In Uganda, the MOH is piloting a program to promote MNP fortification of complementary foods for infants and children 6-23 months, with an eye toward national expansion. The MOH and partners are positionning MNP as part of an overall strategy to improve the complementary feeding aspect of IYCF nutrition strategy launched in November 2015. The MOH and partners are implementing MNP research in the eight highlighted districts. With researchers from the University of British Columbia, the Micronutrient Technical Working Group (MN-TWG) conducted formative research to assess the acceptability of MNP in Uganda and to inform the messages to be developed. The MN-TWG conducted formative research to identify key messages for MNP decision makers, including mothers, fathers, and grandmothers. Based on these studies, the MN-TWG developed a national SBCC strategy for MNP in partnership with SPRING, UNICEF, and WFP. These partners are implementing MNP research in the eight highlighted districts.

COMMUNICATIONS MATERIALS

OBJECTIVES OF THE COMMUNICATIONS STRATEGY
- Create an enabling environment for MNP use by promoting MNP as an effective nutrition and health intervention and demonstrating health and economic benefits.
- Enable reliable and user-friendly delivery of information about MNP for caregivers, including proper instructions with confidence to respond to caregivers’ questions and address their concerns.
- Create informed demand among caregivers and other family members.
- Ensure proper and safe use of the product at home, without displacing recommended IYCF and WASH practices.
- Ensure positive and influential use of information about MNP by caregivers, including proper instructions with confidence to respond to caregivers’ questions and address their concerns.
- Create informed demand among caregivers and other family members.
- Ensure proper and safe use of the product at home, without displacing recommended IYCF and WASH practices.

MNP PACKAGING
- MNP are packaged in single-serving sachets. Each sachet contains 30 sachets in boxes (from UNICEF and WFP) or pouches (from SPRING). Caregivers keep empty sachets in the box or pouch for monitoring by health workers.
- The box of empty sachets is designed to feedback from local advocacy groups, the MN-TWG will update MNP packaging to remove the mother and show the child alone, and will clarify that the child is older than six months.

RADIO, THEATRE, AND VIDEO
- SPRING’s midline assessment found that caregivers relied on the card for planning refills.
- SPRING’s midline assessment found that caregivers understood the sticker, usually putting it at home to remind them to administer the daily recommended dose. To clarify that the mother and show the child alone, and will clarify that the child is older than six months.

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NEXT STEPS
- Endline survey work in pilot districts includes modules on the SBCC materials.
- Based on feedback from local advocacy groups, the MN-TWG will update MNP packaging to remove the mother and show the child alone, and will clarify that the child is older than six months.