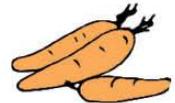


Tools for Nutrition-Sensitive Agriculture Projects



How to Hold a Special Day to Promote Locally-Produced Nutritious Foods: EGG DAY



for Regional and Woreda Agricultural Experts in Ethiopia



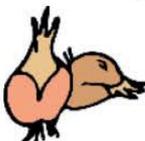
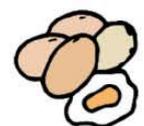
Strengthening Nutrition-Sensitive Agriculture Capacity in AGP2 Implementing Agencies



A AGRICULTURAL
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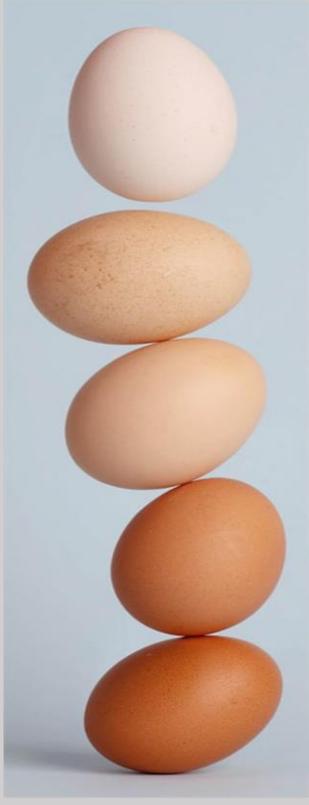
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AGP2 CDSF

PREFACE

In Ethiopia, about 95.86% of the total national poultry products (eggs and meat) are contributed by indigenous chickens kept under village management system, while the remaining 1.35% is obtained from intensively kept exotic breed of chickens and 2.79% are obtained from hybrids (CSA,2014)¹. Rural chickens in Ethiopia represent a significant part of the national economy in general and the rural economy in particular. They contribute to 98.5% and 99.2% of the national egg and chicken meat production, respectively. Poultry products offer affordable quality animal protein sources for the smallholder farm households.

All the available literature tends to indicate that the per capita poultry and poultry product consumption in Ethiopia is one of the lowest in the world: 57 eggs and 2.85 kg of chicken meat per annum. However, the economic contribution of the sector is still not proportional to the huge chicken numbers, attributed to the presence of many technical, organizational and institutional constraints.

The high level of stunting in Ethiopia, and low consumption of animal source food like egg need an intervention that create awareness on consumption of high-quality protein particularly egg which can be accessed easily by rural poor is important.

This Egg Day guide has been prepared for the use of poultry farmers or any organization (Government or Non-Government) which would like to promote egg consumption at community or school level.

It is intended as a practical guide to cover some of the basic steps to conduct effective egg consumption promotion.

The guide includes the actual AGP2 CDSF experience of an Egg Day held in Hetossa Woreda, Oromia Region

AGP2 CDSF hopes that you find this guide useful conducting specific commodity promotion in your area.

¹ CSA [Central Statistical Agency- Ethiopia (2014/15): Agricultural sample survey: Livestock and livestock characteristics volume II

1. NAME YOUR EVENT

School egg day campaign to promote egg consumption for better health and development.
EGG PROVIDE THE SOLUTION, FOR UNDERNUTRITION!

2. LIST WHO YOU WANT TO ATTEND (BELOW LIST IS SAMPLE, AND YOU CAN ADD MORE)

- i. Regional Livestock Agency (this office plays a great role in terms of leading livestock related activity and advise over the government direction. Moreover, the office has the information where the poultry business actor and community level poultry profile when we think of egg day. In our egg day campaign at Hetossa woreda, Oromia regional livestock head Dr. Kefena Ifa was our special guest. Dr. Kefena Makes an opening remark and transmit important message about egg consumption. Alemnesh, Oromia livestock NSA focal person was supporting the event through Identifying and communicate poultry/egg supply available around Hetossa woreda.



Dr. Kefena Ifa Oromia, livestock agency head making an opening remark

- ii. Woreda livestock agency like the regional livestock agency, they have the detail firsthand information in relation to poultry and egg production and consumption. They are play great role and responsibility for future egg consumption promotion. In AGP2-CDSF egg day campaign they participate in community mobilization closely working with DAs and school community. They were the one who arrange tents and other material that we used during the event.
- iii. Non- governmental organization who are involved in livestock production in general and specifically who engaged on poultry and egg promotion. additionally, other NGO's who promote and work for the improvement of nutritional status of the community, like GtN and SURE should be consulted as key contributor of the event. We were consulting SURE, GTN, Alive & thrive and CASCAPE/CANAG to participate and contribute to the event. All of them told us that they have no such event program and unable to contribute to the event. However, SURE regional focal person, Emebet was enthusiastic about the event and mobilize SURE staff at woreda and some beneficiary household who received chicken for household level consumption. These beneficiaries were mothers with under two years of children who have no access to nutrient reach adequate foods. These households bring three egg per-household for the event. We also use SURE beneficiary household to take the child picture for egg day event knowledge product like poster, T-shirt and banner.

- iv. Woreda agriculture and health office nutrition focal persons take high coordination role in community and staff mobilization. Woreda agriculture office nutrition focal person Tsegaye and health office nutrition focal person Usman who is the SURE focal person participated in different community mobilization. Usman in collaboration with health extension workers mobilizes pregnant and lactating women. Moreover, they mobilize their volunteers to conduct cooking demonstration using diversified food groups and adding egg on child porridge and it was a good lesson for the audience.
- v. Woreda education office, especially if your event focus on school egg day this office will be a priority. Before the actual preparation; we hold a woreda level meeting with, BoA, AGP, BoE and health office representative and nutrition focal persons. On that meeting, we select the school by putting different criteria like road access because it was rainy season, student number etc. then we share responsibility and agreed on event date. The education office takes responsibility to inform the selected schools and introduce us to the school community and request the school community to give us the necessary support and collaboration for the success of the event.
- vi. Agriculture and health extension workers are the one who have firsthand information to reach the community and participate in mobilization. We approach the DA through BoA and HEWs through woreda health office, meet them and clarify the objectives of the egg day and inform them that how we expect their participation plays major role for the event success. They also see and learn how they can conduct village level egg day and gain experience.
- vii. Community based organization including cooperative and CIG's - In Hetossa woreda, where we planned to have the Egg Day, we didn't find cooperatives who were involved in poultry or livestock. However, we contacted local Idder members and they supported us to rent the tent and participated on the event.
- viii. School community (director), though the woreda education office expected to give direction, however creating partnership with school community has high contribution for event success. Immediately after we meet with school community, we did three important things.
 1. *We organized teams who can provide follow up and educational activities, such as poems, art and drama competitions. They would screen drama scripts to ensure that drama teams follow the scripts and give the right messages.*
 2. *We organized a team to facilitate and greet guests and be custodian on the day of event*
 3. *Assigned an overall event coordinator who coordinated all activities within the school, and it was taken by the school director and deputy director.*



School director and CDSF Staff informing the upcoming egg day event to ensure full student participation

- ix. Community representative, (kebele chair, women's and youth affair etc.), using any possible means (through DA/HEWs) best to communicate and discuss with the community representatives at community mobilization stage not only using the formal government structure but also using the informal ones like (edir chair, traditional healers etc.) community figures. For example, we communicate directly the edir chair so that they were discuss with their members and get permission to rent us the tent. We also clarify the objectives of the egg to the leader, so he was able to clarify for members and invite them to attend.
- x. Poultry farm owners, any small- and large-scale poultry farm owners should be consulted to contribute for the event which helps them as promotional platform. Tesfaye was a young entrepreneur who join the poultry business recently and have an impressive vision. We meet hem at the beginning of event preparation. Tesfaye's farm is very close to the school we selected for egg day event. He was very interested to participate on the event, we purchased eggs from his farm, and he volunteered to supply and share his poultry business experience on the day of the event. This helps the students and the community to understand the poultry business and egg consumption in general.
- xi. Community members, some community members who involve in chicken raring will be interested to contribute to the event and happy to participate on the event. We invited pregnant and lactating mothers and other community members to attend the event. These mothers learn the importance of egg consumption for healthy pregnancy and child growth. They also learn some simple egg cooking types through egg cooking competition and tests.
- xii. Larger community members will be invited for the event as target audience. After health extension workers and DA's mobilize the community, most rural community members request us to pay them transport payment to attend the event. As an organization covering all community member transportation cannot possible. Even some staff advocate and insist us to pay to get more community participation, this must be discouraged for each and every community level activity expectation of payment may not possible but we were focused on the objective of community awareness raising which benefit the community and such kind of unnecessary expectation limits organization performance and strategically avoided. So, it is best to design community level egg day at FTC level where all community member in that specific kebele can attend instead of asking them to travel long distance.



Students presenting welcome to egg day group song

- xiii. Students (all from organizing school) and some representative from adjacent school to share the experience. In our case we didn't invite representative students from adjacent schools to attend the event because of resource limitation. However, it is good to consider inviting students and teachers from adjacent schools or from all schools in the woreda if situation allows to share the experience.
- xiv. Select your VIP :- Identify in advance who will be the VIP for this particular event, you can make two or three VIPs, one who make opening ceremony for example regional or woreda higher officials, who can transmit key message (about importance of egg national or regional livestock head) and any celebrity to make closing remark etc. The list can be more based on the context of the area and level of the event. For example, we had two VIPs in our case the regional livestock agency head Dr. Kefena Ifa, who made an opening remark and transmit message and woreda livestock agency head Ato Adem Kasso who provide award and make closing remark.

3. FORMULATE YOUR OBJECTIVE

Formulation of objective is important from different government strategic objectives we can align our campaign objectives to those government objectives. For example, the Ethiopian livestock master plan put an indicator of **“Egg production increases from 258 million in the year 2015 to 894 million in the year 2020, a 246% increases”** when we took this objectives, it needs parallel work and this awareness creation and consumption promotion and market linkage activity can be considered. So for the awareness creation and consumption promotion necessary objectives can be set. So, if we can promote egg consumption and create awareness surly the demand for egg will increased that in turn stimulate production.

3.1. Objective of the egg day guide

This guideline serves as a practical guide for those who are interested to promote egg consumption through an egg day event. The guide offers an opportunity for government and non-government organization and other stakeholder to promote egg consumption in ways that are successful, resource efficient, and easily reach a large audience.

3.2. Objective of egg day

- To create awareness on nutrient content and utilization of poultry meat and egg. (NNSAS).
- To create awareness on contribution of egg consumption for dietary diversity.
- To promote egg consumption at household level for better nutritional outcomes.
- To stimulate the integration of poultry and egg production in smallholder households for food and income diversification.

4. FORMULATION OF MESSAGES

List NSA messages that you will use to promote the event. Message formulation is depending upon the objective of the event, target audience and channel selected for the event. When you start formulating your message, it is important to understand the community norm, culture and religious

aspects of the target audience. Timing also matters for an egg day event, for instance, in the orthodox dominant community conducting egg day during fasting season may not be acceptable.

Also, the message should be easy to understand and powerful which stimulates thinking, especially the headings if you are using banners, leaflets and posters or booklets to be distributed.

The following are very interesting heading examples about egg promotion.

- The secret is out - eggs are nature's vitamin pills, in 100% natural packaging
- An egg a day makes a day!
- When you send your child to school send him/her with an egg.
- Go to work/school on an egg
- Egg-cite your day
- Protein for life
- Eat more eggs does more for you

We have the number of reasons to celebrate egg day

1. Eggs, with its high protein digestibility and essential amino acid profile, ranks highest in high quality protein sources, and provides substantial vitamin B12 and B2, folate, Vitamin A and D, iodine, zinc, some iron, omega 3 fatty acid and choline, important nutrients that help brain development and involved in memory, mood and learning. Eggs also contain lutein, which plays an important role in brain function for infants and toddlers. In addition to micronutrients, eggs provide energy, protein and stimulate growth factors.
2. Eggs are one of the most versatile foods on the market. Whether scrambled, fried, or hard-cooked, eggs are the answer to your daily dinner dilemma. Think natural, think eggs. Eggs can be scrambled, fried, poached, and baked-with equally delicious results. Egg whites make delicate and elegant food cakes, while egg yolks enrich sauces, cakes and pie fillings
3. Speaking of egg protein, egg protein quality is so high that scientists often use eggs as standard by which the protein quality of other foods is measured. All the important amino acids, the building blocks of body protein, are found in an egg in the right proportions for your body's needs.
4. Now a days we are hearing more about health risks from trans-fatty acids, it is reassuring to know that there are no trans-fat in eggs, the fat that the egg does supply helps nutrients such as vitamins A, D, E and K to be used by the body Indeed
5. Any time of the day is right for eggs. You could start your morning with scrambled eggs for grab-and-run breakfast. Lunch at home can be omelets-ready in minutes and easy to personalize. It's also easy to have dinner with eggs.
6. Egg yolk is an excellent source of choline, a nutrient now considered essential for human health, research has shown choline to be required for normal formation of brain tissues and memory and to play a role in preventing heart disease. Lutein and Zeaxanthin are found in egg and known as "functional foods" and they can significantly lower risk of age-related macular degeneration (leading cause of blindness affecting people over age of 65).
7. Regardless of many challenges and low productivity in Ethiopia, chicken contribute important

socio-economic roles for rural households from chicken and egg sold income. So, poultry (eggs) have a good economic benefit.

8. Eggs can stay longer compare to other livestock produce food
9. In our country mostly chickens are kept by women and can be strengthened and supported as a good means of income generating activity to empower women.

AGP2 CDSF messages were divided into three, the first message was transmitted through knowledge product such as banner, poster and T-shirts (see below). The second message was transmitted through different entertaining ways, like poem competition short drama hen and egg drawing competition. The third and the most important message was transmitted through technical persons like Dr. Kefena Ifa regional livestock head and Girma Tekalign CDSF event organizer.



The banner contains well come, event date and place and the heading of the event. The banner was posted at the get of the school on the main road to Adama and oppositely to Asella. It is very visible for travelers and villagers. It was translated to local language Oromifa. In poster it has different

message (below) with the heading “an egg a day makes a day!” The inside content contains very key message about eggs nutritional benefit, eggs contribution to stunting reduction and economic benefit of poultry/egg production. It was posted in some key places of Iteya town public places, government sector offices and around school compound.

Transmitting messages through drama and competitions



Students presenting drama

Next to drama, Girma Tekalign AGP2 CDSF NSA Capacity development specialist invited runners of egg with spoon race with different category to the field.

The run holding egg by mouth on spoon competition in five category two student group with both sexes, teachers' group, mothers' group and adult men group was an entertaining part of the event with much fun. The competition followed by poem presentation that transmit the importance of egg consumption.



Girma on launches go for competition and mothers close to touch line for winning



Students presenting poem

Nutritional benefit of an egg



After all competition AGP-2 CDSF transmit summarizing the key message

Animal source foods (ASF) are concentrated sources of macro and micronutrients and can meet nutrient gaps that are prevalent in communities that consume predominantly a plant-based diet. Milk is rich in vitamin B12, vitamin A, riboflavin, folate and calcium, but low in iron. Meat, however, is rich in iron, zinc, riboflavin and vitamin B12. Eggs, with its high protein digestibility and essential amino acid

profile, ranks highest in high quality protein sources, and provides substantial vitamin B12 and B2, folate, Vitamin A and D, iodine, zinc, some iron, omega 3 fatty acid and choline, important nutrient that help brain development and involved in memory, mood and learning. Eggs also contain lutein, which plays an important role in brain function for infants and toddlers. In addition to micronutrients, egg provide energy, protein and stimulate growth factors. Thus, improving household availability, access to and utilization of egg has the potential to improve diets and contribute to improved health and nutrition status. These are the reasons that eggs are a valuable component in a healthy diet. Though egg is an important food in supplying high quality protein and vital vitamins and minerals the consumption of egg in Ethiopia is very low. Historically, egg consumption per capita in Ethiopia reached an all-time high of 0.470 kg in 2001 and an all-time low of 0.360 kg in 2013. When compared to Ethiopia's main peers, egg consumption per capita in Kenya amounted to 1.84 kg and 0.990 kg in Sudan in 2013. Ethiopia has been ranked 158th within the

group of 161 countries we follow in terms of egg consumption per capita, 4 places behind the position seen 10 years ago. With six grams of high-quality Protein² and all nine essential amino acids, a single large egg is a nutritional powerhouse. Eating one first thing in the morning is a great way to keep children feeling full until lunch in the school³.

The role of egg in stunting reduction

Eggs have the potential to be an affordable and environmentally sustainable high-quality food source in population at risk for both undernutrition obesity and overweight. The nutrition community needs to do much more to promote the consumption of eggs, particularly in by children and pregnant women. Eggs provide >50% of adequate intakes for critical nutrients in breastfeeding infants and may also offer immune protection. They are more affordable than other livestock food as per study conducted in Colombia, adequate consumption of egg can reduce stunting by 47%. There are very few, if any, other interventions which have demonstrably reduced stunting by such a large margin⁴. Research suggest that, 1 egg per day, starting early in complementary feeding from 6 to 9 months and continuing for 6 months, significantly improved linear growth and reduced stunting⁵. Moving forward, there is a need for effectiveness studies to identify scalable strategies to increase egg availability and access to vulnerable households and promote eggs early in the complementary feeding period in different cultural contexts.

Eggs have longtime been a breakfast staple and experts agree that starting the day with nutrient-rich foods, such as eggs, can give students the fuel they need to feel energized throughout the day and important nutrients to succeed in school. “Nutrition isn’t just about providing energy for kids, it’s also about supplying nutrients they need to learn.” The high-quality protein in eggs really drags that energy out over a long period of time and gives kids a sense of well-being⁶. Scientific studies have shown that eating a healthy breakfast can result in better memory, improved mood and less absences from school. Too often, however, kids miss out on important nutrients from their morning meal, such as protein. Deficiencies in key micronutrients, such as iron, vitamin A, iodine and zinc, are also common among children and pregnant women in Ethiopia which egg can supply such nutrients. In addition, the livestock master plan or AGP document didn’t consider consumption promotion initiatives.

Economic benefit of chicken and egg

In Ethiopia more than 95% of poultry population comprises indigenous birds, rivaling that the poultry subsector is characterized by traditional small-scale household level chicken production. These production systems have low feed input and leave at backyard for free range scavenging, low or no veterinary service and no housing investment to keep birds from predator possibly they made simple night shades or nighttime housing in the family dwellings. In addition, there is no biosecurity. Regardless of many challenges and low productivity chicken contribute important socio-economic roles for rural households from chicken and egg sold income.

² *Journal of the International Society of Sports Nutrition* 20074:8

<https://doi.org/10.1186/1550-2783-4-8>

³ *The American Journal of Clinical Nutrition*, Volume 97, Issue 4, 1 April 2013, Pages 677–688,

<https://doi.org/10.3945/ajcn.112.053116>

⁴ *the journal Maternal and Child Nutrition on Eggs: a high potential food for improving maternal and child nutrition*

⁵ LL, Lutter CK, Stewart CP, et al. *Eggs in Early Complementary Feeding and Child Growth: A Randomized Controlled Trial. Pediatrics.* 2017; 140(1): e20163459

⁶ http://www.eatright.org/resource/food/nutrition/dietary_guidelines

Successful poultry interventions would allow the subsector to move to improved family poultry with semi-scavenging crossbreds and for substantial increases in the scale of specialized layer and broiler operations. Such a transformation would contribute considerably to reducing poverty and malnutrition among rural and urban poor, as well as increasing national income⁷.

The environment and the egg industry

Different research indicates that in the next 40 years, the United Nations' Food and Agriculture Organization estimates that meat production will have to grow by a huge 75% to meet the demand for animal protein. Eggs offer an excellent alternative; they are a high-quality source of animal protein, rich in vitamins and nutrients. Egg production has a very low carbon emission in comparison to beef and pork, and eggs have the added benefit of being a more affordable option for consumers. A win-win option: good quality and affordable – more environmentally sustainable.

5. IDENTIFY APPROACHES YOU ARE GOING TO ENCOURAGE PROMOTION OF EGG CONSUMPTION

World Egg Day was established at the international egg conference (IEC) Vienna 1996 conference when it was decided to celebrate World Egg Day on the second Friday in October each year. World egg day is celebrated globally since then with the main objective of to raise awareness on **the benefits of eggs and their importance in human nutrition**. Though *Egg day is not celebrated in Ethiopia*, Soon, Ethiopia will join the global community to celebrate egg day each year with different approaches. To make egg promotional campaign, the following are approaches to choose from suitable one based on the level of event and resource the organizer have:

1. If you are interested to conduct city/town, woreda, zone, regional and national level Egg day, rally (street run) will be one of suitable approach. In this case, we can prepare for celebration colorful banners, t-shirts and a hut, which participants can buy before the event day and wear during the event. The egg day rally campaign preparation is suitable at city level like regional, zonal and woreda town level. The preparation takes a bit longer time period compared to other types of promotion approaches. In this approach T-shirt and hut can be prepared and sold at event organizing office or any convenient shops. It helps to generate funds for poor household or poultry support. The starting and end points should be decided a head of time and informed to the participant. During T-shirt and hut distribution some knowledge product such as leaflet can be distributed. After the end of competition at the final touch line (it is best if it is inside football beach) boiled egg can be served for all participants and message will be transmitted on importance egg consumption by professionals/event organizers. Such an event can be aired on government TV channels and radios.
 - For this event poultry farmers (egg producers and government livestock sector can play great role).
 - Committee must be organized who manage each step by step activity.
 - The committee decide the street, start and end.
 - Production of knowledge product (leaflet brusher etc.).

- T-shirt, hut, banners.
 - Egg food on the roadside.
2. The second recommended approach is inviting poultry farmers across the country/region for sharing their passion for farming with consumers and answered questions about eggs. In the lead up, media must be used to share the amazing benefits of eating eggs and working with community by sharing what they loved most about eggs. Some music and dram will be used on the event.

For this event media and livestock sector may take the lead:

- Some key poultry professional and nutritionist will be on live stream to explain the benefit of poultry production and egg consumption;
 - Guiding/structured questions can be prepared for awareness raising and deepening understanding for larger audience;
 - Then it can be disseminated through social media for more reach out;
 - Farmers can answer the production parts of the question on livestream and nutritionist can answer the important nutritional value of egg.
3. The third approach is designing egg day targeting children and young people within and around school or designing community level egg day event targeting pregnant, lactating mothers and reproductive age groups. However, in each approach all community members can attend the event. The school egg day event organized by AGP-CDSF was one of an entertaining egg consumption promotional event which focus on the benefits of consuming egg, participants get the message such as how they can include the egg in their daily diet. The event which CDSF were organized as pilot school egg day in school compound in June 25, 2019 at Hitossa woreda in collaboration with region and woreda livestock agencies and other stakeholders was successful. The event was organized with three main concepts/messages using different edutainment. The first message was “an egg a day makes a day” which we were used on our T-shirt front side and the second one which is directly interlinked with the first message we were used “send your child to school with an egg a day” at the back of the T-shirt. That mean if an egg a day makes a day, mothers advised to send their children with an egg to school. Simply this advice goes to give your child egg breakfast. These messages strengthened through all edutainments. For examples poems competition between students, dramas show on benefit of consumption etc. In between the competition we transmit some key message on importance of egg consumption by event organizer. using the concept “send your child to school with an egg”. Depending on the objective of the egg day the concept/message was developed in different message transmission channel. The second message we were transmitted on a banner which most community member able to see was “promoting egg consumption for better health and development”. The third message we transmitted through poster which focus on two important topics with key message **an egg a day makes a day!** And the two subtopics were 1. Nutritional benefit of egg in stunting reduction, 2. Economic benefit of an egg.

For DA’s, HEWs and woreda level SMSs to deepen their knowledge on how egg day can be developed knowledge product, we prepare different message using leaflet with the main

topic/message egg matters! On this leaflet few key messages were described (background, promoting poultry and scale up, what are the challenges, addressing challenges, benefits of egg consumption, national egg day promotion, different ways of cooking eggs and improving management of layers) using this leaflet as a guide DA's in collaboration with health extension workers can organize egg day at community or school level.

4. The other approach we may recommend as a successful egg day approach will be making different competition about egg benefit between schools in the woreda or at zonal level, in this competition students instructed to register for competition and guided what criteria they need to fulfil. For example, students can write an essay on advantages of eggs, poultry production, chicken handling, avoiding misconception of egg consumption or poultry production in general. This helps to understand the community perception about egg consumptions. The winners will be awarded with special uniform which they can allowed to wear twice a week (5-10 students per/school based on the type of competition) so that they promote egg consumption throughout the year within the school. In this case thousands of students can be reached and at the end of the year different games, gifts and egg snacks can be includes in the activities at central places. For such an event Bureau of education plays a major role and consulted and collaborated from the inception of the event.
5. Organizing egg day at community level in FTC or Health post level: - in this case farmers, pregnant and lactating mothers and schools can be involved and different types of egg food demonstration can be conducted. In this event different entertaining games can be organized like run with holding egg with spoon competition with different age group, egg cooking competition etc. can be organized. In this approach demystifying about egg consumption especially during pregnancy and lactation, early childhood will be done with due attention.
6. The central message of AGP2-CDSF egg day was promote egg consumption for improved dietary diversity particularly for school children, pregnant and lactating mothers. The event also addresses the importance of small backyard poultry production (as detailed above).

6. PREPARATION

Concept Note

For school egg day event, we used concept note format as described below. On the concept note summary of event activity was written chronologically.

6.1. Context and Rationale

In Ethiopia, about 95.86% of the total national poultry products (eggs and meat) are contributed by indigenous chickens kept under village management system while the remaining 1.35% is obtained from intensively kept exotic breed of chickens and 2.79% are obtained from hybrids (CSA,2014)⁸. Rural chicken in Ethiopia represents a significant part of the national economy in general and the rural economy and contribute to 98.5% and 99.2% of the national egg and chicken meat production, respectively. Poultry products offer affordable quality animal protein sources for the smallholder farm households.

All the available literature indicates that the per capita poultry and poultry product consumption in Ethiopia is one of the lowest in the world: 57 eggs and 2.85 kg of chicken meat per annum. Not only low productivity and low consumption by rural household but also the economic contribution of the sector is still not proportional to the huge chicken numbers, attributed to the presence of many technical, organizational and institutional constraints. To improve such low productivity, Ethiopia put ambitious target to meet chicken meat and egg demand for its growing population and produces export surpluses.

According to Ethiopia livestock Master plan, with the general objective “To raise chicken meat production to 164,000 tonnes and eggs to 3.9 billion by the year 2020 through IFP and expanded specialized poultry.” As per plan this will be achieved by moving away poultry sub-sector from the traditional scavenging family poultry system (TFP) to the improved semi scavenging family poultry system (IFP) and increase the scale of specialized layer and broiler production (specialized poultry). In addition to this, MoANR, in its NSA strategic 3 initiative 3.1.5, “increase production of poultry and poultry product foods”, put clear plan to promote poultry and egg production through different activities. Among those activities, 1. Promotion and introduction of school-based poultry farms for students and rural women, 2. Promotion on proper utilization of poultry meat and egg, and 3. Create awareness on nutrient content and utilization of poultry meat and egg. All this indicate that poultry is a priority government area to improve the nutrition of the society.

The high level of stunting in Ethiopia, and low consumption of animal source food like egg need an intervention that create awareness on consumption of high-quality protein particularly egg which can complement government priority area is important.

Considering the government priority area for support, AGP2 CDSF through its World Bank nutrition grant identifies, egg promotion as key activities to strengthen capacities of IA on Nutrition sensitive agriculture (NSA) implementation. AGP2 CDSF understand that those designed activities alone may not enough to bridge the behavior related challenges deep rotted in the community particularly in relation to animal source food consumption in communities. Animal source food consumption plays

⁸ CSA [Central Statistical Agency- Ethiopia (2014/15): Agricultural sample survey: Livestock and livestock characteristics volume II

significant role in stunting reduction and break the vicious cycle of malnutrition and help children use their full potential specifically for children (6-23 months) and for pregnant and lactating mother under the umbrella of first 1000 days. To create awareness on egg consumption, CDSF was pilot school egg day awareness raising event for school community and pregnant and lactating mothers.

Goal and Objective

Goal: - to improve nutritional status of children and women.

Objective: - To increase consumer awareness of eggs as a valuable source of protein and increase egg consumption.

Expected Result: - thousands of target community, school children, pregnant and lactating mothers and school community will be reach through awareness raising event.

6.2. Funding

The required amount budget for the egg day can be secured using the concept not from governmental and non-governmental organization, cooperatives and poultry farm owners...etc. The budget breaks down can be attached with concept note as follows:

Activity	# of days	Unit measure	Qty	Unit cost		Total cost
				Per diem	Accommodation	
Preparatory work/community mobilization		persons				
Leaflets printing		pcs				
Banner with logo + hen+ egg 3ft X 10ft		pcs				
T-shirt/hut printing with chick and egg		pcs				
Cooking material (oil, onion, charcoal, cooking utensils etc.)		pcs				
Microphone and tent rental		pcs				
Award for winners (academic books etc.)		pcs				
Egg purchase for demonstration		pcs				
Water half litter		pcs				

6.3. Establish Organizing Committee

Organize event organizer committee who can continually communicate with on event progress. The committee members should be school community (director or his deputy, woreda education office, woreda livestock office, community representative, women affair, woreda nutrition focal and other influential community member can be selected). If other stakeholder participates on the event like (NGO, CBO, poultry farmers, cooperatives) can be included in the committee.

All stakeholders should have an interest on being on the organizing committee, such as key government officers responsible for promoting the event's messages, like-minded NGOs with similar programming, businesspeople who want to promote their products, leaders who are responsible for local development initiatives. Keep the number on the organizing committee small (8-12) to make communication easy. If you want to involve others, ask them to be on the jury, in the VIP tent, etc.

Before we start actual preparation for the egg day event; AGP2-CDSF holds consultation meeting with BoANR nutrition focal person, Regional livestock, nutrition focal person and AGP2 Regional coordination unit nutrition focal person and clarify the objectives of egg day and at what level they can contribute to the event. They all appreciate the idea and are interested to support the event except the financial support.

After we agreed with the above three stakeholders, we travel to woreda and hold a woreda level meeting with, BoA, AGP, BoE, livestock agency and health office representative and nutrition focal persons and organize a committee who have five members. The members were Tsegaye from BoANR nutrition focal person, Ethiopia from livestock agency nutrition focal person, Tadesse Woreda AGP focal person, Usman from health nutrition and SURE focal person and Mohamed from woreda education office head. This committee members can meet and discuss the progress and gives an update to CDSF regional office. They select and decide which school is suitable, which date is appropriate because June was the last month and some students who finish their exam may not come to an event from far area. They also share responsibility among the committee members to communicate, school, DA HEWs and woreda level facilitation. BoANR take the responsibility to communicate DAs and transmit message for community mobilization, Livestock agency take the responsibility to communicate poultry farm owner and other community members, AGP with Livestock take facilitation of tents, generator and other cooking utensils, health office take responsibility to communicate health extension workers and mobilize pregnant and lactating mothers, last not list the woreda education office to communicate school community introduce the program objective and introduce CDSF to the school community. All goes successful as planned.

6.4. Organize Jury Members

We were organizing Jury members from school mini media, our assumption was they have the experience in Judging poems, drama and other school level competition. They were five in number and three of them were responsible for literature parts (poem, drama and essay) and the other two were responsible for sport related activities. They sport jury were following the starting and finish line, take the name of winners according to their level etc. However, the Jury members can be from woreda livestock, woreda nutrition and event organizer to who have some understanding about subject matter (benefit of egg consumption) to review essay, poem and drawing that competent presented. In other type of event like street run some sport people may be suitable to judge such an event. The

main role of jury should be critically reviewing the edutainment contents of poem, essay and other submitted document for the competition and ranking based on the objective of event.

6.5. Make a linkage

The main objective of our egg day pilot was to promote NSA concept within the community. So, during event organization stage all stakeholders was communicated and linkage was created. This link was started at the beginning of the project as NSA coordination effort. All stakeholders should be involved



SURE team demonstrating porridge preparation by adding egg

in the event by inviting them to show how their role play an important link in the farm to fork framework. In CDSF egg day pilot woreda, we found only one Poultry farm owner, but we didn't find out growers, feed suppliers, vaccine and medicine suppliers egg distributors. What we did was we link government extension workers, SURE project and the only poultry farm owner. But in other case where situation allows egg producer groups, cooperatives, marketing boards, businesspeople, food processing companies, food sellers' associations, shops, and restaurants can be linked with single event. For example, in CDSF experience, SURE project participated on the egg day event through egg contribution, they mobilize mothers to contribute 3 eggs per individual for the event. These mothers were received chicken from the project to ensure egg consumption at household level. During the event the expert from SURE project demonstrated how egg can be added in child porridge in early complementary feeding. In addition, local private poultry farm owner (Tesfaye) get an opportunity to share his own witness how he become successfully managing poultry and egg business. Planning an inclusive event which gives opportunity to share their experience and resources during the event will be successful.

6.6. Chose the event venue

The venue should be a place where all the people you expect to attend will feel comfortable. Examples are a school, community center, or football field. The venue should be easily accessible for everyone with lots of room for stages for performances, vendors, exhibitions, games, VIP seating, visitors, and participants. For egg day campaign, rally or larger field is suitable instead of using venue/hall because several events will happen at a time. The recommended place will be football filed (stadium) or school

playground to organize such an event. However, some shield must be considered if they have no. AGP-CDSF selected the school playground for the event, it was comfortable to sit on the field for students because it has grass and open to attend the event from three angle. However, for special gusts, adult participant and pregnant and lactating mothers, we rent the tent to provide seating and shade from the sun. If the venue will be soccer field with shade, it would be more suitable because the open field can serve as a large display and demonstration area. Tents can't accommodate too many people and adults will be forced to stand around.



Partial view of the tent and open field

6.7. Invite guests of honor and participants

It's always good to have some important people attending the event because they will attract a larger audience. Some ideas of VIPs to invite are local politicians, celebrities (singers, sports figures), respected men and women in the community, someone from the community who has been successful elsewhere and who comes back as a hero. The person who you invite should have a special place to sit, so that everyone can see him or her. Also, the VIP should have a role in the event, either as a speaker, or a judge.

The VIP should emphasize the importance of consuming an egg for healthy and productive life and the related NSA messages. Ensure you have a microphone or megaphone, so that everyone can hear your VIPs talk. You may have a few guests of honor who grace the occasion and can assign in opening, closing, Jury and providing award.

Also, spread the news about your event and advertise your VIP participation if you are sure and confirmed so that you fill your venue to capacity. For example, if you would like 500 people to attend, you need to strategize how to get your numbers up to that level. Advertise in communities on special days, i.e. market days, and days when people gather to worship. Any NSA event should include school children because they can effectively communicate NSA messages to their parents, siblings, and friends. Also invite farmers' groups, other occupational groups, women's groups, social groups, etc. As appropriate, you could ask them to contribute their local expertise in producing, processing, and preparing nutrition foods.

In AGP2-CDSF pilot school egg day we selected guests of honor from regional BoANR nutrition focal person, regional AGP-PCU focal person, regional livestock agency head and nutrition focal person, regional SURE project coordinator, AGP-PCU nutrition and gender focal persons, Zonal BoANR nutrition focal person, Zonal AGP coordinator, Zonal BoH nutrition focal person and Zonal livestock and woreda livestock head was our VIPs. All of them participate and share the event experience. However, the regional livestock head Dr. Kefena Ifa and woreda livestock head Ato Adem Qasso was making an opening and closing remarks respectively.

Dr. Kefena Ifa on his opening remark underline that his office is very open to support this kind of initiatives and events as much as possible. "Dear students, we have students like you, and we were also students like you, when we talking about nutrition not only we are talking about eating and fill our stomach and just satisfied but also we need to take care about the nutrient that our body require to function properly. To function properly, our body need different nutrient and among these nutrients livestock product play great role in human development both physically and mentally". If people didn't get adequate diversified foods that include livestock product (egg), that individual may not productive with full potential. So, this type of event creates good opportunity to raise awareness on importance of livestock product like egg consumption and I would like to thank event organizers for their initiative and hard work. He also added that "our office is ready to support this kind of activity as much as possible to bring change in livestock consumption for better growth and development of our children".

Ato Adem Qasso on his closing remark said that "am so happy that our woreda is selected for egg day celebration, very important messages are transmitted, and students also transmit importance message on egg consumption in an entertaining way. All of us who attend this event, mothers, fathers and school community and government sector staffs are expected to change into practice what we learn here today". He calls participants to change the information they get from the event into practice and benefited.

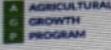
6.8. Advertise your event through media

Based on the level of your event and resource you have, the event can be advertised through TV, Show, radio and printing media like posters, banner and leaflet including local announcements like using vehicle and microphone to announce the event, during use of vehicle and microphone,

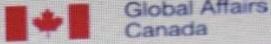


Banner in Oromifa that shows egg from production to impact that AGP-CDSF used for school egg day pilot

experienced person can announce the events main message and inviting people to the event in population dense areas like markets, religious and mass gathering places. AGP CDSF uses posters and banners on the roadside around the school. The posters use picture known by the community both the egg producer photo and children's photo were known by most community members.

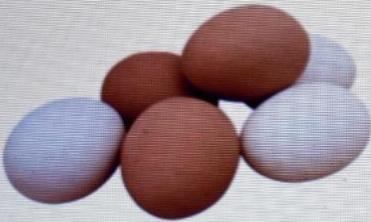


AGRICULTURAL
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PROGRAM



Global Affairs
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Guyyaatti Killee tokko Nyaachuun guyyaa Keenya ifa godha!



Faayidaa Sirna Nyaataa fi Qancarummaa Hir'isuu

Killeen Pirootiinii, Kaalshiyeemii, Foosfarasii fi Vaayitaamina D,A,K akkasumas Kooliinii waan of keessaa qabuuf qaama ijaaruu fi tishuuwwan suphuuf, fayyaa lafeetiif, qaamni dhibee ofirraa ittisuakkadanda'uuf, jarmoota qaamamiidhanii balleessuudhaan seelii eeguuf, dandeettii arguu ijaa fooyyessuuf, dhiigni akka hin dhangalaane dhorkuuf, fi bilchina sammuu tiif ni gargaara.

Killeen soorata garaa garaa waan of keessaa qabuuf guyyoota jalqabaa 1,000 keessatti sirna nyaataa fooyyessuu irratti garaagarummaa guddaa fiduudhaan faayidaa yeroo dheeraa kennuu danda'a.

Killee 1 guyyaatti, ji'oota 6 hanga 59 tti daa'imma nyaachisuun guddina itti fufiinsa qabu dabaluuudhaan qancarummaa hir'isa.





Faayidaa Dinagdee Oomisha Lukkuu

Oomishti lukkuu gurgurtaa lukkuu fi killeetiin hojiilee galii maddisiisan keessaa isa guddaa dha, akkasumas oomisha qonnaa kan biroo waliin wal-simsiisanii yookiin of dandeessisanii oomishuun ni danda'ama.

Oomishti lukkuu madda galii guddaa waa ta'eef oomishtoota bu'a qabeessa taasisa





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Egg poster with key message

Egg matters!

Background

Ethiopia is one of the countries in Africa with large population of chicken estimated at 60.04 M of which, 88.5% are local endogenous breeds that are low in their egg and meat outputs. Egg output is estimated at 141.81 M for a population of 100 million. Egg consumption is also estimated at 57 per person per year (CSA, 2018). Hence, egg price is probably one of the highest in the region. The current production could not meet egg demand in the country. The purpose of this knowledge product is to guide DAs and experts at local level to promote efficient production through improved poultry management and consumption of eggs.



Egg production really matters as it involves women and small holder farmers in homestead setting and has potential to address the high levels of malnutrition and generate income in the country in cost-effective and environmental-friendly manner and can be scaled relatively

easily with sustained capacity building on good management.

What are the challenges

- Productivity of local breeds
- Poor management (feeds, health, water & shelter etc)
- Limited knowledge & skills
- Limited access to improved breeds
- Very few large-scale production
- Limited awareness on egg consumption in rural areas
- Growing demand in urban areas with limited growth in supply



Addressing challenges

- Introduce improved breeds like Rhode Island Red, Leghorn, Plymouth Rock, Sussex, Barnevelder, and other hybrids
- Develop the capacity of the extension & its reach to farmers.
- Develop robust supply chain for improved breeds & inputs to farmers
- Promote egg consumption through innovative SBCC
- Strengthen market linkages of small- & large-scale producers to markets

Benefits of Egg consumption

- Very rich in protein with complete amino acids

- Inexpensive source of protein
- Easily digestible & palatable for children
- Good source of B vitamins, folic acid, vitamin A & Omega 3 fatty acid
- Contains minerals like iron, iodine, calcium, potassium and selenium
- Easy to store & not easily contaminated
- Can be produced by poor households for own consumption and sale

Different ways of cooking eggs

You can prepare eggs in different ways easily and quickly including boiling them for up to 15 minutes, scrambling, frying with vegetables and potato and as pancake mixed with grain flours (wheat, maize, teff, barely etc) and serve then right away.



Improving management of layers

We can improve egg productivity by improving the management and selecting breeds that are suitable for our settings.

Local endogenous breeds can lay 30 to 60 eggs per year under typical rural household management and this can be double to 60 to 120 under good

management with proper feed, water, shelter & care at household level. The improved breeds like White Leghorn, Rhode Island and Plymouth Rock can produce 180 to 280 under good management.



Promoting poultry & scaling up

Promoting poultry for scale up as NSA technology focusing on both household level production under homestead and intensified industrial scale production is a viable intervention that needs to be taken seriously given the high demand for eggs and meat. What are the considerations for scale up?



- Decentralize supply and access to improved breeds though out the country
- Establish supply chain for feed, medicine and locally made shelters in each woreda
- Develop structure from Federal to Woreda level for specialized staff to provide TA &

Leaflet used by CDSF for DAs and SMS

capacity building support to Woreda levels experts and DAs with clear chain of command

- Institutionalize research and extension linkages to introduce new hybrids with the endogenous breed for better adaptability and productivity.
- Promote private sector investment for intensive and industrial scale production
- Continue organizing SMEs specializing in poultry with sustained TA & Capacity support
- Promote egg and poultry meat consumption in schools & other social events, using medias and engaging leaders and champions.
- Develop appropriate promotion and capacity building knowledge products at all levels.
- Create market linkages using appropriate infrastructure & market information system
- Promote egg consumption among vulnerable groups like pregnant & lactating women, children between the ages of 6 to 59 months, school children as part of school meal program using innovative SBCC & including during fasting periods.

National Egg Day promotion

Ethiopia need to celebrate its diverse foods it is endowed with as many countries in the world do. The National or Regional Egg Day celebration can bring awareness about egg production and consumption that will contribute immensely to nutritional improvement in the country where less than 10% of the population consumes animal source foods regularly. What needs to be done to have a national Egg Day?

- Develop concept note and strategies for National Egg Day celebration and submit it to council of ministers for endorsement and legitimacy.

- Establish Woreda, Regional and Federal level stakeholder coordination platform for poultry including private sector engagement.
- Establish TWGs at all level linking research and extension to scale production and consumption of poultry products.
- Establish advocacy group at Federal and Regional levels to promote the cause.
- Establish TWG at regional and federal levels that plans Egg Day events in schools, social and religious gatherings and promote using local and national media outlets
- Engage all schools to celebrate Egg day during the school closure day coupled with other functions such as sport, music, poem and drama shows.
- Develop simile, clear and consistent message for medias at all level to use to promote Egg consumption during the National Egg Day.
- Involve each municipality at Woreda level to plan and undertake National Egg Day celebrations.
- Involve celebrities like Haile Gebresilasie, famous soccer players, religious leaders etc to support the cause and organize media event in support of the national Egg Day.

Go for National Egg Day promotion with the theme of *'Two Eggs per day for One Child and one Pregnant and lactating Mother!'*



6.9. List your sponsors/supporters and include them in the event's brochure, poster, or announcements. List their contributions after their names

- Contributions could include products for sale, for free, or for tasting on the spot.
- They could also include items related to the event or venue, such as free advertising, chairs, tents, exhibitions (animals, equipment), transportation, etc.
- Some supporters may also provide free entertainment.
- Prizes are an essential part of this special day. Sponsors often like to provide prizes for the competitions. Prizes could include produce, processed foods, cooking equipment and utensils, plates, bowls, cash, etc.
- AGP2-CDSF organized school egg day at woreda level where there were no major business actors to request sponsorships, the sponsor of the event is directly going to the project donor. The donor and partners logo put on all material like T-shirt, banner and poster. (See above).

6.10. Arrange for music and entertainment

CDSF uses school mini media students to present some songs that directly transmit message about importance of consuming egg. This small music group member who voluntarily presents the song to the audience about their lovely school compound that feed them knowledge. They said today also brings important knowledge about egg consumption to help them develop well. They were able to entertain the audience for a while. However, for this kind of event which involve large number of audiences it is best to have music and entertaining team because edutainment play great role for such an event. During selection and organization of music and entertainment, special attention must be given to ensure that the audience's attention is not diverted from the objective of the event.

6.11. Arrange for media to be present to cover the event

The CDSF school egg day is not at that level to invite media personal and share the experience here. However, should be considered for other events, media may include radio, TV, and newspapers. They will need a special invitation and press release or concept note, so that they know what stories and angles to cover. Some media houses require transportation to attend the event, and allowances for meals, etc. Also, participating organizations may take photos and videos for their websites or social media. They may need to be informed beforehand if there are any restrictions on taking pictures and videos.

6.12. Branding

"Brand" the event so that it is recognizable before, during, and after the special day. The event should have a logo, so that it can be used for posters, t-shirts, caps, leaflets, and other promotional material. Providing t-shirts and caps helps to popularize the event and promote the key messages.

6.13. Organize community groups to participate

Long before the event takes place, community groups, such as school clubs, farmer groups, community groups, should be mobilized to participate in specific ways. For example, farmer groups could be informed of competitions for the biggest vegetable grown, or for the healthiest animals. School clubs may be asked to participate in contests to draw the best poster, or create the best skit, or write the best poem. Community groups could be involved in cooking or baking contests, plowing competitions, and demonstrations of how to use new technologies. All these activities require advanced preparation and time to get ready for them. The role of children in an event is key for relaying messages and behavioral change. Make sure that children have lots to do at the event. Organizing them to participate beforehand is the best way to ensure that they are involved. Parents are happy when they see their children on stage.

6.14. Make place arrangements for producers, processors, and private sector companies to have lots of samples for people to look at and taste. Make sure that there are lots of products for people to taste and purchase.

- Fresh produce should be for sale.
- Processing and preservation equipment should be visible with skilled people operating the machines.
- Live cooking demonstrations should show how to prepare, cook, and serve the foods – people should feel free to ask questions. Those giving the demonstrations should talk about what they are doing, and how they are preserving nutrients through their cooking methods.
- Those demonstrating should plate the food to show how it should be served at mealtimes for all family members – plating should show food combinations and portion sizes.
- Samples of cooked foods should be available for tasting.

7. THE DAY OF THE EVENT

7.1. Prepare a program for the day of the event

Early in the morning the CDSF NSA staff Girma and knowledge management manager Mintesnot meet with school committee members and discuss over the schedule and flow of events. Until guests arrived some music transmitted using mini media instruments. According to below schedule Ato Taha Arebi, one of the schoolteachers who have experience in event facilitation assigned as stage facilitator. Ato Taha introducing event schedule and welcome participants and announce that the event is started officially just at 10:30 am. After thoroughly address event schedule, Ato Taha invited Dr. Kefena Ifa Oromia regional livestock agency head to make an opening remark. Dr. Kefena Ifa



Ato Taha welcoming the students

Sample School egg day event schedule

No	Event	Facilitator
1	Program introduction	Ato Taha Arbi
2	Opening remark	Dr. Kefena Ifa
3	About school	Ato. Belachew (school director)
4	Drama	Student
5	Egg and spoon competition by students	Students and adults
6	Poem	Students
7	Importance of egg	Girma Tekalign
8	Egg cooking	Girma, Ethiopia and mothers
9	Egg serving	All
10	Award for winners	Adem Qasso (woreda livestock agency head)
11	Closing remark	Adem Qasso (woreda livestock agency head)

7.2. Hosting Guests of Honor on the day of the event

Ensure that they have special seating on the dais / stage, water to drink, and a special role to play. Seating was prepared on one side of the tents for special guests.



Regional guests arrived early in the morning to attend the event

7.3. Competitions and games should be relevant to the theme of the event.

Each game or competition should be judged. Depending on the type of competition, judging may take place before the event (e.g., home garden contest). Arrange for an appropriate prize for each contest. For example, children and youth may get t-shirts, caps or balls, men and women may receive equipment, utensils, food packages, etc.

Here are some examples:

- Local farming games – plowing, chopping tree stumps, cart races
- Children’s games (http://www.schoolcarnivals.com/Games/By_Theme/themefair.htm):
- Egg and spoon
- Three-legged race.

This competition was very entertaining, and everybody were volunteer to participate on the competition. The competition we organized were divided into two. These are knowledge part and sport, the knowledge part include poem, essay, drawing of hen with egg. The sport competition was holding egg with spoon run. A person who reach the touch line with unbroken or without failing egg was a winner. (see below) this run was categorized into five, the male and female students’ group, the teacher’s group, fathers’ group and mothers’ group. Students who win the competition was awarded with exercise book and for adult who reach the touch line s/he took the egg itself as an award and it was a very good fun.



Holding egg by mouth competition between students



Mothers competition was energetic and fantastic at touch line



Teachers (left) and fathers' (right) competition

7.4. Work with media on the day of the event

Make sure that media representatives and journalists have access to all aspects of the event, and are able to interview key people, i.e. organizers, key MoA and MoH bureaucrats' VIPs, judges, prize winners, representatives from invited groups, etc. Ensure that they are provided with some refreshment, and transportation, if they do not have their own. You want to have good media coverage for your event.

The level, scope and resource we had allocating for school egg day pilot was not broad and unable to invite with media people at the grass root level. When we consult the regional BoANR and AGP2 we understand that they are not in a position to organize such an event. Without the government sector working with the media require large financial resources. However, AGP-CDSF knowledge management department head was able to interview few people post event and share the experience online with CDSF website.

8. FOLLOW-UP

AGP-CDSF conducted the school egg day by the end of June which all Ethiopian schools closed soon then after. To conduct a follow up what change happen after school egg day the CDSF team has a plan to visit the school and collect feedback. In the other follow up, one of active participant were the team of SURE project, the regional SURE team leader informed us to that they want to share the experience of AGP-CDSF and conduct such kind of event. We happy to support them in the process and share our experience.

9. LESSONS: THE FOLLOWING LESSONS FROM THIS EVENT

1. To conduct successful school egg day, the time must not be in June. April/May are more suitable as June is the time where every student prepares for final exams and not interested in such an event.
2. The event needs adequate time and resource to involve stakeholders and community mobilization, to increase participation and coverage.
3. Best to search and identify sponsors to get the required resource to conduct the event.
4. Schools have the potential for behavior related intervention for future impact and they are ideal for such an event.
5. Egg or poultry has a potential to impact rural household income and nutritional diversification if properly promoted.

10. RECOMMENDATIONS FOR NEXT TIME

- Plan egg day ahead of time with involving various sectors and stakeholders.
- Assign adequate resources through participation of different stakeholders and sponsors.
- Involve media for coverage and farther information dissemination.
- Have a regular school or community level egg day as a promotional activity.

APPENDIX A. HOW TO PLAN AND HOLD A COMMUNITY NUTRITION-SENSITIVE AGRICULTURE EVENT

How to / Steps
<p>1. Name your event</p> <p>Make sure that the name is attractive for those who you want to attend (your audience, participants, and stakeholders).</p>
<p>2. List who you want to attend, participate in, or contribute to this event</p> <p>Examples:</p> <ul style="list-style-type: none"> • Women and Men Farmers • Children • Youth • Local leaders • Teachers • Health workers • Politicians • Private Sector, business leaders • Government agricultural staff (federal, regional, woreda, kebele, village, FTC) • NGOs and CBOs
<p>3. Formulate your objectives</p> <p>Make sure that there is an NSA objective, at least one objective that meets the needs of those you want to attend (your audience, participants, and stakeholders), and one development objective</p>
<p>4. List the NSA messages that you will promote at the event (these can be used in songs, posters, brochures, stickers, caps, t-shirts, etc)</p> <p>The messages should be obtained from the SURE or NSA harmonized training manuals. Messages may related to nutrition and health benefits, child growth, production, storage, food safety, packaging, marketing and income, promoting efforts of local farmers, promoting local seeds/varieties/breeds, promoting local products, promoting women’s empowerment/gender equality/opportunities for all family members</p> <p>These messages can be translated and adapted for your audience(s)</p>
<p>5. Identify the approaches you will take to encourage participation (all types)</p> <ul style="list-style-type: none"> • Farm production - Appeal to farmers (new crops, high-yielding, drought-resistant, high-value) • Diet diversity - Appeal to children, families, and schools (new recipes, attractive visually and tasty, fun to eat, complementary food, easy to prepare) • Business and income generation - Appeal to private sector (wide advertising of new inputs products, larger market) • Goal and Targets - Appeal to government (meet strategic goals, increased production and productivity, improved nutrition, diet diversity, combatting micronutrient malnutrition)

- Women’s Empowerment – Appeal to women, men and families ways to reduce the work burden on women through new technologies and opportunities that give them access to and control of resources, and decision-making power
- SBCC - Appeal to FTC/Health Post to convey extension/health/nutrition messages, mount demonstrations, display crops and foods
- Promoting progress - Appeal to leaders and politicians to promote development and modern living in their area
- Etc.

6. Preparation

Write concept note to sell the idea to the stakeholders who may provide support: Government, NGOs, CBOs, private sector. Include the information in 1-5. Name the dates, location, venue, and times. Keep the concept note short (about 1-2 pages) so that people will read it. Include a logo, photo, or illustration that you will use for all communications, so that when people see it, they will recognize that it represents the event.

Use the concept note to secure funds and gifts in kind for the event, from government, NGOs, local businesses, producer groups, cooperatives

Establish the organizing committee. Major stakeholders should have an interest on being on the organizing committee, such as key government officers responsible for promoting the event’s messages, like-minded NGOs with similar programming, business people who want to promote their products, leaders who are responsible for local development initiatives.

Keep the number on the organizing committee small (8-12) to make communication easy. If you want to involve others, ask them to be on the jury, in the VIP tent, etc.

Identify jury members. These members will be responsible for judging winners of competitions and games, and for giving out prizes/awards. They should be respected people known to or regarded by the community: politicians, leaders, teachers, model farmers, celebrities. Try to identify 6-8 people to judge the different contests, according to their interest.

Make linkages. NSA promotes a farm to fork approach. All stakeholders should be involved in the event by inviting them to show how their role play an important link in the farm to fork framework. Seed/inputs traders, farm machinery sellers, government/non-government extension workers, farmers’/producer groups, cooperatives, IWUAs, marketing boards, business people, food processing companies, food sellers associations, shops, restaurants.

Choose a venue. The venue should be a place where all the people you expect to attend will feel comfortable. Examples are a school, community centre, or football field. The venue should be easily accessible for everyone with lots of room for stages for performances, vendors, exhibitions, games, VIP seating, visitors, and participants.

Invite guest of honour and participants. It’s always good to have some important people attend because they will attract a larger audience. Some ideas of VIPs to invite are: local politicians, celebrities (singers, sports figures), respected men and women in the community, someone from the community who has been successful elsewhere and who comes back as a hero. The person who you invite should have a special place to sit, so that everyone can see him or her. Also, the VIP should have a role in the event, either as a speaker, or a judge. The VIP should emphasize the importance of the event and the related NSA messages. Ensure you have a microphone or megaphone, so that everyone can hear your VIPs talk. You may have a

number of guests of honour who grace the occasion.

Also, spread the news about your event so that you fill your venue to capacity. For example, if you would like 500 people to attend, you need to strategize how to get your numbers up to that level. Advertise in communities on special days, i.e. market days, and days when people gather to worship. Any NSA event should include school children because they can effectively communicate NSA messages to their parents, siblings, and friends. Also invite farmers' groups, other occupational groups, women's groups, social groups, etc. As appropriate, you could ask them to contribute their local expertise in producing, processing, and preparing nutrition foods.

Advertise your event via radio, television, posters, local announcements and meetings, on market days, in churches and social occasions. Local photographers, artists or musicians may be recruited to assist with posters or radio announcements.

List your sponsors/supporters and include them in the event's brochure, poster, or announcements. List their contributions after their names.

Contributions could include products for sale, for free, or for tasting on the spot.

They could also include items related to the event or venue, such as free advertising, chairs, tents, exhibitions (animals, equipment), transportation, etc.

Some supporters may also provide free entertainment.

Prizes are an essential part of this special day. Sponsors often like to provide prizes for the competitions. Prizes could include produce, processed foods, cooking equipment and utensils, plates, bowls, cash, etc.

Arrange for music and entertainment to attract people to the event. Music could be played through speakers. Local groups of singers and musicians take turns to provide entertainment. A local music group or a school club could compose a song for the event, which is played and sung at significant times during the day. Other types of entertainment could be offered by drama groups, acrobatic troupes, school clubs, such as short skits, poems, and gymnastics performances. At the beginning of the event, it may be appropriate to play the national anthem.

Arrange for media to be present to cover the event. Media may include radio, TV, and newspapers. They will need a special invitation and press release or concept note, so that they know what stories and angles to cover. Some media houses require transportation to attend the event, and allowances for meals, etc. Also, participating organizations may take photos and videos for their web-sites or social media. They may need to be informed beforehand if there are any restrictions on taking pictures and videos.

"Brand" the event so that it is recognizable before, during, and after the special day. The event should have a logo, so that it can be used for posters, t-shirts, caps, leaflets, and other promotional material. Providing t-shirts and caps helps to popularize the event and promote the key messages.

Organize community groups to participate. Long before the event takes place, community groups, such as school clubs, farmer groups, community groups, should be mobilized to participate in specific ways. For example, farmer groups could be informed of competitions for the biggest vegetable grown, or for the healthiest animals. School clubs may be asked to participate in contests to draw the best poster, or create the best skit, or write the best poem. Community groups could be involved in cooking or baking contests, plowing competitions, and demonstrations of how to use new technologies. All these activities require advanced preparation and time to get ready for them. The role of children in an event is key for relaying messages and behavioural change. Make sure that children have lots to do at the event. Organizing them

to participate beforehand is the best way to ensure that they are involved. Parents are happy when they see their children on stage.

Make arrangements for producers, processors, and private sector companies to have lots of samples for people to look at and taste. Make sure that there are lots of products for people to taste and purchase.

- Fresh produce should be for sale.
- Processing and preservation equipment should be visible with skilled people operating the machines.
- Live cooking demonstrations should show how to prepare, cook, and serve the foods – people should feel free to ask questions. Those giving the demonstrations should talk about what they are doing, and how they are preserving nutrients through their cooking methods.
- Those demonstrating should plate the food to show how it should be served at meal times for all family members – plating should show food combinations and portion sizes.
- Samples of cooked foods should be available for tasting.

7. The day of the event

Prepare a program for the day of the event. This should be developed by organizers, and given to sponsors, exhibitors, VIP guests, and the media. Most programs include these elements:

- Opening Ceremony (national anthem, national songs and performances)
- Welcome Speech by Dignitary
- Speeches by Key Stakeholders
- Announcements
- Vote of Thanks, etc.

At the end of the day, the Jury may announce the prizes won through the various competitions.

Hosting Guests of Honour on the day of the event. Ensure that they have special seating on the dais / stage, water to drink, and a special role to play.

Competitions and games should be relevant to the theme of the event. Each game or competition should be judged. Depending on the type of competition, judging may take place before the event (e.g., home garden contest). Arrange for an appropriate prize for each contest. For example, children and youth may get t-shirts, caps or balls, men and women may receive equipment, utensils, food packages, etc.

Here are some examples:

- Local farming games – plowing, chopping tree stumps, cart races
- **Children's games** (http://www.schoolcarnivals.com/Games/By_Theme/themefair.htm):
 - *Egg and spoon*
 - *Three-legged race*
 - *Feed the Cows (or Pigs):* Use a backboard with pictures of a pig or a cow for a target for beanbags. The player tries to throw beanbags through holes in the target. You could make the beanbags to look like corncoobs, or use dried or plastic corncoobs.
 - *Grandma's Apron:* Volunteers wear colorful aprons with lots of pockets and circulate throughout the carnival. Each pocket holds a different prize. Player gets to choose the pocket.
 - *Dancing:* Keep the dances as simple as possible so no one feels intimidated.

- *Milk Bottle Knockdown*: Stack six wood or aluminum milk bottles in a pyramid. Each player gets to throw one to three rubber baseballs at the bottles. You can decide if they must knock down all or just a few bottles to win a prize.
- *Pony Rides*
- *Talent Show*
- **Adult Competitions**
 - Fastest processing (de-husking, peeling, etc.)
 - Best preserved foods (drying, canning, etc.)
 - Best home garden (judging to take place the week before)
 - Best recipes, dishes (for targeted foods)
 - Best new recipe (for targeted foods)
 - Best new recipe for complementary food (using targeted fruits and vegetables)
 - Largest vegetable (for targeted vegetables)
 - Healthiest goat, cow, etc.
 - Healthiest fowls

Work with media on the day of the event. Make sure that media representatives and journalists have access to all aspects of the event, and are able to interview key people, i.e. organizers, key MoA and MoH bureaucrats VIPs, judges, prize winners, representatives from invited groups, etc. Ensure that they are provided with some refreshment, and transportation, if they do not have their own. You want to have good media coverage for your event.

8. Follow-up – There may be some ideas or suggestions brought forward during the course of planning for the event and the event itself. You may be required to follow up with officials, local leaders, or members of the invited groups. Follow-up does not necessarily mean that you have to implement a follow-on activity, but you could assist with linkages. Participants may request linkages to inputs, credit, new varieties, equipment, school NSA clubs, etc.

9. Lessons – Try to gather your committee members together and have an “after-action review” on what happened at the event. Did everything go as planned? If no, what were the variations to the plan? Were the consequences positive or did they have a negative impact on your event? What were the elements of the event that were most effective in getting the NSA messages across? If you were going to plan another event in a year’s time, would you do exactly the same things, or would you make changes?

10. Recommendations for next time - What ideas does the committee have for planning and implementing an improved NSA event? Document these ideas so that you can pass these on to your committee next year.