

## Strengthening the media abilities to effectively communicate on food security and nutrition

*Journalists demonstrated their commitment towards supporting zero hunger in Namibia.*

The World Food Programme (WFP) in Namibia in collaboration with the United Nations Education, Scientific and Cultural Organisation (UNESCO) organised a two-day training workshop on Food Security and Nutrition for the media, which was held on 26 - 27 October 2017 at the United Nations House in Klein Windhoek, Windhoek Namibia.



*Group photo of WFP Country Director Mr Bai Mankay Sankoh together with trained journalists and WFP Facilitators for the workshop on Food Security and Nutrition. Photo: WFP/Victoria Kamara*

The objectives of the workshop were to improve awareness and knowledge on Food Security and Nutrition in Namibia and strengthen the abilities of media personnel to meaningfully communicate Food Security and Nutrition issues to the public. The media plays a vital role in creating awareness and influencing policy within the country and their role goes beyond conventional reporting to being partners who take a lead in communicating information that promotes inclusive agricultural productivity growth, better nutritional outcomes and strengthened livelihood resilience.

Officiating the workshop, Permanent Secretary Mr. Mbeuta Ua-Ndjarakana at the Ministry of Information and Communication recognized that, in-order for Namibia to achieve the Sustainable Development Goal two (SDG2) by 2030, it is important to improve the media's capacity in informing the nation about food security and nutrition. Consequently, enhancing the media capacity in understanding food security and nutrition subjects becomes vital in this era as it improves sound reporting on food availability, food access, and food utilization for both men and women.

Currently, there is, however, limited media coverage in communicating these issues. One reason for the limited coverage in communicating holistic food security and nutrition is the lack of easily accessible information about the complex relationships between agricultural production, food security and nutrition. Another reason is the limited knowledge on these issues resulting in difficulty in reporting. This training

therefore improved the journalists' knowledge on food security and nutrition in Namibia and guided them on how to effectively communicate this information to a spectrum of audiences.



*Certificate of Completion handed over by Director of Print Media at the Ministry of Information and Communication Technology Ms Tjiuai Kaambo to Janet Kaiuina, a Radio Presenter at the Base FM, joined by WFP Country Director Mr Bai Mankay Sankoh and WFP*

Ensuring a Namibia without hunger and malnutrition is an agenda that Namibia has flagged high on the development agenda as clearly stipulated in the Harambee Prosperity Plan and the Fifth National Development Plan. Therefore WFP Namibia applauds the efforts that Government and partners are implementing in addressing food security and nutrition. Speaking at the workshop WFP Namibia Country Director Mr Bai Mankay Sankoh said “this is an opportune time for journalists to be trained and reflect on how

effectively and meaningfully they can report on Food Security and Nutrition in support of Government’s efforts to end hunger in Namibia”.

About 21 journalists from different radio stations, newspapers, and TV were trained on how to report on food security and nutrition. At the end of the workshop, each journalist received a certificate of completion handed over by the Director of Information and Communication Technology, Ms Tjiuai Kaambo. Moving forward WFP will continue to engage the media to produce meaningful contents related to food security and nutrition which will educate the public and contributes to the broader goal of ending hunger and improved food security and nutrition.