In case of the reply the number and the date of this letter should be quoted.

My Ref. No. ....................
Your Ref. No. ....................

9th FEBRUARY 2016

TO WHOM IT MAY CONCERN

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 Grameen Foundation, 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.

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

10 Pregnancy Fact sheets
4 Food Related Fact sheets
208 English SMS messages
56 Voice Messages to be translated to local Languages

The content as described has undergone a validation process which includes review by locally respected nutritionist, focus group discussions with pregnant women, Ghana Health Services staff members, and key local nutrition stakeholders from 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 Nutrition Actions guidelines, and in line with the national nutrition priorities for 2015-2019.

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 Ghana. Any services utilizing these messages will be responsible for ensuring that 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.

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 Ghana. 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.

DR EBENEZER APPIAH DENKYIIRA
DIRECTOR GENERAL