

Nutrition for Growth Year of Action Launch Event

Post-event advocacy messages for outreach. Social posts can be found [here](#).

Key messages

- Global leaders stepped up to make early commitments towards global nutrition at the [N4G Year of Action launch event](#). More than **USD\$3 billion** was mobilized and we will need even greater ambition in 2021 in order to protect the lives and futures of children and women everywhere.
- COVID-19 has the potential to rollback decades of progress we've made in improving the nutrition and health of children and women around the world. According to the [latest evidence](#), globally **an additional \$1.2 billion per year, on top of the \$7 billion per year** called for by the [Global Nutrition Investment Framework](#), is needed to mitigate the alarming impacts of the COVID-19 pandemic on child and maternal nutrition.
- Without urgent action, COVID-19 could cause an entire generation of children to suffer permanent damage to their physical and cognitive growth, and even death. [New data](#) warns us without increased funding and action **9.3 million children will be wasted and 2.6 million children will be stunted** between 2020-2022. Donors, governments, civil society, and the private sector must step during the N4G Year of Action and announce bold and new commitments to prevent these tragedies. For more information and to register your commitment go [here](#)

Email template for follow-up outreach

Objective/Call-to-Action: To follow-up on pre-event outreach and/or initiate engagement with advocacy targets to summarize key outcomes, new data, and commitments made.

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

Subject Line: CELEBRATING RE/NEWED COMMITMENTS TO NUTRITION – NUTRITION FOR GROWTH YEAR OF ACTION

Dear [\[Ms./Madam/Mr./Sir\]](#):

On December 14, world leaders **committed more than US\$3 billion to address the hunger and nutrition crisis** and celebrate the launch of the [Nutrition for Growth Year of Action](#). The virtual event, hosted by the Governments of Canada and Bangladesh, in partnership with the Government of Japan, kicks-off a year full of opportunities for leaders like you to put nutrition high on the political agenda by joining the stage and **making the commitments we urgently need to end malnutrition for all**.

These commitments come at a crucial time - without this immediate action, the pandemic will have massive consequences on maternal and child nutrition, especially impacting our world's most vulnerable communities. COVID-19 has the potential to bring **an additional 168,000 under-five child deaths** over the next two years, as presented by the Standing Together for Nutrition Consortium at the event. Their [latest data](#) warns us without increased funding and action **9.3 million children will be wasted (or too thin) and 2.6 million children will be stunted (or too short for their age)**. The 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.

These tragic consequences do not have to be a reality. Nutrition investments are some of the most cost-effective development interventions that are proven to **not only save lives but also to support resilient and prosperous communities**. The N4G launch event saw bold commitments from leaders such as Canada, Pakistan, and the World Bank – but the finances secured at the event represent only a fraction of what is needed. New financing estimates highlight in order to mitigate impacts of COVID-19 on malnutrition, the world will need **an additional USD\$1.2 billion per year on top of the USD\$7 billion per year** called for by the [Global Nutrition Investment Framework](#).

At the event, the Government of Japan, hosts of the N4G Summit in December 2021, presented their updated [vision and roadmap](#) for the N4G Year of Action to integrate nutrition throughout major events leading up to the Summit. With this comes opportunities for the world to respond with **bold commitments to global nutrition programs and policies** to protect the health and well-being of an entire generation.

With more ambitious funding and greater political will to nutrition, we have the power to save lives today and secure the growth and development of women, children, and communities everywhere. [\[Insert organization\]](#) asks you to join us to make 2021 THE year of action for nutrition.

Sincerely,

[\[Insert name, role, organization\]](#)