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 VillageReach, Oxfam and the Groupe Speciale Mobile Association (GSMA) with oversight from DHNA, and is available as nutrition fact sheets and mobile messages based on the respective fact sheets specific to the topics of 1) deworming, 2) maternal and adolescent nutrition, 3) integration of nutrition and water, sanitation and hygiene (WASH) practices. The validated content, hereafter referred to as mNutrition messaging constitutes of:

<table>
<thead>
<tr>
<th>Deworming</th>
<th>Number of factsheets</th>
<th>Number of SMS messages</th>
<th>Number of Voice messages</th>
<th>Total Messages (SMS + Voice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maternal and Adolescent Nutrition</td>
<td>5</td>
<td>40</td>
<td>37</td>
<td>61</td>
</tr>
<tr>
<td>Promote the Integration of Nutrition</td>
<td>2</td>
<td>44</td>
<td>19</td>
<td>64</td>
</tr>
<tr>
<td>and WASH practices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Topic Areas Covered

1. Deworming
2. Calcium supplementation
3. Multiple micronutrients
4. Promote a nutritious and diverse diet
5. Promote the integration of nutrition and WASH practices

Validation Process

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

1. VillageReach Internal Review
   VillageReach put together an internal system to review the content being developed. The team consisted of three authors (writing the messages and factsheets), editors and approvers.

2. Global Content Provider Review (OXFAM, CABI, IARI)
The GCP, led by CMFAM 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
- Spelling 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 in the Southern and Central regions to draw upon respondents' attitudes, feelings, and understanding of the content. Focus groups were held in Balaka District in Dlwe and Kwanza catchment areas on November 9th & 10th 2015. The Central Region focus groups were held in Machinga District on November 5, 2015.

4. Peer Review
   This includes an assessment by locally respected nutritionists, experts, and key nutrition stakeholders in Malawi through a workshop held at the end of the content development phase in Lilongwe District on November 25, 2015. See workshop report and participant list enclosed.

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 the 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 CMFAM. The messages can be 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,

Name: Carla F. Blumenthal
Signature: 
Position: Country Director
Date: 17 Feb 2016

Name: John Maringa
Signature: 
Position: Country Director
Date: 08. 02. 2016

For OXNAV Office Use:
I have read and approve the use of the mNutrition messages described herein.

Comments:

Name: Konkani Mpeniuluma
Signature: 
Designation: Chief Nutrition Officer
Date: 06. 06. 2016