



Response

The Making of a Messenger
SPRING/MEAS Webinar
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2 Issues

1. Government's structures; coordination limitations
2. Appropriate message; appropriate audience

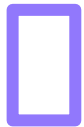
Gov't Structures - Coordination



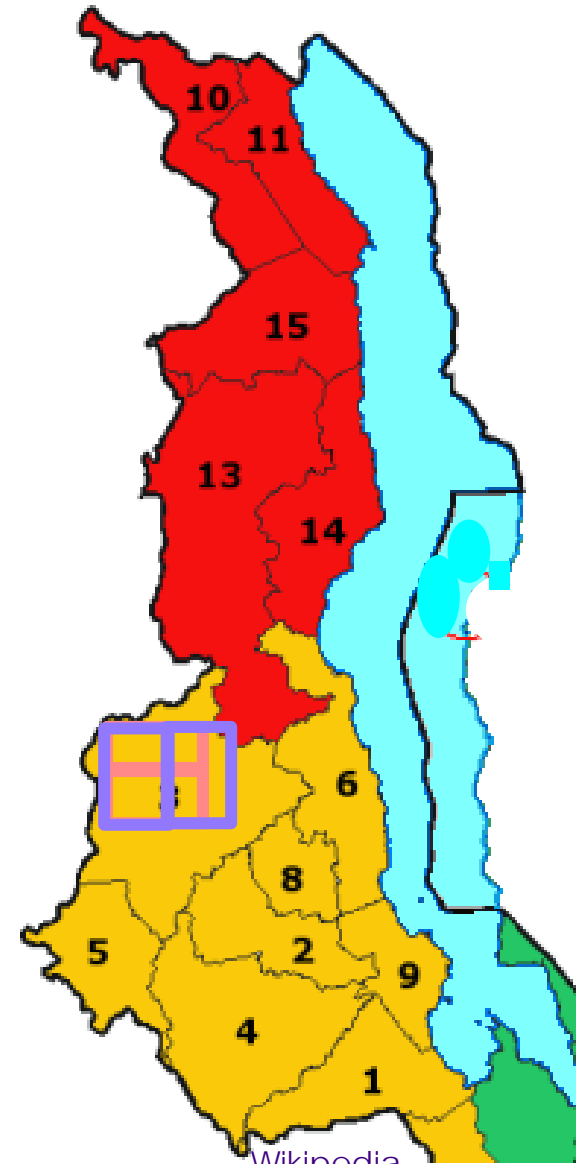
Issue 1



Heath Center s/ Posts*



Extension Planning Area*



* Illustrative; does not represent Malawi specific geographical EPAs and HPAs

The Message - The Audience

Adapting SUN messages to Farmers

SUN Messages

- **Exclusive Breastfeeding**
 - Breastfeed on demand
 - While breastfeeding, mothers should not engage in other chores
- **Complimentary feeding**
 - Give thick porridge enriched with groundnut flour, vegetables, fruits

Farmer Adapted Message

- **Exclusive Breastfeeding**
 - Adopting labor-saving tech
 - Sharing productive activity responsibilities
- **Complimentary feeding**
 - Planning homestead garden production to meet complimentary feeding needs



Thank you

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