Dear Emma Nielsen,

RE: APPROVE TO USE MOBILE FORMATTED NUTRITION MESSAGES.

After due consideration and process, it is with great pleasure that I approve and recommend the use of the mobile formatted nutrition messages as described below. The content was adapted for mobile use by COUSNENUTH, Conservation Interaction, Every1Mobile, Global Alliance for Improved Health (GAIN), and the Groupe Speciale Mobile Association (GSMA) and is available as nutrition fact-sheets and mobile messages based on the respective factsheets and specific to the topic of pregnancy and post-partum women.

The validated content, hereafter referred to as mNutrition messaging for pregnant women constitutes of:

1. Lactating Women Factsheet
2. Newborn Factsheets
3. Infant Factsheets
4. 130 Swahili SMS
5. 128 Swahili IVR transcripts

The content as described has undergone a validation process which includes review by locally respected nutritionist, user testing of messages with pregnant women and mothers, TFNC members, and key local nutrition stakeholders from over 6 different nutrition related organizations. The content has therefore been found to be
acceptable and in compliance to National Nutrition policies, the Scaling up Nutrition (SUN) 1,000 days framework, the WHO Essential Nutrient Action guidelines, and in line with the Tanzania’s National Nutrition Strategy (NNS) which implement through of Social and Behavior Change Communication (SBCC) guided by a National Nutrition SBCC strategy.

Purpose: 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.

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 Tanzania. Any services utilizing these messages will be responsible for ensuring that appropriate messages are selected and disseminated

Use of content: The factsheets will be publicly available for development, health, and any other individuals to use as a resource for pregnancy related nutrition content in Tanzania. The factsheets include international and local resources that reference standard practices of health as well as cultural and local relevance. Each health topic is referenced based on its: importance and benefits, impact on the target audience, key behaviors and timing, barriers and problems, further resources. Some topics also have the nutritional requirements addressed.

I hereby approve and recommend the use of the mobile formatted nutrition messages as described above.

Yours sincerely,

[Signature]

Dr. Joyceline E. Kaganda,
Ag. Managing Director