

COVID-19 AND NUTRITION

SUN MOVEMENT ADVOCACY & COMMUNICATION STRATEGY

Final version 20 May 2020

GOAL

Facilitate and support a coordinated advocacy and communication approach across the SUN Movement at national, regional, and global levels to position nutrition as essential for COVID-19 responses and recovery, and safeguard the progress made on food and nutrition security during and beyond this crisis.

OBJECTIVES

This strategy, and the accompanying action plan, aims to support and mobilise SUN Movement stakeholders to engage in coordinated advocacy and communication efforts to:

1. Ensure nutrition is prioritised throughout the COVID-19 pandemic response, including by sustaining key nutrition interventions, focusing on action across health systems, food systems and social protection systems;
2. Position nutrition as an essential pillar of post-COVID recovery and of emergency preparedness moving forward, due to its importance for immunity and for building resilience of individuals and communities;
3. Safeguard food security and ensure that good nutrition is positioned as the primary goal of efforts to protect the most vulnerable against hunger and food insecurity during the COVID-19 response and recovery;
4. Ensure COVID-19 response and recovery takes a multi-sectoral, multi-stakeholder systems approach to nutrition, and aligns with existing SUN coordination mechanisms;
5. Highlight the strategic importance of transforming food systems in the recovery phase to be more equitable, resilient, sustainable and nutrition-sensitive.

WHO IS THIS STRATEGY AND ACTION PLAN FOR?

All SUN Movement stakeholders, including SUN country stakeholders and the Global Support System (the SUN Coordinator, the SUN Movement Secretariat, SUN Networks, the SUN Executive Committee and the SUN Lead Group) are encouraged to take action, within their respective mandates and in a coordinated manner – in support of the strategy.

HOW WILL THE STRATEGY AND ACTION PLAN BE IMPLEMENTED?

The SUN Movement Secretariat and the global SUN Network Secretariats will jointly coordinate the implementation of this strategy and action plan, liaising with their constituencies and the wider Movement, through the SUN Global Support System advocacy and communication task team. The task team will maintain close contact over email and regular calls to coordinate action and track implementation and results.

STRATEGIC PRIORITIES

Specific priorities for joint action will be identified in the short, medium and long-term. These will be continuously updated as the situation evolves and articulated in the action plan.

OVERVIEW OF KEY COVID-19 STAKEHOLDERS AND DECISION-MAKING FORA

	Key decision-making fora	Audiences (decision-makers and others)	SUN Movement messengers/champions
National	<p>Meetings on national and sub-national budget- and policy-setting relating to COVID-19, including response planning and coordination mechanisms</p> <p>UN Country Team and UNSDCF meetings</p> <p>Humanitarian Country Team (HCT), chaired by UN Humanitarian Coordinator</p> <p>Humanitarian Clusters and Inter Cluster Coordination Group (chaired by OCHA)</p> <p>Development Partners Meetings, multi-stakeholder platforms (MSPs) or Sector coordination groups</p>	<p>Heads of State (SUN and donor countries)</p> <p>Ministers of key sectors, including Minister of Interior/Homeland Security (SUN and donor countries)</p> <p>Members of national and provincial taskforces on COVID19</p> <p>Regional governments</p> <p>UN Resident and Humanitarian Coordinators (UNRC/HC)</p> <p>ICCG chair and Cluster Coordinators</p> <p>Red Cross and Red Crescent movement</p> <p>Sectoral working groups (national and sub-national)</p> <p>National and decentralized health and agriculture extension agents</p> <p>Parliamentarians</p> <p>The general public</p>	<p>SUN Governmental Focal Points</p> <p>UNN, SDN, CSN and SBN conveners and members</p> <p>Parliamentarian networks for nutrition and food security</p> <p>UNN-REACH facilitators</p> <p>Nutrition champions</p> <p>National and decentralized health and agriculture extension agents</p> <p>Youth organisations and SUN Youth Leaders for Nutrition</p> <p>SUN Lead Group members, especially those with a national reach</p> <p>SUN Movement Executive Committee members</p> <p>Religious leaders</p> <p>Media</p>
Regional	<p>Regional and sub-regional governing bodies or economic communities including: AU, ASEAN, CELAC, ECOWAS, EU, SAARC, SICA, ECCAS etc.</p> <p>Meetings of regional development banks (e.g. AfDB, ADB, EBRD, IDB)</p> <p>Regional UN meetings, including FAO and WHO</p> <p>Regional Parliaments</p>	<p>National leaders or representatives participating in regional decision-making fora</p> <p>UN Regional Offices, through national leaders or representatives</p> <p>Commissioners and chairpersons of regional bodies</p> <p>Regional Parliamentarian Alliances for nutrition</p>	<p>SUN Movement Lead Group members with regional reach</p> <p>Regional SUN Network Coordinators</p> <p>SUN Movement Executive Committee members</p> <p>African Leaders for Nutrition</p>
Global	<p>WHA 73</p> <p>Inter-Agency Standing Committee</p> <p>CFS 47th and CFS negotiations on Voluntary Guidelines</p> <p>HLPF, UNGA, Security Council</p> <p>G7 and G20</p> <p>IMF/WB annual meetings</p> <p>World Economic Forum & Global Business Associations fora (such as the World Business Council for Sustainable Development)</p>	<p>National leaders and representatives participating in global decision-making for a (focusing on influential countries)</p> <p>UN Emergency Response Coordinator</p> <p>United Nations Secretary General</p> <p>United Nations senior leadership (including WHO)</p> <p>Senior leadership of Multinational Companies and Global Business fora</p>	<p>The SUN Movement Coordinator</p> <p>SUN Movement Lead Group Members with global reach</p> <p>SUN Movement Executive Committee Members</p> <p>SUN Movement Network coordinators</p>

ACTIVITIES AT A GLANCE

Ongoing activities

- **Real-time evidence generation, information gathering and sharing**
 - Be catalyst for coordination of nutrition information-related activities (management, surveillance and monitoring)
 - Maintain regular contact with SUN Focal Points and members of country Multi-Sectoral, Multi-Stakeholder Platforms to better understand and support the reality on the ground
 - Ongoing prioritisation of key actions/updating of the SUN COVID-19 advocacy and communication action plan
 - Regular update of agreed tracking tools (country situation papers, calendar, action plan, etc.)
 - Regular calls (biweekly or monthly) by SUN Global Support System advocacy task team
- **Map and prioritise global, regional and national moments and milestones to integrate nutrition into key conversations on an ongoing basis**

Track relevant intergovernmental policy processes, key advocacy and communication moments and opportunities in 2020, including processes leading up to key moments in 2021 (such as the 2021 UN Food Systems Summit and Nutrition for Growth)
- **Engage with key partners within and outside of the nutrition sector**

Maintain regular contact, align messages and activities with key nutrition advocates including with advocacy coalitions such as ICAN and SDG2 Advocacy Hub, and other partners.
- **Deploy effective champions and messengers**

Identify and engage messengers (champions) and their spheres of influence to achieve the desired result. The table on page 2 and the more detailed stakeholder analysis will help inform engagement
- **Engage the media to position the role of nutrition in COVID-19 and elevate what's working and what's not**

Brief and engage media at global and national levels, to highlight the importance of nutrition in the context of COVID-19, leveraging key messengers, including Lead Group members, for op-eds and thought pieces.

Initial activities (March-June)

- **Undertake stakeholder analysis to inform action in advocacy and communication**

A more detailed stakeholder analysis will help identify specific decision-makers/fora to influence at national, regional and global levels and identify key messengers/champions to engage in our advocacy activities. This will help identify our specific advocacy priorities in the immediate, medium and longer term.
- **Develop key asks per stakeholder group to complement the existing SUN key messages**

By being armed with key asks, decided on collaboratively, all Movement advocacy actors across stakeholder groups are in pursuit of common goals.

- **Develop detailed advocacy messages and materials segmented by target audience and sectors**
Conflicting and/or mixed messages are already creating challenges in communicating with decision-makers and the general public. With the SUN key advocacy messages overview as a starting point, more detailed messages will be developed (or existing messages disseminated), on how COVID-19 and nutrition relates to:
 - Key sectors such as health, agriculture, food security (with focus on access to nutritious food), and social protection systems as well as WASH, gender and education;
 - Key issues like breastfeeding, IYCF, immune systems, human capital and economic and social development.
- **Develop social media assets/toolkits to disseminate the above messages**
Social media toolkit(s) to amplify key messages and build on existing resources where possible. Specific assets can be developed for specific moments/purposes as needed.

Longer-term activities

- **Develop long-term advocacy plans and activities to ensure a successful Nutrition for Growth (N4G) Summit that safeguards nutrition funding, policy, and programming and a Food Systems Summit that draws upon the COVID-19 lessons and sets out the transition towards resilient, sustainable, and nutrition-sensitive food systems**
 - Develop updated messaging to frame N4G commitments as essential in a post-COVID-19 recovery and to ensure equity and resilience for all people.
 - Develop messaging in the lead up to the Summit on the strategic importance of transitioning towards resilient, sustainable, and nutrition-sensitive food systems to boost recovery from the pandemic and mitigate the effects of future shocks (including climate-related).
 - Develop/update long-term SUN Global Support System joint advocacy plan and action plan bridging COVID-19 response and recovery and key 2021 moments including N4G and the Food Systems Summit.
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