MNUTRITION: ADDRESSING HIDDEN HUNGER THROUGH MOBILE MESSAGING

<table>
<thead>
<tr>
<th>Locations</th>
<th>Bangladesh, Ghana, Kenya, Malawi, Mozambique, Myanmar, Nigeria, Pakistan, Sri Lanka, Tanzania, Uganda, Zambia</th>
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</thead>
<tbody>
<tr>
<td>Dates</td>
<td>01/05/2014 - 30/04/2017</td>
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<tr>
<td>Summary</td>
<td>One in three people in the developing world suffer from hidden hunger, or micronutrient deficiency, due to a lack of information on proper nutrition. This is a major cause of illness, poor growth, reduced productivity and impaired cognitive development. To help combat the problem, CABI and its partners in the DFID mNutrition initiative are developing content for a mobile phone-based messaging service aimed at increasing knowledge of nutrition and health within communities in 14 countries.</td>
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<tr>
<td>The problem</td>
<td>‘Hidden hunger’ or micronutrient deficiency is a major cause of illness, stunting growth, reducing productivity and impairing cognitive development. Poor access</td>
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to agricultural and health information is a major barrier to rural communities adopting best nutritional practices, particularly for women and vulnerable groups in marginalized areas.

What we are 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 **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

The mNutrition project ended in 2017.

**Donors**

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

**Partners**

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

**CABI Project Manager**

Charlotte Day
https://www.cabi.org/what-we-do/cabi-projects/