

Credocast

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Enabling Nutrition

Communication for Global Action

3

Nexus of the SDGs

6

The Financing Imperative

7

Advocating Nutrition Financing

Good Nutrition

3

Nexus of the SDGs

6

The Financing Imperative

7

Advocating Nutrition Financing

	Total Economic Benefits*	\$1 Invested Yields
STUNTING	\$417B	\$11
BREASTFEEDING	\$298B	\$35
ANEMIA	\$110B	\$12
WASTING	\$25B	\$4

About Credo Advisory

Credo Advisory is a leading communications firm specialising in strategic, operational, and tactical communications initiatives. We support governments, development partners, and the private sector to raise awareness, build trust, and effect change with communication programmes. Collaborating with our partners, we develop products, initiatives, and campaigns based on research and industry insights.

Credo is committed to using communications to advance the Sustainable Development Goals (SDGs), with communication responses that promote transparency, good governance, advocacy, and public enlightenment.

Our mission is to provide technical assistance and programming that enable our clients to build strong relationships with stakeholders, shape attitudes, educate audiences, and influence behaviours to impact society positively. We leverage communications to end poverty, fight inequality and foster a cleaner, safer, and more sustainable world.



“Promoting nutrition is pivotal to achieving the Sustainable Development Goals (SDGs). Good nutrition underpins health, education, economic productivity, and gender equality, making it a critical element in global development efforts.”

Enabling Nutrition

Nutrition is a cornerstone of health and well-being, influencing every stage of life and playing a critical role in human development. Good nutrition is vital for growth, cognitive development, disease prevention, and overall health.

Despite its importance, malnutrition in all its forms—undernutrition, overnutrition, and micronutrient deficiencies—remains a significant global challenge. According to the World Health Organization (WHO), nearly half of all deaths in children under five are attributable to undernutrition¹. This statistic underscores the urgent need for comprehensive and effective nutritional interventions.

The COVID-19 pandemic has further exacerbated these issues, disrupting food systems, healthcare services, and economic stability, thereby increasing food insecurity and malnutrition rates, directly impacting achieving the Sustainable Development Goals (SDGs).

Nexus of the SDGs

Promoting nutrition is pivotal to achieving the Sustainable Development Goals (SDGs). Good nutrition underpins health, education, economic productivity, and gender equality, making it a critical element in global development efforts.

Addressing malnutrition directly supports SDG 2 (Zero Hunger) by aiming to end hunger and achieve food security². Proper nutrition is foundational for SDG 3 (Good Health and Well-being), as it enhances overall health outcomes, reduces disease prevalence, and improves longevity³.

Good Nutrition

 <p>1 NO POVERTY</p>	Increases productivity and earning potential	 <p>2 ZERO HUNGER</p>	Reduces hunger and improves food security	 <p>3 GOOD HEALTH AND WELL-BEING</p>	Reduces risk of morbidity and mortality from a range of diseases
 <p>4 QUALITY EDUCATION</p>	Improves cognitive development	 <p>5 GENDER EQUALITY</p>	Unlocks potential for women's empowerment	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Stimulates productivity in the workforce
 <p>10 REDUCED INEQUALITIES</p>	Reduces stunting affecting low-income groups	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	Helps tackle undernutrition & obesity	 <p>13 CLIMATE ACTION</p>	Helps reduce greenhouse gas emissions
 <p>14 LIFE BELOW WATER</p>	Promotes sustainable aquatic production	 <p>15 LIFE ON LAND</p>	Promotes foods linked to sustainable production		

¹Malnutrition key facts. Available at: www.who.int/news-room/fact-sheets/detail/malnutrition

²Zero Hunger. Available at: <https://data.unicef.org/sdgs/goal-2-zero-hunger/>

³Goal 3: Ensure healthy lives and promote health. Available at: <https://www.un.org/sustainabledevelopment/health/>

⁴Progress towards quality education. Available at: <https://www.un.org/sustainabledevelopment/education/>

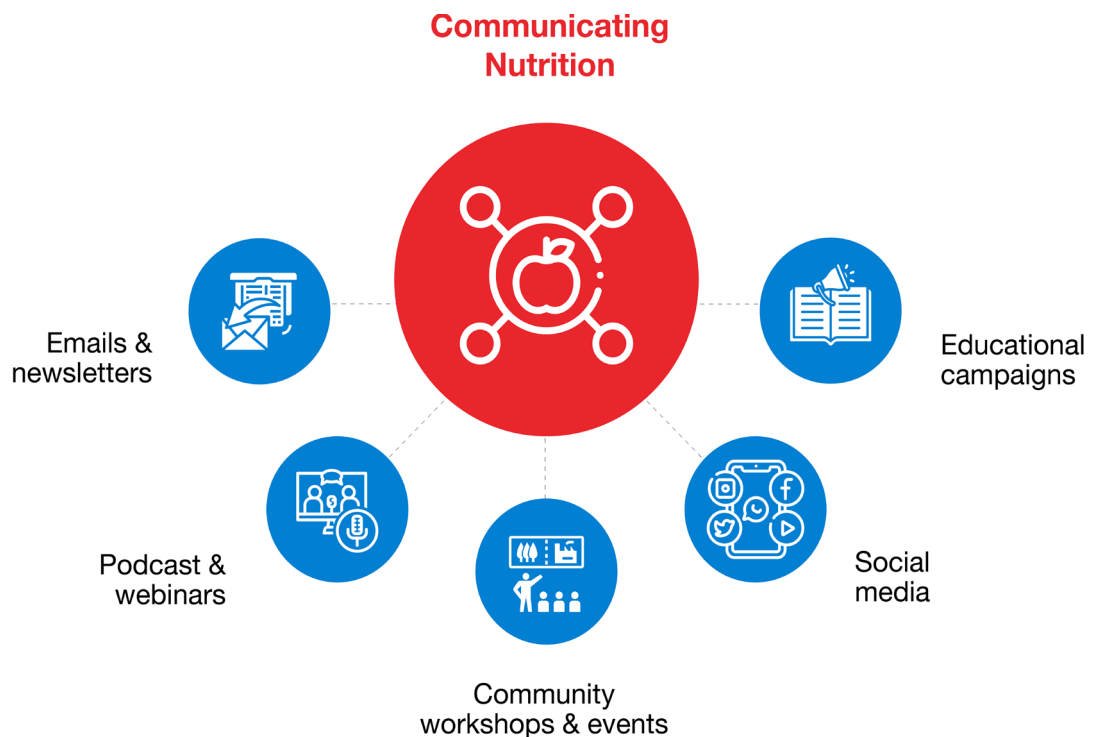
Nutrition also plays a crucial role in SDG 4 (Quality Education). Well-nourished children are more likely to perform better academically and stay in school, leading to better educational outcomes and future opportunities⁴.

“Effective communication ensures that the multifaceted nature of malnutrition is understood by policymakers, stakeholders, and the public. It involves disseminating accurate and compelling information about the causes, consequences, and solutions to malnutrition.”

Achieving SDG 5 (Gender Equality) requires tackling malnutrition, which especially impacts women and girls. Improved nutrition leads to better maternal health and opens more opportunities for education and employment, helping women and girls break free from cycles of poverty and inequality⁵. Furthermore, nutrition impacts SDG 8 (Decent Work and Economic Growth), as a well-nourished workforce is more productive and less prone to illness, reducing healthcare costs and increasing economic output⁶.

By addressing malnutrition, we also contribute to reducing inequalities⁷ (SDG 10) by ensuring vulnerable populations have access to nutritious food. Sustainable consumption and production practices (SDG 12) are vital for long-term food security⁸ and addressing climate change impacts (SDG 13), which in turn affect food availability and quality⁹.

Strong institutions (SDG 16) and global partnerships (SDG 17) are essential for implementing effective nutrition programs, highlighting the need for cohesive strategies to combat malnutrition and achieve broader development goals¹⁰. By focusing on nutrition, we can create a ripple effect that positively impacts multiple SDGs, fostering a healthier, more prosperous, and sustainable world.



⁵ Nutrition and sustainable development. <https://www.frontiersin.org/journals/nutrition/articles/10.3389/fnut.2024.1384066/full>

⁶ Nutrition in the Context of the Sustainable Development Goals. Available at: https://academic.oup.com/eurpub/article/30/Supplement_1/119/5835786

⁷ Reducing inequalities for food security and nutrition. Available at: <https://www.fao.org/cfs/cfs-hipe/insights/news-insights/news-detail/reducing-inequalities-for-food-security-and-nutrition/en>

⁸ The SDG 12 Challenges: Responsible Production & Consumption. Available at: <https://www.blog-ghse.com/en/the-sdg-12-challenges-responsible-production-consumption>

⁹ Change and Food Security: Risks and Responses. Available at: <https://openknowledge.fao.org/server/api/core/bitstreams/f6270800-ee7-498f-9887-6d937c4f575a/content>

¹⁰ Stepping up effective school health and nutrition. Available at: <https://www.unicef.org/media/94001/file/Partnership-for-Stepping-up-effective-SHN.pdf.pdf>

Communication is a powerful tool in promoting nutrition, catalyzing awareness, behavior change, and policy action. Addressing malnutrition requires more than just providing food and nutrients; it necessitates a comprehensive approach that integrates strategic communication to effectively highlight the severity of the global nutrition crisis and mobilize the necessary resources and support.

Effective communication ensures that the multifaceted nature of malnutrition is understood by policymakers, stakeholders, and the public. It involves disseminating accurate and compelling information about the causes, consequences, and solutions to malnutrition. This dissemination is crucial for fostering the political will and community engagement needed to implement effective nutrition interventions.

“Communication fosters collaboration by bringing together diverse stakeholders, including governments, non-governmental organizations, private sector entities, and communities.”

Public awareness campaigns are instrumental in educating the public about malnutrition. By leveraging traditional and digital media, these campaigns can shape public perception and behavior toward healthier dietary practices. For instance, studies like UNICEF’s “First 1,000 Days”¹¹ emphasize the critical importance of nutrition during early childhood, helping to frame the issue in a way that resonates with the public and policymakers alike.

Community engagement is another vital aspect of communication. Engaging local communities in dialogue about nutrition issues ensures that interventions are culturally sensitive and widely accepted. Community health workers, as trusted sources of information, are pivotal in promoting best practices in nutrition and health within their communities.



Figure 1: Ghana Nutrition Improvement Project. Source: <https://nutritionforgrowth.org/ghana-nutrition-improvement-project-a-genuinely-synergistic-public-private-part/>

Policy advocacy is essential for influencing public policy and securing commitments from governments and international organizations. Through nutrition messaging, evidence-based policy briefs, and case studies, nutrition advocates can educate policymakers to prioritize nutrition in their agendas. This can lead to developing and implementing comprehensive nutrition policies that address the root causes of malnutrition.

Educational programs that incorporate nutrition education into school curriculums and public health initiatives can profoundly impact long-term health outcomes. These programs can significantly improve child nutrition by equipping families, especially mothers and caregivers, with the knowledge and skills to make healthier food choices.

Communication fosters collaboration by bringing together diverse stakeholders, including governments, non-governmental organizations, private sector entities, and communities. Organisations like Results for Development (R4D)¹² and the Scaling Up Nutrition (SUN) Movement facilitate partnerships and promote shared learning and resource mobilization¹³. By leveraging communication, these collaborations can align efforts, avoid duplication, and create synergies that enhance the effectiveness of nutrition interventions.

¹¹First 1,000 Days Formative Study Report. Available at: <https://www.unicef.org/nigeria/reports/first-1000-days-formative-study-report>

¹²<https://r4d.org/nutrition/>

¹³<https://scalingupnutrition.org/resources/resource-library>

“Addressing malnutrition effectively requires substantial financial resources. Nutrition Financing is crucial for scaling interventions, improving food systems, and ensuring sustainable progress.”

The Financing Imperative

Adequate nutrition is a fundamental human right and a cornerstone of sustainable development. Malnutrition in all its forms—undernutrition, micronutrient deficiencies, and overnutrition—poses significant challenges to global health, economic productivity, and social stability, and requires a comprehensive and well-funded response.

Globally, malnutrition is responsible for nearly half of all deaths in children under five years of age, amounting to approximately 3.1 million child deaths annually. Over 149 million children under five are stunted (too short for their age), and 45 million suffer from wasting (too thin for their height)¹⁴. These statistics underscore the severity of the malnutrition crisis and the pressing need for sustained and strategic investments in nutrition.



WHAT IS MEASURED GETS DONE



Addressing malnutrition effectively requires substantial financial resources. Nutrition Financing¹⁵ is crucial for scaling interventions, improving food systems, and ensuring sustainable progress. Adequate funding is needed to support research, implement nutrition programs, and build the capacity of local institutions and communities.

Without sufficient investment, efforts to combat malnutrition are likely to fall short, perpetuating cycles of poverty and poor health. Governments, international organizations, and private sector stakeholders must prioritize nutrition financing to achieve long-term, sustainable improvements in global nutrition.



¹⁴Malnutrition key facts. Available at: <https://who.int/news-room/fact-sheets/detail/malnutrition>

¹⁵More money for nutrition, more nutrition for the money: Financing nutrition. Available at: <https://globalnutritionreport.org/reports/2021-global-nutrition-report/financing-nutrition/>

“Sharing success stories of communities and countries that have effectively addressed malnutrition can inspire and motivate stakeholders.”

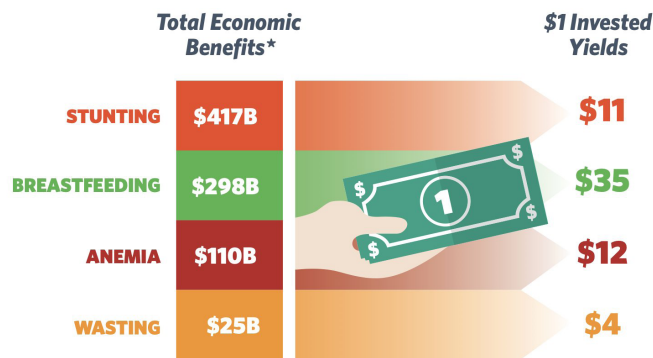
Advocating Nutrition Financing

Securing adequate financing for nutrition is critical for the success of nutrition programs and initiatives. Communicating the need for nutrition financing effectively can help mobilize the necessary resources from governments, international donors, and private sector stakeholders. This process involves several key strategies:

Highlighting the Economic Benefits

Effective communication should emphasize the economic benefits of investing in nutrition. Research and case studies, such as those from the World Bank’s Human Capital Project¹⁶, demonstrate that improved nutrition leads to better health outcomes, higher educational attainment, and increased productivity. These factors contribute to economic growth and development, making a compelling case for investing in nutrition. Highlighting the return on investment in nutrition can persuade policymakers and investors to allocate more resources toward nutrition initiatives.

Investments to Meet the Global Nutrition Targets Have Enormous Economic Returns



*Total economic benefits in low- and middle income countries over 10 years for women and over the productive lives of children who benefit from these interventions.

Showcasing Success Stories

Sharing success stories of communities and countries that have effectively addressed malnutrition can inspire and motivate stakeholders. Highlighting the positive impacts of nutrition programs on health, education, and economic outcomes can create a sense of urgency and commitment among potential funders. For instance, Malawi employs budget analysis¹⁷ to guarantee the availability of sufficient resources for combating malnutrition, especially among at-risk groups like children, pregnant and breastfeeding women, and individuals experiencing poverty. Success stories like this serve as a powerful example of what is possible with adequate funding and support.



¹⁶Investing in people: the Human Capital Project. Available at: <https://sdg2advocacyhub.org/latest/investing-in-people-the-human-capital-project/>

¹⁷Advocacy for Sustainable Nutrition Financing in Malawi. Available at: <https://scalingupnutrition.org/resource-library/action-brief/advocacy-sustainable-nutrition-financing-malawi>

“Using digital tools can amplify advocacy efforts, create public awareness, and generate a groundswell of support for nutrition initiatives.”

Engaging Multiple Stakeholders

Engaging a broad range of stakeholders, including governments, international organizations, private sector entities, and civil society, is crucial for building a coalition of support for nutrition financing. This can be achieved through forums, workshops, and strategic partnerships that foster dialogue and collaboration. Multi-stakeholder platforms like the Scaling Up Nutrition (SUN) Movement¹⁸ exemplify how diverse groups can come together to address nutrition challenges and mobilize resources effectively.

Advocacy and Policy Influence

Advocacy efforts should focus on influencing policy decisions to prioritize nutrition financing. This involves presenting evidence-based messaging to policymakers and demonstrating the long-term benefits of investing in nutrition for national development. Advocates can leverage policy briefs, white papers, and direct engagement with legislators to highlight the urgency and importance of nutrition investments. Successful advocacy can lead to the development and implementation of comprehensive nutrition policies that address the root causes of malnutrition.



Utilizing Digital Platforms

Digital platforms and social media can significantly enhance the reach and impact of communication campaigns on nutrition financing. These platforms offer opportunities to disseminate information, engage with the public, and mobilize support for increased investment in nutrition. Using digital tools can amplify advocacy efforts, create public awareness, and generate a groundswell of support for nutrition initiatives. Social media and public campaigns, stakeholder forums, and community mobilization can all play a role in rallying support and driving action.

¹⁸Mobilizing and advocating for impact. Available at: <https://scalingupnutrition.org/about/how-we-do-it/mobilizing-and-advocating-impact>

“By leveraging strategic communications and building strong partnerships, a unified, impactful approach can be leveraged to improve nutrition and foster a healthier, more sustainable future for all.”

Conclusion

Promoting nutrition and securing adequate financing are critical components in the global effort to combat malnutrition and achieve the Sustainable Development Goals. By leveraging strategic communications and building strong partnerships, a unified, impactful approach can be leveraged to improve nutrition and foster a healthier, more sustainable future for all.



Figure 2: Officials of the Ethiopian Health and Nutrition Agencies with Winners of the "Seqota Declaration Hero Awards" at the 2024 AU Summit High-Level Nutrition Side Event.

Credo Experience

Credo Advisory’s commitment to using communications to advance the Sustainable Development Goals (SDGs) is demonstrated through our work with the Scaling Up Nutrition (SUN) Movement and Results for Development (R4D).

One of our key contributions was developing the brand identity and branding guidelines for a SUN initiative. Credo developed a comprehensive communications toolkit for SUN partners, equipping them with essential resources to enhance outreach.

Our services included technical support for the 2024 African Union Summit High-Level Nutrition Side Event in Addis Ababa, Ethiopia. At the Summit, our team collaborated with key stakeholders to ensure seamless event communications, media relations, and social media campaigns. Our support facilitated high-quality interactions and engagements, ensuring the event's key messages reached a wide audience.

Through our partnership with R4D and SUN, Credo Advisory is making tangible contributions to improving nutrition outcomes and fostering self-reliance among countries facing nutrition financing gaps.