

Scaling Up Nutrition (SUN) Movement

Partners' Social Media Toolkit

WHA77

The Scaling Up Nutrition (SUN) Movement recognizes the 77th World Health Assembly as a key platform to advance the goals of the nutrition community. With nutrition being the power button to ignite change for all the SDGs, as well as a cornerstone of Universal Health Coverage, it is crucial to advocate for the integration of nutrition actions into every agenda, policy, budgetary and development consideration.

Through this social media toolkit, the SUN Movement wishes to provide some ready-to-use posts and assets for Partners to advocate for nutrition at WHA77.





More information around the Movement's advocacy efforts at WHA77 and a full messaging document can be accessed [here](#).


Social media handles

To maximize reach, feel free to tag us using the below social media handles so that we can engage with your posts.

- **X:** @SUN_Movement
- **LinkedIn:** @Scaling Up Nutrition (SUN) Movement
- **Instagram:** @scalingupnutrition
- **Facebook:** @Scaling Up Nutrition (SUN) Movement

Social media posts and assets

Topic	Suggested social post	Accompanying media
Nutrition and Health	<p>NutritiON is the catalyst that ignites progress towards ALL of the #SDGs. As leaders gather at #WHA77, we join @SUN_Movement's call to work together to position NutritiON at the centre of global #health policies, budgets and future plans. #PowerTheChange</p>	 <p>Download the GIF here</p>
	<p>→ 45 million children suffer from wasting → 149 million children are stunted</p> <p>NutritiON is the switch that will ignite a better future for mothers and their children. Let's join hands to scale up NutritiON programmes and #PowerTheChange.</p> <p>@SUN_Movement #WHA77</p>	 <p>Download the GIF here</p>

<p>Nutrition and immunization</p>	<p>By combining nutrition & immunization services, we can</p> <ul style="list-style-type: none"> → Reach vulnerable communities → Implement cost-effective programmes → Save lives <p>Together, let's flip the switch on malnutrition & under-immunization</p> <p>@SUN_Movement @gavi @FCDOGovUK @EleanorCrookFdn</p>	<p>Link to this video</p>
<p>Nutrition and Universal Health Coverage</p>	<p>NutritiON is a cornerstone of Universal Health Coverage. To ensure better #Health4All health for all, governments must:</p> <ul style="list-style-type: none"> → invest in essential nutrition services → scale up primary health care services and → improve health worker capacity <p>Let's #PowerTheChange @SUN_Movement</p>	 <p>Download the graphic here</p>

Hashtags

- #WHA77
- #PowerTheChange
- #nutrition
- #Nutrition4All

We thank you in advance for your support. Should you have any questions, please do not hesitate to get in touch with [Maria Schiavo](#) or [Toby Johnson](#) from the SUN Communications Team.