

## Nutrition for Growth Virtual Year of Action Launch

International Coalition for Advocacy on Nutrition (ICAN) and Scaling Up Nutrition Civil Society Network (SUN CSN) Advocacy Packet

### Background & Key Messages

The SUN CSN & ICAN Nutrition for Growth (N4G) task force have coordinated over the course of this year to strategize on the narrative and case for a year of action on nutrition. The below messages support civil society organizations across all levels to participate in and amplify advocacy around this critical moment for global nutrition. These advocacy messages are meant to support and complement [the official toolkit for the event](#) and the broader vision of N4G as laid out by the Government of Japan. Check back here for more post-event materials.

### Messages

- We applaud **the leadership of the Governments of Canada and Bangladesh** for stepping up to host the launch of a Nutrition for Growth (N4G) Year of Action. **This N4G Launch is THE action-forcing moment for nutrition in 2020** and is a part of building back better for stronger health systems and more resilient, healthy populations.
- Continued and scaled-up investments in nutrition are critical to **protect the generation of gains in improving nutrition for mothers and children**. This ensures countries remain on track to meet both the Sustainable Development Goals (SDGs) and the World Health Assembly (WHA) Global Nutrition Targets.
- However, the COVID-19 pandemic's disruption of our global health, food, and economic systems is threatening the progress we've achieved thus far.
- Even before the COVID-19 pandemic, too many children and families were impacted by the long-term consequences of malnutrition, including most tragically death. Before COVID-19:
  - Poor nutrition underpinned **nearly half** of all child deaths.
  - An estimated **149 million children** under age five were stunted (too short for their age) as a result of chronic undernourishment; many of these children are subsequently cognitively impaired.
  - Another **49 million children** were wasted (underweight for their height).
  - Child obesity and overweight are increasing at an alarming rate. In the next decade, it is estimated that more than **40 million infants and young children** will be affected by overweight and obesity, with the vast majority of them living in lower and middle-income countries.
- Alarming new evidence from the [Standing Together for Nutrition consortium](#) will be presented at the event. This evidence further reinforces the reality that without **immediate action** the impacts of the COVID-19 pandemic over the next 3 years will **greatly diminish our ability to successfully meet SDG 2 – Zero Hunger and the WHA global nutrition targets**.
- Good nutrition is a human right and is fundamental to health and well-being. Good nutrition is critical to **building proper immunity** to fight off infections like COVID-19.

- When all people have **access to affordable and nutritious foods, clean water, and appropriate health services** (especially during the 1,000-day window), we have the power to **build resilient and prosperous communities**.
- High-impact nutrition interventions are cost-effective in **reducing mortality and preventing disease**, which is why they should be central to all health systems. For every **\$1 invested in nutrition, \$16 is returned to the local economy**.
- Many N4G commitments made in London in 2013 are **expiring**. The N4G Year of Action is **the chance to take action in the fight against malnutrition** to protect the futures and lives of children worldwide.
- The time for urgent action to protect the nutrition and well-being of children and mothers is **NOW**. Join ICAN and SUN CSN for the [N4G Year of Action Launch Event](#) on **14 December** to sound the alarm on the malnutrition crisis and **secure renewed funding and policies we need to end malnutrition in all its forms**.

### Suggested Social Posts for Twitter

#### Hashtags

#NutritionYearOfAction

#InvestInNutrition

#NutritionCantWait

#### Sample Tweets

*\*Whenever possible, use an image to accompany the tweet. We have provided two options below.*

We 🙌 the leadership of the Governments of @CanadaDev & Bangladesh for hosting the launch of a #NutritionYearOfAction – an opportunity to focus on building stronger health systems & more resilient, healthy populations. #InvestInNutrition

Register here: <https://rb.gy/8m64qv>

Alarming new #StandingTogetherForNutrition evidence to be presented at the #NutritionYearOfAction event: ⌚ w/o immediate action, impacts of COVID over the next 3yrs will diminish ability to meet #SDG2 & #WHA global nutrition targets.

Register here: <https://rb.gy/8m64qv>

Good nutrition is critical to building proper immunity for fighting off infections like COVID-19. Good nutrition is a human right. #InvestInNutrition

Join us to recommit to ending #malnutrition for ALL on Dec. 14. Register here 🙌

<https://rb.gy/8m64qv> #NutritionYearOfAction

For every \$1 invested in nutrition, \$16 is returned to the local economy. High-impact nutrition interventions should be central to all health systems. #NutritionYearOfAction

Join us to discuss solutions addressing malnutrition challenges. Register here: <https://rb.gy/8m64qv>

Join ICAN & @SUNCSN for the #NutritionYearOfAction launch event on Dec. 14 to sound the 📣 on the nutrition crisis & secure renewed funding & policies we need to end malnutrition in ALL its forms. #InvestInNutrition

Register here: <https://rb.gy/8m64qv>

## Social Graphics



# NUTRITION FOR GROWTH

YEAR OF ACTION

Food, Health, & Prosperity for All

HOSTED BY THE GOVERNMENTS OF

Canada



IN PARTNERSHIP WITH THE GOVERNMENT OF JAPAN

LAUNCH EVENT:  
MONDAY,  
DECEMBER 14th  
9 am ET / 3 pm CET / 8 pm BST



Pre-event email template for policymakers/government leaders

*\* Please note this is a template so we encourage you to customize it as you see best\**

**Objective/Call-to-Action:** To inspire your advocacy targets and stakeholders to attend the December 14 launch of a Nutrition for Growth Year of Action.

**Suggested Audience:** Your market-level decisionmakers and policymakers and nutrition champions

**Send Date:** As early as 8 December (a little less than 1 week out from the event)

**Subject Line:** JOIN THE LAUNCH OF A NUTRITION FOR GROWTH YEAR OF ACTION 14 DECEMBER!

**Email Body Text:**

Dear [Ms./Madam/Mr./Sir]:

Greater action and bold investments toward ending malnutrition in all its forms has never been more urgent. **Malnutrition is the leading cause of death of babies and young children worldwide – accounting for more than 3 million deaths per year** and impairing the futures of hundreds of millions more children who do survive. Tragically, the COVID-19 pandemic is escalating this threat due to disrupted food and health systems, impacting access to affordable nutritious foods and key preventative services for children and pregnant and/or breastfeeding women. But this year, **we have the opportunity to protect these programs and accelerate progress with the [launch of a Nutrition for Growth \(N4G\) Year of Action](#) hosted by the Governments of Canada and Bangladesh!**

While we have seen some global progress in reducing malnutrition, this progress is uneven and threatened by the global pandemic. **This past July, the [Lancet](#) medical journal projected that without immediate action, an estimated 10,000 additional children will die from malnutrition every month.** And this is only the “tip of the iceberg”: long-term consequences of malnutrition resulting from the COVID-19 pandemic could cause an entire generation of children to suffer permanent damage to their physical and cognitive growth. Alarming new evidence will be presented at the 14 December launch that will raise the urgency for **greater action to end these preventable child deaths and secure the futures and livelihoods of a whole generation.**

This event presents an opportunity for stakeholders like you to join the global fight for scaling-up life-saving interventions to protect children and avoid preventable human loss. High-impact nutrition investments, such as supporting breastfeeding and providing Vitamin A supplementation, not only have the power to save lives but are also a development “best-buy” - **you can expect a US \$16 return to your local economy for every \$1 spent on nutrition programs.**

With new funding and greater political will, we can re-ignite the global response to the malnutrition crisis that is endangering generations to come. **My organization, [insert name], stands ready to support you and all stakeholders to make this a reality.** I hope you can join us on **December 14 at 9am EST** for this important moment for nutrition. Registration information can be found [here](#).

Sincerely,

[Insert name, role, organization]

### [Post-event blog post template](#)

The below template is to support your organization to create a blog post celebrating outcomes and summarizing what's ahead via your organization channels. Please feel free to customize as appropriate. This will be updated with final outcomes, new data, and commitments made.

[to be shared]

### [Post-event email template for follow-up outreach](#)

The below email template is meant for following up with the advocacy stakeholders you reached out to before the event. Please feel free to customize as appropriate. This will be updated with final outcomes, new data, and commitments made.

[to be shared]

### Useful links

[Event registration \(by 13 December\)](#)

[N4G Commitment making guide](#)

[N4G Commitment registration guide](#)

[N4G Commitment registration form](#)

[SUN CSN communications packet shared with Network 12/8](#)