

An introduction to the Scaling Up Nutrition Movement



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ENGAGE • INSPIRE • INVEST

History of the SUN Movement



WE ARE SCALING UP NUTRITION

With proper nourishment, children can grow up to be healthy and productive so their families, communities and countries prosper.

By working together as a movement, we can achieve much more than on our own.

Scaling Up NUTRITION
ENGAGE • INSPIRE • INVEST

ENGAGE
governments, civil society, business, donors and scientists

INSPIRE
each other to discover new ways of working collectively

INVEST
in priority actions for everyone's right to good nutrition

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The Scaling Up Nutrition (SUN) Movement is a renewed effort to eliminate all forms of malnutrition, based on the principle that everyone has a right to food and good nutrition. The Movement is unique by bringing different groups of people together – governments, civil society, the United Nations, donors, businesses and scientists – in a collective action to improve nutrition. It is not a fund, an institution or an agency, rather the Movement is strengthening political commitments and accountability for those commitments. It is transforming the way in which people work together by empowering people to put in place effective systems and to increase investments. The SUN Movement is working to achieve sustainable and equitable reductions in malnutrition and nutrition justice for all.

- 27:** a country led movement guided by 27 members of the **SUN Lead Group** draws on the expertise of
- 4:** networks to provide support to
- 47:** countries with the opportunity to reach more than
- 80:** million stunted children

Why did the SUN Movement start?

The SUN Movement was launched in September 2010. It was jointly created by individuals from a range of governments, agencies and groups, who were concerned that rates of malnutrition in some countries were not decreasing despite economic growth. The food price crises of 2008 and publication of The Lancet first series on Maternal and Child Nutrition, added stimulus by highlighting the importance of good nutrition during the 1,000 days between pregnancy and two years, and providing strong evidence on how to effectively address malnutrition. The SUN Movement is based on an agreed Framework for Action to Scale Up Nutrition, 2010.

Dr David Nabarro, Special Representative for Food Security and Nutrition to the United Nations Secretary-General, was appointed as the Coordinator of the SUN Movement and set up a small SUN Movement Secretariat in Geneva. By the end of 2010, four countries had indicated their intention to scale up nutrition. The number had risen to 24 by the end of 2011 and now stands at 47 countries.

Why invest in nutrition?

There is strong evidence, mostly generated by economists, to show that eliminating malnutrition in young children has multiple benefits.¹ It can:

- **Boost gross national product by 11% in Africa and Asia.**
- **Prevent child deaths by more than one third per year.**
- **Improve school attainment by at least one year.**
- **Increase wages by 5-50%.**
- **Reduce poverty as well-nourished children are 33% more likely to escape poverty as adults.**
- **Empower women to be 10% more likely to run their own business.**
- **Break the inter-generational cycle of poverty.**

¹ Source: Haddad, L. Child Growth = Sustainable Economic Growth: Why we should invest in nutrition. May 2013



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Every **\$1** invested in nutrition returns **\$30** in increased health, schooling and **productivity**

KEY FACTS

At least one third of young children in the world today suffer from some form of malnutrition.²

- **165 million children are stunted and too short for their age.**
- **52 million children are wasted and are too thin for their height.**
- **2 billion people are deficient in key vitamins and minerals.**
- **43 million children are overweight and the number is rising. Overweight can result from poverty when families are unable to afford a balanced, nutritious diet.**

The vast majority of malnourished children live in Africa and Asia.

² Source: UNICEF/WHO/World Bank. Joint Malnutrition Estimates. 2012.



SUN Vision, Goals and Principles

THE VISION OF SUN IS A WORLD WITHOUT HUNGER AND MALNUTRITION.

National Nutrition Goals

Goals have been or are being established by each country participating in the Movement. The goals address immediate and underlying causes of malnutrition and – taken together - aim to meet the global targets established by the 2012 World Health Assembly. Evidence shows that to achieve these goals, political commitment, inter-sectoral cooperation, agreed policy frameworks, and sustainable funding, are needed. SUN Countries are therefore working through **four strategic processes** to get results.

Four Strategic Processes

1. **Bringing people together** to work effectively through functioning multi-sector, multi-stakeholder platforms;
2. **Putting policies and laws in place** to establish a coherent policy and legal framework;
3. **Implementing and aligning programmes** with common objectives and an agreed framework for results; and
4. **Mobilising resources** from domestic sources supplemented by external assistance.



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Global Nutrition Targets

SUN countries are aiming collectively to reach the global targets to be reached by 2025 agreed by the World Health Assembly in 2012 :

Target 1: 40% reduction of the global number of children under 5 who are stunted

Target 2: 50% reduction of anaemia in women of reproductive age

Target 3: 30% reduction of low birth weight

Target 4: Increase exclusive breastfeeding rates in the first 6 months up to at least 50%

Target 5: No increase in childhood overweight

Target 6: Reducing and maintaining childhood wasting to less than 5%

Source: WHA65/6 Maternal, infant and young child nutrition. May 2012

Principles of Engagement

All people within the SUN Movement commit to seven principles:

- **Be transparent about impact.**
- **Be inclusive through open multi-stakeholder partnerships.**
- **Be rights-based by upholding the rights of all women, men and their children.**
- **Be willing to negotiate when conflicts arise.**
- **Be mutually accountable to joint commitments.**
- **Be cost-effective by focusing on evidenced-based analysis and sustainable impact.**
- **Be continuously communicative to support learning and sharing.**

Source: Scaling Up Nutrition (SUN) Strategy (2012-2015).



**At the core of
all efforts,**

**women are empowered to
be leaders in their families
and communities, leading
the way to a healthier and
stronger world.**

SUN Countries and Approach



Today, there are 47 countries scaling up nutrition. By participating in the SUN Movement, countries are working together to establish and advance new transformative ways of working. They are focusing on the effective implementation of both **specific actions for nutrition and nutrition-sensitive strategies** – a dual approach to nutrition within their national development programmes.

Specific Actions for Nutrition	Nutrition-Sensitive Strategies
<p>Feeding practices & behaviours: Encouraging exclusive breastfeeding up to 6 months of age and continued breastfeeding together with appropriate and nutritious food up to 2 years of age and beyond</p> <p>Fortification of foods: Enabling access to nutrients through incorporating them into foods</p> <p>Micronutrient supplementation: Direct provision of extra nutrients</p> <p>Treatment of acute malnutrition: Enabling persons with moderate and severe malnutrition to access effective treatment</p>	<p>Agriculture: Making nutritious food more accessible to everyone, and supporting small farms as a source of income for women and families</p> <p>Clean water & sanitation: Improving access to reduce infection and disease</p> <p>Education: Making sure children have the nutrition needed to learn and earn a decent income as adults</p> <p>Employment & social protection: Ensuring employment practices and social protection schemes support good nutrition</p> <p>Health care: Access to services that enable women & children to be healthy</p> <p>Support for resilience: Establishing a stronger, healthier population and sustained prosperity to better endure emergencies and conflicts</p>

SUN Networks and Lead Group

SUN Networks

Many thousands of actors are now participating within four global networks that have established their own ways of working; setting up steering groups, developing strategic plans and appointing facilitators.

The Donor Network brings together agencies, foundations and financial institutions. It is aligning financial and technical assistance to support SUN countries, and increasing overall funding for nutrition. It is setting up systems to track nutrition investments and to monitor outcomes.

The Business Network is making available the vast expertise and experience of responsible business enterprises in support of SUN countries. It has developed a public register of commitment to increase the transparency and accountability of its members' contributions. The Network excludes businesses that do not comply with the WHO Code of Marketing on Breast Milk Substitutes.

The United Nations (UN) Network brings together the UN agencies that have a role in nutrition. The UN Network is increasing the alignment and coordination of their support to SUN countries, harmonizing UN policies and strategies for support to improving nutrition and working in harmony.

The Civil Society Network includes several hundred national and international organizations that include: farmers, fisherfolk, human rights defenders, women's groups, humanitarian and development agencies, consumer groups, and labour unions. At country level, Civil Society Alliances work closely with communities to ensure that efforts to scale up nutrition are equitable and are strong nutrition advocates.

SUN Lead Group

The Lead Group is collectively responsible for guiding the Movement. The 27 members, appointed by the United Nations Secretary General in 2012, represent government, civil society, international organizations, donor agencies, businesses and foundations. Mr Anthony Lake, Executive Director of UNICEF, chairs the Lead Group on behalf of the UN Secretary-General. The group meets twice a year: it focuses on reviewing progress within the Movement, proposing strategic actions that will help enhance collective impact, charting the way forward in anticipation of longer-term needs and ensuring collective accountability across the Movement.

Promoting trust and avoiding conflicts of interest

For the SUN Movement to function effectively, its members must abide by a social contract which establishes a common purpose, agreed behaviours and mutual accountability. At all times members should take care to avoid behaving and acting in ways which could disempower- or even harm- those the Movement seeks to serve. The Global Social Observatory, an independent forum for multi-stakeholder dialogue established in 2004, has created a neutral space for SUN Movement actors to explore conflicts of interest that may arise.

Source: SUN Movement Road Map (2012-2015)

Inside SUN Countries

SUN is a movement of movements. The experience of each SUN country offers an opportunity for others to learn and strengthen their efforts to scale up nutrition.

Bringing People Together

Since joining the SUN Movement in December 2011, political commitment in **Indonesia** has grown and platforms to bring people together have been set up. The Indonesian SUN Movement for the ‘First 1,000 Days of Life’ was launched in September 2012 by four Ministers representing People’s Welfare; Development and Planning; Health; and Women’s Empowerment and Child Protection. A Presidential decree was signed in June 2013 which established a legal platform for the SUN Movement. It recognises a central multi-stakeholder, multi-sectoral coordinating national Task Force as the highest level convening body for nutrition in Indonesia, involving government ministries, the United Nations, development partners, civil society and business.

Implementing and Aligning Programmes

Peru, a participant in the SUN Movement since November 2010, has adopted the national ‘Incluir para Crecer’ (‘Inclusion for Growth’) programme. The programme focuses on reducing social inequities and poverty as a means of reducing malnutrition and promoting growth. First established in 2007, the system geographically targets interventions and coordinates across programmes to fight malnutrition. In 2012, national guidelines to reduce child malnutrition were approved. A number of Ministries and 25 Regional Presidents have recently signed a “National Agreement for Coordinated Action against Child Malnutrition” establishing (i) an inter-Ministerial strategy, (ii) effective interventions to reduce child malnutrition and districts that should be prioritized and (iii) a multiannual budgetary commitment for nutrition.

Putting Policies and Laws in Place

Kenya joined the SUN Movement in September 2012. The Government launched the National Nutrition Action Plan (2012-2017) in November 2012 which is aligned with the government’s broader Medium Term Development Plan. Nutrition legislation has been strengthened in Kenya. In September 2012, Parliament passed the Breast Milk Substitutes Regulation and Control Bill, which effectively adopts the recommendations of the World Health Organisation International Code of Marketing of Breast Milk Substitutes. Legislation for nutrient-fortification of salt, cooking fats and oils, and cereal flours (maize and wheat) have been passed under the Foods, Drugs and Chemical substances Act.

Mobilising Resources

Since **Malawi** became part of the SUN Movement in March 2011, the country has analysed its nutrition plans to estimate the cost of scaling up nutrition. This was estimated by aggregating relevant costs from the National Nutrition Policy and Strategic Plan (2009-2011) with costs from other nutrition-related plans including agriculture, health and education. The total cost of scaling up nutrition over seven years is \$561 million. This is an average of \$80 million per year, equivalent to a per capita annual cost of \$4.6. The Office of the President with World Bank support has started to track government and partner expenditure and commitments through the Nutrition Resource Tracking tool. There has been a significant increase in external financing for nutrition in the past year through a Trust Fund for specific programmes, with a budget held by the Office of the President.

Progress of SUN

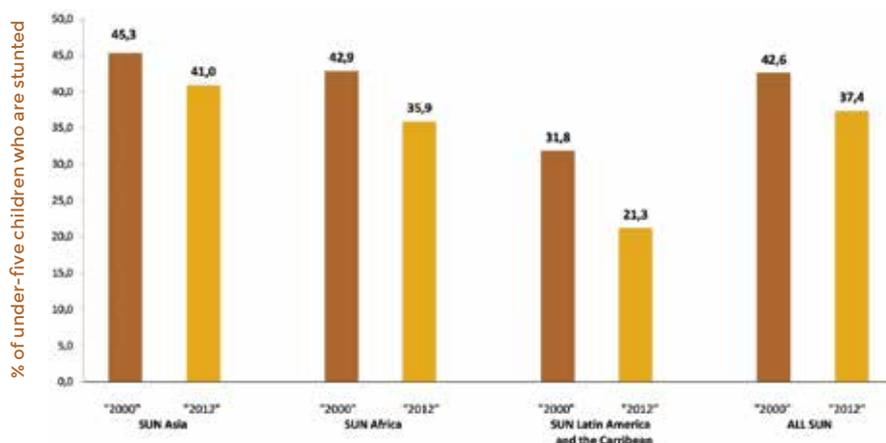
Monitoring and Evaluation Framework

Members of the Movement are using a common Monitoring and Evaluation Framework to track changes across the four SUN Movement strategic processes. Progress markers for each strategic process enable governments to reflect on their priorities, and stakeholders to understand what sort of support needs to be prioritized.

The 29 countries that were part of the SUN Movement in 2012, have assessed their progress on the four SUN strategic processes between September 2012 and September 2013. These self-assessments by countries show measurable progress.

- ➔ 8 countries have progressed on bringing people together;
- ➔ 15 countries have progressed on putting policies and laws in place;
- ➔ 11 countries have progressed on implementing and aligning programmes;
- ➔ 19 countries have progressed on mobilising resources.

Decrease in the median stunting prevalence in SUN countries with comparable trend data



Source: UNICEF, World Bank, WHO Joint Malnutrition Dataset, 2013 (based on MICS, DHS and other national surveys).

Data points in the graphics, including the median, are based on a subset of countries with available trend data: including 36 out of 41 SUN countries; 8 out of 9 Asian SUN countries; 24 out of 28 African SUN countries; 4 out of 4 Latin American and Caribbean SUN countries).

"Around 2000" = 1998-2003; "Around 2012" = 2008-2012; with about 10 years (range = 8 to 14 years) in between individual country estimates.

Stage of Readiness

The readiness of countries to scale up nutrition is envisaged in four stages:

1. Taking stock of nutritional status;
2. Adapting systems of working;
3. Being ready to scale up rapidly to deliver results;
4. Demonstrating implementation at scale.

Good progress has been made towards the target set in the 2012 SUN Movement Strategy of supporting 50% of all SUN countries to attain stage 3.

In September 2013, of the 29 countries where progress has been assessed:

- ➔ 15 countries are at stage 3;
- ➔ 7 are moving forward from stage 2 to stage 3;
- ➔ 6 are at stage 2;
- ➔ 1 country is advancing from stage 1 to stage 2.

Although it will never be possible to directly attribute reductions in malnutrition to participation in the SUN Movement, there are signs that SUN countries are beginning to achieve an impact. In 21 SUN countries

there has been an acceleration in the reduction of childhood stunting prevalence by more than 2% per year since 2000. Eight of these countries are meeting or exceeding the rate of reduction needed to achieve the World Health Assembly targets (3.9% annual reduction in levels of stunting). These are all signs of good progress but much more remains to be done: the challenge of scaling up nutrition calls for a commitment to intensive action for at least the coming decade.

Nutrition for Growth

A series of high profile nutrition events across the world during 2013 is testament to the renewed commitment to nutrition of leaders from all walks of life. A Global Nutrition Growth Compact to prevent at least 20 million children under 5 from being stunted, ensure 500million pregnant women and children and save at least 1.2 million lives by preventing strunting has

been signed by 26 governments and 27 business and science organisations. New financial pledges of up to \$4.15 billion to tackle under-nutrition up to 2020 were announced at the Nutrition for Growth event of June 8th. A further \$19 billion was committed for improved nutrition outcomes from nutrition-sensitive investments between 2013 and 2020.



“ We will work together over the next few years to turn commitments and concepts into strong plans of action. We must get it right – for the sake of the 165 million chronically malnourished children in the world today. We within the SUN Movement are committed to success. ”

**SUN Movement Coordinator
David Nabarro,**

June 2013

WANT TO FIND OUT MORE?

Go to www.scalingupnutrition.org
for more information about the SUN Movement.