



locations

Bangladesh, Ghana, Kenya, Malawi, Mozambique, Myanmar, Nigeria, Pakistan, Sri Lanka, Tanzania, Uganda and Zambia

dates

May 2014 – May 2017

CABI project managers

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CABI project team

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One out of three people in the developing world suffer from 'hidden hunger' or micronutrient deficiency. This is a major cause of illness, stunting, reduced productivity and impaired cognitive development. Poor access to agricultural and health information is a major barrier to adoption of best nutritional practises, particularly for women and vulnerable groups in marginalized areas.

what is this project doing?

GSMA, with support from DFID, is running the mNutrition initiative which targets improvements in the nutrition outcomes of three million people across 12 countries in Africa and South Asia. CABI, as a world leader in knowledge management, is leading the Global Content work stream.

The CABI team and its content consortium (comprising Global Alliance for Improved Nutrition (GAIN), International Livestock Research Institute (ILRI), Oxfam Great Britain and the British Medical Journal (BMJ)) are developing nutrition content for mobile phone-based messaging services in all 12 countries. We are working with Local Content Partners (LCPs) to develop their capacity and build sustainable content development models.

The mobile services will be run by Mobile Network Operators (MNOs) in each country and will provide agriculture and health-based information to help target communities improve their nutritional status. By bridging GSMA's existing **mHealth** and **mAgri** programmes, mNutrition aims to increase nutrition knowledge to achieve optimal foetal and young child nutrition and development.

results so far and future plans

So far, we have drawn on significant in-country engagement with key nutrition stakeholders across sectors, leveraging increased support from the Scaling-up Nutrition (SUN) movement in each country, to validate specific nutritional landscape analyses and content frameworks in all 12 countries. This process has allowed us to pinpoint the key nutritional issues and identify priority health and agricultural interventions that can be supported through mobile messaging.

In addition, a number of formal Memorandums of Understanding (MoUs) are being developed, the first of which has been signed with the Sri Lankan Department of Agriculture, Zambian National Food and Nutrition Commission (NFNC) and the Tanzanian Food and Nutrition Commission (TFNC).

Content is being produced and managed by LCPs using the nutrition content structure and templates put together by the content consortium. Coupled with training and ongoing technical support, this will help build capacity of LCPs in order to develop high quality nutrition content.

LCPs have been identified or contracted in 10 countries, with content development underway in eight countries. Content has already been integrated into mAgri and mHealth services in Sri Lanka, Malawi, Pakistan and Bangladesh with Ghana and Nigeria content being launched within the coming months.

Alongside content development, a Nutrition Knowledge Bank is being developed as a web-based repository for the open access, country-specific, nutrition-based factsheets and mobile messages being produced within the project.

www.cabi.org/mnutrition



Fraser Norton, Programme Manager

partners

Global Alliance for Improved Nutrition (GAIN)
Oxfam GB, International
Livestock Research Institute (ILRI)
The British Medical Journal (BMJ)

sponsors

Groupe Speciale Mobile Association (GSMA)
UK Department for International Development (DFID)



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