Tanzania Food and Nutrition Center is a government institution responsible for coordinating nutrition programs in the country. Recently the Center has been coordinating the process of developing and validating the messages and content of the m-Nutrition.

The progress to date is that, the content consisting of 22 Fact sheets and 365 Swahili SMS targeting different health groups, (adolescent girls, women of reproductive age and young children) have been approved. Moreover the content has undergone a validation process by subject matter specialist from TFNC, Ministry of Health, Community Development, Gender, Elderly and Children and other nutrition related organizations. A pre testing of messages with pregnant women, mothers of children below 2 years and other family members/ supporters has been conducted and found to be acceptable as it complies with National Nutrition policies, guidelines and Scaling up Nutrition (SUN) 1,000 days framework.

In this regard, I hereby approve and recommend the use of these mobile formatted m-Nutrition messages in Tanzania in 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 by TFNC.

**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.

Yours faithfully,

Dr. Joyceline E. Kaganda  
Ag. Managing Director