



# SOCIAL MEDIA TOOLKIT

## Nutrition is Essential for COVID-19 Recovery

#Stand4Nutrition  
#InvestInNutrition  
#ST4N



## Who we are

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The Standing Together for Nutrition Consortium (ST4N), formed in response to the COVID-19 pandemic, is a unique collaboration of over 50 leading experts in the areas of nutrition, economics, health, and food systems, representing more than 35 organizations from across the globe.

## Why this is urgent

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We stand to lose a decade or more's worth of progress on nutrition – and subsequent economic productivity costs – if we fail to address the malnutrition crisis that is growing around the world. ST4N calls on all stakeholders to **Stand Together** and invest in nutrition.

# What's in this toolkit?

This is a resource to power up your communications in 3 simple steps.

01

## Select Message

Find suggested, ready-to-go messaging for your use on all social media platforms or customize it to suit your needs.

02

## Download Graphics

We have transformed the data into powerful visuals and offer additional resources such as a policy brief, videos, and testimonials to elevate nutrition and advocate for investment in nutrition.

03

## Share

Together we can take action and continue to share the messaging through your network via social media platforms, newsletters and more.

Are you interested in collaborating?

Let's team up to advocate for nutrition!

# Let's #Stand4Nutrition

Nutrition must be included in COVID-19 response and recovery plans.

## The Problem

Globally over 250 children may die each day in the absence of immediate action, an additional 383,000 malnutrition-related deaths in children under five and 13.6 million more children under five wasted, over 3 years. As a result, we stand to lose a decade or more of progress on nutrition.

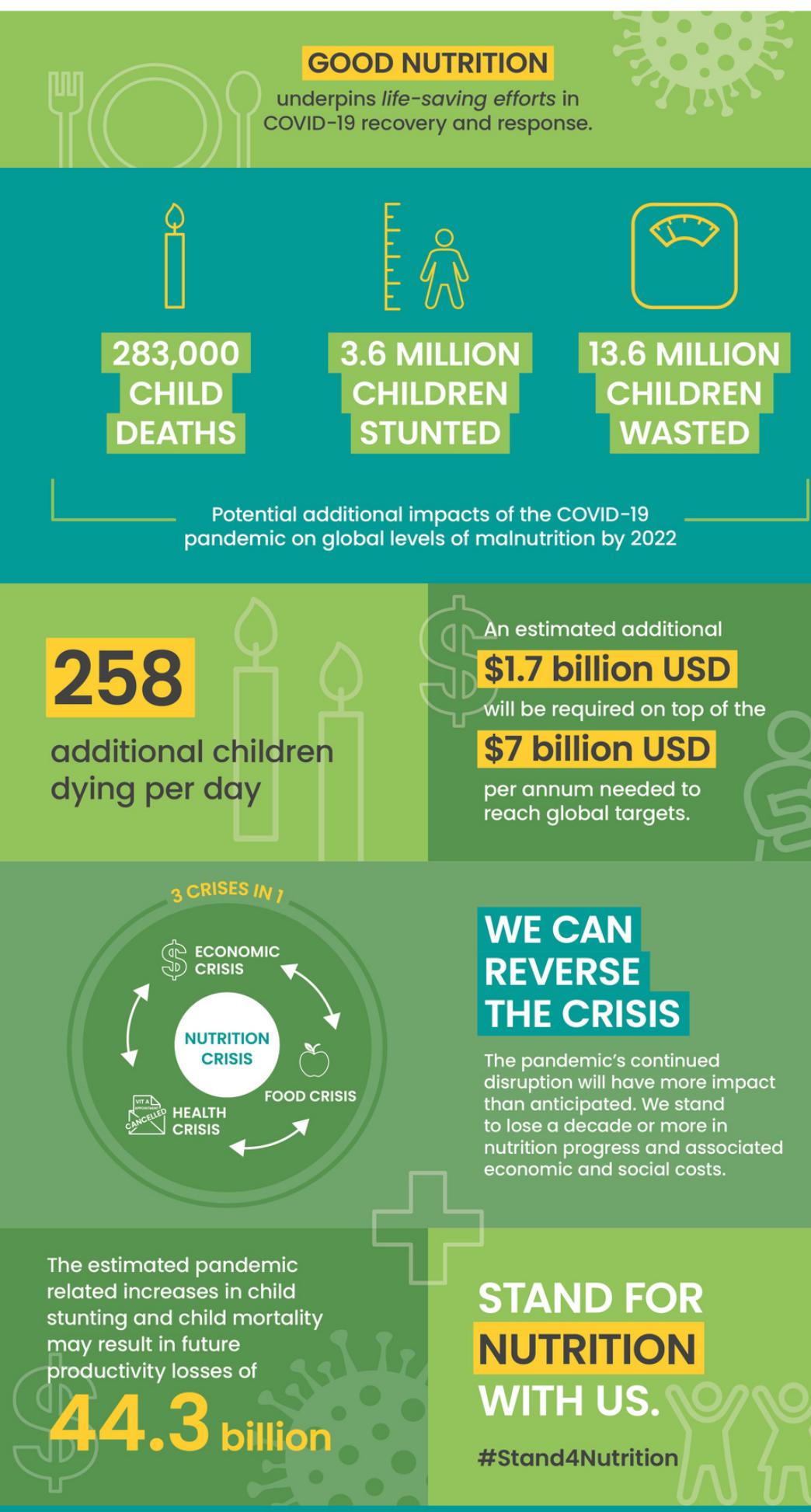
The loss in economic productivity could be as high as \$44 billion dollars globally due to the additional burden of childhood stunting and child mortality. An additional 3.6 million children may suffer life-long physical and cognitive impairments that impede their full potential.

## The Solution

Urgent investment of \$1.7 billion in additional COVID-19 response investments and actions are needed to protect mothers and an entire generation of children, on top of the \$7 billion needed before the pandemic to reach SDG2 - Zero Hunger - by 2030.

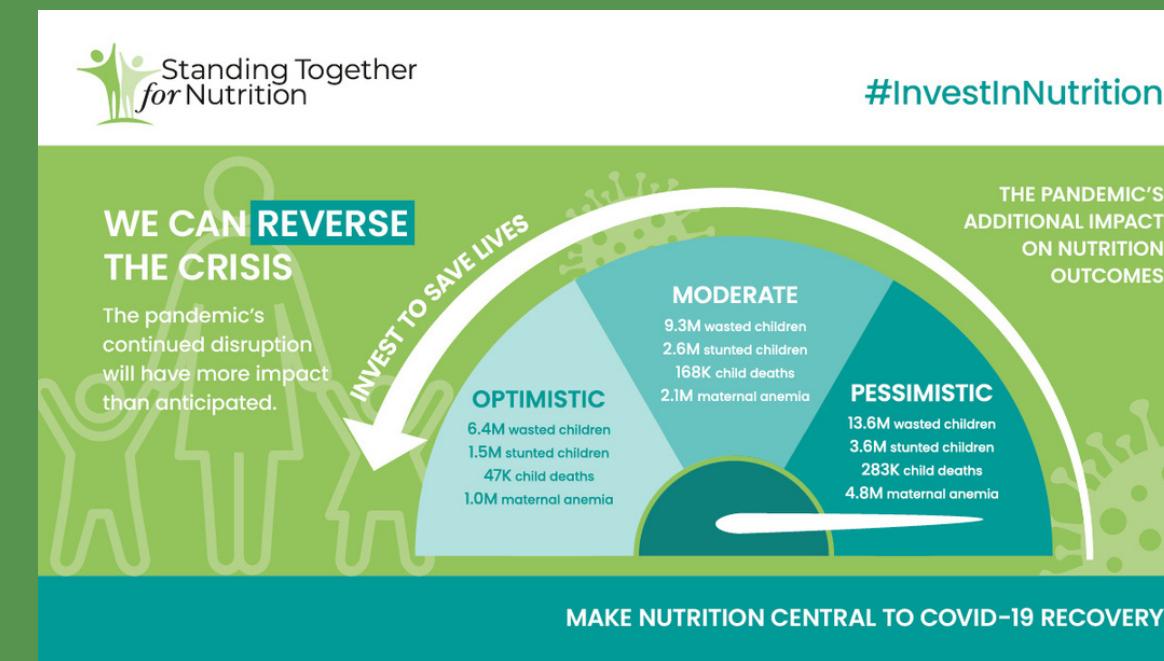
Simple, impactful, and low-cost nutrition interventions exist that are ready to scale. Country-level innovations can offset COVID-19's gendered impact on nutrition, such as scaling up multiple micronutrient supplements and coverage of breastfeeding interventions. SMART investments to drive COVID-19 recovery can be delivered across health, food, and social protection systems.

Let's stand together to take urgent action to integrate nutrition in COVID-19 response and recovery plans.



# Social Media Visuals

Use these graphics in support of the suggested messaging.



Download the graphics via Google Drive [[rebrand.ly/ST4Ntoolkit](https://rebrand.ly/ST4Ntoolkit)]  
or visit the ST4N Trello board [[rebrand.ly/ST4Ntrello](https://rebrand.ly/ST4Ntrello)]



The impacts on maternal and child malnutrition may be even more devastating than anticipated last year. In the most populous countries, the impact will be closer to the most pessimistic scenario, with potentially an additional **13.6 million wasted children**, **3.6 million stunted children**, and **283,000 child deaths** by 2022.

Saskia Osendarp

Micronutrient Forum



#InvestInNutrition



A new wave of innovative financing mechanisms is catalysing millions of dollars in other areas of development. Why not nutrition? We need to be creative and grasp this opportunity as a sector, or we risk nutrition being left as a traditional grant aid orphan.

Simon Bishop

Power of Nutrition



#InvestInNutrition



With the 'Team Europe' package, EU and its member states already mobilized over €40 billion to support partner countries in the fight against the COVID-19 pandemic and its consequences.

Leonard Mizzi

European Commission



#InvestInNutrition

# Additional Visuals

Experts and thought leaders in the nutrition, economic and health space support ST4N.

Nutritionists know why it is important to invest in nutrition. It has a good return on investment, supports overall development, and most importantly, saves lives. Next is to convince ministers, banks, and other investors of the benefits.

Stineke Oenema  
UN Nutrition

#InvestInNutrition

Projections are not destiny. Urgent action now across health, food and social protection systems can mitigate the impacts of the pandemic on nutrition and put us back on track to achieving global nutrition targets.

Shawn Baker  
USAID

#InvestInNutrition

Canada's work in nutrition prioritizes improving gender-sensitive nutrition for the poorest and most marginalized by enhancing access to nutritious food, micronutrients, and comprehensive nutrition services that address malnutrition and contribute to supporting nutrition-sensitive food systems.

Canada will continue to advocate for the inclusion of gender-sensitive nutrition as central to global COVID-19 response efforts.

Megan Cain  
Global Affairs Canada

#InvestInNutrition

More money for nutrition: More nutrition for the money.

Meera Shekar  
World Bank

#InvestInNutrition

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Need to  
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the materials?

-  [Trello Board](#)
-  [Google Drive](#)



@ST4Nutrition estimates that \$44.3 BILLION dollars globally could be lost in economic productivity due to the #COVID19 pandemic impacts on childhood stunting and child mortality. We must #Stand4Nutrition & #InvestInNutrition

Details → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)

#COVID19 continues to have substantial impacts on health and the economy.

#StandingTogether4Nutrition estimates that:

an additional \$1.7B will be required on top of the \$7B per year is needed to reach the global targets

Economic productivity losses could be as high as \$44B globally

We must act now! Let's #Stand4Nutrition and #InvestInNutrition. Details → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)



We currently stand to unwind a decade or more of progress on #nutrition. Read about the impacts of the #COVID19 pandemic on nutrition by @ST4Nutrition → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)

Let's turn this crisis into an opportunity to work together and make positive changes for nutrition. #Stand4Nutrition and #InvestInNutrition for a better tomorrow for all → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)

What do we stand to lose?

We will lose LIVES.

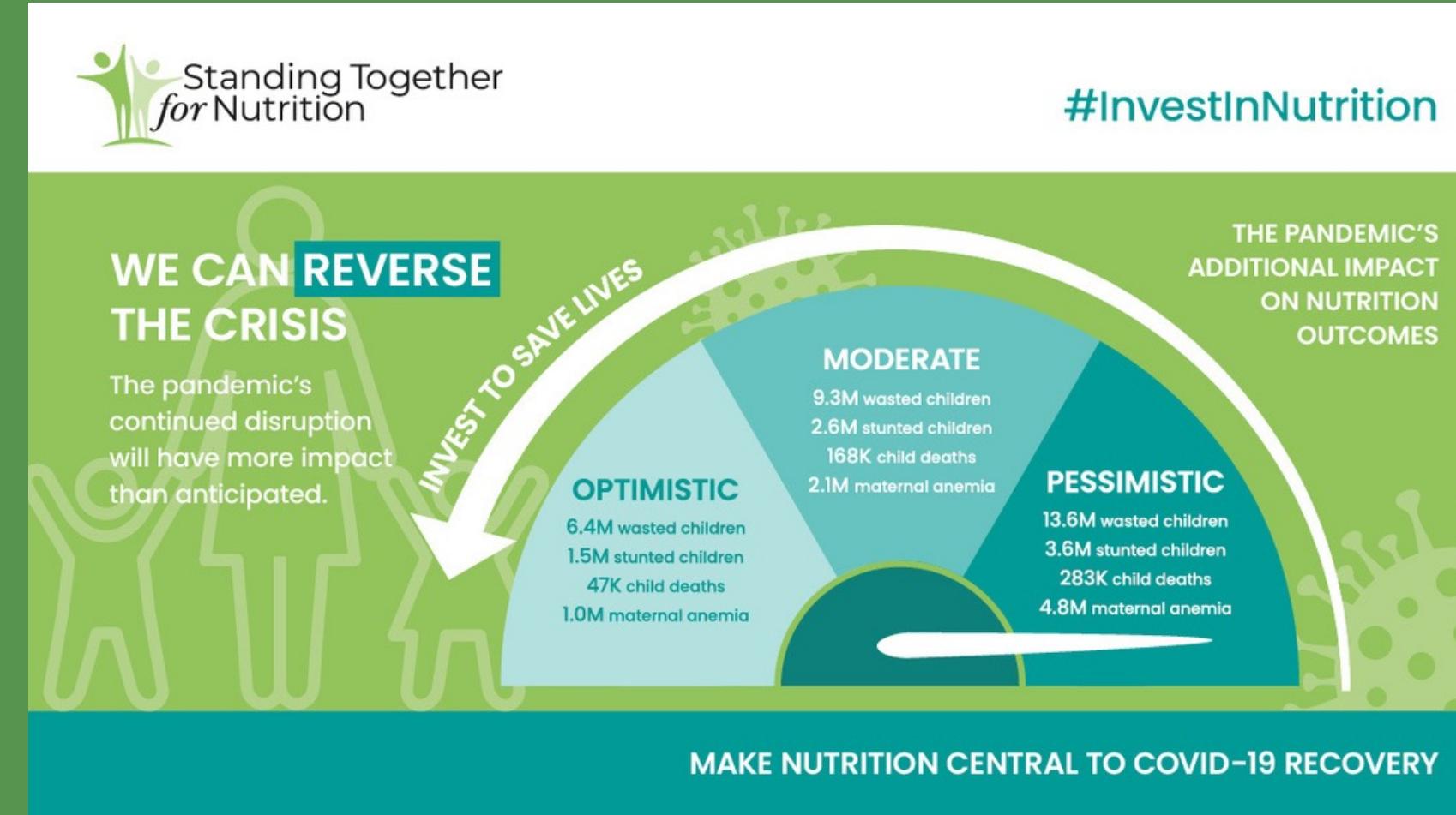
We will lose POTENTIAL.

We stand to lose decades of progress in global #nutrition and test the next generation's future productivity.

We must act now and make nutrition a priority → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)

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Given the current path of the #COVID19 pandemic, @ST4Nutrition projects the 'worst-case' scenario:

- ▲ 13.6M +children wasted
- ▲ 3.6M +children stunted
- ▲ 258 +children dying/day.

Let's change the trajectory and #Stand4Nutrition! Take action → [standingtogetherfornutrition.org/take-action](http://standingtogetherfornutrition.org/take-action)



The current trajectory of the #COVID19 pandemic and its impact on economic losses & productivity, #StandingTogether4Nutrition projects:

- ! 13.6M additional children wasted
- ! 3.6M additional children stunted
- ! 258 additional children dying per day!

Together we can change the course to include #nutrition in COVID-19 recovery planning. Let's #Stand4Nutrition and #InvestInNutrition. Details → [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)



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@NaturePortfolio highlights #ST4N research on #COVID19 potential impact on #malnutrition:

- ! 13.6M additional children wasted
- ! 3.6M additional children stunted
- ! 258 additional children dying per day!

These children may suffer life-long physical and cognitive impairments and not reach their full potential. Let's #Stand4Nutrition and #InvestInNutrition. Details here → [rebrand.ly/ST4Nresearch](http://rebrand.ly/ST4Nresearch)

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 Standing Together  
for Nutrition

#InvestInNutrition

## WE NEED TO ACT NOW

Through the pandemic we stand to lose a decade or more in nutrition progress and associated economic and social costs. Malnourished children are at a higher risk of:

- Lifetime of impaired health
- Impaired school performance and loss of earning potential
- Continuing the intergenerational cycle



3 CRISES IN 1

ECONOMIC CRISIS

NUTRITION CRISIS

FOOD CRISIS

HEALTH CRISIS

MAKE NUTRITION CENTRAL TO COVID-19 RECOVERY



The pandemic is **3** crises rolled into **1**:

- ➔ Economic crisis w/jobs lost
- ➔ Food crisis w/  access to healthy food
- ➔ Health crisis w/  access to health services creating a nutritional crisis amongst millions as the #COVID19 pandemic continues. Details ➔ [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)



The #COVID19 pandemic is three crises rolled into one:

- ➔ Economic crisis w/jobs lost
- ➔ Food crisis w/reduced access to healthy food
- ➔ Health crisis w/reduced access to health

In combination creates a #nutrition crisis amongst MILLIONS of vulnerable mothers and children and as the #COVID19 pandemic continues are tragically worse than initially anticipated. Learn more here ➔ [standingtogetherfornutrition.org](http://standingtogetherfornutrition.org) Let's #Stand4Nutrition and #InvestInNutrition!



Projections are not destiny!

Good #nutrition underpins life-saving efforts in #COVID19 recovery and response.

#Stand4Nutrition with us and #InvestInNutrition!

Take action ➔ [standingtogetherfornutrition.org/take-action](http://standingtogetherfornutrition.org/take-action)



It doesn't have to be this way. Let's not let the lack of #nutrition block MILLIONS of children from reaching their full potential.

- \* We have solutions.
- \* We can reverse the crisis if we act now.
- \* Take action via ➔ [standingtogetherfornutrition.org/take-action](http://standingtogetherfornutrition.org/take-action) to #Stand4Nutrition and #InvestInNutrition.

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 Standing Together  
for Nutrition

#InvestInNutrition

**MORE WOMEN AND CHILDREN ARE GOING HUNGRY**

The pandemic has made it harder for people to access and afford healthy foods. Investment in healthy and sustainable food systems is critical for recovery and resilience.



MAKE NUTRITION CENTRAL TO COVID-19 RECOVERY



The impact of the #COVID pandemic is an urgent call to action to integrate #nutrition in #COVID19 response & recovery plans. We need concrete actions that can transform the lives & futures of millions of mothers and children.

Let's #Stand4Nutrition and #InvestInNutrition! Take action →  
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#Malnutrition impacts the most vulnerable, including women and children.

Nutrition suffers from the pandemic's continued impact on health and the economy from the #COVID19 pandemic, we need to #Stand4Nutrition and #InvestInNutrition.

Find out more →  
[standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)



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## Key Twitter Handles

@ST4Nutrition | Standing Together for Nutrition  
@MNForum | Micronutrient Forum  
@GAIN | Global Alliance for Nutrition  
  
@NatureFoodJnl | Nature Food  
@OsendpNutrition | Saskia Osendarp, ED of MNF  
@I\_haddad | Lawrence Haddad, ED GAIN  
@CanadaDev | Global Affairs Canada  
@JohnsHopkinsSPH | Johns Hopkins Bloomberg School of Public Health  
@WorldBank | The World Bank  
@IFRPI | International Food Research Policy Institute  
@CIFFchild | CIFF  
@BurnetInstitute | Burnet Institute

## Key LinkedIn Handles

@Micronutrient-Forum | Micronutrient Forum  
@global-alliance-for-improved-nutrition | GAIN  
@Natureportfolio | Nature Food  
  
@saskia-osendarp-83271011 | Saskia Osendarp, ED of MNF  
@lawrence-haddad-5809b916b | Lawrence Haddad, ED GAIN  
@global-affairs-canada-affaires-mondiales-canada | Global Affairs Canada  
@johns-hopkins-bloomberg-school-of-public-health | Johns Hopkins Bloomberg School of Public Health  
@the-world-bank | The World Bank  
@IFRPI | International Food Research Policy Institute  
@company/children's-investment-fund-foundation-ciff | CIFF  
@burnet-institute-for-medical-research-and-public-health | Burnet Institute



# Sample Content

**Support your next blog post with ST4Ns work or share in an upcoming newsletter.**

Standing Together for Nutrition's (ST4N) peer-reviewed research is now published in *Nature Food* – this research brought together experts from the field of economics, nutrition, food and health systems to model the potential impacts of COVID-19 on malnutrition in low- and middle-income countries. The ongoing pandemic will likely result in the most pessimistic forecasts of malnutrition by 2022, with as many as 258 additional child deaths each day. However, projections are not destiny; proven and scalable solutions are available to mitigate damage by the COVID-19 pandemic. Investment in nutrition is critical and ST4N will continue to make the case for nutrition throughout this Nutrition Year of Action.

**Let's not let these numbers become a reality. Let's Stand Together for Nutrition!**

# Resources

Support your advocacy efforts for investment in nutrition with ST4Ns policy-relevant evidence.

## Policy Brief



Nutrition must be at the heart of all COVID-19 pandemic immediate and long-term recovery plans by all development stakeholders.

This policy brief utilizes ST4Ns evidence to support policy action for investment in nutrition, continuity of nutrition services, and strengthening of health, food, and social protection systems. This resource can support your organization's advocacy work.



**A Resilient Future:** Investing today to safeguard tomorrow



## Publications



**Nature Food** | The COVID-19 crisis will exacerbate maternal and child undernutrition and child mortality in low- and middle-income countries



**Nature Food** | COVID-19 pandemic leads to greater depth of unaffordability of healthy and nutrient-adequate diets in low- and middle-income countries

## Videos and Podcasts



**Video** | Bloomberg Quicktake interview with Saskia Osendarp

**Video** | Saskia de Pee & Saskia Osendarp explain the impact of the COVID-19 pandemic on malnutrition

**Video** | ST4N Steering Committee members explain the importance of investment in nutrition



**Podcast** | Saskia Osendarp & Shweta Khandelwal talk to The Lancet Voice about the ST4N research

**Podcast** | Anna Lartey & Lynnette Neufeld talk about ST4N in an episode of the GAIN Bite the Talk podcast

## Citations



Osendarp, S., Akuoku, J.K., Black, R.E. et al. The COVID-19 crisis will exacerbate maternal and child undernutrition and child mortality in low- and middle-income countries. *Nat Food* 2, 476–484 (2021). <https://doi.org/10.1038/s43016-021-00319-4>



Laborde, D., Herforth, A., Headey, D. et al. COVID-19 pandemic leads to greater depth of unaffordability of healthy and nutrient-adequate diets in low- and middle-income countries. *Nat Food* 2, 473–475 (2021). <https://doi.org/10.1038/s43016-021-00323-8>

## Graphics



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**Let's Stand Together to  
ensure these predictions  
don't become a reality.**

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**Standing Together for Nutrition**



**ST4N@micronutrientforum.org**



**[standingtogetherfornutrition.org](http://standingtogetherfornutrition.org)**

