



**FOOD SECURITY CLUSTER**  
*Strengthening Humanitarian Response*

## **Advocacy Working Group Face-to-face Meeting 23 October 2012 Draft Report**

The purpose of the face-to-face meeting was to review the work of group throughout 2012 and to identify / reaffirm priority areas for 2013 and further develop the work plan as appropriate.

The main objectives of the meeting were to:

- Assess progress and determine if the working group should continue and in what format. If no set output is determined, consider closing the group;
- If the group is to continue – clearly define the purpose, objectives and deliverables for the next 6 months;
- Discuss ways to better improve the format and operational procedures in order to achieve agreed objectives and deliverables;  
(see Annex 1-2 for meeting Agenda and list of participants).

The meeting began with an introduction and welcome to new members of the group.

The request from the Chair of the Advocacy Working Group, Daw Mohamed from Care International to pass on this role to his Larissa Pelhma was met with unanimous approval from participants. Daw Mohamed will continue to participate in the activities of the group.

It was noted that although they had had five teleconferences and numerous email exchanges there was no clarity nor clear consensus on the purpose and objectives of the WG. In August 2012. In July 2012 the members of the WG agreed to expand the scope of the WG to widen the scope of the WG to include communications as well as advocacy. Discussions focussed around defining what partners had expected from the group, should this group exist and defining what is meant by Advocacy and Communications within the global Food Security Cluster?

### **Defining Added Value**

It was agreed that advocacy and communications is core for the work of the global and country food security clusters. It was noted that the group needed to remain modest with the initial expectations, keeping the long term view. Therefore it was felt very strongly that the WG should continue to define the strategy over the next six months, with an aim to expand activities over the long term.

It was decided that by April 2012, the WG would develop a draft advocacy and communication strategy. The strategy will facilitate communications between internal national and global food security partners and between national food security clusters. The strategy will provide reference guidance:

- on existing tools to help highlighting areas such as entry points to the Integrated Food Security Phase Classification (IPC).
- to country clusters advocacy and communications priorities (how to develop a advocacy plan etc).

The aim, expected outcomes of this strategy is to develop a food security cluster 'global voice' so that all gFSC partners' observers and colleagues speak consistently with a food security cluster voice.

## **The way forward**

Members of the WG discussed the possibility of requesting a six-month secondment of an Advocacy specialist to work full time on the development of the advocacy and communication strategy and related tools. It was suggested to open discussions with the Norwegian Refugee Council to see if there were suitable specialists available.

The most important call from the members of this group was to encourage other gFSC partners to nominate communications experts with a knowledge of food security issues and or food security experts with communication knowledge to join this group and contribute to the development of the strategy and related guidelines. Call to all gFSC partners.

## **INFOSAID**

Earlier in the year, the Advocacy and Communications WG was contacted for inputs into an on-line message library developed by INFOSAID. This is a DFID-funded project that aims to improve the quality of humanitarian responses by maximising the amount of accurate and timely information available to both humanitarian responders and crisis-affected populations through enhanced information exchange between them in an emergency. The messages, which are aimed at crisis-affected populations, are a combination of warnings and alerts, advice on risks and threats and how to mitigate them and prompts for programmatic interventions. The message library is designed to be used as a reference tool and each message should be translated, piloted and adapted to suit the local context and to ensure comprehension before dissemination.

In response to this request, the members of the WG looked at the existing draft messages and circulate them to all gFSC partners for comments. After further discussions, it was decided that it was not appropriate for the gFSC to endorse in any way these messages. It is the responsibility of individual agencies and organizations. At this stage, neither the WG nor the gFSC can endorse messages on behalf of partners. The WG will respond to INFOSAID to inform them of this decision.

## **Practically**

- Members of the WG welcomed Larissa Pelhama, Care International in the role of Chair. The WG will hold monthly teleconferences and will report back periodically to the gFSC partners during the monthly teleconferences and bi-annual meetings and meeting minutes will be shared with all gFSC partners.



**FOOD SECURITY CLUSTER**  
*Strengthening Humanitarian Response*

## Annex 1

# Advocacy Working Group Face-to-face Meeting 23 October 2012 Agenda

### Agenda

- Opening remarks and welcome.
- Introduction of the meeting participants.
- Overview from the chair as to group progress to date.
- Discussion on the relevance of the group.
- Revision of modified TORs and identification of established deliverables for 2013.
- Agree on a work methodology for the coming months, timeframes and focal points for target outputs and be ready to report these back to plenary.

## Annex 2

### List of participants

<b>Agency:</b>	<b>Surname:</b>	<b>First Name:</b>
1. CARE	Daw	Mohamed
2. CARE	Pelham	Larissa
3. DFID	Hart	Kate
4. FAO	Perrais	Olivier
5. FAO	Longhurst	Daniel
6. gFSC	Farmer	Graham
7. gFSC	Fitzpatrick	Emma
8. IFRC	Kaufman	Robert