DATE: 04 September 2015

The Director
Department of Nutrition HIV and AIDS
Office of the President and Cabinet
P/Bag B041
Lilongwe 3

Dear Sir,

REQUESTING FOR SIGN OFF ON THE USE OF THE MOBILE FORMATTED NUTRITION MESSAGES

After due consideration and process, it is with great pleasure that we submit this letter requesting your sign off on the use of the mobile formatted nutrition messages as described below. The content was adapted for mobile use by Village Reach, OXFAM and the Groupe Speciale Mobile Association (GSMA) with oversight from DNHA, and is available as nutrition fact-sheets and mobile messages based on the respective factsheets specific to the topics of Infant and Young Child Feeding, and Vitamin A supplementation. The validated content, hereafter referred to as mNutrition messaging constitutes of.
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**Topic Areas Covered**

1. Promotion of early breastfeeding
2. Promotion of exclusive breastfeeding up to 6 months
3. Encourage continued breastfeeding after 6 months
4. Promote appropriate complementary feeding
5. Vitamin A supplementation.

**Validation Process**

The content as described has undergone a rigorous validation process with expert, peer and user review as follows:

1. **VillageReach Internal Review.**
   - The management of VR put together an internal system to review the content that was being developed. The team consisted of an author (writing the messages and factsheets), editors as well as approvers.

2. **GCP review (OXFAM, CABI, ILRI)**
   - The GCP, led by OXFAM in country did further review of the messages. This was a more technical process whereby the messages were checked in the following areas:
     - Accuracy
     - Language
     - Relevance
     - Adherence to National Laws and Regulations
     - Spellings and Grammar

3. **Focus group discussions with potential users.** This was carried out with a mixed group of pregnant women, expectant fathers and caregivers of young children from rural areas to draw upon respondents' attitudes, feelings and gauge overall user experience.

4. **Peer review** which includes assessment by locally respected nutritionist experts and key nutrition stakeholders in Malawi through a workshop held on the 11th July in Lilongwe. The minutes of this workshop and list of participating individuals and organizations is also
enclosed. Some of the recommendations which were adopted from the workshop were as follows:

- There should be no repetition of the messages. Some messages despite constructed differently they had the similar content.
- The flow of the voice messages should flow in a way that makes complete sense. The voice messages should not just be a combination of the texts messages.
- Some words were not properly translated in Chichewa and were re translated.
- Some messages were in line with international policies but not Malawi policy like breastfeeding within one hour of birth and breastfeeding within 30 minutes of births respectively.
- The house proposed to have focused group discussions in all the regions.

After all the review processes, the content has therefore been found to be acceptable and in compliance to the National Nutrition Policy and Strategic Plan 2007-2011 and the Scaling up Nutrition (SUN) 1,000 days framework. The above content is therefore considered fit for purpose, if used in any one of the following ways:

1. Factsheets: These can be used as a basis for further development of mobile or other such summarized messaging, through due process, and the product of which should be subjected to a validation process. The factsheets include international and local resources that reference standard practices of health as well as cultural and local relevance.

2. SMS messages: The messages can be utilized wholly or partly, and in their current form, without any modification, for dissemination to pregnant women, and/or women of reproductive age in Malawi. Any services utilizing these messages will be responsible for ensuring that appropriate messages are selected and disseminated.

3. Voice Scripts: These text based messages can be used in their current form without modification in the recording of voice messages on Nutrition, for dissemination to the public.

Any modifications to the scripts will require validation before use.

The factsheets, SMS messages and voice scripts listed above will be publicly available as a resource for nutrition content in Malawi under the custody of DNHA and OXFAM. The messages can and shall be subject to review by DNHA and stakeholders at their discretion.
Thank you for taking the time to consider our request and we look forward to further collaboration.

Sincerely,

For Village Reach: Malani County Director

For OXFAM: Deputy County Director

For DNHA official use
I have read and approve the use of the mNutrition messaging described herein.

Comments:

Name: [Signature]

Designation: Chief Nutrition Officer

Signature: [Signature]

Date: 6/1/2016