



Final countdown to N4G: *Still time to mobilize your decision-makers!*

Nutrition for Growth 2021
Advocacy Toolkit



Civil Society Network

ENGAGE • INSPIRE • INVEST¹

CONTEXT

On December 7th – 8th 2021, the Government of Japan will host the Nutrition for Growth (N4G) Summit. This will be one of the most important gatherings of the world’s political stakeholders to make substantial pledges to help end malnutrition globally. With rates of malnutrition increasing in the wake of Covid-19, we need political leaders to take bold action to reverse an unfolding crisis and ensure everyone everywhere can reach their full potential with good nutrition.

NUTRITION FOR GROWTH

Food, Health, & Prosperity for All



PURPOSE OF THIS TOOLKIT

This toolkit is designed to support SUN Civil Society Network (CSN) members (Civil Society Alliances, individual organisations, and Youth Leaders for Nutrition, alike) to take action in the lead up to the N4G Summit to influence government decision-makers to make meaningful commitments to quality investments in nutrition policy. These are just suggestions, you are free to adapt them however you wish, to suit your local context.

The suggested actions are those you can either take as an individual/organisation, or other actions that you can use as part of an alliance to mobilise your networks to lobby local/national decision-makers. We would encourage you to consider both approaches to demonstrate to decision-makers the breadth and depth of support for your advocacy demands.

All the suggested actions are categorised into low, medium, and high-level actions. All of these are useful in your advocacy, **but try to prioritise the higher-level actions to achieve a higher impact with your advocacy targets.**

If you have any questions about how to deliver these actions, please feel free to contact Sean (S.Counihan@savethechildren.org.uk) and Alexandra (A.Newlands@savethechildren.org.uk) at the SUN CSN Secretariat and we would be very happy to support you.



Lili, Charles, Daniel and Denis play by Nyalani Dam in Kwale, Kenya

COMMITMENT-MAKING

N4G is a global pledging effort calling on stakeholders to make significant commitments to ending malnutrition.

We need all stakeholders to answer this call and make ambitious pledges during this summit. [Find out more about the commitment-making process.](#)

Civil society can lead the way in issuing our own commitments ahead of N4G, showcasing them to decision-makers and urging them to make their own.

Pledges are encouraged right up until the end of the N4G Summit so do keep targeting your decision-maker over the coming weeks.

Has your decision-maker already made a commitment? [Check the N4G Commitment tracker to find out.](#)



Zainab keeps a rooftop garden in Mombasa, Kenya

SUGGESTED ADVOCACY ACTIONS

LOW EFFORT = LOW IMPACT

Digital Mobilisation: Click-to-Tweet your decision-maker

You can mobilise your own networks to reach out to key decision-makers in your country and issue your advocacy demands for N4G on Twitter.

With [ClickToTweet.com](https://clicktotweet.com), you can make it easy for individuals to take this action by following these three steps:

1. Draft the text for the message you would like your network to send to your targeted decision-maker.

We've drafted some [suggested tweets you can use and adapt](#)

Be sure to include your **target's twitter handle**, and any relevant links (see "blog posts" below)



Tip: Create a unique hashtag for your message so you can track the number of times this action has been taken



2. Copy and paste this into the text box at clicktotweet.com and click "Generate Link"



3. Share this link with your network via email or social media

And invite them to tweet your decision-maker targets.

SUGGESTED ADVOCACY ACTIONS

MEDIUM EFFORT = MEDIUM IMPACT

Individual or collective pledge-making

We want to see new and ambitious pledges from government and other decision-makers at the N4G. To encourage these commitments, we can all mobilise to issue our own pledges and share these with government decision-makers.

You can do this as an individual, an organisation, a Civil Society Alliance, and/or you can mobilise your networks to make their own group/individual commitments.

Tip: Be creative! Think about the various ways you can communicate your commitments to public audiences. You can record videos , take photographs, draw pictures – whatever you think will be impactful.



Devine at his school's Environment and Nutrition Club in Zimbabwe

SUGGESTED ADVOCACY ACTIONS

MEDIUM EFFORT = MEDIUM IMPACT

Blog Post / Policy Briefing

To outline your national-level advocacy demands for the N4G summit in more detail, you might want to write up a blog post or a policy briefing explaining your national policy context and the benefits of your policy recommendations.

While this is a good chance to share more detail, you should aim to keep it concise, so people are more likely to read it.

With your policy demands/recommendations published online, you can then easily share these with your networks and advocacy targets on social media and other channels.

Click these links below for inspiration:

[“A SUN Movement Call to Action for Nutrition ahead of the UN Food Systems Summit 2021”](#)



A SUN Movement Call to Action for Nutrition ahead of the UN Food Systems Summit 2021

Advocacy
POSTED ON SEPTEMBER 14, 2021

A multi-sectoral and multi-stakeholder approach to nutrition must be front and centre in food systems transformations

“Originally published on the [Scaling Up Nutrition Movement website](#)”

The United Nations Food Systems Summit (UNFSS) in September was called for by the UN Secretary General in recognition that current food systems are failing people and the planet alike. An unacceptable 3 billion people did not have access to healthy nutritious diets in 2019 – a number that is already compounded by the COVID-19 pandemic and comes with tremendous hidden costs for people’s health and society. Food systems also contribute to unprecedented biodiversity loss, water depletion and climate change – all significant threats to our nutrition lifeline.

The UNFSS Pre-summit that took place in Rome this July called for “transformative actions before it is too late”. As the SUN Movement, we could not agree more. With this Call to Action, we collectively ask to place nutrition front and centre in any food systems transformation efforts. Traditional food security programmes have tended to adopt a production-focused approach, which seeks to directly influence food security through increasing the supply of food, but hunger and malnutrition are not driven by our inability to produce food. On the contrary, food production has increased by nearly 300 percent in the last 50 years while the world’s population has “only” doubled¹. Yet, about one-third of all food produced for human consumption goes to waste² and malnutrition in all its forms is on the rise, almost everywhere in the world. This triggers an important question: “how can we gear up

[“Climate change takes centre stage at the UN Food Systems Summit”](#)



Climate change takes centre stage at the UN Food Systems Summit

Advocacy
POSTED ON SEPTEMBER 24, 2021

More than 150 countries and key stakeholders came together yesterday to commit to transforming food systems, combatting biodiversity loss and tackling global hunger.

The first ever United Nations Food Systems Summit (FSS) brought together world leaders, members of civil society, youth activists, and representatives from indigenous populations along with donors, academics, and members of the private sector in an ambitious virtual setting.

Following the most recent IPCC report which outlined a “code red” for humanity and the increased recognition that our global food systems are contributing significantly to the ongoing climate crisis as well as failing to fix problems of global hunger, these issues were pushed to the fore.

Prior to the summit, the SUN Movement released a [call to action](#) which, among other things, urged all those involved in the FSS to “put nutrition front and centre”. While the focus on creating climate-friendly and sustainable food systems is no doubt a positive, the linkages between nutritious food systems and climate neutral ones were less prevalent.

There were mentions in some commitments to increase climate resilient food types, as seen in the speech from the President of Ghana, David Malpas, president of the World Bank, who called a [multi-pronged approach to food systems](#).

SUGGESTED ADVOCACY ACTIONS

HIGHER EFFORT = HIGHER IMPACT

Directly lobbying decision-makers

The best way to influence political decision-makers is to engage directly with them. Here are some ways you can lobby your political decision-maker:

As an Organisation or Civil Society Alliance

Use this [letter template](#) to draft your advocacy messages for your political decision-maker, and then send it to their office by letter or email.

Be sure to clearly request a meeting with them to discuss your recommendations in more detail. If you need some support in preparing for this meeting, get in touch with Sean (S.Counihan@savethechildren.org.uk) and Alexandra (A.Newlands@savethechildren.org.uk) at the SUN CSN Secretariat and we would be very happy to support you.

As an Individual

The more individual messages that decision-makers receive regarding a particular issue, the more likely they are to listen and take notice.

We've drafted this [letter template](#) for individuals to send to their local decision-maker, asking them to represent their views in parliament/government ahead of the N4G Summit.

You can mobilize your networks by encouraging them to use this letter template and adapt it with their own messages about why healthy, safe, accessible, and affordable nutrition is important to them. Again, you can encourage them to request face-to-face meetings with their decision-makers and support them to communicate the key advocacy messages.

You should adapt the letter template and include relevant instructions on how your individuals within your networks can identify their local decision-maker and find their contact details to message them.

KEY MESSAGES

To help you communicate with your audiences about these advocacy and mobilisation actions, and the upcoming N4G Summit, we've developed a useful [key messages document](#).

You might want to read through this and think about how to incorporate the suggested language into your public communications.

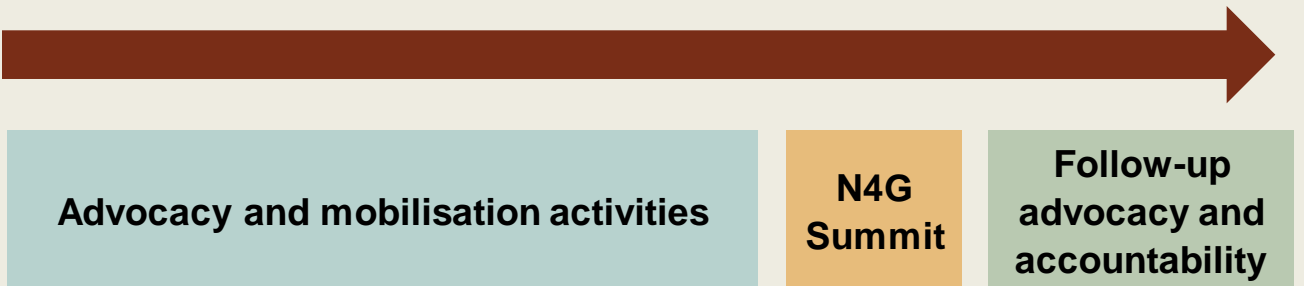
TIMELINE

With approximately 1 month to go until the N4G Summit, **the time for intensive advocacy and mobilising is now!**

Beyond the N4G Summit we will be working together to think about how to hold decision-makers to account on the commitments they make at this year's summit.

November 1st

December 7th – 8th January 2022



QUESTIONS?

We hope this toolkit is straightforward and easy for you to use. However, if you have any questions or challenges with using this toolkit and carrying out your advocacy activities, please get in touch with Alex and/or Sean!

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