

Overarching goal

To influence what people eat

Types of audiences

Type of audience	Target groups
Audiences that will help us do that (Agents of change)	Media; Disseminators of food information; Civil society; Scientists; Policy makers
Audiences whose behavior we seek to change	Family food providers and adolescents will purchase and consume diverse food Farmers will grow diverse foods or continue to grow them if they already are doing so Supermarkets and food industry will develop, market and sell diverse foods Policy makers will develop supportive policies

Policy makers	National Policy Makers: Minister of Health, Minister of Agriculture; Ministers of Education existing coordinating committees in countries for food and nutrition International Policy Makers: CBD COP, WHO
Civil Society	Community leaders, such as religious leaders, NGOs, Trade associations, Farmers associations, Cultural groups; professional associations, women groups
Disseminators of nutrition education	Extension workers, teachers, public health workers, nutrition officers, other working with outmoded material
Media and Public communication	Popular media: print, radio, TV (cooking programs, soap-operas), cultural events. Public communication: botanical gardens, natural history museums Icons (actors, sports stars, famous chefs, etc.)
Scientists	Medical, botanical gardens, economists, nutritionists, food scientists, agricultural researchers, ethno-botanists

Proposed PA Partnerships

International level:

UNESCO, UNICEF, FAO, WHO

National / Local level:

Relevant Ministries

World food day committees

UN agency committees

Civil society / community leaders

Professional society / scientific institutes and Universities

2. Target audiences for PA, Messages to them and Possible barriers

Audience Group	Key Messages	Possible Barriers
Scientists	Research is needed on key areas that could support awareness raising efforts. Research should be carried out to enable messages to be targeted to policy makers	Lack of research funds. Fund needed from donors and major national research funders (NIH)
Policy makers	Evidence should be the basis of messages to policy makers. What are the benefits of	

	biodiversity, who benefits and how (economic benefits + others). Solutions to development problems can/should come from local food base (sustainability)	
Family food providers	Convenience and time; leads to healthy, smart and active children; more economical	
Adolescents	Your cultural idols or friends eat diverse food; It's cool to eat this stuff	
Development experts	Local products contribute to local development	
Supermarkets	Buying these foods helps people; and can bring positive publicity, or if you don't support them, it can bring negative publicity	
Food Industry (may be linked to supermarket above)	Diverse foods (local foods, indigenous foods) can be developed, marketed and sold for profit; selling these products is good for your constituents	
Farmers		Seed availability, markets for products, extension support, if we create demand, we need to ensure supply, policy-links-subsidies
Disseminators of information on nutrition		Lack of information material. Lack of evidence upon which materials are based (packaged for them). Existence of dietary supplements can be a barrier to use of food for health
School or child care institution food providers	Laws and policy regulate what is provided in schools and institutions; budget regulates what is provided; better food leads to smarter children; food is an education, it can be integrated into other subjects in the curriculum	
Civil Society	Link dietary diversity with major health problems seen in the community	
Media/public communication	'sexy message' - want proof and evidence	Lack of stories, lack of evidence from research, it costs money to air this information

Actions / Follow plan

- Agents of change are 1st priority but...
- Before we can reach them we need evidence of the benefits of dietary diversity (not limited to health benefits)—stories for the media, evidence and hard facts for policymakers and disseminators of food and nutrition information
- And we need to do some case studies of communications communication campaigns: , what worked, what didn't
- The approach should be multi-sectoral and at all levels: international (get global attention to the issues), national (changes policies), and local (to change what people eat). All self-reinforcing
- To influence the international agenda: Advisory Board comprising celebrities and rich folks

- To influence the national agenda: direct interventions with policymakers in partnership; use of celebrities
 - To influence the local level: TV shows (cooking, soaps), print, Food Days, Biodiversity Fairs, link to existing events, e.g. Diabetes day, Women's day