambique and Uganda

The Role of the Japan Trust Fund for Nutrition: Uganda and Mozambique conducted similar

activities to cost and prioritize nutrition interventions identified in their country's respective action plans, using the methodology outlined in the World Bank publication, *Scaling Up Nutrition: What Will it Cost?*

The Nutrition Challenge in Uganda: In Uganda, despite remarkable economic growth in the past 20 years with GDP growth per capita averaging 4% in the 2000s and poverty rates declining from 57% in 1993 to 31% in 2006, rates of undernutrition have not declined proportionately. In 1995, the prevalence of stunting among children under-5 was an estimated 45%; ten years later this rate has only fallen by six percentage points to 39%. The Government of Uganda has recently approved a five-year Uganda Nutrition Action Plan (UNAP) to be implemented from 2011–2016. UNAP recognizes the many causes underlying undernutrition and the need for a multi-pronged approach, involving the health, education, agriculture, social welfare, water and sanitation, and trade sectors.

The Nutrition Challenge in Mozambique: Over the last decade, Mozambique has experienced sustained economic growth, with per capita GDP growing at an average rate of 8% per year. However, child undernutrition has not decreased at the same pace, remaining at an unacceptably high level. Stunting dropped only marginally from 47 to 43% between 2003 and 2008, remaining above the WHO's threshold for "very high" stunting (national prevalence rate >40%).

Project Details: The Scaling Up Nutrition Framework highlights the dearth of localized costing data for nutrition interventions focusing on the "window of opportunity", also known as the critical period between conception and 24 months of age during which undernutrition can and should be prevented. The purpose of the

costing exercises in Uganda and Mozambique was to fill this gap by calculating the approximate annual cost of delivering a package of direct, nutrition-specific interventions to 100% of the relevant target populations.

The Impact of the Japan Trust Fund for Nutrition: In Uganda, the costing exercise triggered an increased level of interest leading to the Minister of Finance formally requesting the World Bank to finance nutrition-related activities in the country. It also contributed to the development of a Japan Social Development Fund (JSDF) proposal for US\$3M to pilot a set of community-based nutrition interventions with BRAC Uganda and in partnership with the Ministry of Agriculture. In Mozambique, the costing report became an effective tool for the government, leveraging a US\$50M IDA investment to prepare a new nutrition project.

The cases of both Uganda and Mozambique are examples of how small technical assistance can catalyze interest at a high level and mobilize the World Bank and other partners to invest in nutrition.

Africa Region Published Materials

Selected Publications

- Angola Nutrition Gap Analysis (2011)
- Combating Malnutrition in Ethiopia: An Evidence-Based Approach for Sustained Results (2012)
- Documento de Discussao sobre SNP Análise das Deficiências Nutricionais em Angola (2011)
- Value chain approach to increase production of RUTF/CSB (2011)

Latin America and the Caribbean

“The Japan Trust Fund for Nutrition resources provided seed capital to develop innovative products, promote robust knowledge exchange, and foster better and broader nutrition investments in seven LCR countries.”

—Sector Director

Second Regional Nutrition Workshop in Central America

Latin America and the Caribbean Region

“This type of exchange is a popular idea, but it doesn’t get to happen very often.”

— Nutrition Specialist

The Role of the Japan Trust Fund for Nutrition:

More than 80 high-level policymakers and country program staff responsible for setting and implementing nutrition policies for 11 countries in the region convened for the Second Regional Nutrition Workshop “Promoting Healthy Growth to Prevent Chronic Malnutrition: Advances and Opportunities for Community-based Strategies in Central America”, in Panama City, Panama from October 26–28, 2011. The workshop provided a forum for participants to share their recent innovations and challenges, and to learn from the experiences and expertise of others in the region.

Financing from the Japan Trust Fund enabled the inclusion of additional countries not yet implementing the traditional community-based growth promotion (CBGP) model of Central America, known as AIN-C (*Atención Integral a la Niñez con base Comunitaria, Integrated Care for Children at the Community level*). Participating countries included Belize, Bolivia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama and Peru.

Central America’s Nutrition Challenge: The impetus for this exchange originated from a dialogue with clients in each of the countries that expressed interest in engaging with other regional implementers of community-based nutrition programs. Specifically, countries were interested to discuss operational lessons learned, to share ideas about how to improve the program model, and to learn about new modules that had been integrated into other regional programs since a similar exchange in 2006.

Project Details: The workshop focused on AIN-C programs, which are recognized as a promising preventive approach to reducing malnutrition and are being adapted and scaled up as an integral component of many country-based nutrition strategies in Latin America and worldwide. During the workshop, countries presented recent innovations, including an early childhood development component, a mechanism to assess the quality



of health and nutrition services at the community-level, intercultural adaptation of services for indigenous populations, and monitoring systems to track beneficiaries at the community, municipal, regional and national levels.

Technical experts presented on the potential to enhance the effectiveness of the community-based integrated child care strategy (AIN-C for its Spanish acronym) model. They discussed growth measurement, including its purpose and the tools that are most appropriate at the community level, the use of cell phones for program monitoring, the strengthening of behavior change communication strategies, and the role of community-based programs in supporting the use of micronutrient powders (MNPs).

There were three unique practical learning opportunities for workshop attendees. One was a field visit to two communities in the province of Coclé in Panama (Lubá and San Pedro), where participants observed the AIN-C program in action. Another was a hands-on activity to practice using cell phones for program monitoring.

And, finally, there was a program “marketplace” (Mercado), in which country participants displayed—and viewed others’—training and communication materials in a casual market setting. The Mercado provided participants the opportunity to see how their peers integrated comprehensive cultural sensibility components into their training and communication materials, as well as how other modules (early child development, for example) were incorporated into the AIN-C workplan.

The Impact of the Japan Trust Fund for Nutrition: Regional exchanges like this are instrumental for multiplying the impact of effective nutrition interventions across countries with similar contexts. The workshop generated excitement among participants and was a catalyst for lasting collaboration across the region.



Box 4. Webinar Series Continues to Fuel the Regional Exchange of Experiences



A series of webinars have been initiated in response to demand from participants for more in-depth discussion of challenges identified by participating countries at the workshop. As is the case with the workshop, learning from each other is an important component of the webinar series. The first of these follow-up webinars took place in April 2012, focusing on motivation and retention of community volunteers, a challenge noted by every presenting country. The 75-minute webinar was hosted and moderated by the World Bank and included a presentation on the theory of motivation by an expert in strategic communication, followed by a presentation of a successful program in Guatemala which aimed to improve worker motivation using short message service (SMS) text messages. The webinar concluded with an active discussion among 20 participants from four countries.

Financed by the South–South Experience Exchange Trust Fund (SEETF), the second webinar in this series focused on program monitoring, and involved interactive scenarios where countries were encouraged to share their own monitoring indicators, with an expert highlighting the positive and negative aspects of them. Country participants also had an opportunity to ask program-specific questions, and learned about certain “ideal” monitoring indicators for CBGP programs.

The webinar series is one way that the World Bank is finding creative ways to reach country program staff and fueling the collaboration catalyzed by the Japanese Trust Fund.



Mi Futuro en Mis Primeros Centímetros

Ecuador, Guatemala, Honduras, Mexico,
Nicaragua, Peru



“The videos made the malnutrition problem visible and understandable to parents, health service providers, media and policy-makers in many countries in the region”

— Senior Economist

The Role of the Japan Trust Fund for Nutrition: *Mi Futuro en Mis Primeros Centímetros* was created to address the fact that stunting (being too short for one’s age) is commonly perceived to be “normal” by families and communities in Latin American countries and therefore not a problem. The 10-minute video asserts unequivocally that every child has the same potential for linear growth up to the age of two years, regardless of their ethnicity, nationality, and socioeconomic status. It was first produced in Peru, but on the heels of major success there, it was later culturally adapted and translated for use in five other countries in the region including Ecuador, Guatemala, Honduras, Mexico and Nicaragua.

Latin America’s Nutrition Challenge: For many, malnutrition conjures the image of children emaciated by acute malnutrition (wasting) resulting from episodes of extreme drought or famine. However, malnutrition in Latin America is typically not due to a massive shock, but rather subtler causes such as sub-optimal feeding and child caring practices that result in the stunted growth of children. This is evidenced by the low levels of acute malnutrition documented in the region (prevalence around 2%). Low regional prevalence rates hide disparities inside the region and within countries. Persistent inequalities exist as malnutrition affects significantly more of the poorest and least educated, especially indigenous populations.

Chronic undernutrition, or stunting, is exceedingly difficult to detect by the untrained eye. Stunted

children can stand more than a head shorter than their well-nourished peers. However, in a community where over 30% of children are stunted, this form of undernutrition can go unnoticed. The lack of awareness of the extent of the problem in the community can hamper attempts to address it in the face of other competing priorities.

Project Details: *Mi Futuro en Mis Primeros Centímetros* describes the effects of chronic undernutrition and presents ways to prevent it by depicting the stories of real people from the local communities where it was produced, using simple, repeated messages portrayed in a visually engaging manner. The video was disseminated through various venues in each country in which it was produced.

Longer versions of the video were disseminated through the conditional cash transfer (CCT) programs in Ecuador, Honduras and Mexico where they are used in health center waiting rooms with a rapt audience of mothers awaiting their appointment. In Mexico, the video was translated into several indigenous languages to increase reach to the broadest at-risk population possible. In Honduras and Peru, 30-second television spots, posters and pamphlets were produced based on the messages of the video. Shorter versions of the video were presented to policymakers at high-level meetings. All videos are available on YouTube, where together they have been viewed over 34,000 times. Financing was used to reproduce the video at a relatively low cost across the region, and thereby maximize the benefit of the investment.

The Impact of the Japan Trust Fund for Nutrition: *Mi Futuro en Mis Primeros Centímetros* was a major success not only in getting the message out to beneficiaries and health workers, but also by making a real impact on high-level nutrition policy in nearly every country in which it was replicated. In acknowledgement, the video series was awarded first place in the World Bank’s Innovation Fair and

a bronze medal in the World Bank’s Knowlympics competition (May 2012).

In Peru, national nutrition standards were defined based on the key messages in the video and the former Prime Minister requested the production of shorter spots that were shown extensively on public television and disseminated through radio. In Honduras, the video contributed to getting nutrition on the national agenda by catalyzing interest on the part of Bank staff and country ministers.

In Mexico the Commission for Social Protection in Health included the video in its new communications strategy, and more than ten thousand copies were distributed to 31 states. The Commission considers the video to be critical in promoting the importance of measuring height as well as weight in growth monitoring during the critical window of opportunity in the first years of life.

The video made innovative use of media to raise the visibility of chronic undernutrition, establish appropriate growth standards, and set expectations for child growth. This type of advocacy is vital to keeping the issue of nutrition on the agenda for policymakers, and is an effective companion to other more academic initiatives. The project would not have happened—certainly not at the scale in which it did—without the support of the Japanese Trust Fund. It is a testament to the fact that a small amount of seed money astutely invested can be a game-changer for scaling up nutrition.



Box 5. Mi Futuro en Mis Primeros Centímetros



► View

Mi Futuro en Mis Primeros Centímetros on YouTube:

- Ecuador
- Guatemala
- Honduras
- Mexico
- Nicaragua is coming soon
- Peru

Strengthening the Impact of CCT Programs on Nutritional Outcomes

Ecuador

“The funds were instrumental to support the definition of nutrition co-responsibilities in the Conditional Cash Transfer Program Bono de Desarrollo Humano which are expected to promote attendance at nutrition services”

— Operations Officer

The Role of the Japan Trust Fund for Nutrition:

The Japan Trust Fund supported the preparation of a strategy to strengthen the nutritional impact of cash transfers in Ecuador’s Bono de Desarrollo Humano (BDH) CCT program through re-evaluation of the BDH incentive scheme, identification of adequate procedures to verify



compliance of health co-responsibilities, and the definition of an early warning system to identify children at risk for stunting.

Ecuador's Nutrition Challenge: Ecuador is among the Latin American countries that have a high level of chronic child malnutrition despite being a middle-income country. In 2006, the stunting rate for children under five years old was 26%, similar to those reported by Botswana (23%), Ghana (26%) and South Africa (23%).

Eradication of stunting is therefore a top priority and is included in the National Plan for Good Living (Plan Nacional para el Buen Vivir, 2009–2013). In 2009, the Government of Ecuador designed a multisectoral nutrition strategy that prioritized assistance for pregnant women and children from birth to five years. After two years of implementation, there was a 12% reduction in the anemia rate in the Central Sierra Region and a drop of three percentage points in the prevalence of stunting at the national level, but improvements have been insufficient to achieve national and Millennium Development Goals.

Project Details: Underlying these unsatisfactory nutritional results are causes linked with home nutrition caring behaviors, lack of coverage and quality health services, and lack of community and home counseling. Reforming the design and governance of the existing CCT and other social assistance programs was needed in order to achieve nutrition goals. Technical recommendations provided by the World Bank focused on the payment system and analysis of the financial sustainability of an additional monetary incentive scheme for the BDH under the conditionality of pre-natal and post-natal nutritional check-ups. The work culminated in the creation of the Zero Malnutrition program (Desnutricion Cero), implemented by the Government of Ecuador.

CCT programs have become one of the most widespread social protection instruments, particularly in the Latin America Region. The delivery of cash subject to compliance with co-responsibilities or conditionalities has led to improved health and education indicators, as well as the reduction of poverty in many countries. CCT programs also provide an opportunity to positively shift nutrition indicators through: (i) increasing family income and a family's ability to consume more and/or better quality food; (ii) enforcing conditionalities that require access of basic health and nutrition services in order to receive the cash transfers; (iv) providing educational sessions that promote changes in nutrition, hygiene and health habits; (v) promoting delivery of micronutrients; and (vi) promoting accountability in health service provision.

The Japan Trust Fund supported a review of the technical and operational details of the health and nutrition conditionalities of CCT programs across Latin America. This review examined the different design and implementation mechanisms of nutrition conditionalities and how they have been adapted to local contexts, analyzed key implementation challenges, and summarized best practices across the region. The results of the review contributed to CCT work in Ecuador and Peru.

The Impact of the Japan Trust Fund for Nutrition:

The support of the Japan Trust Fund has been instrumental in the Government of Ecuador's efforts to transform Bono de Desarrollo Humano from an unconditional to a conditional cash transfer program, conditioned on participation in health and nutrition sessions, and starting in the poor rural areas where services are already in place.

Improving Integrated Care Via Self-Evaluation for Women and Children at the Community Level

Guatemala

“We’re building the capacity of the communities in Guatemala to systematically monitor the nutritional status of their children, with the help of health workers.”

— Senior Human Development Economist

The Role of the Japan Trust Fund for Nutrition:

With technical assistance from the World Bank and financing, in part, by the Japanese Trust Fund, the Government of Guatemala designed an innovative “auto-analysis” system of quality control, thereby increasing the capacity of community health volunteers to monitor the nutritional status of children in their community. It is a simple yet practical tool designed to facilitate a means of community stocktaking while at the same time fostering a communal sense of responsibility.

Guatemala’s Nutrition Challenge: Although Guatemala is a middle-income country, its stunting rate of 49.8% is the highest in the Latin America and Caribbean Region, and among the highest in the world, comparable to that of lower income countries in Africa and South Asia. Capacity of the health infrastructure is weak; the Maternal-Infant Health and Nutrition Program focuses on the sizable proportion of the population that is rural, poor, and indigenous, and lacks access to basic services. In the past, communities would have been dependent on more highly trained medical staff from outside the community to conduct an assessment, usually without involving the community.

Project Details: The team of community health volunteers in collaboration with a community

educator who usually comes from the community itself, conducts periodic, systematic reviews of health charts for all children age 2 months, 6 months, 12 months, and 24 months, using a checklist specifically designed for use at primary care centers. Community health workers then follow-up with families, particularly those who have missed weight and height measurement sessions.

The Japan Trust Fund financed technical assistance for the Guatemala Ministry of Health to design, train, pilot, and supervise the community monitoring tool, and ensure its acceptability, long-term feasibility and sustainability while expanding it to other areas. It was vital to ensure that any indicator included on the checklist (i.e. immunizations, counseling on infant and child feeding, supplementation, etc.) could be easily understood and monitored by uneducated community members with the support of community educators. Effort was also made to sensitize community leaders, caregivers/mothers, midwives, and other household

Box 6. Regional Workshop to Examine AIN-C



The concept of community-based AIN-C has been well accepted in Guatemala and the program has been showing improvement over time. However, at the request of the Government of Guatemala and with financing from the Japan Trust Fund, the World Bank convened a regional workshop to examine the evidence from CBGP programs around the world in September 2010. Technical experts presented on the compiled knowledge from other countries, and provided guidance on opportunities for Guatemala to improve their program.



members (e.g. mothers-in-law and fathers) on appropriate nutritional and health practices. Through validation testing, Bank staff and consultants helped guide the selection of indicators that were both meaningful and simple, and phased-in implementation of the monitoring tool.

Another important aspect of the Maternal and Infant Health and Nutrition Program is the dissemination and reinforcement of consistent, simple messages about positive infant and young child feeding practices, made difficult by the number of indigenous populations and languages in Guatemala. All communication materials in Guatemala have been translated into at least eight languages, and the program ensures that the messages are both consistent and relatable to each of the various ethnicities present in the country.

The Japan Trust Fund also contributed to the dissemination of the communication materials by supporting the Guatemalan communications specialist who developed the country-specific materials to present his work both at the Regional Nutrition Workshop in Central America and in Washington, D.C. All communications materials related to the project are housed in a Communications Resource Bank (CRB) in Guatemala City that is open to anyone working on nutrition in Guatemala. Various materials are available including flip charts, audio CDs, DVDs, radio spots/radio dramas, and e-learning courses.

The Impact of the Japan Trust Fund for Nutrition:

The quality control program was piloted in a few communities in 2009/2010 and is now being refined based on lessons learned in preparation for adoption, adaptation and scale up. The Japan Trust Fund played a critical role in developing the capacity of community health volunteers throughout Guatemala to monitor their children's growth and the provision of important nutritional services.

From Pilot to National Nutrition Program: Household Development Agents

Haiti

“The idea is to reduce the cost, because it’s very expensive to have all of these agents. And then hopefully with the same money, we could cover the entire area.”

“It’s a tool to simplify the work and to make sure that you’re not only going to the families that are the closest.”

— Social Protection Economist

The Role of the Japan Trust Fund for Nutrition:

The Japan Trust Fund financed analysis, policy dialogue and improvements in nutrition programs in close collaboration with the United Nations, donors and NGOs in Haiti. In particular, the Japan Trust Fund was crucial in financing the development of a national nutrition policy and providing technical assistance in the development of an innovative multisectoral program aiming to ameliorate nutrition and food security in a comprehensive and integrated manner using community health agents already working in the community. The program, designed with technical assistance from the World Bank and United Nations and with the support of the Japan Trust Fund, is applicable to any rural area in Haiti but is currently being piloted in the Department of the Center, one of the most impoverished departments in Haiti, with the poorest social and health indicators.

Haiti’s Nutrition Challenge: Government financing and leadership in Haiti has been limited over the past decade. Health and nutrition services are highly fragmented, and primarily financed by donors and provided by non-governmental organizations (NGOs). Family health and nutrition services remain limited, with some areas experiencing wasteful duplication of effort and other areas

lacking any services at all. As result, over one-third of children are chronically malnourished.

Community agents in Haiti working under a specific project deliver one item at a time (e.g. distribute bed nets, give a specific vaccine). Used as a peripheral strategy to reach families by the Ministry of Health, the Ministry of Agriculture, and the Ministry of Social Affairs, agents are provided guidance by their respective ministry but are paid and supervised by the NGO that hires them. The result is that in the same area or even the same NGO, different community agents are reaching out to the same families with different services or products. Agents visiting families may notice other issues in the household, but are limited to the single product or service they have been charged with distributing.

Project Details: The goal of the new program design is to enable the agent to address each family comprehensively—cutting across sectors to address the most important individual and household needs, as identified both by the agent as well as by the family itself. The new design replaces overlapping agents covering geographic areas with approximately 1,500 people distributing individual products or services, with one “polyvalent” agent responsible for providing health, nutrition, and social services to 100–150 households, and providing referrals as needed.

Using a diagnostic socio-economic assessment specifically designed for the purpose of the initiative, agents were paired with professional enumerators to categorize households into four levels of vulnerability based on indicators for the following six categories: demographic data, health, economy, living environment, food security, and education. A score was given for each indicator based on the response of the family during the vulnerability assessment, and a family vulnerability index was then constructed.

The family’s vulnerability rank determines the frequency with which community agents visit

each household. A technical working group was charged with defining and procuring the minimum package distributed to families to reduce malnutrition. This group was also responsible for defining the indicators used for performance-based payment of agents, exams for the agents, and recruitment.

The agents were recruited from the community and have often been working with partner NGOs already. However, training exceeds the scope of services traditionally provided by agents, and was done modularly to ensure retention of information across a large variety of topics, including, for example, vaccines, malaria, nutrition, education, and hygiene. Training was completed over a period of one year.

Innovative components of the program include the creation of a municipal hub to support the community agents, a management information system using Global Positioning System (GPS) coordinates for all households in the community, and a comprehensive census of all service providers in the area. These aspects are vital to simplifying and systematizing the work of the agents, enabling proactive nutrition and food security monitoring and prioritization of households, and fostering collaboration and shared ownership among partners and locally elected leaders to ensure that the data are maintained.

The Impact of the Japan Trust Fund for Nutrition:

The Household Development Agent pilot program design has been identified by the National Programme for the Fight against Hunger and Malnutrition, “Aba Grangou”, announced by President Michel Martelly in January 2012, to be replicated throughout the country.

The Japan Trust Fund financed part of the design and technical assistance for the implementation of the initiative. In so doing, it is perhaps the epitome of a small project benefiting from the support of the





Japan Trust Fund that has truly made an impact at the very highest levels.



Beyond the ABC and 123



Peru



“When you have half a million kids chronically malnourished, it’s very hard to talk about the future labor force. Everything starts there. Anything that happens later in school, you’re just starting with a very strong limitation.”

—Lead Economist

The Role of the Japan Trust Fund for Nutrition:

Beyond the ABC and 123 was launched on June 21, 2011 in an effort to frame nutrition as critical for Peru’s economic growth, competitiveness, and employability, and not solely as a human rights issue. The video, financed by the Japan Trust Fund, was a companion to an eye-opening report (*Strengthening Skills and Employability in Peru*) on the link between nutrition and early childhood development.

That nutrition is important for development of cognitive skills has been well established, but linking nutrition with socio-emotional development (skills related to work ethics, reliability and interpersonal relations) is something that has not previously received much attention. In making the link between nutrition and basic socio-emotional skills, *Beyond the ABC and 123* fostered widespread dialogue in Peru on this emerging area of research.

Peru’s Nutrition Challenge: With a prevalence of stunting among children under-5 at approximately 30%, the rate of malnutrition in Peru is higher than would be expected for the level of development of the country. In 2005/2006, when the World Bank first started working on nutrition in Peru, the malnutrition rate had been stagnant

for 10 years, despite investment of US\$200M per year in nutrition programs. The Government of Peru under President Garcia defined malnutrition as a key government priority and set a goal of reducing malnutrition by five percentage points in five years.

Project Details: The video and report were launched in a seminar of over 100 attendees from the health, education, labor, and finance sectors. Another 80 people participated via WebTV provided by Salgalú TV, a channel dedicated to early child development in Peru which webcast the event.

With over 4,000 YouTube views in the first month of its launch, the Spanish version of *Beyond the ABC and 123* was the most viewed World Bank video in the Latin America and Caribbean region. The video is also available in English. The simple visual format of the video enables key communication messages to reach a broader audience than is typical for the World Bank. And hosting the video on YouTube has allowed it to be shared and discovered by new audiences long after the initial launch, demonstrating the multiplier effect of this Japan Trust Fund investment. Ultimately the *Beyond the ABC and 123* video had far greater reach than the written report.

The Impact of the Japan Trust Fund for Nutrition:

This initiative helped to get child malnutrition on the broader agenda. Stakeholders in the health sector were pleased to see child nutrition linked so directly and vividly to future performance in the labor market through its role in cognitive and socio-emotional development. Moreover, the *Beyond the ABC and 123* video catalyzed a multi-sectoral response in Peru and helped put the topic of nutrition squarely on the educational agenda. The Ministry of Education has approached the Bank with interest in adapting policies (e.g. learning standards and teacher training) to reflect the importance of socio-emotional skills.

The video received an unanticipated level of traction in the business sector’s ongoing discussions about competitiveness and employability. The connection between early childhood nutrition interventions and the work skills that impact their bottom line, as well as the notion that efforts to address malnutrition in their community contributes to the quality of their future workforce, was compelling. Respected opinion leaders—even those in the business community—echoed key messages across major media outlets (newspapers, television, radio) and through all relevant

lenses (nutrition, health, early child development (ECD), basic education, training).

Ultimately the video has reached far beyond Peru. It is considered to be an example of an effective video campaign by think tanks that promote the importance of socio-emotional learning, such as the Collaborative for Academic, Social, and Emotional Learning (CASEL), and the Novo Foundation, two leading nonprofit organizations in this area in the United States.



Latin America and the Caribbean Region Published Materials

Selected Publications


- Nutrition Security in Haiti: An Assessment of Pre- and Post-Earthquake Conditions and Recommendations for the Way Forward, English | French (2010)
- Promoting Nutrition Security in Haiti: An Assessment of Pre- and Post-Earthquake Conditions and Recommendations for the Way Forward, English | French (2010)

Videos

- Beyond the ABC and 123: Skills for Peruvians of the 21st Century
- Mi Futuro en Mis Primeros Centímetros, Ecuador
- Mi Futuro en Mis Primeros Centímetros, Guatemala
- Mi Futuro en Mis Primeros Centímetros, Honduras
- Mi Futuro en Mis Primeros Centímetros, Mexico
- Mi Futuro en Mis Primeros Centímetros, Peru
- Webinar: Motivación de Los Voluntarios Comunitarios



South Asia

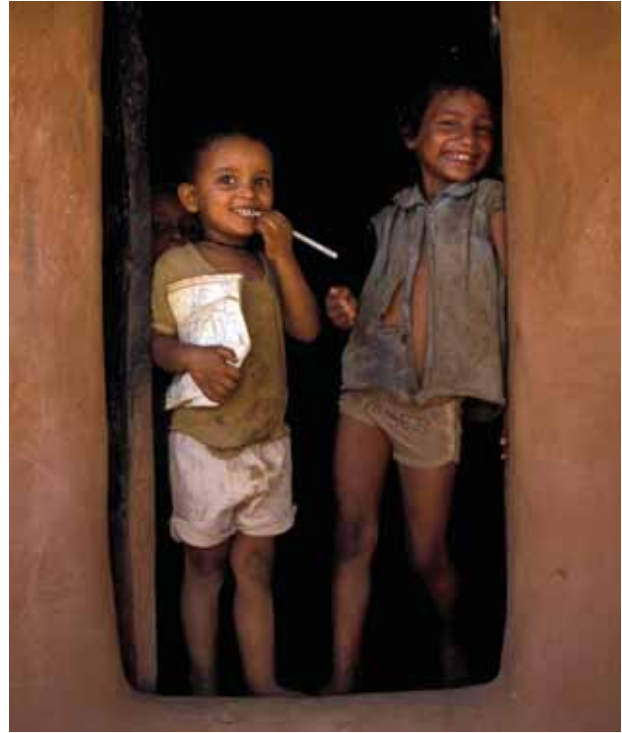


Training Courses to Strengthen Capacity in Nutrition



South Asia Region

The Role of the Japan Trust Fund for Nutrition: In the South Asia Region, as in other areas, the lack of strong political commitment and the low capacity of national entities is a barrier to scaling up nutrition. The Bank seeks to contribute to meeting these challenges by increasing the capacity of policymakers as well as national and sub-national program managers/coordinators to understand the nature and costs of malnutrition for national development and to take appropriate actions to control and prevent malnutrition from community to national levels.



Box 7. Nutrition Advocacy Brochures

Afghanistan, Nepal, Pakistan



With the Japan Trust Fund financing, nutrition advocacy brochures were produced for Afghanistan, Nepal, and Pakistan. The brochures serve as a brief summary for policymakers and opinion leaders of the scale, causes and potential responses to undernutrition in their country. For Bank staff and other nutrition advocates, they serve as a quick communication tool for use in brief or serendipitous engagements. Unlike typical Bank reports, each page of the short brochure is highly visual, incorporating bold headlines and striking graphics and charts that can be easily referenced in conversation. Given a brief moment to make an impact, it is crucial to have compelling and convincing information at hand.

The brochures strike the perfect balance of convincing data and high visual appeal, and have proven their worth as effective communication tools. In Afghanistan the brochure was translated from English into Pashto and Dari at the request of the Minister of Public Health, where it contributed to raising the profile of nutrition to the highest level. In Pakistan the brochure became an effective tool for catalyzing interest in nutrition even within World Bank management, and it contributed to donor engagement with a new multi-donor Trust Fund to scale-up nutrition programs.



With financing from the Japan Trust Fund, the Bank has engaged the Institute of Nutrition at Mahidol University, Thailand to develop two training courses. The purpose of the courses is to increase participant understanding of the importance and benefits of multisectoral integration of food, health and development for nutrition improvement among vulnerable groups. The Institute houses faculty, technical experts, and capacity-building initiatives that are well respected in the region for their success in addressing malnutrition.

Project Details: Many nutrition program managers in the region are not nutritionists. The in-depth course for program managers is thus aimed at building their capacities to plan, implement, manage and supervise nutrition programs as well as coordinate nutrition and nutrition-related actions across multiple sectors. It consists of three two-week modules, each covering a different technical or programmatic aspect of nutrition. Students are expected to come to Thailand for each two-week module and return to their country in between modules. The one week duration of the second course targets senior level policymakers who cannot leave their posts for long. It focuses on building capacity to prioritize nutrition on the development agenda.

The overall purpose of the two courses is the same. Part of the motivation for conducting the course in Thailand is for participants to learn from the Thai experience, so field visits and group work are incorporated into the curriculum. And, in addition to imparting technical and programmatic knowledge, the course fosters networking among participants, so that they can learn from each other's experiences and about initiatives that other countries are implementing.

The Impact of the Japan Trust Fund for Nutrition: This project reflects a challenge typical of capacity-building initiatives. It is only once the course is

complete that it is possible to attract funders, but financing is required in order to create the course in the first place. The Japan Trust Fund financing was therefore crucial to leveraging the additional funds necessary to implement the training.

A Nutrition Assessment to Catalyze Multisectoral Action

Afghanistan



“We’re investing heavily in education but our investment is not as efficient because we have these high rates of malnutrition.”

—Sector Manager

The Role of the Japan Trust Fund for Nutrition:

Afghanistan has the highest levels of child stunting in the world: Sixty percent of children under-5 are chronically malnourished. In an effort to catalyze the interest of the Government of Afghanistan in nutrition, the Japan Trust Fund supported a comprehensive review of nutrition including the nutritional status of women and children, the types of programs that are available, their coverage, institutional arrangements and key stakeholders, and other sectors that could potentially play a role in scaling up nutrition. The results were published as a World Bank “Directions in Development” book (2011). This review was carried out with the participation of a wide group of stakeholders, thereby generating a common understanding of the main causes of malnutrition in Afghanistan.

Afghanistan’s Nutrition Challenge: Since 2001, development partners have worked to create a strong infrastructure for nutrition in Afghanistan. From 2002 to 2005, an intensive investment was made in the Public Nutrition Department (PND) in the Ministry of Public Health. Although based in the health sector, the PND coordinated actions across many sectors for nutrition through a



network of task forces. However, there have been challenges to sustaining this capacity.

Project Details: The nutrition assessment was crucial for catalyzing response among World Bank management and government ministers. Senior World Bank leadership championed nutrition; subsequent dialogue with the Ministry of Finance and development partners has led to increased investment in nutrition and to a high-level coordination mechanism to sustain these renewed investments.

With the Japan Trust Fund and other resources, the World Bank is leading the preparation of a multisectoral nutrition action framework to address malnutrition in a comprehensive and sustainable manner. The initiative brings together five ministries in the development of a multisectoral framework that identifies specific actions to be taken to scale up nutrition. The Vice President of Afghanistan has since assumed the immediate coordinating role for the initiative. Following the release of the World Bank book, the Ministry of Public Health and its development partners (USAID, European Community and the World Bank) are also placing much greater emphasis on scaling up the nutrition interventions in the Basic Package of Health Services (BPHS).

The Impact of the Japan Trust Fund for Nutrition: The scale up of nutrition that has happened in Afghanistan is a testament to the impact that small catalytic activities like the nutrition assessment and the nutrition advocacy brochure can have in raising the profile of nutrition. The level of awareness about malnutrition and commitment to address it amongst policy makers and development partners in Afghanistan has increased significantly with the release of the World Bank book.

Accelerating Progress in Reducing Maternal and Child Undernutrition

Nepal

The Role of the Japan Trust Fund for Nutrition:

With financing from the Japan Trust Fund, a high-level delegation from Nepal led by the Minister of Health and Population attended the annual meetings of the World Bank in November 2009. In his presentation at the special meeting on *Scaling Up Nutrition: What Will It Take?: The Window of Development Opportunity*, the Minister of Health and Population presented Nepal's nutrition situation and committed to a multisectoral approach involving Japan Trust Fund-financed technical assistance to inform the new plan.

Nepal's Nutrition Challenge: Nepal has historically been a world-leader in nutrition for its micronutrient program as well as the site of numerous groundbreaking studies. Nutrition was therefore on the national agenda, but only a sliver of the malnutrition problem was being addressed. The Government of Nepal recognized the need to look at nutrition more broadly and to transition from the health sector to a more multisectoral approach.

Project Details: The Nepal Nutrition Group, a body of development partners that meets monthly to coordinate on action, along with the Minister of Health and Population (MOH&P), requested the World Bank to do a review of global nutrition interventions in the health sector. Financed by the Japan Trust Fund, the *Accelerating Progress in Reducing Maternal and Child Undernutrition in Nepal* report has become a tool for enabling the MOH&P to determine what interventions are ready to scale up within the health sector. This, in conjunction with

the *Nutrition Assessment and Gap Analysis* (NAGA), formed the foundation for Nepal's Multisectoral National Nutrition Plan of Action.

In recognition that Nepal is a leading country for food fortification, it was selected as a positive case study for a regional meeting held in The Philippines in September 2011. But while the review, which was financed by the Japan Trust Fund, was expected to be a story about a successful implementation of a regulatory monitoring system, it identified numerous weaknesses in the system. In combination with other initiatives to scale up nutrition, the report has been catalytic in helping Nepal further refine its regulatory monitoring system for fortified foods, with a particular focus on the iodization of salt and on fortification of wheat flour.

The Japan Trust Fund has also contributed to scaling up nutrition in Nepal by financing catalytic components of truly novel research that will continue to feed into the national nutrition policy. In a randomized control trial funded by DfID (UK Department for International Development) comparing social transfers (i.e. food versus cash), to determine which performs better in improving birthweight, the Japan Trust Fund financed a review to evaluate appropriate foods for weight gain during pregnancy in the Nepali context. Low birthweight is an important contributor to child mortality and so this study will have important ramifications for the MDGs.

Finally, in an example of the impact of the Japan Trust Fund for Nutrition in simply enabling Bank staff to be at the table, the Japan Trust Fund was also used to leverage US\$2M for a Community Challenge Fund Pilot Study. The Japan Trust Fund financed just the operations manual for this study, but doing so was crucial for securing the remainder of the financing.

The Impact of the Japan Trust Fund for Nutrition:

Technical assistance provided by the Bank has resulted in important evidence to inform the Multisectoral National Nutrition Plan of Action and, in so doing, a final push to implement multisectoral nutrition-sensitive initiatives. Nepal is an example of a country that through active engagement at the highest levels combined with the support of catalytic activities financed by the Japan Trust Fund and other sources, is leading the charge in scaling up nutrition. The Prime Minister of Nepal is now a member of the Lead Group for the SUN global movement.

A Multisectoral Plan Catalyzes Investment

Pakistan



“Two years ago, Pakistan was not on the nutrition map. Beyond what was actually produced by the Japan Trust Fund, having seed money also enabled us to engage. That speaks to the multiplier effect of the Fund.”

— Senior Nutrition Specialist

The Role of the Japan Trust Fund for Nutrition:

Armed with the Scaling Up Nutrition Framework and a review of IYCF and CMAM programs financed by the Japan Trust Fund, a meeting of the D-10 Group (a body of development partners chaired by the Minister of Finance) in September 2011 agreed that Pakistan's provinces would prepare comprehensive nutrition plans for addressing malnutrition through multisectoral approaches. The provincial plans would include detailed costing, resources available within the provinces and the fiscal gaps, from which the federal plan would be revised accordingly. The World Bank was asked to coordinate a coherent development partner response to the plans.





Pakistan's Nutrition Challenge: The D-10 Group typically meets to discuss economic issues. However this 2011 meeting at the Planning Commission was triggered, in part, by a presentation on the economic ramifications of malnutrition in Pakistan, and marked a significant escalation of interest in nutrition in Pakistan. While a multisectoral approach is ultimately what Pakistan needs in order to achieve sustainable improvements in nutrition, it is first necessary to implement the direct nutrition interventions at the provincial level.

Project Details: The capacity in Pakistan to scale up nutrition is weak, leading to the use of the Japan Trust Fund resources for technical assistance to the Government of Pakistan to help with development of the scale-up plans (PC-1s) for the provinces. Workshops were organized to help teams think through what was needed—not in

theory—but in terms of specific interventions. The foundational research reports along with the provincial scale-up plans will be used to update the national nutrition strategy.

In February 2012, the Japan Trust Fund financed the follow-up D-10 Planning Commission meeting where the provinces presented their plans. With results of the recently concluded National Nutrition survey showing little improvement of nutrition status in the country, Pakistan's leadership reemphasized their commitment to the multisectoral approach to scale up nutrition in the February meeting.

The World Bank has since facilitated the formation of the Pakistan Nutrition Development Partners Group to enhance the coordination of donor response.

Box 8. Regulatory Monitoring Workshop on Salt, Wheat Flour and Oil Fortification Programmes

Through the devolution process described above, responsibilities that used to reside at the federal level in Pakistan have been relegated instead to provinces, including the Department of Health, the Department of Agriculture and the Department of Food. As a result, there is a lack of both training and adequate knowledge on food control systems. In March 2012, the Regulatory Monitoring Workshop on Salt, Wheat Flour and Oil Fortification Programmes was convened to provide technical training to representatives of the provincial agencies, federal agencies such as Pakistan Standards and Quality Control Agency (PSQCA), Pakistan Atomic Energy Commission, wheat flour industry leaders, salt industry leaders and vegetable oil producers. The Japan Trust Fund financed the participation of a leading expert in food fortification regulatory systems who presented on food control systems, legislation and standards, and internal, external and commercial monitoring. This workshop mobilized key partners to consider food fortification as an important component of scaling up nutrition in Pakistan.

The Impact of the Japan Trust Fund for Nutrition:

The SAFANSI has expressed interest in supporting a process to enable the provinces to prepare policy guidance notes on the multisectoral aspects of malnutrition, which will build on available information and past experience in each province. The World Bank has also created a multi-donor Trust Fund called “Partnership for Nutrition in Pakistan Trust Fund” to support provincial programs. AusAID (Australian Government Overseas Aid Program) was the first donor partner to pledge, committing US\$40M to financing nutrition in Pakistan.

What the D-10 Group accomplished has had a significant impact on nutrition programs in countries around the globe. If Nepal is an example of a country that is already a leader in nutrition but in need of assistance to transition to a multisectoral approach, Pakistan is an example of what can be accomplished,

with a little seed funding, by one of the countries most lagging in nutrition programs. In both cases, the Japan Trust Fund was key to progress.

South Asia Region Published Materials

Selected Publications

- Accelerating Progress in Reducing Maternal and Child Undernutrition in Nepal: A review of global evidence of essential nutrition interventions for the Nepal Health Sector Plan II and Multisectoral Plan of Action for Nutrition (2012)
- Malnutrition in Afghanistan: Scale, Causes and Potential Response (2011)
- Nutrition in Nepal A National Development Priority (2012)



Europe and Central Asia

Regional Situational Analysis

Kyrgyz Republic, Tajikistan

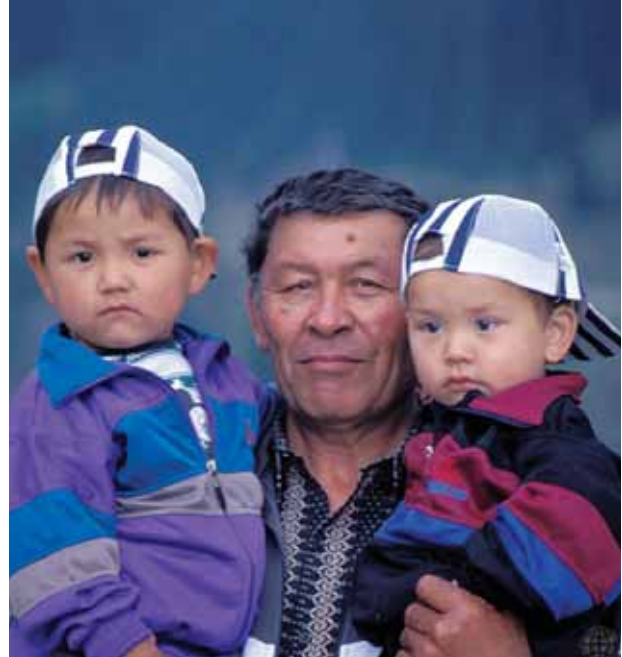
“Through the research, we provided the rationale for why we need to invest in these nutrition programs first before moving onto anything else.”

— Senior Health Specialist

The Role of the Japan Trust Fund for Nutrition:

With support from the Japan Trust Fund, comprehensive situational analyses were conducted in the Kyrgyz Republic and Tajikistan, two countries most affected by undernutrition and the 2008 food crisis in Central Asia, to assist them in prioritizing nutrition interventions and developing their national nutrition strategies.

Kyrgyz Republic and Tajikistan Nutrition Challenge: At the time the research was initiated, both Kyrgyz Republic and Tajikistan were in the midst of developing their national nutrition strategies. However, a lack of evidence about the nutrition situation and scientific rationale for selecting interventions threatened the effectiveness of the policies in reducing malnutrition.



Project Details: The analysis included a review of nutritional indicators and an assessment of the reach and coverage of nutrition programs in each country. Cost-effectiveness data of ten nutrition interventions from the Lancet 2008 Child Survival Series were then used with the coverage data to calculate the cost/benefit of the interventions in Kyrgyz Republic and Tajikistan at the pragmatic level (20% coverage) and universal coverage for the whole population. From this resulted a list of the high-priority interventions that each government

should focus on, and a calculation of dollars lost under a scenario of “inaction”.

The resulting Situational Analysis report for Kyrgyz Republic was launched via a communication campaign that included a video summarizing the findings.

The Impact of the Japan Trust Fund for Nutrition:

In Kyrgyz Republic the project has leveraged a US\$10M IDA investment to scale up the nutrition interventions that were prioritized in the report, including micronutrient powders and a flour fortification program. In Tajikistan the nutrition component of an ongoing health project will incorporate findings from the report.

The research also benefited the Bank’s work on health financing reforms in Kyrgyz Republic, which had successfully increased access to services and

reduced out-of-pocket payments, but thus far had failed to impact health outcomes including maternal and child health outcomes. The Situational Analysis provides guidance to ensure the Bank is financing the right interventions to target the right conditions to ultimately impact outcomes.



**Europe and Central Asia Region
Published Materials**

Selected Publications

- Situational Analysis: Improving economic outcomes by expanding nutrition programming in the Kyrgyz Republic (2012)

Videos

- Building Tomorrow Through Better Nutrition in the Kyrgyz Republic



Middle East and North Africa



National Food Fortification Programme Policy Dialogue

Djibouti

The Role of the Japan Trust Fund for Nutrition: In Djibouti, the Japan Trust Fund has supported ongoing policy dialogue and advocacy to launch food fortification to address micronutrient deficiencies in the country, particularly among women and children. The focus of mandatory staple food fortification is on flour and vegetable oil; however more work is needed to draft standards for fortified foods and to modify existing regulatory systems. Currently there are no national standards for the fortification of flour, vegetable oil or salt. A registration and inspection system that is already in place for all bakeries in Djibouti could be amended to require the use of fortified flour, and thereby provide a strong incentive to ensure that fortified flour is imported and used in the country.

Djibouti's Nutrition Challenge: Due to the geography of the country, Djibouti is not self sufficient for meeting the food needs of the population. Practically all food is imported, including raw materials (grains) and processed foods (vegetable oil, canned foods, baby cereals, wheat flour). As with many other countries in East Africa there is a heavy reliance on cereals as the main source of calories. Traditionally the population has relied on meat from camel and goat as the main protein source. Despite being a coastal nation with access to the sea, the consumption of fish as an alternative protein source is very low due to cultural norms.

Project Details: Food fortification is a promising option for such a small country with high rates of malnutrition. In a report published in 2011, the World Bank showed that the scaling up of four core micronutrient interventions – including universal

salt iodization and staple food fortification with iron—would cost Djibouti about US\$800,000 per year, with potential returns on investment of 8 to 30-fold. In contrast to other regions, food fortification is new to the Middle East and North Africa, although separate fortification initiatives are being implemented in Tunisia, Algeria, Egypt, Ethiopia, and Iran. And although Djibouti could benefit from collaboration with neighboring Ethiopia, their relationship has historically been difficult.

The Impact of the Japan Trust Fund for Nutrition: With a new government and key partners supporting the initiative, momentum is building around implementation of food fortification in Djibouti. Planning is underway for a workshop to disseminate research findings and recommendations, catalyze development of policies and legislation, and mobilize high-level stakeholders.



Nutrition Mapping Seminar

Morocco

The Role of the Japan Trust Fund for Nutrition:

With support from the Japan Trust Fund, the World Bank conducted a week-long seminar on nutrition mapping to assist the High Commission for the Plan (HCP) of Morocco, which manages all data and statistics for the country, in its effort to prepare nutritional maps based on nutrition data collected via household surveys. During the training session, the details of the technique, what it is, how it can be used, how to tie it in with a poverty mapping exercise already underway in the country, as well as the necessary tools for implementing nutrition mapping were covered. There were fifteen attendees at the seminar, all staff of the HCP.

Project Details: Nutrition mapping is similar to poverty mapping in that a census and a survey are combined to arrive at small-area statistics. The survey is used to estimate the relationship between the outcome variable of interest (such as poverty and nutrition) and its covariates, where each covariate must be a variable that is included in both census and survey. Using the estimated relationship, one can predict the outcome variable in the census. A simulation technique is used to take account of the errors associated with the estimation.

In addition to technical differences, nutrition mapping differs from poverty mapping in the outcome variable. Child undernutrition is not the same as poverty because child undernutrition can occur not only because of lack of caloric intake but also due to the lack of adequate childcare and illness. Therefore, the geographic distribution of child undernutrition may be different from that of poverty.

The Impact of the Japan Trust Fund for Nutrition:

As a result of this seminar, the staff of the HCP will be able to produce nutritional maps based on

nutrition and anthropometric data collected in household surveys, and thereby develop policies and programs that are properly targeted to the most vulnerable populations.

Multisectoral Program Design to Drive Demand of Community-Based Nutrition Services Using CCTs

Yemen

The Role of the Japan Trust Fund for Nutrition: For many countries in the Middle East, efforts to scale up nutrition came to a standstill with the onset of the Arab Spring in 2011. A unique initiative focusing on the design of the nutrition intervention delivery model in Yemen withstood the turmoil. The design of the delivery model, supported by the Japan Trust Fund, is part of a larger initiative involving two projects working in coordination—one, a JSDF-funded project and the other, an IDA Health and Population Project (HPP).

Yemen's Nutrition Challenge: Nutrition is a major problem in Yemen with prevalence of stunting over 50% and increasing. Although a National Nutrition Strategy has been drafted, little has been done to operationalize it, there is a severe lack of capacity at the community level, and nutrition is not yet a priority on the national agenda.

Project Details: The supply side of the delivery model, financed by the IDA HPP, focuses on integrating the delivery of nutrition services within the regular service delivery mechanism: for health, integrating within outreach services and referral health facilities; for education, integrating within a school health program; and for social protection, integrating within a community-driven development program.

However, the HPP faces a hurdle in identifying and reaching out to communities, especially in rural areas. The program design, financed by the Japan





Trust Fund and described in a pending JSDF proposal, seeks to create demand for the community-based nutrition intervention delivery model among the most remote communities in Yemen through linkages with the existing conditional cash transfer program and new nutrition-based conditionalities.

The proposed pilot complements the existing program, administered by the Social Welfare Fund, by targeting the poorest of these one million households with nutrition services, including: nutrition surveillance for children under-5 and pregnant and lactating women, referral of malnourished women

and children to the Ministry of Public Health and Population facilities for treatment, and provision of nutrition education services for all mothers of children under five years old. Additional cash assistance will be provided conditional on satisfactory participation in nutrition and health activities.

The Impact of the Japan Trust Fund for Nutrition:

This pilot is a collaborative effort to scale up nutrition among multiple sectors of the Bank, and is an example of a project that has been initiated as a result of the Japan Trust Fund specifically targeting nutrition initiatives.

Annexes

Annex 1. Phase 1 Results Framework

Overall activities and outputs		Japan Trust Fund supported activities	Indicators to measure success	Triggers for next phase	Status as of June 30 2012
Phase I	Prepare country plans to scale-up nutrition	1-Country scale-up plans	Scale-up plans started in 4–6 high undernutrition-burden countries.	Fully-costed strategies developed in the selected countries	Eight countries have completed nutrition scale up plans (Benin, The Gambia, Mozambique, Uganda, Haiti, Djibouti, Yemen, and Nepal) with an additional seven countries on track to develop plans based on the Japan Trust Fund-supported analytical work.
	Prepare new projects for scaling up nutrition	2-Policy dialogue and project preparation	IDA Project preparation under way in 3–4 high undernutrition-burden countries	Actionable plans for capacity-building developed in the selected high undernutrition-burden countries.	Fourteen new projects are under preparation, three of them have received IDA financing (Angola, Ethiopia, and Kenya) with one other currently under review for IDA financing (Benin).
	Strengthen Capacity for Nutrition Program Development, Management and supervision in Africa and South Asia	3-Pilot innovative approaches	Lessons learned disseminated & incorporated into scale-up plans and project operations		Pilots of innovative approaches are being implemented in Ethiopia, Haiti, Guatemala, Peru, Ecuador, Nepal, and Yemen. Lessons learned will be disseminated following evaluation of the pilots by mid-FY12.
		4-Training and capacity-development plans	Training plans and knowledge networks identified, and agreements signed with partners in Africa and South Asia		Capacity Assessments have been completed in Rwanda, India, Kenya, Tanzania, and Uganda. Capacity-building projects were completed in The Gambia, Tanzania, Guatemala, Haiti, Morocco, and Pakistan. A South–South Regional Exchange occurred in Latin America and the Caribbean, and another is under preparation for South Asia. South–South Peer Reviews are being conducted in Africa. Training workshops were conducted in India and Pakistan. A webinar series has launched in Latin America and the Caribbean. In South Asia, training modules to build capacity among policy makers and nutrition program managers were created.
	Prepare global action plan Reform aid architecture in Nutrition	5-Global action plan for nutrition and reform of global aid architecture	Draft global scale-up plan ready for discussion with countries and partners Background report on options to reform aid-architecture commissioned; dialogue with partners initiated		The SUN Framework and Roadmap have been completed. Implementation is starting in twenty-eight “early-riser countries” A stewardship study looking at aid architecture options for scaling up nutrition is complete.

Annex 2. Japan Trust Fund for Nutrition: Activities by Country

Activities	1	2	3	4	5
Africa					
Angola		x			x
Benin	x	x			x
Ethiopia		x	x		x
The Gambia	x	x		x	x
Kenya	x	x			x
Liberia					x
Malawi		x			
Mozambique	x	x			x
Rwanda				x	x
Tanzania	x			x	x
Uganda	x	x			x
Zambia					x
Latin America and the Caribbean					
Belize				x	
Bolivia				x	
Ecuador			x	x	x
El Salvador				x	
Guatemala			x	x	x
Haiti	x		x	x	x
Honduras				x	x
Mexico				x	
Nicaragua				x	
Panama				x	
Peru		x	x	x	x

Activities	1	2	3	4	5
South Asia					
Afghanistan	x				x
India	x	x		x	x
Nepal	x	x	x		x
Pakistan	x	x		x	x
Sri Lanka					x
Europe and Central Asia					
Kyrgyz Republic	x	x			x
Tajikistan	x	x			x
Middle East and North Africa					
Djibouti	x				x
Morocco				x	x
Yemen	x	x	x		

The Japan Trust Fund for Nutrition Phase I Activities

- 1 Country scale-up plans
- 2 Policy dialogue and project preparation
- 3 Pilot innovative approaches
- 4 Training and capacity-development plans
- 5 Global action plan for nutrition and reform of global aid architecture

Annex 3. Cross-Listing of Case Studies by Theme

Catalyzing activities



HNP	Support to the Scaling Up Nutrition Global Movement	p.15
AFR	A Strategic Development Plan for Food and Nutrition	p.18
AFR	A Multisectoral Plan for Addressing Chronic Undernutrition	p.20
AFR	Leveraging Funding through Prioritizing & Costing Multisectoral Nutrition Action Plan	p.21
LCR	Mi Futuro en Mis Primeros Centímetros	p.24
LCR	Strengthening the Impact of CCT Programs on Nutritional Outcomes	p.25
LCR	From Pilot to National Nutrition Program: Household Development Agents	p.28
LCR	Beyond the ABC and 123	p.30
SAR	Nutrition Advocacy Brochures	p.32
SAR	A Nutrition Assessment to Catalyze Multisectoral Action	p.33
SAR	Accelerating Progress in Reducing Maternal and Child Undernutrition	p.34
SAR	A Multisectoral Plan Catalyzes Investment	p.35
MNA	National Food Fortification Programme Policy Dialogue	p.40

Leveraging additional project funding



HNP	Support to the Scaling Up Nutrition Global Movement	p.15
AFR	Technical Assistance to Increase Capacity While Keeping It Affordable	p.19
AFR	A Multisectoral Plan for Addressing Chronic Undernutrition	p.20
AFR	Leveraging Funding through Prioritizing & Costing Multisectoral Nutrition Action Plan	p.21
SAR	Training Courses to Strengthen Capacity in Nutrition	p.32
SAR	Accelerating Progress in Reducing Maternal and Child Undernutrition	p.34
SAR	A Multisectoral Plan Catalyzes Investment	p.35
ECA	Regional Situational Analysis	p.38
MNA	Multisectoral Program Design to Drive Demand of Community-Based Nutrition Services Using CCT	p.41





Capacity-building



AFR	Technical Assistance to Increase Capacity While Keeping It Affordable	p.19
LCR	Improving Integrated Care Via Self-Evaluation for Women and Children at the Community Level	p.27
SAR	Training Courses to Strengthen Capacity in Nutrition	p.32
SAR	A Multisectoral Plan Catalyzes Investment	p.35
MNA	Nutrition Mapping Seminar	p.41
MNA	Multisectoral Program Design to Drive Demand of Community-Based Nutrition Services Using CCT	p.41
MNA	National Food Fortification Programme Policy Dialogue	p.40

(continued on next page)

Annex 3. Cross-Listing of Case Studies by Theme *(continued)*

Working multisectorally			
	HNP	Support to the Scaling Up Nutrition Global Movement	p.15
	AFR	A Strategic Development Plan for Food and Nutrition	p.18
	AFR	A Multisectoral Plan for Addressing Chronic Undernutrition	p.20
	AFR	Leveraging Funding through Prioritizing & Costing Multisectoral Nutrition Action Plan	p.21
	LCR	From Pilot to National Nutrition Program: Household Development Agents	p.28
	LCR	Beyond the ABC and 123	p.30
	SAR	Accelerating Progress in Reducing Maternal and Child Undernutrition	p.34
	MNA	Multisectoral Program Design to Drive Demand of Community-Based Nutrition Services Using CCT	p.41
South-South knowledge exchange			
	LCR	Second Regional Nutrition Workshop in Central America	p.22
	LCR	Webinar Series Continues to Fuel the Regional Exchange of Experiences	p.23
	LCR	Strengthening the Impact of CCT Programs on Nutritional Outcomes	p.25
	LCR	Regional Workshop to Examine AINM-C	p.27
	SAR	Training Courses to Strengthen Capacity in Nutrition	p.32
	SAR	Accelerating Progress in Reducing Maternal and Child Undernutrition	p.34
Innovative use of media			
	HNP	Investing in Nutrition: Let's Grow Together	p.17
	LCR	Webinar Series Continues to Fuel the Regional Exchange of Experiences	p.23
	LCR	Mi Futuro en Mis Primeros Centímetros	p.24
	LCR	Beyond the ABC and 123	p.30
	SAR	Nutrition Advocacy Brochures	p.32
Nutrition and Early Child Development			
	LCR	Second Regional Nutrition Workshop in Central America	p.22
	LCR	Beyond the ABC and 123	p.30



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