

# FOOD SECURITY AND NUTRITION MEDIA TRAINING WORKSHOP



**APRIL 18 – APRIL 22, 2016**

**MODULE REPORT**

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Report on a workshop commissioned by USAID facilitated by University of Pretoria Institute for Food, Nutrition and Well-being, the International Food Policy Research Institute, Michigan State University and Ministry of Agriculture, Water and Irrigation Malawi.

18 April – 22 April, 2016  
Mount Soche, Blantyre

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## Facilitators



SHERYL HENDRIKS is a Professor in Food Security at the University of Pretoria. She is the Co-Director of DST/NRF Centre of Excellence in Food Security and founding Director of Institute for Food Nutrition and Well-being (IFNuW). She has led to the development of multi-disciplinary teams and platforms not only to develop a deeper understanding of food insecurity but also to translating scientific research into practical public policy guidance with demonstrated up-take and impact. She serves on multiple global food security advisory panels. Most notable is her contribution to the establishment of United Nations Committee for World Security (CFS) High Level Panel of Experts on Food Security and Nutrition (HLPE) between 2010 and 2015. Prof Hendriks is leader of numerous national and international collaborative food security research projects. She has graduated students from 18 African countries, contributing significantly to developing the food security capacity in Africa.

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SURESH BABU is a senior Research Fellow and Head of Capacity Strengthening at the International Food Policy Research Institute in Washington. Dr. Babu was educated at Iowa State University, Ames, Iowa (M.S. Economics and PhD Economics). Before joining IFPRI in 1992 as a Research Fellow, Dr. Babu was a Research Economist at Cornell University, Ithaca, New York. At IFPRI, he has been involved in institutional and human capacity strengthening for higher education and research in many countries in South Asia and Sub-Saharan Africa, including, Ghana, Nigeria, Mozambique, Ethiopia, Kenya, Uganda, and South Africa for the past 23 years. He leads IFPRI program on Learning and Capacity Strengthening. His current research includes human and organizational strengthening of food policy systems, policy processes, and agricultural extension in developing countries. E-mail: [S.Babu@cgiar.org](mailto:S.Babu@cgiar.org)



NOORA-LISA ABERMAN is the Country Program Coordinator for IFPRI's Malawi Strategy Support Program (MaSSP). She largely focuses on enhancing the role that research plays in the policy dialogue through improving communications tools, developing partnerships, and undertaking policy process research. Previously, as a Senior Program Analyst with the Poverty, Health and Nutrition Division, Noora worked on a broad range of topics and programs related to food security, health, and nutrition throughout Sub-Saharan Africa and South Asia. She holds an MA in International Economic Policy from American University and is pursuing a PhD in Agricultural and Natural Resource Economics at Hohenheim University as an external student. Her current research interests include research-policy linkages and gender, power and governance. Her research has frequently utilized Net-Map, a participatory interview method for mapping power and networks. E-mail: [n.aberman@cgiar.org](mailto:n.aberman@cgiar.org)



Athur Mabiso is a Senior Program Manager at the International Food Policy Research Institute (IFPRI), where he works on agricultural policy and development strategy research and provides policy advice to the Government of Malawi in the Ministry of Agriculture, Irrigation and Water Development. Athur received his PhD in Agricultural Economics from Michigan State University and holds a Master's degree in Food and Resource Economics from the University of Florida as well as a Bachelor of Science degree, with Honors, from the University of Zimbabwe. Prior to joining IFPRI, Athur was as a research assistant at Michigan State University and a Borlaug LEAP Fellow. His research interests are investments in sustainable agriculture, food security and development strategy. Athur is a Zimbabwean and has worked in Ghana, Indonesia, Kenya, Malawi, Mozambique, Nigeria, Somalia, South Africa, Swaziland, Uganda, the United States of America and Zimbabwe. [A.Mabiso@cgiar.org](mailto:A.Mabiso@cgiar.org)



Hamilton Chimala is a Media and Communication specialist with over 15 years of practice as a Journalist, Communication trainer, Administrator and team player. Leadership, Governance, Change Management and Corporate strategy skills. Development Communications and Project management knowledge. Management experience as Director, Projects Manager and Deputy Director of key Government and quasi Government institutions in Malawi. Trained at top University - Master of Science in Leadership and Change from the prestigious Leeds Beckett University - UK, Bachelor of Science Mass Communication (credit) from Share World Open University and Diploma (credit) in Journalism from the Malawi Institute of Journalism. He is currently Head of the Agriculture Communication Branch in Malawi and also Heads the Public Relations Office in the Ministry of Agriculture. [hchimala@gmail.com](mailto:hchimala@gmail.com)

## Background and rationale

The overall goal of the global Food Security Policy Innovation Lab (FSP) program is to promote inclusive agricultural productivity growth, better nutritional outcomes, and strengthened livelihood resilience through enhanced policy environments. The program will contribute to this by providing better information on key issues to facilitate informed debate on policy formulation and planning at country, regional and global levels, and by strengthening national policy systems.

As part of this program, the consortium partners (Michigan State University, the International Policy Research Institute and the University of Pretoria) agreed to provide training to strengthen the abilities of both media personnel and policy analysts to communicate agricultural, food security and nutrition policy issues meaningfully to different interest groups. Helping the media to convey technical and policy information on important topics through sound reporting is expected to contribute to leveraging policy change.

To explore the training needs in-country, the University of Pretoria conducted a scoping exercise from 21 September to 3 October 2014 to begin identifying opportunities, constraints, participants, themes and approaches for journalist training on agriculture and food security reporting in Malawi, and to start obtaining buy-in for the exercise. The team benefited from inputs and ideas. The team arranged meetings with a wide ranging interested parties in government, the media, civil society organisations (CSO), private sector and international agencies, to understand the media and policy context in Malawi and to collect views on the proposed training exercise. Special attention was paid to consulting government ministries/departments, beyond Agriculture, concerned with different aspects of FSN such as Health, Nutrition, Industry and Trade, and OPC (Office of the President and Cabinet). Opinions were gleaned from some thirty individuals representing approximately twenty organizations based in Lilongwe.

All parties interviewed stressed the need for more informed, analytical reporting on agriculture FSN policy pointing out that media pieces are often inaccurate, misleading, superficial, sensation seeking, politically motivated and reactive (to Government statements or events) with little proactive analysis. Few editors and fewer reporters seem to understand FSN (food security and nutrition) policy concepts partly because they have no specialised training and few opportunities to develop such knowledge.

It was generally agreed that training would have to address a basic lack of understanding about FSN including terminology, overall policy framework (ASWAp/New Alliance/National Agricultural Policy), policy and policy processes, FSN policy (multi-functional, multi-stakeholder). Key policies that drive FSN would have to be explained using case studies, and the availability of data for evidence-based analysis, examined.

Trainees should be shown how to prepare simple, relevant investigative pieces around FSN policy, for example by asking questions around basic parameters such as production estimates for main crops, prices, import/export bans to demonstrate how these affect FSN. Demonstrating the multiple linkages among food, nutrition, health gender etc would be fundamental. It would also be important to explain respective roles of government, CSOs, and private sector, and to analyze examples of investigative journalism.

There is also a need to improve communication skills, including how to relate FSN policy to readers in a catchy and constructive manner (editors demand stories with reader appeal that sell), and how to present negative incidents (e.g. food shortages, food poisoning) so that linkages between these events and other dimensions of FSN policy are also understood.

Communication between journalists and policy experts, which can lead to poor reporting, and the value of following up previous stories, should be addressed.

Training levels would have to match the needs of journalists whose training varies from a university degree to diploma, and on the job training, but with no formal specialisation in

agriculture or economics. Interactive, practical training techniques including field exercises (e.g. communication at village level) are called for.

A common plea was that training outcome and follow-up is crucial. Training could, for example, lead to the creation/consolidation of a common interest group through which members would be mutually supportive and could access outside assistance/stimulation. This idea was inspired by the Green Media Group for journalists who cover environmental issues, and periodically hold functions to promote this topic and to receive awards. Taken further, trainees could have access to mentoring after the course.

### **Purpose of the training**

Given the insight gained from the scoping mission, it was agreed that the training was necessary. Contact was made with the Ministry of Agriculture, Irrigation and Water Development and a partnership secured between the Consortium and the Ministry.

The purpose of the training is to build the capacity of senior and junior journalists and editors in the reporting policy messages in a manner that is neutral and unbiased. The training aims to improve media's understanding of food security policy and work in collaboration with the media representatives to identify weaknesses in reporting on issues of food security policy. The trainees will be engaged in several exercises that will seek to address these challenges and develop their reporting skills.

A one-week training workshop would be conducted in the first calendar quarter of the year, with at least one more follow-up session in the third quarter. Thirty participants were to be trained in the first session with technical experts from Malawi universities to build local capacity to support the participants long-term. Experts from outside Malawi would also be used especially in the early training sessions.

Due to sensitivity involved in engaging the media, this activity initially engaged participants in cross-cutting issues such as nutrition. The training was carried out in partnership with the communications division of the Ministry of Agriculture, Irrigation and Water Development.

### **Plan of action**

Training dates: 18 – 21 April 2016

Place: Blantyre

Participants: 30 media representatives and editors selected and invited by the Ministry of Agriculture, Irrigation and Water Development.

The training was based on work conducted by the consortium under the FSP programme. This included a recent assessment of nutrition policy as part of the hypothesis testing for a new model for policy analysis, namely the Kaleidoscope Model (Resnick et al. 2015<sup>1</sup>).

The programme on days 1, 2 and 3 was divided into three sections covering technical content related to food security and nutrition policy, technical content related to media and communication and a practical application by participants. Day four was dedicated to a field trip in which the participants will develop media material that will be presented to an audience of policy makers and editors on the last day of the workshop.

**Training programme:**

Day 1: Setting the scene: the Malawi food security and nutrition policy context

Day 2: The role of media in policy change

Day 3: Bridging the gap between science and society – communicating for change

Day 4: Putting everything into practice (preparation of journal articles, radio pieces or documentaries)

Day 5: Media conference to present the outcomes of the workshop

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<sup>1</sup> Danielle Resnick, Suresh Babu, Steven Hagblade, Sheryl Hendriks and David Mather (2015). Conceptualizing drivers of policy change in agriculture, nutrition, and food security: The kaleidoscope model. Working Paper. Feed the Future Innovation Lab for Food Security Policy. Michigan State University, International Food Policy research Institute and University of Pretoria. <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/128953>

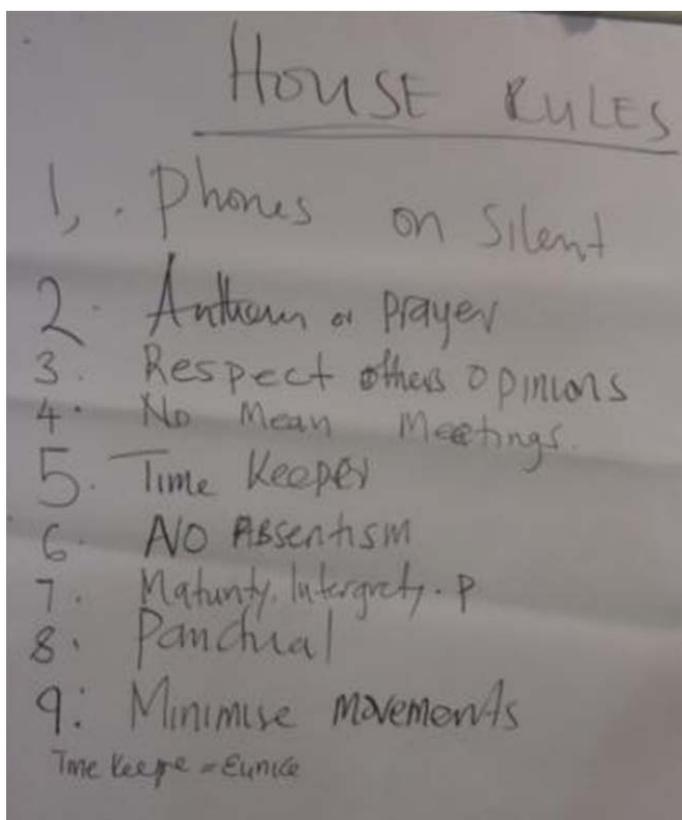
<b>Day 1</b>		
<b>Session</b>	<b>Activity</b>	<b>Facilitator</b>
Session 1	Setting the scene: Hamilton to outline the purpose of the module, context and background Introductions (group exercise)	Hamilton Chimala & Arthur Mabiso
Session 2	Introduction to food security: basic concepts and the FS continuum	Sheryl Hendriks
Session 3 and 4	The Kaleidoscope model and presentation of the Kaleidoscope model test for Malawi	Suresh Babu and Elizabeth Mkandawire
<b>Day 2</b>		
Session 1	Group work: exploring information sources for reporting on FSN in Malawi	Sheryl Hendriks
Session 2	Media in Malawi – participatory exercise to map who is who, stakeholders, media channels, sources of information and data and evaluate their effectiveness in communicating on FSN and policy Effective communication strategies for FSN policy change  Pop quiz	Noora-Lisa Aberman Arthur Mabiso
Session 3	What needs to be communicated – by who? for who? Through which channels? Who are the champions and who are the veto players?	Suresh Babu
<b>Day 3</b>		
Session 1	The media as drivers of change	Sherly Hendriks
Session 2	Force-field analysis to identify opportunities for change	Sheryl Hendriks
Session 3	Opportunity for additional information, information searching, coaching etc.	FSP Team
Session 4	Preparation for field trip	FSP Team
<b>Day 4</b>		
Session 1,2,3 and 4	Field trip/practical media development with expert support from technical FSN team	
<b>Day 5</b>		
Session 1	Preparation for presentations	
Closing	Presentation and discussion Closing remarks	Sheryl Hendriks and Hamilton Chimala

The participants present were from various media houses including radio, TV and print media. The media organisations included Livingstonia Radio, Media Malawi, Malawi News Agency, Radio Maria, Nyasa Times, MoIWD, Power 101, Blantyre Newspapers, MBS, Zodiak, Joy TV, Joy Radio, Malawi Broadcasting Cooperation, Media FM Radio, Nation Newspaper and ZBS, Journalists from Blantyre ADD and Galaxy Radio.

## Day 1

### Session 1: Setting the scene

The participants completed a pre-test that was set-up to determine their understanding of food security and nutrition policy issues. Hamilton welcomed the participants and introduced the facilitators. The rules of engagement were established. A time keeper was nominated.



Martin Kausi – Blantyre Agriculture District Division Programme Manager was welcomed as the guest of honour. Participants introduced themselves. A prayer was said to bless the occasion. Suresh Babu explained the purpose of the training. The US government supported the training through the Feed the Future programme. The three partners working together to implement the FSP project in Malawi are Michigan State University, International Food Policy Research Institute (IFPRI) and University of Pretoria. As part of the Feed the Future, the New Alliance Policy Acceleration Support (NAPAS) also supported the training.

Sheryl Hendriks explained that the purpose of the training was to provide an understanding of how media can influence policy change. She also mentioned that the training would help the media translate policy to laymen and similarly the knowledge on the ground to policymakers. Sheryl Hendriks also highlighted some of the learning outcomes the training would aim to achieve.

Mr. Kausi was invited to open the training session. The meeting was supposed to be opened by the Minister of Agriculture, Irrigation and Water Development, but he had other pressing commitments. The ADD's Programme Manager read the speech that was supposed to be presented by the Minister.

Athur Mabiso presented on the background for the media training. The scoping report that was conducted by the University of Pretoria revealed that there was a need for on-going training in Malawi. There were concerns with the way in which agriculture was being reported at the time. These concerns were discussed at a December Media Interface meeting, which the NAPAS hosted in Lilongwe with the media chief executive officers and managers. It was decided at that meeting that certain actions needed to be taken in order to move the media training agenda forward, including development of a memorandum of understanding among the partners as well as formation of a network of journalists in agriculture reporting. The team has since begun moving forward with some of these actions, including conducting a training on food security and nutrition which was held in Blantyre on February 2016 with the support of Farmers Union of Malawi and NAPAS. NAPAS is committed to providing continued training for the rest of 2016 and until the end of implementation of the project in 2017.

**Exercise:** The participants were asked to write down their expectations

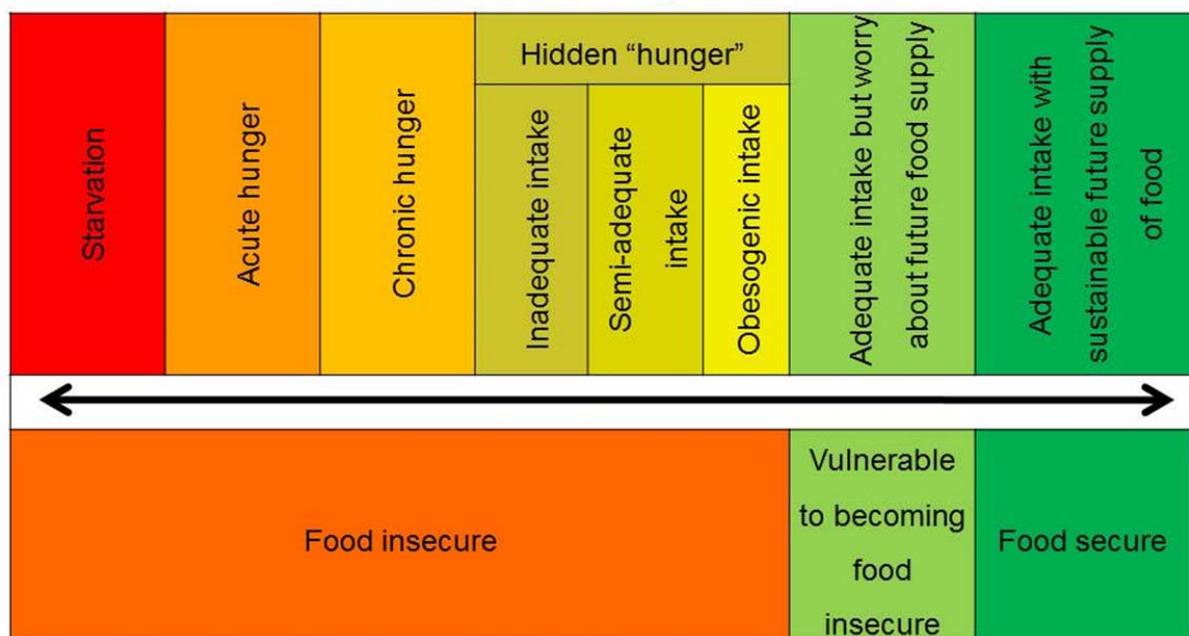
Expectations						
Policy Process	Content	Policy evaluation	Agriculture	Link between agriculture and FSN	Communicating	Information
Learning more about policies	To understand what food security policy is all about	To establish why Malawi is still food insufficient	Emerging issues in agriculture sector	Understand better the link between food security, nutrition and agriculture	From this workshop I'm expecting to learn more how I can report issues to do with agriculture	Getting easy and timely access to information from policy makers
	More understanding of food security policy	To dismiss the efficiency of Malawi's policies	More understanding of agriculture issues		To be policy oriented journalist	To acquire full knowledge on food security issues and challenges
	To understand what is contained in		To well understand most agriculture		Be able to communicate meaningfully on issues of	Connect with new minds in policy

	the food security policy		policies and the technical issues		policy to different groups	
	Learn more about government policies in agriculture				Learn effective communication on agriculture related issues	
					To be trained on how to report on policy issues in agriculture	
					To be equipped with knowledge and skills to enable me to write good stories on food security	
					Learn unusual stories on agriculture	

## Session 2: Introduction to food security: basic concepts and the food security continuum, Sheryl Hendriks

Sheryl Hendriks highlighted the severity of food insecurity and under-nutrition in Africa. Re-commitment to issues of food security and nutrition are evident in the Sustainable Development Goals. An overview of food security and nutrition in the African context was provided, highlighting African declarations such as CAADP and Malabo. The definition of food security was explained, emphasising the multi-faceted nature of food security. The food security continuum was presented highlighting the transitional progression of food security from adequate intake up to starvation.

## The Food Security Continuum



Hendriks, SL (2015). The food security continuum: a novel tool for understanding food insecurity as a range of experiences. *Food Security*, 7 (3): 609-619. <http://www.springer.com/-/0/185029c009ab436c8717ac6b9bed22c7>.

The stages of food insecurity were explained and the coping strategies communities might apply at each stage were explored with input from the participants.

**Exercise:** The group was asked to write down how many angles they could approach food security stories from.

Sheryl provided clarity on the different types of nutrition including, stunting and wasting. The double burden of under-nutrition was explained and it was clear that Malawi is not an exception. She provided an indication of the groups who are typically food insecure. Policies are the foundation that underpin food security and nutrition in a country.

### **Session 3: The Kaleidoscope model and presentation of the Kaleidoscope model test for Malawi, Suresh Babu and Elizabeth Mkandawire**

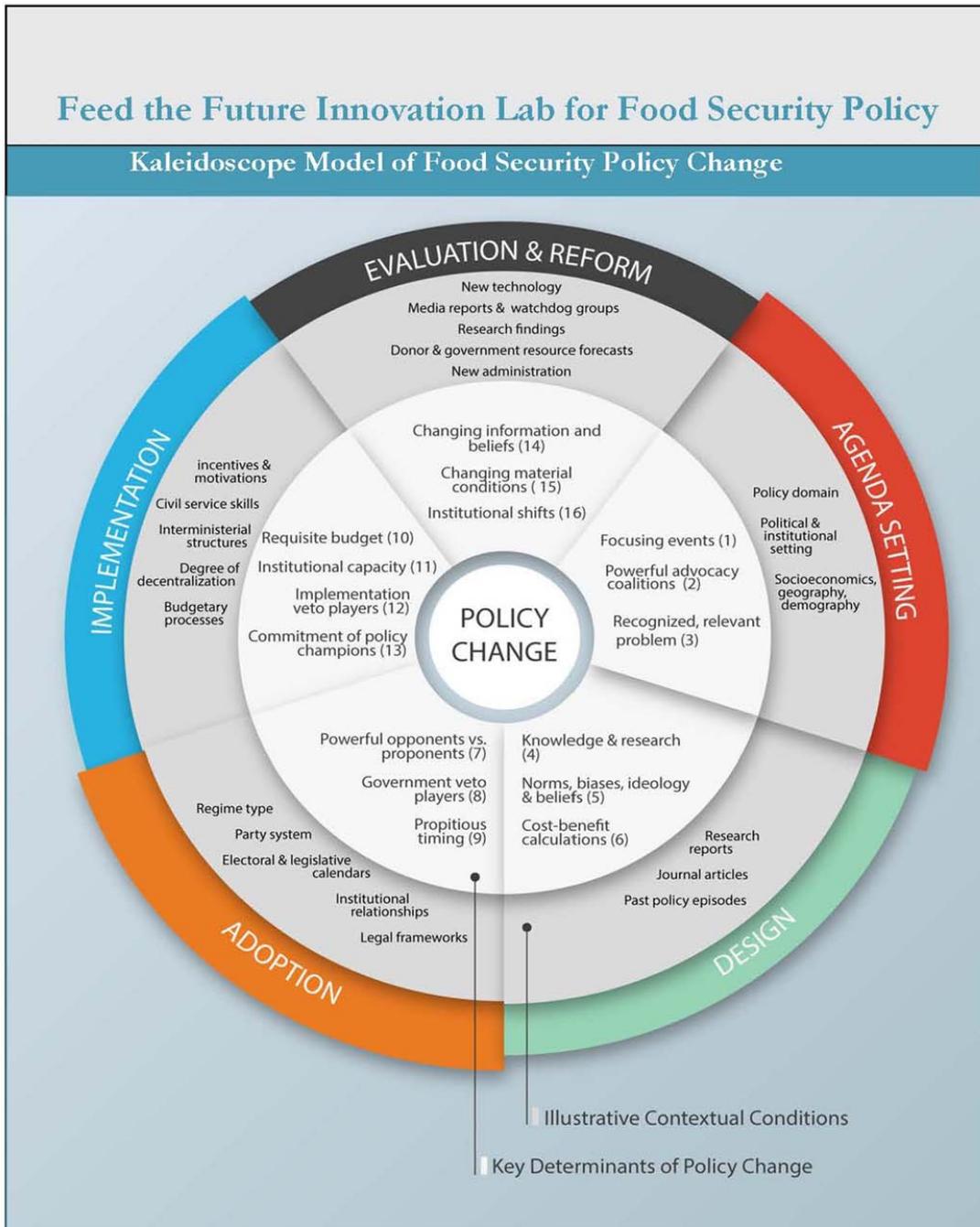
Suresh Babu presented the policy process and communication methods: He explained the importance of understanding the policy process. The Kaleidoscope Model for policy change as a tool for understanding policy processes was presented. Lessons from India, Vietnam, Bangladesh and Nigeria were shared. The following questions were posed:

- How can journalists be involved in the policy process?
- What is the role of journalists in the policy process?
- How can journalists influence the policy process?

It was highlighted that the training would help answer some of these questions.

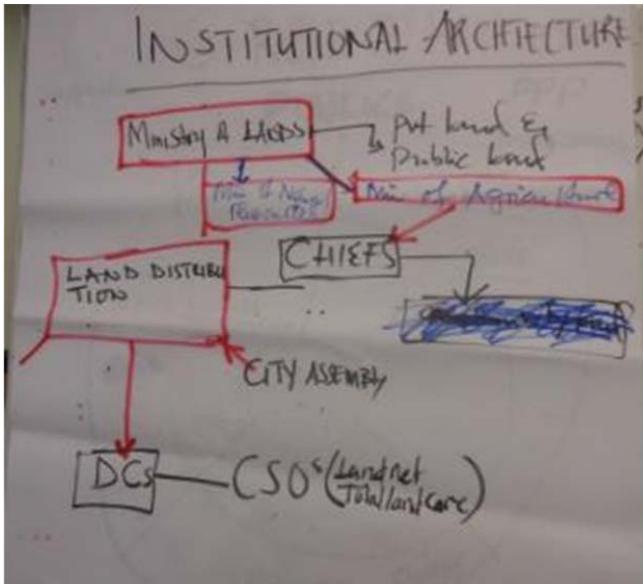
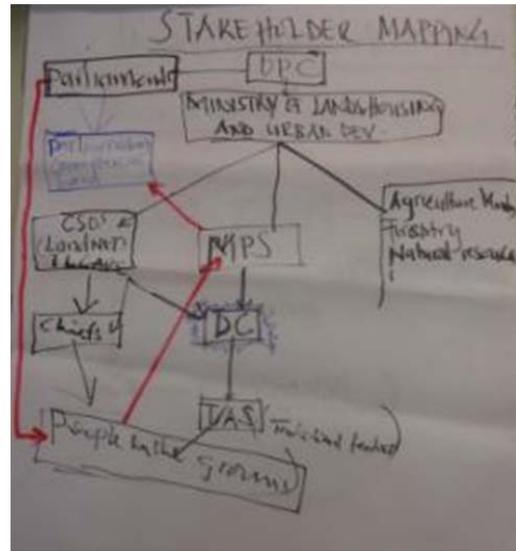
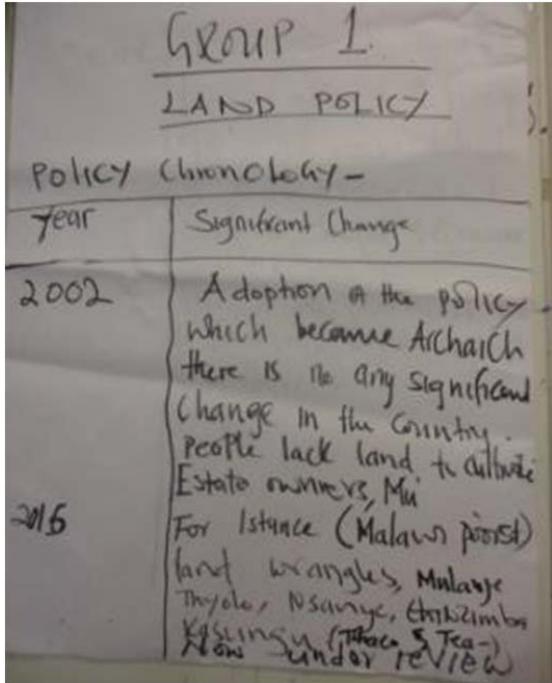
Elizabeth Mkandawire presented the Kaleidoscope test for Malawi. In order to strengthen the roles of various actors and players in the policy system, it is important to understand the drivers of policy change. The Kaleidoscope model has been tested on fertiliser and micronutrient policies through case studies in different countries. In Malawi, the Kaleidoscope model was tested on micronutrient policies. The case study aimed not only to test the Kaleidoscope model, but also to identify policy system constraints and to determine the characteristics of the policy process in Malawi. An overview of Malawi's micronutrient policy interventions was presented. The Kaleidoscope model tools were presented, highlighting the purpose of each tool.

The participants were divided into four groups and asked to use the tools from the kaleidoscope model to analyse a policy of their choice. The groups chose land policy, irrigation policy, disaster risk management policy and FISP. The first tool applied was the policy chronology, then the stakeholder mapping, then the institutional architecture and finally the circle of influence.

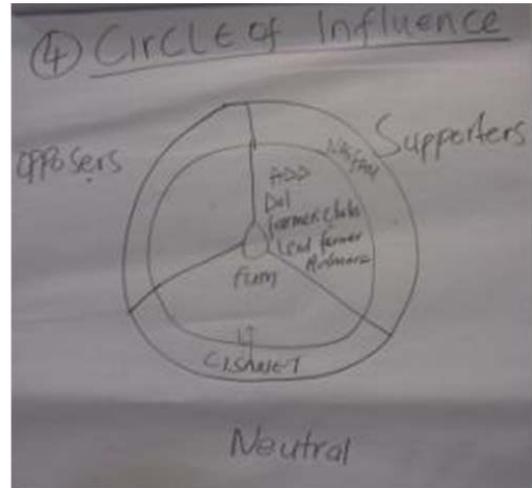
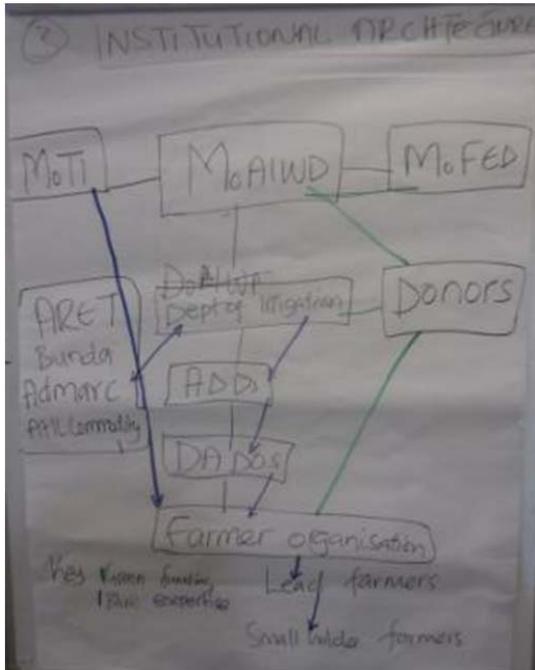


Source: Resnick D, Babu S, Haggblade S, Hendriks S and Mather D (2015). Conceptualizing drivers of policy change in agriculture, nutrition, and food security: The kaleidoscope model. Working Paper. Feed the Future Innovation Lab for Food Security Policy. Michigan State University, International Food Policy research Institute and University of Pretoria. <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/128953>

Group 1



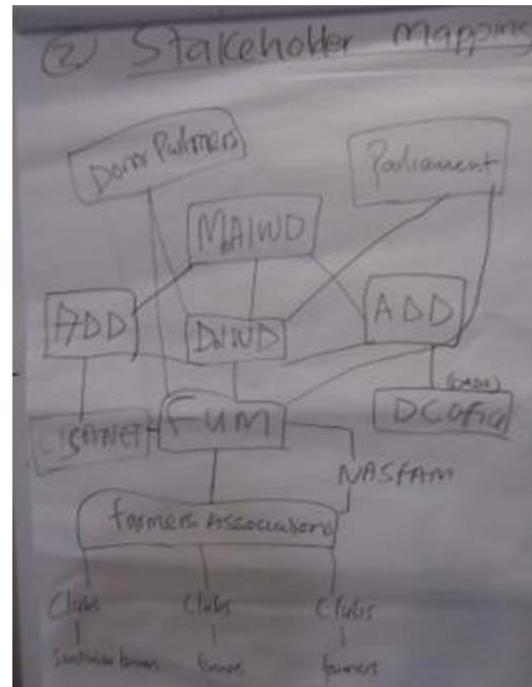
Group 2



TOOLS

① Policy Chronology

Year	changes
2 1999-2000	Agenda Setting - Hunger Summit in 1999
2001	Irrigation Act
2005	Irrigation reforms in Malawi (small dams construction)
2010	Greenbelt initiative (not yet taken steps) although land use allowed in rural areas
2015	Rolling of irrigation schemes in smallholder farms Launch of irrigation master plan





Group 4

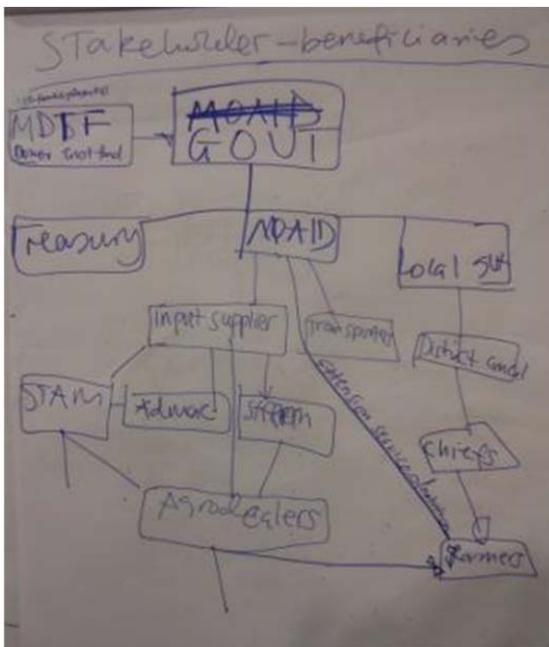
Group 4  
 Fertilizer input subsidy Program (FISP)  
 Subsidizing farm inputs  
 - Seed - maize, maize  
 - Fertilizer  
 - role to be used  
 - policy chronology  
 - stakeholder mapping  
 - institutional architecture  
 - Circle of influence  
 policy chronology  
 what has happened to that policy overtime

2005  
 state pack - UDF  
 2 kg maize seed  
 5 kg urea  
 5 kg 23.21.0/NPK  
 targeted vulnerable ag  
 - no coupons  
 - slight impact

2006 -  
 Farm input subsidy  
 50kg urea  
 750,000 beneficiaries

2008/9  
 2014  
 bumper year  
 increased production  
 1.5 million  
 - low harvest  
 - competition  
 - smallholder  
 - increased in price  
 - small farm continue

2015/2016



At the end of the day, the participants were asked to post their reflections on what they had learned on twitter. A hashtag was developed #Media\_Tools\_for\_Policy\_Change.

### Reflections

[@FeedtheFuture @USAIDMalawi #media tools for policy change](#) training media in Malawi on policy process & communication skills 4 policy impact

[#media tools for policy change](#) participant says: Are Malawians also starving on a full stomach? Food for thought

[#media tools for policy change](#) participant says: food security is not about having a full stomach but sufficient, safe and balanced diet

[#media tools for policy change](#) participant says: it is important to get to the bottom of whatever you are writing about

[#media tools for policy change](#) participant says: Access to food security vital for citizens

[#media tools for policy change](#) participant says: understanding the model process of food security policy

[#media tools for policy change](#) participant says: feels good to learn and interact with some of the best ag trainers across the glob

[#media Tools for Policy Change](#) 1 child dies in Africa every 6 seconds due to malnutrition. What part are u taking to end this?

[#media tools for policy change](#) participant says: learnt about stakeholder analysis which I thought was only applied in project proposal dev

[#media tools for policy change](#) participant says: Interesting how food security and nutrition has many issues surrounding it

[#media tools for policy change](#) We have the potential to change our societies into a food secure nation. We are policy drivers!!!

[#Media tools for policy change](#) Media should find out what exactly they are reporting about. Do not confuse policy makers.

[#media tools for policy change](#) demistifies the kaleidoscope model for real

[#Media Tools for Policy Change](#) Informed media reporting can make Malawi Food, Nutrition & Income secure. Prof Hendricks, Blantyre, Mw.

[#Media Tools for Policy Change](#) We the Media, with greater good at heart, can drive policy for the progressive well being of the farmer.

[#Media tools for policy change](#) understanding the Model of Policy Process, the Resnick et al (2015) way- Interesting

[#Media tools for policy change](#) Without undetsand policy processes journalists can't write on the topic with impact. .. Dr Babu

[@IFPRImedia](#) IFPRI, Univ of Pretoria, & MSU Food Security team building capacity of journalists in Malawi: [#Media Tools for Policy change](#)

[#Media tools for policy change](#) Malawi will soon be a middle - income nation. Challenge the 'poverty' discourse championed by others.

[#Media tools for policy change](#) Dr Suresh Babu, trainer wrapping up day one, calling journalists to make impact.

[#Media Tools for Policy Change](#) Malawi media reports reflections of lessons learnt from media training on food security and nutrition policy

## Day 2

The day began with sharing tweets from the previous day. Some had not yet tweeted and they were given an opportunity to do so.

### **Session 1: Exploring information sources for reporting on FSN in Malawi, Sheryl Hendriks**

**Exercise:** Sheryl Hendriks asked the participants to list the information sources relevant to the policies they had analysed the previous day.



Group 1	Group 2	Group 3	Group 4
OPC – PRO	Farmers – have 2440 ha for irrigation only 213 utilised. Need gov. intervention on irrigation		Donor representatives PRO How committed are they? What kind of support? How much are they pumping in?
Ministry of Lands – Director of lands	Agric ex-workers What issues are hindering irrigation efforts in the areas		MoAG – PS/PRO How many beneficiaries? Financial allocation Who are the suppliers? Selection criteria of suppliers/beneficiaries Distribution Expected yields
Parliament – Committee chair on lands	DADO/ADD What challenges at district level are failing irrigation growth? Any success?		Local government
Ministry of Agric – Natural Resources Min (PRO)	MoAIWD Is there funding for irrigation projects/any deliberate efforts? Policy stipulates the establishment of an irrigation board? Not much seen on irrigation, even after it is known that irrigation is the way?		District council
DC – Director of Planning	CSOs in Agric What efforts are they taking to help grassroots in irrigation		District commission How many households benefited?
Communities, CSO, Ordinary people	Donors (AGRA) Are they funding irrigation projects? How many?		Chiefs What was the reaction of the people who did not benefit?
Chiefs – History and boundaries			Farmers Did you receive a coupon? Challenges? How have you benefited? Can you graduate
International organisations, e.g. Zambia, Brazil			
Law experts, legal experts			

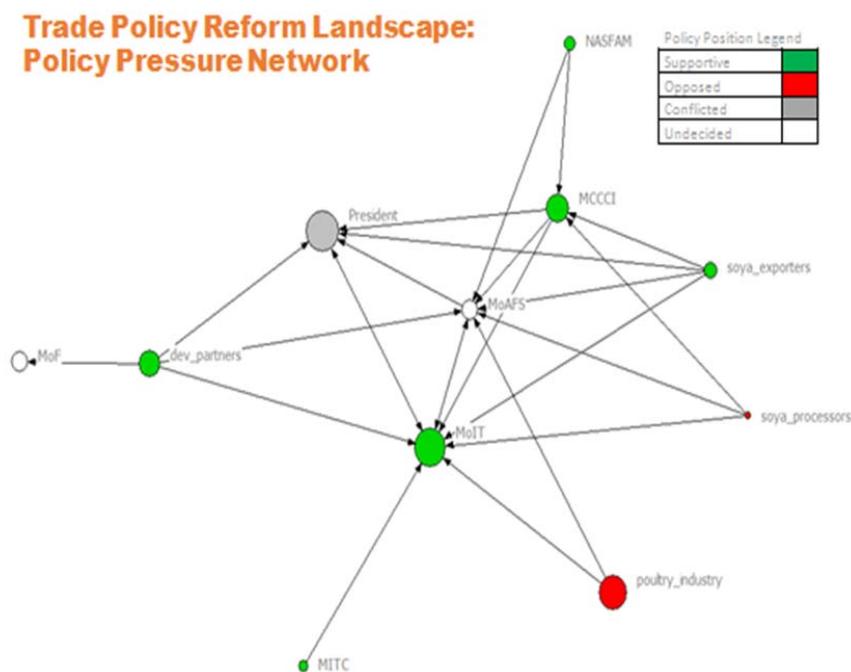
There were new information sources that the participants identified. Legal experts were a group that the participants had not considered as sources of information previously. Participants felt that voices of the legal experts are important for FSN. Donors were also identified as sources of information the participants had not considered.

Lessons learnt:

- The stakeholder analysis helped them to focus on the information they should be looking for.
- The analysis would prevent spinning
- The analysis made it easier to identify the issues that they should be looking at
- There are different opinions even amongst different stakeholders, this analysis helps determine what the various opinions are.

## Session 2: Effective communication strategies for FSN policy change, Noora-Lisa Aberman

Nora-Lisa Aberman presented the importance of actors and networks in policy. There are several perspectives that emerge on policy issues, the validity of which may vary depending on the actor. It is important for the media to ensure that all perspectives are represented. An example on soy was presented, which reflected the various perspectives of actors and how these actors are interconnected.



There are various ways of ensuring that information is credible. These include: research, experts, witnessing the specific situation, information from someone with personal experience. Some experts may alter information depending on who they are talking to.

In order to ensure that all perspectives are investigated, it is important to:

- Speak to various actors
- What are the dominant discourses
- Who are the thought leaders
- Who are the decision-makers

**Exercise:** Based on the stakeholder maps developed in session 1, participants were asked to determine the dominant discourses on their various topics. They were also asked to identify the thought leaders and the decision-makers. Participants were then asked to identify the key sources and their attributes.

Arthur Mabiso conducted a pop-quiz. He also conducted an exercise to help the journalists identify the types of words that are likely to trigger an emotional response.

### **Session 3: What needs to be communicated – by who? for who? Through which channels? Who are the champions and who are the veto players?, Suresh Babu**

Participants were asked to select stories based on what they had learnt. Some of the ideas were:

- Linking food security and nutrition – starving on a full stomach. What does Malawi being food insecure mean?
- Highlighting the importance of Malawian's diversifying away from maize
- In early 2000, the Irrigation Act stated that an Irrigation board would be established, however, this has not yet materialised. Why?
- Depletion of assets because of food insecurity.
- The effects of climate change on food security
- Nutrition transition and obesity.

The participants were asked to develop an outline for a 1,000-word piece that has one clear message for action. They were asked to write five bullets which contain an action message that can be expanded into two hundred words.

ACTOR	ORG	POSITION	Reasons INFLUENCE	OTHER ATT.
DOROTHY TEMBO	CEPA	SUPPORTIVE	LOBBYING	Research
JEREMIA MPHANDE	NDOMA	II	Commitment	SOURCE FUNDS
MINISTRY	MOAFS	NEUTRAL	POLICY FORMULATION	COMPLEX NATURE
TRADITIONAL LEADERS	COMMUNITY	OPPOSITIVE	LOBBYING	POLITICAL CONNECTION

Fertilizer Input	Subsidy programme (FISP)	Actor	Organiz	Position	Reasons INFLUENCE	OTHER ATT.
		Actor	Organiz	Position	Reasons INFLUENCE	OTHER ATT.
		Ministry	MOA/ND	In support	huge income	Threats under decision
		Ministry	TREASURY	In support	huge income	Decision
		Ministry	CSOs	In support	Minim	Threat
		Ministry	DG	In support	Minim	throughput
		Ministry	Farmers	In support	huge info (political)	Threat/Influence
		Ministry	CSO	In support	Minim	

Actor/ Person or source	Organiz/ Position	Point of View	Reasons/ Influence	Other attributes
Farmers/ AIC/ Ntshu	Local farmers	Supporting expansion in the CA	Actual picture of things on the ground	throughout
Extension workers	Min. of Agricul	Neutral	Professional	thought leader
Director of Agricul	Min of Agricul	Supportive	Threats	Decision Maker
CSO/ ESI/ Full	ES/SAFE/ Full			

### Actors in the land policy

Problem: Land policy harming Agr development for small holder farmers

Actors/sources:

- 1- farmers (small holder)
- 2- traditional leaders
- 3- Estate owners (Private sector)
- 4- Director of Land (Min of Land)
- 5- Regional commissioner of Lands
- 6- CSOs (Landnet, TLC)

Discourse

\* A lot of title land being owned by the private sector while most small holder farmers do not have enough land for farming.

**Reflections:**

[#Media tools for policy change](#) Mike Tyson was a master of consistency and speed, says Babu admitting he is one of his heroes.

[#Media Tools for Policy Change](#) # communication activities should bring about change in the knowledge, attitude and practice. [@Sheryl](#) Hendriks

[#Media Tools for Policy Change](#) participant says: to be food secure, prepare in good time. Are you prepared for the next growing season?

[#Media Tools for Policy Change](#) participant says: you cannot rely on one food crop. Diversify. The world has plenty of food.

[#Media Tools for Policy Change](#) participant says: the training is so amazing, an eye opener to stories deep under.

[#media tools for policy change](#) food fortification in Malawi the-case of sugar, has it improved nutrition levels? watch the space!

[#media tools for policy change](#) media practitioners discussing effective communication strategy for FSN policy change

Hunger is a difficult term to define as it is felt in different ways by different people#Prof Hendriks [#Media Tools for Policy Change](#)

[#Media tools for policy change](#) It's pity to train people without following up on the effect...Dr Suresh Babu

## Day 3

### Session 1: The media as drivers of change, Elizabeth Mkandawire and Sheryl Hendriks

The Comprehensive African Agriculture Development Programme (CAADP) was presented to the participants as part of highlighting declarations and commitments countries have committed to. The principles of CAADP were explained and the four pillars were presented. The Malabo Declaration was presented, highlighting how each of the commitments relates to other global commitments.

# Malabo



MALABO DECLARATION ON  
ACCELERATED AGRICULTURAL GROWTH AND  
TRANSFORMATION FOR SHARED PROSPERITY  
AND IMPROVED LIVELIHOODS

- I. Recommitment to the Principles and Values of the CAADP Process
- II. Commitment to Enhancing Investment Finance in Agriculture
- III. Commitment to Ending Hunger in Africa by 2025
- IV. Commitment to Halving Poverty by the year 2025, through Inclusive Agricultural Growth and Transformation
- V. Commitment to Boosting Intra-African Trade in Agricultural commodities and services



**FEED THE FUTURE**  
The U.S. Government's Global Hunger & Food Security Initiative



INNOVATION LAB FOR  
**FOOD SECURITY  
POLICY**

Participants were asked to identify on the kaleidoscope model areas where they think they could influence policy change. Participants were asked to identify what message they wanted to share with their audiences.

### Session 2: Force-field analysis to identify opportunities for change, Sheryl Hendriks

The participants were asked to conduct a force field analysis on the stories that they had been preparing.

It was highlighted that communication activities should bring about change in attitudes, knowledge and practices. There should be a clear understanding of the purpose of communication, the recipients of the information, what information the recipients require and how often information should be communicated.

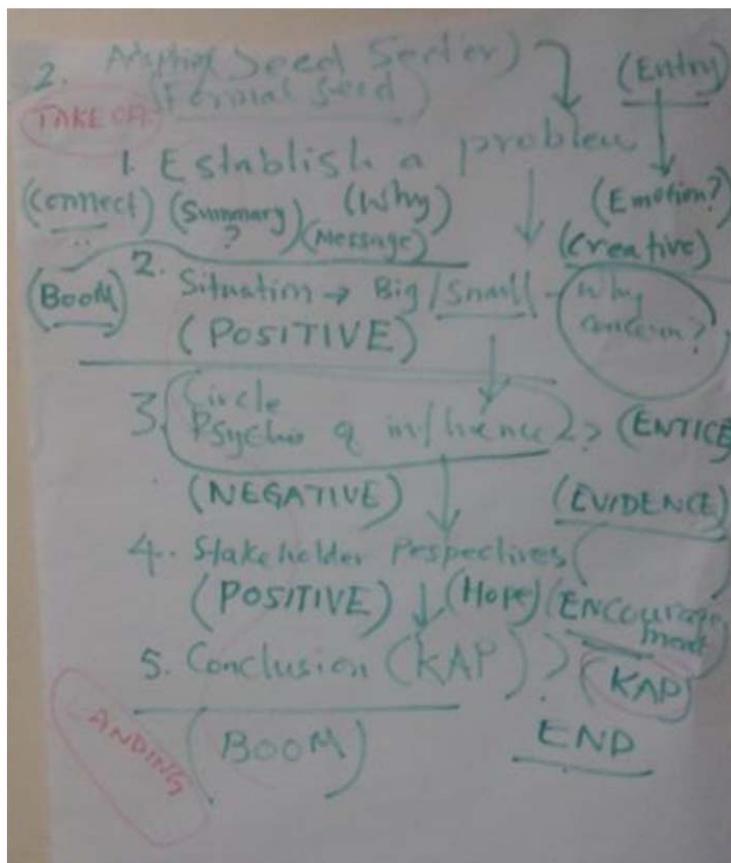
### Session 3: Opportunity for additional information, information searching, coaching etc., FSP Team

The participants prepared for their field visit with guidance from the facilitators. Some needed to conduct interviews with the facilitators to get more information.

The participants watched the [Fault Lines documentary on the Horn of Africa](#).

### Session 4: Preparation for field trip, Suresh Babu

Suresh Babu provided the participants with some guidance on how to approach writing their pieces. Based on the five bullets they had prepared the previous day, he provided guidance on how each of these five bullets could be expanded on to ensure that a strong message would be communicated in a structured manner.



**Exercise:** Participants were asked to reflect on what they had learnt during the session in a role-play exercise where an interviewer would ask them a set of questions



**Reflections:**

[#Media Tools for Policy Change](#) participant says: a good story can influence change or attitude over a particular vice in a community

[#Media Tools for Policy Change](#) participant says: If you want to be more successful, you have to think how big people get successful Sheryl H

[#Media Tools for Policy Change](#) participant says: to be food secure, prepare in good time. Are you prepared for the next growing season?

[#Media Tools for Policy Change](#) participant says: you cannot rely on one food crop. Diversify. The world has plenty of food.

[#Media Tools for Policy Change](#) participant says: the training is so amazing, an eye opener to stories deep under.

## Day 4

### Session 1, 2, 3 and 4: Field trip/practical media development with expert support from technical FSN team

The ADD had granted permission for a field trip to Chiradzulu District. Two villages were visited and participants had the opportunity to interview farmers based on what they had learnt during the course of the week. The first village consisted primarily of crop farmers who cultivated sweet potato, beans, and chickpeas. The second villages included poultry farmers as well as farmers who practiced conservation agriculture.





During the remainder of the afternoon, participants were given an opportunity to consult with the FSP team as they completed their stories.

## Day 5

### Session 1: Presentations

Participants were given an opportunity to present each of their stories and received feedback from their peers as well as the FSP team. Presentations included reading of newspaper articles, audio pieces, and film pieces.





### **Closing: Closing remarks**

Participants completed a post-test to assess what they had learnt. Participants were also asked to share the completed news items with the FSP team and Ministry secretariat since most had not yet finalised their work by close of the training. Closing remarks were given by Hamilton Chimala. It was decided that the next training should include policy level stakeholders, editors and the Ministry for at least one day.