

Flour Fortification Programs: Roles and Responsibilities of International Partners

***"SMARTER FUTURES"* – FFI-HKI
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Douglas Steinberg

Deputy Regional Director for Africa

Helen Keller International



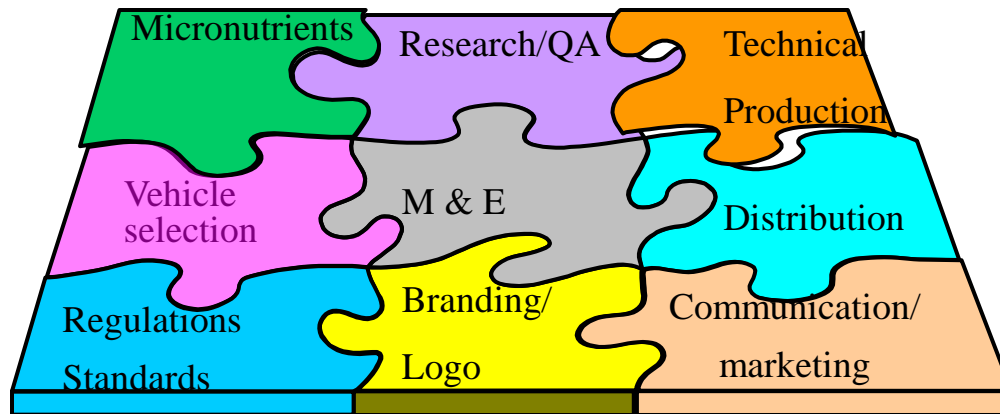
Helen Keller
INTERNATIONAL



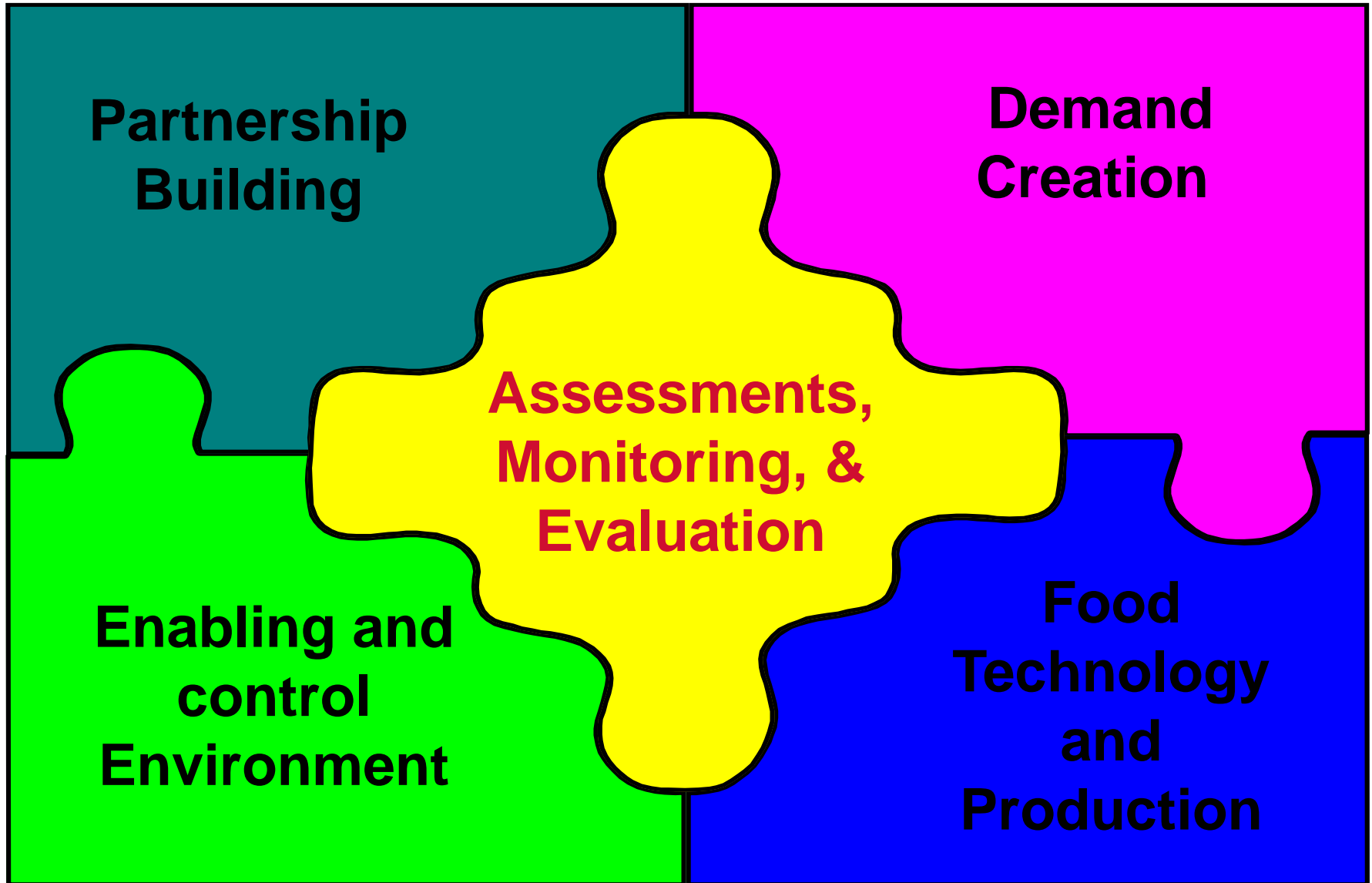
Growing Regional Partnership for Sustainable Control of Vitamin and Mineral Deficiencies in West Africa



Flour fortification puzzle requires understanding of several concrete components



ESSENTIAL COMPONENTS



Key Roles of International Partners:

- Build collaborative public/private multi sector partnerships (NAFF)
- Catalyze programmatic initiatives for sustainable flour fortification
- Mobilize initial investment and resources
- Advocacy & private/public policy dialogues
- Facilitate regulatory frame-work mandating flour fortification
- Reinforce private/public sector capacity
- Monitoring/impact evaluation of programs



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Responsibilities:

- Developing evidence base
- Sensitizing and advocating
- Facilitating exchange of lessons-learned
- Brokering partnerships
- Supporting legal framework
- Catalyzing multi-sectoral national alliances
- Facilitating public sector communication
- Mobilizing resources



LESSONS LEARNED:



- On-the-ground presence essential to catalyze action
- Stay on message and be tenacious
- Seize opportunities
- Understand and respect points-of-view of diverse partners
- Maintain open, transparent, frequent communications
- Public sector and donors respond more slowly than private sector

LESSONS LEARNED:

- Industry fortifies – the rest of us just facilitate
- Costs largely assumed by private sector as program matures
- Complements other strategies to sustainably control vitamin A deficiency
- Concretize regional policy framework on tax exemption on entrants for food fortification
- Ensure effective internal/external control of fortified foods (imported & produced locally)

LESSONS LEARNED:

- Private/public multi-sectoral leadership is key for successful implementation of food fortification
- Need for effective policies mandating sustainable flour fortification at national and regional level
- Pass legislative decrees at national level mandating fortification of wheat flour
- Develop tools and methodology for impact evaluation



"Alone we can do so little; together we can do so much."

- Helen Keller