MNUTRITION: ADDRESSING HIDDEN HUNGER THROUGH MOBILE MESSAGING

Locations
Bangladesh, Ghana, Kenya, Malawi, Mozambique, Myanmar, Nigeria, Pakistan, Sri Lanka, Tanzania, Uganda, Zambia

Dates
01-05-2014 - 30-04-2017

Summary
One in three people in the developing world suffer from hidden hunger, or micronutrient deficiency, due to a lack of information on proper nutrition. This is a major cause of illness, poor growth, reduced productivity and impaired cognitive development. To help combat the problem, CABI and its partners in the DFID mNutrition initiative are developing content for a mobile phone-based messaging service aimed at increasing knowledge of nutrition and health within communities in 14 countries.
Results so far

The mNutrition project ended in 2017.

Within the course of the project, CABI and the content consortium, along with local content partners (LCPs), delivered country specific content frameworks to pinpoint the key nutritional issues, interventions, crops and livestock that can be supported through mobile messaging. Localized mobile-ready content was produced by LCPs, in line with the frameworks and which follow a rigorous content production process including Quality Assurance supported by the consortium.

To aid the LCPs and to help build capacity to support the production of high quality nutrition content, CABI and the BMJ developed training materials and a curriculum. Technical training for the LCPs was carried out in the form of workshops in each country by ILRI who also offered continued support, including online learning modules, throughout the content development process.

Content has been completed in all countries and integrated into at least one mobile service within each of the project countries.

For access to the mNutrition content, please contact us.

Donors
Groupe Speciale Mobile Association (GSMA), Department for International Development (DFID)

Partners
BMJ, International Livestock Research Institute (ILRI), Oxfam GB, Global Alliance for Improved Nutrition (GAIN)

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https://site.cabi.org/what-we-do/projects