

Nutrition for Growth Year of Action Launch Event

Social Media Toolkit

Background Information

Good nutrition is the foundation for a healthy life, resulting in thriving communities and economic stability. However, disruptions caused by COVID-19 threaten to undo the critical progress made in the last decade, highlighting the evermore present need to accelerate investments in nutrition.

With only four years left to achieve the WHA targets and nine years left to achieve the SDGs, the December virtual event hosted by Canada's Minister of International Development—the Honorable Karina Gould—and Bangladesh's Minister of Health and Family Welfare—the Honorable Zahid Maleque—will kick off a Nutrition for Growth Year of Action on December 14.

Please use the following toolkit to share the event information across your various social channels along with the urgent need to examine new data and recommit to nutrition in this Year of Action in the lead up to the official Nutrition for Growth Summit in Tokyo in late 2021. As a key champion in the fight against malnutrition, we need your voice to encourage a robust event attendance. Additional social content will be released closer to the event date.

Key Hashtags

#NutritionYearOfAction

#N4G

#InvestInNutrition

#Recommit2Nutrition

#StandingTogetherForNutrition

Relevant Accounts

Twitter

- Nutrition for Growth: @NutritionWin
- Global Affairs Canada: @CanadaDev; @karinagould
- Government of Bangladesh, Ministry of Health and Family Welfare: N/A
- Government of Japan: @JapanGov

- Bill & Melinda Gates Foundation: @gatesfoundation; @melindagates
- SUN Movement: @SUN_Movement; @GerdaVerburg
- UN Food Systems Summit: @FoodSystems; @Agnes_Kalibata
- UNICEF: @UNICEF; @UNICEFchief
- World Vision: @WorldVision

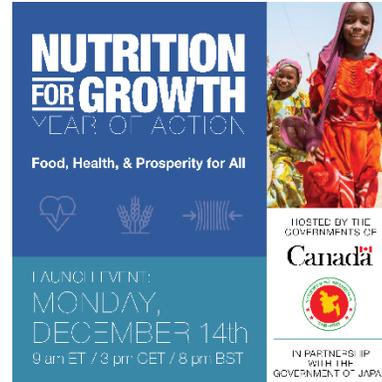
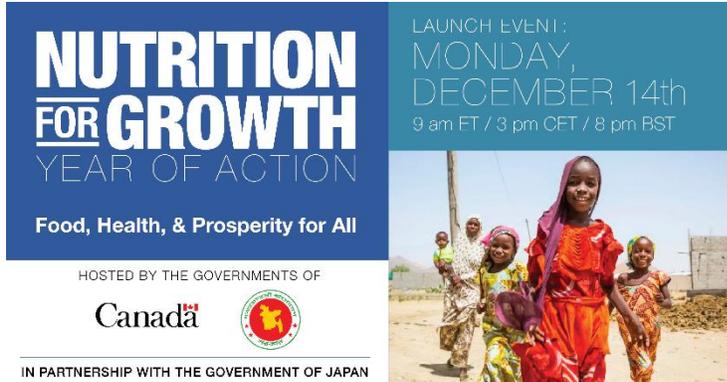
Facebook

- Nutrition for Growth: N/A
- Global Affairs Canada: N/A
- Government of Bangladesh, Ministry of Health and Family Welfare: N/A
- Government of Japan: @JapanGov

- Bill & Melinda Gates Foundation: @gatesfoundation
- SUN Movement: @SUNMovement

- UN Food Systems Summit: @UNFoodSystems
- UNICEF: @unicef
- World Vision: @worldvision

Social Assets



Relevant Links

<https://rb.gy/8m64qv>
 Nutritionforgrowth.org

Pre-Event Promotion

	Tweets	Facebook
Posts	<p>It's official! @GAC_Corporate and the Gov of Bangladesh are hosting the launch of a #NutritionYearOfAction. Great line-up of speakers + more being announced every day. Hope to see you there so we can recommit to #InvestInNutrition together. https://rb.gy/8m64qv</p>	<p>It's official! The Governments of Canada and Bangladesh, in partnership with the Government of Japan, are hosting the launch of a #NutritionYearOfAction. There is a great line-up of speakers, with more being announced every day. Hope to see you there so that we can recommit to #InvestInNutrition together. https://rb.gy/8m64qv</p>
	<p>Looking forward to the upcoming launch of a #NutritionYearOfAction hosted by @GAD_Corporate and the Gov of Bangladesh! Register to join us as we recommit to nutrition together. https://rb.gy/8m64qv</p>	<p>Looking forward to the upcoming launch of a #NutritionYearOfAction hosted by the Governments of Canada and Bangladesh! Register now to join us as we recommit to nutrition together. https://rb.gy/8m64qv</p>
	<p>The time to act is now: recommitting to nutrition is a 🔑 component of the #COVID19 response and recovery—and the only way to reach #WHA and #SDG nutrition targets. Join and participate on Dec. 14 to recommit</p>	<p>The time to act is now: recommitting to nutrition is a 🔑 component of the #COVID19 response and recovery—and the only way to reach #WHA and #SDG nutrition targets. Join and participate on Dec. 14 to recommit</p>

	<p>to a world without malnutrition. https://rb.gy/8m64qv #NutritionYearOfAction</p>	<p>to a world without malnutrition. https://rb.gy/8m64qv# NutritionYearOfAction</p>
	<p>We are kicking off a @NutritionWin Year of Action together with a virtual event on December 14. Join us as we collaborate and discuss solutions to address malnutrition challenges exacerbated by the pandemic. Register for the virtual event here: https://rb.gy/8m64qv</p>	<p>We are kicking off the Nutrition for Growth Year of Action together with a virtual event on December 14. Join us as we collaborate and discuss solutions to address malnutrition challenges exacerbated by the pandemic. Register for the virtual event here: https://rb.gy/8m64qv #InvestInNutrition</p>
	<p>Join @GAC_Corporate and Ministry of Health & Family Welfare of Bangladesh on Dec. 14 to launch a #NutritionYearOfAction. We must prioritize and #InvestInNutrition now to ensure a better future for all. https://rb.gy/8m64qv</p>	<p>Join @CanadaFP and Ministry of Health & Family Welfare of Bangladesh on Dec. 14 to launch a #NutritionYearOfAction. We must prioritize and invest in nutrition now to ensure a better future for all. https://rb.gy/8m64qv #InvestInNutrition</p>
	<p>[Insert speaker name/handle] is now slated to present during the #NutritionYearOfAction Launch on December 14. Looking forward to hearing their perspective on the urgency around action on nutrition https://rb.gy/8m64qv</p>	
	<p>Excited to hear [insert speaker name/handle] speak at the #NutritionYearOfAction launch on December 14! Register now to join the conversation in the fight against malnutrition. https://rb.gy/8m64qv</p>	
	<p>Women and girls will be the first to suffer some of the worst nutrition consequences due to #COVID19 disruptions. Join the conversation at the #NutritionYearOfAction launch as leaders collaborate on how to put nutrition at the center of the pandemic response https://rb.gy/8m64qv</p>	<p>Women and girls often eat last and least. They will also be the first to suffer some of the worst nutrition consequences due to #COVID19 disruptions. Join the conversation at the #NutritionYearOfAction launch as leaders collaborate on how to put nutrition at the center of the pandemic response—to protect those who need it the most.</p>

		<p>#InvestInNutrition https://rb.gy/8m64qv</p>
	<p>#COVID19 threatens to dramatically increase child malnutrition. Join the conversation to fight malnutrition at the upcoming #NutritionYearOfAction launch https://rb.gy/8m64qv</p>	<p>United Nations agency leaders came together to call for urgent action on malnutrition in response to projections of #COVID19’s impact on child wasting.</p> <p>Now, leaders are coming together to launch a #NutritionYearOfAction on December 14. Join the webinar and hear from global nutrition leaders [insert speaker names/handles] deliver collective ambitions for a world without malnutrition. https://rb.gy/8m64qv</p>