

## Annex 5: Terms of Reference for IYCF Champion

### Who should be a champion?

- Someone willing to advocate for the needs of PLW, infants and young children
- Staff from any sector, with or without IYCF experience
- Staff from any level of the organization (i.e. a manager, a member of field staff etc.)
- Someone with good interpersonal skills; role models and respected by the beneficiaries
- As many as possible; one nutrition or IYCF staff can identify and orientate several champions according to the context and buy-in from actors

### What should a champion do?

- Take a lead in the IYCF response through existing mechanisms
- Actively participate in different strategic coordination mechanisms (multi-sectoral and sector specific if relevant) to ensure IYCF is considered in decision making processes
- Advocate for IYCF wherever possible
- Be actively involved in fundraising for IYCF when multi-sectoral strategies and proposals are being developed
- Participate in context analysis at the onset of an emergency, providing information where relevant
- Consider IYCF in their daily activities
- Identify risks and needs for PLW and children 0-23 months in their line of work
- Meet bilaterally with other sector colleagues where possible
- Inform and be informed about priorities of relevant sectors
- Identify opportunities for integration and brainstorm activities to put in place with other sectors
- Participate in monitoring of the IYCF Framework where requested

### What should a champion know?

- Why PLW and children 0-23 months are vulnerable and should be prioritised
- What the needs are of PLW and children 0-23 months
- What IYCF is in relation to feeding and care practices
- What risks are identified for PLW and children 0-23 months in an emergency (consequences of the situation)
- What the priorities are of other sectors

### When and how to identify a champion?

- In a new emergency: during context analysis
- In an existing emergency: when the IYCF Framework is rolled out
- Be sure to: do a stakeholder analysis, map the services available, identify the lead agencies per sector, determine who is in charge of coordination, and determine who will champion IYCF

### How to support a champion?

- Ideally, at least one of the champions would have received a training on the fundamentals of IYCF
- Organise a one day orientation for the champions (length to be adapted to the availability of stakeholders in the context) of all related sectors to share minimum technical IYCF information