TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: APPROVAL FOR USE OF MOBILE FORMATTED NUTRITION MESSAGES

Tanzania Food and Nutrition Centre, a government institution responsible for coordination of nutrition programs in the country has been following up the process of developing the Tanzanian content for m-Nutrition. The content was developed by COUNSOUTH, Every1Mobile, and Global Alliance for Improved Health (GAIN), and the Group Special Mobile Association (GSMA) for mobile use.

The approved content is referred to as m-Nutrition messaging for pregnant women and it consists of 10 Pregnancy Fact sheets, 2 Post-partum Women Fact sheets and 195 Swahili SMS. This content has undergone a validation process which includes review by locally respected nutritionist, TFNC members, and key local nutrition stakeholders from over 6 different nutrition related organizations and pre testing of messages with pregnant women and mothers. The content has therefore been found to be acceptable and in compliance to National Nutrition policies and guidelines, the Scaling up Nutrition (SUN) 1,000 days framework, the WHO Essential Nutrient Action guidelines, and in line with the National Nutrition Strategy.

The above content is therefore considered suitable for purpose, if used in any one of the following ways:
Factsheets: These can be used as a basis for further development of mobile or other summarized messaging, and the product should be subjected to a validation process.
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.

With regard to the above process and explanations, I hereby approve and recommend the use of the mobile formatted Pregnancy Fact sheets and m-Nutrition messages.

Yours faithfully,

Dr. Joyceline E. Kaganda
Acting Managing Director