

Supporting Ghana's *1,000 Days of the Child* campaign in Ghana with a song - "Save a Child Today"

Noble Nketia is the leading celebrity ambassador of Ghana's Civil Society Association (CSA) - the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition. He is a Ghanaian gospel artiste with a successful music career spanning 13 years and several awards including the best gospel artiste of the year (two occasions) in the country. "Save a Child Today" was recorded by Noble Nketia and produced by the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition to raise the visibility of the *1,000 Days of the Child* Campaign and to help influence over one million Ghanaians to endorse the campaign in the next three years. Noble Nketia's song, which is now owned by the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition, will also help to project the campaign in the media (both radio and television) and renew the consciousness of Ghanaians towards making child nutrition issues very relevant and a national priority.

As a key figure in the *1,000 Days of the Child* Campaign, Noble Nketia's followers, which include Ghanaians from all walks of life, have started endorsing the song and the campaign. The song has already been unveiled in Tamale (northern Ghana) at the *1,000 Days of the Child* concert that was organized by the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition on 16th October, 2013. Noble performed spectacularly and sang the song for the first time to the admiration of an audience of 4,000 people. In attendance were representatives of the World Food Programme, UN REACH, Ghana Health Service (nutrition team) and other high level officials. Noble will sing the song again at a special launch of the *1,000 Days the Child* Campaign in Accra before the end of the year. The video of the song is still being developed. It shall be telecasted afterwards on the National Television Station, Ghana TV and other affiliate TV stations in Ghana that support the campaign. This song is very inspirational and very touching. It will move the *1,000 Days of the Child* Campaign forward and mobilize Ghanaians around the campaign in the coming years.

This summary was written by Nana Ayim Poakwah, Coordinator of the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition.