

# Awareness-raising campaigns

Deliverable 8.7 | HealthyFoodAfrica



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# Summary

In this deliverable, awareness-raising communication campaigns and pilots implemented in HealthyFoodAfrica are demonstrated.

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Authors: Liisa-Maija Aukia and Miitta Eronen

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<sup>1</sup> R = Report, P = Prototype, D = Demonstrator, O = Other

<sup>2</sup> PU = Public, CO = Confidential, only for members of the consortium (including the Commission Services)

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## 1. Introduction

As outlined in HealthyFoodAfrica (HFA) project plan and communications strategy, communication campaigns and activities are implemented for raising awareness on healthy food and nutrition. These activities take place at different levels of the project: project-level awareness-raising activities are coordinated by Work Package 8 (WP8) with the help of the whole consortium, whereas local awareness-raising campaigns are implemented by the Food System Labs (FSL) in ten African cities/locations.

Specific strategic emphasis in the project's communications is on accessible communications, that is, enabling especially visual communications and other means for engaging groups who are usually without access to information. To this end, an inclusive and innovative photography campaign was planned and implemented (see. 2.1).

Other awareness-raising activities have been implemented in radio and TV (see 2.2), on social media (2.3) as well as by other means, such as events (2.4).

Best practices and steps forward regarding the photography campaign and other communication campaigns are outlined in the end of this document.

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## 2. Awareness-raising campaigns

In this section, the awareness-raising campaigns already implemented are demonstrated with written descriptions, as well as with links to original sources. Many of the described campaigns are still ongoing and their future activities are described as well.

It is worth noting that some consortium partners are better equipped and have resources for planning and implementing awareness-raising campaigns. While some of the FSLs have big organizations with established communication channels to support them, some are small, local actors without the experience, nor resources for organizing such campaigns. WP8 takes a role in sharing best practices among the consortium so that the readiness of smaller partners to implement communication campaigns will be increased during HealthyFoodAfrica. Also, not all awareness-raising activities of consortium partner are demonstrated here, only those having a status of a campaign. In many of the FSLs, the awareness-raising in local communities is constantly done through different means, through everyday discussions, education, workshops and other concrete FSL activities.

New awareness-raising campaigns and activities will also take place during the rest of the project time.

### 2.1 Inclusive photography campaign

An innovative and inclusive photography campaign has been piloted in HealthyFoodAfrica project during spring 2023. The project's professional photographer with a background in soil science, **Heedo Lee**, visited three Food System Labs in March-April 2023: FSLs Fort Portal, Rwamwanja and Nairobi.

Co-designed together with the FSL representatives, the photography pilot had two general objectives:

1. To **visually illustrate how the food system works from producer to consumer** and thus contribute to the production of effective visual communication materials for the project. The photos can be used e.g. in the social media campaigns and on the website of the project and in consortium partners' channels.
2. To involve the food system actors and local people themselves in taking the photos, thus providing **new skills** and an innovative **method for interaction and formation of mutual understanding among the food system actors**.

In addition to the general objectives, each FSL had more specific objectives for the photography pilot, and the workshops organized in each FSL were different according to the needs of the stakeholders. The objectives and implementation in each of the three FSL are described below.

### **FSL Fort Portal**

In FSL Fort Portal there was a need to illustrate the whole local food system non-verbally with quality photos as well as to build the capacity of the local stakeholder groups.

A total of 10 participants participated in the workshop on photography. The participants were field officers and project staff of the Kabarole Research and Resource Centre, agricultural extension workers and representatives of the Coalition of the Willing (a multi-stakeholder group set up by the FSL to support local information sharing and co-creation activity). In the workshop, the emphasis was on mobile photography, documentary photography, photography technique, and storytelling aspects.

In addition to training the local people, the photographer stayed in Fort Portal several days and managed to capture many different aspects of the local food system as the coordinator of the FSL showed him different sites in Fort Portal.

### **FSL Rwamwanja**

In FSL Rwamwanja, there was a need to increase the refugee center's farmers' capacity to take clear photos to be used for a mobile application, through which their farming process and crop condition is uploaded in order to get agricultural advice if necessary. In addition, photography skills were seen as valuable for reporting progress in the FSL and in creating impact.

To meet these needs, two photography workshops were organized in Rwamwanja. Firstly, 15 farmers from different community groups were given a workshop on photography especially focusing on taking clear photos emphasizing the subject. After a theory part, the farmers practiced taking photos in the field and the project's photographer gave advice and feedback. A second workshop was organized for 10 staff members of the FSL coordinator, Finn Church Aid. In this workshop, the focus was more on the theory of photography, visual storytelling, and discussion.

In addition to holding the workshops, the photographer visited during several days different field sites in the Rwamwanja refugee settlement in order to capture the local food system and different sites of farmer communities.

### **FSL Nairobi**

Also, in FSL Nairobi there was a need to build the capacity of the local community groups and provide them with entrepreneurial skills in photography. This training was seen as part of the "exit training" related to the FSL pilot action taking place around the same time. As FSL Nairobi is focusing on urban farming in informal settlements, the need was especially to illustrate these methods and technologies, as well as how food is consumed in the urban environment. Documenting and promoting the work done with good-quality photos was also needed to enable the continuation of urban farming activities as the knowledge is spread via e.g., social media.

A photography workshop was organized for 20 urban farmers from different community groups in Viwandani informal settlement area. The focus on theory and technique for taking good-quality photos for social media purposes with a mobile phone.

After holding the workshop, the photographer visited different community groups and their urban farms around the Viwandani informal settlement to capture the local food system.

### **Results and next steps**

Altogether, 170 photos were provided by the photographer for the project. An online gallery with a selection of photos is available on the HealthyFoodAfrica website: <https://healthyfoodafrica.eu/photography/>

The photos created in the photography project can be used freely by all consortium partners in HealthyFoodAfrica-related contents.

The photos by the professional photographer as well as the photos by local stakeholders will be used in organizing small local photo exhibitions for capacity building, as well as linked to other events, including the final conference of the project. The photos will also be offered for magazines featuring photojournalism. These activities will be reported during the remaining project time in periodic reporting.

## Feedback

Feedback collected after the trainings and photographer's visit was very positive and implied that the training received responded to the needs in each FSL.

Examples from the feedback collected:

"Community Based Extension Agents currently capture complete photos! The FSL agronomist is now able to determine the seriousness of various field challenges using the photos and address them on priority basis." - FSL Rwamwanja

"Taking communicating photos that are of good quality was the major skill obtained; this skill will be used to take quality photos during field activities that shall enrich activity reports, blogs and articles." - FSL Fort Portal

"Community organized groups' representatives acquired skills and techniques in taking professional photos using their mobile phones. These skills will help them increase the visibility of their work and show case the impact of their work in their communities." - FSL Nairobi

## 2.2 Radio and TV/video campaigns

As radio is still the most prevalent mass media in West and East regions of Africa, accessible to most communities even in rural areas, several FSLs have piloted radio campaigns for consumer awareness-raising on healthy and climate-friendly diets.

Some FSL activities have been planned for TV and/or YouTube broadcast.

Most of the planned activities have already taken place by May 2023, but some are going to happen during the last phase of the project.

### RADIO CAMPAIGNS

#### Fort Portal

The FSL Fort Portal conducts a weekly radio talk show, "Consumer hour", on KRC 102 FM with an objective of creating mass community awareness on food systems, nutrition, food safety and prevention of food losses. The Consumer hour is aired every Tuesday evening and the episodes are both community and studio based.



Several topics have been discussed ranging from Maternal Infant Young Child and Adolescent Nutrition (MIYCAN), Food production using agro-ecological principles, postharvest handling technics, food safety and prevention of food losses among others.

More information on Consumer hour available here: <https://krcnewsupdates.blogspot.com/2023/02/introducing-consumer-hour-on-krc-radio.html?view=magazine>

## Chongwe

The FSL Chongwe engaged in a 13-series information dissemination program on nutrition covering food diversity, healthy food production and influencing consumption patterns. They engaged the national broadcaster Zambia's National Radio Station (ZNBC) in order to reach audiences throughout the country on nutrition especially of children and women of reproductive age. The program was aired from 28th June 2022 to 16th September 2022. Feedback from the programs was very good.

### Episodes and topics of FSL Chongwe's radio program

1. State of Zambia's food basket. What are we eating and how does it affect our health?
2. Nutrition and Poverty
3. Major nutrition problems in Zambia-stunting, underweight children, maternal nutrition and micronutrient deficiencies.
4. Adolescent Nutrition and nutrition in reproductive age -Common nutrition challenges for teenagers and their effects.
5. Nutrition for children 6-23 Months-Challenges related to early childhood nutrition and optimum responses
6. Nutrition in Pregnancy-Pregnancy diet and nutrition i.e. what to eat and what not to eat
7. The 5 main diet related diseases in Zambia. What we need to know
8. Policy on food and nutrition in Zambia

9. Food Diversity-Why is it important. What are the challenges in diversifying our diets.
10. Healthy food production for both people and the environment-sustainable production and climate change
11. The role of the city council in food and nutrition
12. Food safety-what the community needs to know
13. The role of informal markets/ vending in food provision for city dwellers and challenges and how these needs to be addressed

Also other FSLs, like Accra and Bahir Dar, have planned radio campaigns but these will happen during the last phase of the project, after the results are available.

### **Lusaka**

In March 2022, FSL Lusaka did a radio interview with a TV station called "Prime TV" on the role of access to finance for food security. This was after a training of traders in access to finance to help them know how and where to access finance.

### **TV / YOUTUBE CAMPAIGNS**

#### **Lusaka & Chongwe**

In 2022 Hivos has produced two documentaries presenting the work of the Chongwe and Lusaka FSLs. The aim of the documentaries was to showcase to the general population the work that the project is doing and to address the various challenges in the local food systems. The videos have long and short versions that showcase how the HealthyFoodAfrica project is giving capacity to farmers to produce food more sustainably, and the challenges still being faced. The videos will be published at Hivos websites as a communication tool for the project. Even more importantly, the documentaries will be broadcasted on Zambia's National Television (ZNBC) before the end of the second quarter of 2023.

#### **Nairobi**

Dr. Elizabeth Kimani-Murage, who is the head of the Maternal and Child Wellbeing Unit at APHRC and is in charge of the FSL Nairobi, gave her insights on urban farming in a video interview produced by APHRC in April 2022.

The Interview in APHCR YouTube: <https://www.youtube.com/watch?v=PIBfCJCoyu4>

### Fort Portal

KRC Uganda has produced in 2021 two educational videos for FSL Fort Portal. The topics of the videos are *food safety* and *inclusion of food actors in improving food systems*. The latter features interviews of urban farmers, vendors, and other local food actors. The former draws a clear picture of the food safety concerns in the informal settlements of Fort Portal city. The videos can be viewed on YouTube:

Food Safety: [https://youtu.be/4BoJAs\\_Qn5c](https://youtu.be/4BoJAs_Qn5c)

Inclusion of food actors in improving food systems: <https://youtu.be/VFCgLHYdlg0>

## 2.3 Social media campaigns

In addition to many radio campaigns and some TV appearances, awareness-raising campaigns have been piloted in different social media platforms.

At the project level, coordinated by WP8, there has been two larger social media campaign efforts so far.

Firstly, in the beginning of the project, there was a Twitter campaign presenting all the FSLs, their objectives, locations and actors coordinating the activities. Altogether 21 posts were published on HealthyFoodAfrica Twitter from 1st February 2021 onwards. A few links to posts with most views and reactions are included here:

FSL Lusaka: <https://twitter.com/HealthyFoodAfr/status/1359789269997486086>

FSL Kisumu: <https://twitter.com/HealthyFoodAfr/status/1361586110057439236>

FSL Bahir Dar: <https://twitter.com/HealthyFoodAfr/status/1369203049416118272>

FSL Tamale: <https://twitter.com/HealthyFoodAfr/status/1371738254802702340>

Secondly, the FSL live blog series that is integrated in the project structure is an ongoing social media campaign on the project's Twitter account, where all the blog posts from FSLs are featured. This campaign will be ongoing until the end of the project. A few links to posts of the campaign are included here.

FSL Nairobi: <https://twitter.com/HealthyFoodAfr/status/1488516658536796162>

FSL Kisumu: <https://twitter.com/HealthyFoodAfr/status/1518488525888446464>

FSL Rwamwanja:

<https://twitter.com/HealthyFoodAfr/status/1542860265578020866>

FSL Tamale: <https://twitter.com/HealthyFoodAfr/status/1543850499778256896>

FSL Lusaka: <https://twitter.com/HealthyFoodAfr/status/1543904868506603520>

Other project activities and all results are also regularly featured in the project's Twitter. Consortium partners are actively engaged in these campaigns as they are the ones producing the contents, e.g., blogs, and thus the campaigns usually extend to the partners' social media channels as well.

The photography campaign (see 2.1) provides excellent material for another social media campaign and such a campaign is planned to be executed in both social media channels as well as physically attached to different events, such as the final seminar.

In addition to the campaigns taking place in project's social media, many of the consortium partners have been actively communicating about their activities and results achieved in HealthyFoodAfrica project in their organizational or personal social media channels. Some examples of social media campaigns by consortium partners are demonstrated below. It is worth noting that not all FSLs and their coordinators are using social media: especially for the FSLs in rural areas working with people with no access to social media it is not strategically relevant to disseminate their work in social media. Thus, the examples here are campaigns implemented by the larger consortium partners having resources and the audience for their social media content.

### **Nairobi**

FSL Nairobi has a very active social media presence both on APHCR's organizational channels and on personal channels. They are successfully using social media to support larger multi-channel and live campaigns, such as the #ZeroHunger campaign introduced in section 2.4. In this way HealthyFoodAfrica's work is naturally linked to the broader work to support food sector transformation.

FSL coordinator Elizabeth Kimani-Murage is using her personal Twitter account very impactfully to raise awareness on healthy food and the contents on her feed are often linked to HealthyFoodAfrica. In addition, one of the representatives of the community groups in FSL Nairobi, Shakur Njeru, is an active spokesperson for HealthyFoodAfrica's objectives, activities, and results. A few examples of the contents on these personal accounts:

[https://twitter.com/Liz\\_Kimani/status/1657712917855313920](https://twitter.com/Liz_Kimani/status/1657712917855313920)

<https://twitter.com/ShakurNjeru1/status/1654919897632194561>

<https://twitter.com/ShakurNjeru1/status/1640072115545157633>

### **Lusaka & Chongwe**

Hivos, the coordinator of FSLs Lusaka and Chongwe, has systematically integrated HealthyFoodAfrica content to their organisation's Facebook content, for example:

<https://www.facebook.com/hivossouthernafrika/posts/pfbid0JXnggAW3mbUBjXqGog8n5szv1dsYCMq1BV3sLeUxny55Jb6UdMfPmJHB3PXTa3gcl>

<https://www.facebook.com/hivossouthernafrika/posts/pfbid02V1538awunb8Uo8iNz3sCVVQDrbPEdbagDJejKlKZ4tonf6Xvgem2XcYCLXSMwy3Jl>

<https://www.facebook.com/hivossouthernafrika/posts/pfbid0sKTsTDhdUG2GAYQsrioryY4trgReQtdW9EWfMLxrAGQrtizXaBc6ikmcwCyWQ6YUJ>

### **Rwamwanja**

Likewise, Finn Church Aid, the coordinator of FSL Rwamwanja, has systematically integrated HealthyFoodAfrica content to their organisational social media, for example:

[https://twitter.com/fca\\_uganda/status/1638425149035941894](https://twitter.com/fca_uganda/status/1638425149035941894)

[https://twitter.com/fca\\_uganda/status/1498900518957207552](https://twitter.com/fca_uganda/status/1498900518957207552)

[https://twitter.com/fca\\_uganda/status/1597904511502528514](https://twitter.com/fca_uganda/status/1597904511502528514)

## 2.4 Other awareness-raising campaigns

### Fort Portal

A two days' mass campaign on healthy eating, *Promotion of consumption of healthier, nutritious and safe indigenous food*, was conducted in Fort Portal Tourism City on 24th and 25th June 2022. With a major objective of the event was to promote the consumption of indigenous, nutritionally diverse and healthier food as well as to provide nutrition outreach services to the community members. The activity involved engagement of the *Orugali* women groups and food ambassadors in the preparation, cookery and serving of the foods to the population. Food safety considerations were optimized during food selection, cookery and serving. The event was attended by about 2000 participants who included dignitaries from Central and Local Governments, Cultural and Religious leaders, Civil Society organizations, Coalition of the Willing (CoW), the media, local and international tourists, business community as well as community members. These participants were served indigenous, diverse, safe and nutritious food.

### Nairobi

FSL Nairobi held a food festival on the 14th October 2022 to commemorate the World Food Day. They invited the community organised groups working in the HFA project as well as members of the project's multi-stakeholder advisory group. During the festival, the Zero hunger social movement was launched, which aims to create a narrative shift to food as a human right, a common and public good. Through the movement the FSL aims to ensure universal access to food.

Launch of the Zero Hunger Initiative for #APHRC20 celebrations at Daniel Comboni Primary School can be viewed in Youtube:

<https://youtu.be/LNs3NEjBCMw>

The video captures the fruit tree planting activity at a school in Korogocho, one of the informal settlements where the HFA project is implemented. The tree planting activity was one of the ways APHRC was celebrating its 20th anniversary. They have also planted fruit and nut trees at the campus.

The Zero Hunger Initiative is also featured in the baseline documentary video produced by APHRC:

<https://www.youtube.com/watch?v=fkvTAiQX28c>

## Kisumu

FSL Kisumu participated in the World Breastfeeding week (1 – 7th July 2022) event organized by the County government of Kisumu. The FSL gave a talk about the HFA project, the importance of nutrition information and understanding ways of producing nutritious foods through kitchen gardening and Aquaponics. A breastfeeding room was launched at Kibuye open air market by Her Excellency the First Lady of Kisumu County.

### **3. Best practices and steps forward for extended impact**

With the launch of the Inclusive photography campaign (2.1) the visual material available for project communication was multiplied. High-quality material created inclusively with local actors will be an asset in creating more impactful project communication in the time remaining.

Even more importantly, the photography project enabled skill transfer to those who need it the most. The local actors who received training will be able to take good-quality photos for their specific purposes in the future. For many, this is a skill supporting their entrepreneurship.

Based on the experience of organizing the inclusive photography campaign, it can be said that the success of a similar campaign needs certain factors:

1. A socially skilled professional photographer with some background substance knowledge who is willing to share his/her skills with people from very different backgrounds.
2. A supporting and committed local host to take care of the practicalities with very good knowledge of the target groups and experience and means to organise workshops.
3. Careful planning well in advance together with the local participants to answer the specific needs of the local community.

The targeted campaigns implemented by the local actors in the project's FSLs prove that audiovisual communication methods has been embraced with enthusiasm by the project's actors. It is impressive that many have been able to work together with local broadcasters to communicate their messages to their target audiences. However, much of the campaigning done at the local level of the HFA project remain unnoticed by larger audiences. Many of the target groups in poor, rural areas are not reachable by conventional or social medias. Face-to-face communications, working together with schools and similar work is done on the grassroot level. In terms of local impact, this is of no lesser value than the more visible work done in the project.

#### **Next steps**

The photos created in the photography project can be used by all consortium partners in HealthyFoodAfrica-related contents. They will actively be used in communicating the project activities and results during the rest of the project time by WP8 but also by the



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consortium partners, especially by the FSLs that the photographer visited. The photos allow even more impactful awareness-raising campaigns with strong non-verbal messages.

As mentioned in 2.1, some of the professional photos and in addition some photos created by the local actors will be selected for exhibitions that will take place locally and in the final conference of the project.

Best practices for organizing a similar photography campaign as well as an impactful awareness-raising campaign will be featured in practice abstracts that will be submitted as a deliverable later in the project. The practice abstracts will cover instructions on how to successfully implement such campaigns and engage the target groups in a way that is beneficial for all.

With the practice abstracts as well as by training the consortium partners, the skills for organizing awareness-raising campaigns will be transferred within the project. Thus, also the smaller organizations coordinating the FSLs will be better equipped to organize such campaigns in the future.