

## SUN CSN Global Day of Action 2014

### Concept Note

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#### Background

2013 was a landmark year for nutrition; coming after years of increasing attention being demanded and committed to Scaling Up Nutrition. Globally, we witnessed more political will than ever before to tackle malnutrition - which causes millions of people each year to die or suffer from life-long consequences. The momentum primarily focused on nutrition-specific 'direct' interventions, which have been proven to save lives and to be among the most cost-effective health and development interventions available.

In 2013, civil society groups around the world organized coordinated actions as part of a 'Global Day of Action' (GDA) ahead of the G8 summit in London, UK in June 2013. This coordinated action had the aim of showing global support for decisive action at the G8 to tackle food insecurity and malnutrition. A variety of campaign activities occurred in over 15 countries, ranging from public concerts and media-focused events with school children; to roundtable meetings with parliamentarians.

National SUN Civil Society Alliances from Bangladesh, Ghana, Tanzania, Uganda and Zambia led on events in their countries during GDA 2013. These actions increased awareness of the need for their governments to make greater investments to tackle malnutrition.

The GDA 2013 showed civil society across the globe speaking out together for a more just and fair world, highlighting the power of coming together and making the case publicly for strong action by global leaders. It was a key part of ensuring such strong commitments were made by leaders from around the globe at the Nutrition for Growth event held in London on 8<sup>th</sup> June.

At the SUN Civil Society Network's (SUN CSN) inaugural meeting in June 2013, it was agreed that the SUN CSN should aim to repeat the success of the GDA 2013, by organizing GDA in 2014 which would be focused on nutrition and would be wholly organized by SUN CSAs. The September 2013 face-to-face meeting of the SUN CSN again raised the GDA 2014 as an opportunity to focus on nutrition as a social justice issue.

#### Opportunity

2014 will see an alignment of several key moments for Nutrition. The World Health Assembly in May 2014 will be an opportunity for all Member States to report on global progress towards achieving the [global nutrition targets](#) that they agreed in May 2012. The World Cup 2014 will bring leaders from governments, civil society and the private sector from around the world together in Brazil. Several events in Brazil at that time—including both political and public-facing/media events—will together offer an excellent opportunity to further the nutrition agenda on the international political stage. Meanwhile, the AU summit in June 2014 will focus on agriculture, food security and nutrition. 2014 is also a key year for ensuring food and nutrition security feature prominently in the post-2015 development framework. Finally the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO), in cooperation with IFAD, IFPRI, UNESCO, UNICEF, World Bank, WTO, WFP and the High Level Task Force on the Global Food Security Crisis (HLTF), are jointly organizing the Second International Conference on Nutrition (ICN2), a high-level conference at FAO Headquarters, Rome, from 19 to 21 November 2014. This is a critical moment for reshaping the norms over how the food system

is governed and could help to embed the work taken forward in SUN in formal government mechanisms.

The GDA will be held from 4-11 May 2014. GDA actions will be lead and owned by the Civil Society Alliances of the SUN movement in line with national priorities and needs and in support of multi-stakeholder efforts. The actions that take place as part of the GDA will be contextualized nationally, with specific demands and actions to drive forward the nutrition agenda at national, sub-national, district and community level. They will also present an opportunity for influencing regional agendas through joint efforts from Civil Society Alliances. By acting together on one day and with joint branding and messaging, the GDA will highlight the SUN CSN as a global, impactful and agenda-setting network.

Finally, GDA national activities and regional efforts will serve as a key input into 2014 regional and global events to exhibit the public pressure for action around nutrition. It will push global leaders to use these opportunities to further their commitments to nutrition. It will also show strong public pressure for those who committed as part of the [Nutrition for Growth](#) to deliver on their commitments and to develop a clear accountability mechanism to hold themselves to account, whilst at the same time contributing to advancing the nutrition agenda nationally.

## Themes and Focus

The GDA will seek to extend the political momentum around nutrition, and to increase the focus on sustainable and equitable scaling up of nutrition that delivers improved nutrition for children, women, families and communities worldwide. As was agreed at the June 2013 Inaugural Meeting of the SUN Civil Society Network, and as was shown by the Lancet 2013 Series on Maternal and Child Nutrition, it is essential to focus on improving the nutrition-sensitivity of key sectors in order to deliver strong and sustainable progress against malnutrition.

Participatory democracy, right to food and sustainable and equitable approaches to food and nutrition security need to be integral to the scaling up of nutrition.

Therefore, GDA 2014 will focus on actions that promote the sustainable and equitable scaling up of nutrition and on encouraging governments to implement policies in key sectors such as agriculture, gender, social protection, education and WASH and child development that enable such actions. It will show that without action in these sectors, the crisis of malnutrition will continue to go unabated.

In those countries where governments made commitments at the Nutrition for Growth summit, the GDA 2014 presents an opportunity to push for transparent and sound accountability frameworks to track progress and ensure that commitments are being delivered. It also presents an opportunity for additional countries / governments, with special focus on high-burden countries, to commit to scaling up nutrition

## Objectives

At a **global** level, the objectives of the Global Day of Action will be refined and contextualized to each participating country's specific context. However, at an international level, the GDA will have the following objectives:

- **Contribute to advancing multi-stakeholder and multi-sectoral national efforts to address nutrition as a priority and scaling up nutrition efforts together.** Civil Society will lead these GDA activities demonstrating engagement and active contribution to these multi-stakeholder efforts.

- **Add to continued, growing public pressure** on national leaders to continue their focus on nutrition, increasing progress towards the global nutrition targets agreed by all Member States at the 2012 World Health Assembly, delivering on their commitments made to the SUN movement and at international summits (including Nutrition for Growth).
- **Increase the public and political profile** of nutrition in the participating countries' national press and political discourses. Increase awareness of countries' nutrition policies, the need for their implementation, and any potential changes needed to be made to them.
- **Highlight the SUN CSN as an effective international campaigning network** which is ready to advocate for global action on nutrition effectively around the globe. Strengthen links between different CSAs through common, coordinated action.
- **Show an inclusive global constituency in support of** high-level, international nutrition moment/s at the time of the World Cup and AU summit. Generate visuals and inputs to feed into nutrition moments which are attached to these events.

*At national level, CSAs will specify objectives tailored to their national contexts.*

### Key messages

1. Because of malnutrition in the critical 1,000 days from pregnancy to age two, over three million women and children die every year. Investments to change this could transform economies, boosting economic growth by as much as 3-11% of GDP.
2. Every woman and child has the right to a fair chance at life. And all human beings have the right to adequate and nutritious food; to be free from hunger. This right needs to be core to efforts to improve food and nutrition security.
3. For many children that survive the ill-effects of poor nutrition in early childhood, malnutrition results in poor cognitive development, decreased productivity and life expectancy. Because malnutrition affects the poorest most, it is a fundamental driver of poverty and inequality.
4. A year ago, governments made further commitments to address this problem; fulfilling these will be essential to tackling malnutrition and mortality. Today we call on our leaders to prioritise this issue, by telling the public what they have done to make a difference in the past year and by ensuring the financial commitments are in place to deliver on their promises.
5. Malnutrition and its adverse impacts can be prevented through coordinated action by government, civil society and businesses. The first step is ensuring that countries have plans and resources in place to Scale up Nutrition. Participatory local democracy is essential and citizens must be empowered to engage directly in setting priorities. The GDA is a crucial step towards such participation.
6. Without concerted and coordinated action across government, progress against malnutrition will be insufficient. We call on leaders to ensure that key ministries, including agriculture, education, health, women and child development and social protection, include improving nutrition as a key aim of their strategies.
7. The SUN Civil Society Network is coming together to show the global demand for continued strong action on nutrition, and for holding governments to account for delivering against commitments they have made and ensuring the rights of millions of children and women are realised.

## Content

The content / structure of the Global Day of Action will vary from country to country and the day be contextualised to the specific policy and political objectives of each national CSA. Whatever the context, each CSA's action should be underpinned by some key elements, to ensure their impact

i) Advocacy targets and objectives

Key advocacy targets should be identified, such as the Minister of Health, the Minister of Agriculture, funders or key players in SUN. Advocacy objectives / asks should be developed which can be promoted through the GDA.

ii) Spokespeople and champions

At each event there should be a selection of people speaking out about the campaign's aims and the need to tackle malnutrition. This is likely to be a child or young advocate, an expert or activist on the issue, religious leaders, local celebrity or performers.

iii) Media Coverage

National print, broadcast and radio media will be invited to each event, and this will be promoted internationally through social media channels to show the SUN CSN in coordinated action around the globe.

iv) Visual and Audio Recording.

Each event should be recorded by a photographer and/or on film. These will be shared through a globally-connected digital platform.

v) Social Media

CSAs undertaking GDAs should promote their actions through social media. We will develop guidance on how social media should be used for greatest coherence and impact

vi) Partners

In order to increase our impact, CSAs should reach out to partners from a number of sectors to encourage involvement within the GDA.

*For example: some ideas for activities which CSAs may incorporate into their GDAs include:*

- Score cards for the countries that made commitments at the N4G – status of progress on commitments made one year ago
- Engage with national football federations with a champion for the spokesperson
- Sporting events – e.g. football matches with nutrition awareness activities attached
- Coordinated public mobilisation activities
- African leaders forum (SUN, footballer, political / expert in advocacy for engagement with government)
- Highlighting the successes of civil society nutrition efforts in country, including through briefings about programmes delivered on the ground.