

**TERMS OF REFERENCE**  
National Nutrition Cluster  
Advocacy and Communications Technical Working Group

**PURPOSE**

*Description*

Technical Working Group under the National Nutrition Cluster that leads the advocacy and communication actions of the cluster, with the Koalisyon para Alagaan at Isalba ang Nutrisyon (KAIN), represented by World Vision as convenor; the NIED-NNC, as co-convenor; NCHP-DOH, UNICEF, ACF International, Save the Children, Philippine Pediatric Society, Kalusugan ng Mag-Iina Incorporated (KMI), and Arugaan as members; and NPPD-NNC as secretariat.

*Goal*

For nutrition concerns and issues to be considered as essential component of emergency response

*Objectives*

- (1) IYCF-E: to promote, protect and support breastfeeding and appropriate complementary feeding during emergencies
- (2) IMAM: to support the adoption and implementation of an IMAM policy and training of health workers

**GUIDING PRINCIPLES**

- We place a high value on integrity by adhering to a code of conduct, ethics and standard of working.
- We are accountable to our stakeholders in our communications, finances, performance measures, and results.
- We work in partnership with all our stakeholders.
- We have the highest value for humanity and are committed to remain equitably responsive in emergencies while observing compassion.
- We provide high quality and timely nutrition service characterized by unifying, innovative and competent performance.
- We are the authority that sets direction in all phases of nutrition in emergency.

# **TERMS OF REFERENCE**

## **Advocacy and Communications Technical Working Group**

---

### **ROLES & RESPONSIBILITIES OF MEMBERS**

#### *Advocacy*

- Review existing policies, standards, guidelines, key messages and IEC materials on IYCF-E and IMAM
- Recommend policies, standards, guidelines, key messages and IEC materials on IYCF-E and IMAM to strengthen emergency response

#### *Communication*

- Disseminate policies, standards, guidelines on IYCF-E and IMAM
- Develop key messages and IEC materials on IYCF-E and IMAM
- Distribute IEC materials on IYCF-E and IMAM

#### *Coordination*

- IYCF-E & IMAM TWGs, Nut Cluster IM & coordinators, other clusters, regional nutrition clusters of affected areas, LGUs, field-based humanitarian partners, media

### **MONITORING & EVALUATION**

- Develop M&E protocols and tools

### **DECISION-MAKING PROCESS**

Consensus of TWG member organizations, recommendation to National Nutrition Cluster coordinators, before bringing to the attention of the National Nutrition Cluster

### **ACCESS TO/DISSEMINATION OF DATA**

- Data from regional nutrition clusters collected and shared with the group through Yahoogroup
- Data of TWG member organizations shared with the group through Yahoogroup
- Processed and consolidated data submitted to National Nutrition Cluster Yahoogroup and Information Manager

### **PROCESS EVALUATION**

- Forms to be given to and collected from the regional nutrition clusters
- NNC to consolidate the completed forms