

current call-to-action

 resultsCanada.ca/campaign/campaign-1/

Malnutrition, hunger and famine are not forces of nature. They are the result of the actions – or inactions – of all of us.

António Guterres, United Nations Secretary -General, Remarks at the Food Systems Summit on September 23, 2021

If there is one thing future generations will condemn us for, it is the unprecedented malnutrition crisis and the tragic human carnage unfolding right before our eyes. There exists no larger moral scandal than the world letting over 2 million children under five years old in low- and middle-income countries die of malnutrition-related causes every year. Nothing shocks the conscience more than the preventable deaths of millions of desperate children: eerily calm, emaciated, ribs protruding and hair falling out, wasting away with their caretakers unable to help. This is a reality for far too many children and parents around the world right now.

key facts about malnutrition

- A well-nourished population is foundational to a country's economic development and growth.
- Malnutrition refers to deficiencies, excesses, or imbalances in a person's intake of nutrients.
- 45 per cent of deaths of children under age five can be attributed to poor nutrition.
- An estimated 149 million children under age five are stunted (too short for their age) because of chronic undernourishment. Stunting prevents their brains, bodies, and immune systems from developing fully, which exposes them to lifelong disease and disability.
- 49.5 million children are wasted (underweight for their height), which increases their risk of death.
- In 2012, world leaders committed to reaching six nutrition targets by 2025 but the world is off track to meet these targets.

As we speak, the triple threat of the COVID-19 pandemic, conflict, and climate change has created a crisis within a crisis. Without immediate action, an additional 283,000 children under five will die from malnutrition in the next three years. An additional 3.6 million children are also predicted to face lifelong physical and cognitive damage due to stunting. And it comes as no surprise that women and girls (who even in normal times eat last and least in many societies because of traditional gender roles) are bearing the brunt of the malnutrition burden.

how the COVID-19 pandemic drives malnutrition

- Disruptions in supply chains for perishable nutrient-rich foods, such as fruits and vegetables and animal-sourced foods, lead to price volatility and declining availability.
- Millions of people having lost their sources of income shifted to less expensive sources of calories, leading to increased risk of undernutrition.
- A reduction in social protection programs, essential health and public services has had severe consequences for the most vulnerable and hard-to-reach women and children.

The preventable consequences of malnutrition have massive drains on national and global economies. When children have weaker immune systems and diminished cognitive capacity, they cannot learn in school, which impacts their ability to earn higher incomes later in life. Undernourished children earn 20 per cent less in adult wages compared to children with proper nutrition. Malnutrition saps a country's strength – it lowers productivity and keeps entire nations trapped in poverty. Every year malnutrition costs the global economy \$3.5 trillion.

Fortunately, these losses are preventable. From supplementing micronutrients, to promoting appropriate Infant and Young Child Feeding, to the fortification of staple foods, we know the interventions needed. We also know which organizations are best positioned to reach those in need (from Canadian organizations such as Nutrition International to multilaterals like the Global Financing Facility for Women, Children, and Adolescents). Every dollar invested in nutrition can yield an additional USD\$16 in economic benefits, making investments a cost-effective strategy for a healthy world.

The Global Financing Facility for Women, Children, and Adolescents (GFF) and nutrition

Since its inception in 2015, the GFF has been supporting proven, cost-effective, and high-impact nutrition interventions. The projects funded by the GFF have a track record of reaching underserved areas to deliver health and nutrition services to vulnerable women and children. The GFF is currently operational in 36 countries with the world's highest malnutrition burden and financial need.

There has never been a greater and more urgent need for scaled-up funding for nutrition. We stand to lose years of investment and development on nutrition under the triple threat of the pandemic, conflict, and climate change. However, we can be proud that Canada has been the leading donor in nutrition for over 25 years and we have hope investments will continue to grow.

Canada's legacy in global nutrition

- Canadian investments spearheaded a global infrastructure for vitamin A supplementation, saving the lives of millions of children and improving the eyesight and the immune systems of many more.
- Based in Canada, Nutrition International (NI) has provided over 10 billion vitamin A capsules for children under five years old over more than 25 years.

- Canada is a leading investor in the global scale up of universal salt, which reduces iodine deficiency and has driven down mental impairment in infants.
- Canada has led the way in the development of new technologies to improve nutrition, including Double Fortified Salt and multiple micronutrient powders.
- A founding GFF member, Canada is the second-largest donor to the GFF since its inception, co-chair of the Investors Group, and co-host of the [Reclaim the Gains](#) campaign.
- Finally, Canada is a longstanding champion of nutrition for women and girls, who are most at risk for poor nutrition.

In December 2020, Canada launched the [Nutrition Year of Action](#) to set in motion a year-long effort to re-commit to nutrition, punctuated by major global events in 2021, including the upcoming [Nutrition for Growth Summit](#) on December 7-8, 2021.

Nutrition for Growth (N4G) Summit

Within the Year of Action on Nutrition, launched by Canada in December 2020, the [N4G Summit](#) on December 7-8, 2021 is a key action-forcing moment to raise resources for nutrition. The Summit brings together business leaders, scientists, governments, and civil society organizations to make financial and policy commitments to improve the health, development, and economic potential of people worldwide.

Canada made an initial commitment of [CAD\\$520 million](#) over five years in December 2020 when kicking off the [Nutrition Year of Action](#). However, given the extent of the growing global need, civil society organizations including Results Canada are unanimously calling on Canada to commit additional resources in nutrition programming and raise Canada's contribution to a total of CAD\$850 million over five years.

The ask: Canada must top up its initial investment at the [Nutrition for Growth Summit](#) on December 7-8, 2021, by a minimum of CAD\$330 million over five years to reverse the unparalleled malnutrition crisis and protect the health, rights, and dignity of women and children. CAD\$100 million of this funding should be directed to the Global Financing Facility for Women, Children, and Adolescents for optimal impact.

latest campaign updates

- **#EndPoverty Challenge (October 2021):** A total of 200 Results Canada volunteers and staff supported our #EndPoverty Challenge by donating and/or fundraising: we raised CAD\$10,000 of our CAD\$15,000 goal! Thank you to everyone - we could not have done it without you.
- **#CanadiansVote (September 2021):** On October 26, Justin Trudeau announced his [new cabinet](#), including the Honourable Harjit S. Sajjan as the new Minister of International Development.

- **#EndTheEpidemics (ongoing):** On October 6, after decades of research, the World Health Organization approved a malaria vaccine for children. The vaccine will save tens of thousands of young lives each year. Thanks to Results advocates mobilizing resources for the Global Fund over the last decade, the Fund has contributed to cutting malaria rates nearly in half.



The Global Financing Facility for Women, Children, and Adolescents (GFF)

The GFF has a strong track record of prioritizing nutrition as a building block for the healthy development and well-being of women and children.

Thanks to GFF interventions partly funded by Canada, we are already seeing results. In Bangladesh, the prevalence of stunting in children under five years dropped from 36 to 28 per cent between 2014-2018. In Indonesia, child stunting decreased from 30.8 to 27.7 per cent between 2018-2019.

Learn more about The GFF's work on nutrition.

Meet more of our champions.



Watch Video At: <https://youtu.be/OoDB6OUzcYQ>

video (above): [Covid-19: India's child malnutrition crisis - BBC World Service](#)

resources

See all our resources under [your tools](#) to support you in taking action.

- [A resilient future: Investing today to safeguard tomorrow](#), Standing Together for Nutrition, August 2021
- [Global Nutrition Report](#), GNR, 2020
- [The State of Food Security and Nutrition in the World](#), United Nations, July 2021
- [Nutrition for Growth Year of Action Advocacy Kit](#), the International Coalition for Advocacy on Nutrition (ICAN), 2021
- [The COVID-19 crisis will exacerbate maternal and child undernutrition and child mortality in low- and middle-income countries](#), Nature Food, July 2021
- [Malnutrition Fact Sheet](#), World Health Organization, June 2021
- [#InvestInNutrition](#) printout of current call-to-action

key dates

October 31-November 12: Climate Change Conference of the Parties
November 12: World Pneumonia Day
November 18, 12pm ET: Webinar (in French only) - Se faire publier
November 18-24: Antimicrobial Resistance Awareness Week
November 19: World Toilet Day
November 20: World Children's Day
November 25: International Day for the Elimination of Violence Against Women
November 30: Giving Tuesday
December 7-8: Nutrition for Growth Summit

key words

COVID-19
Malnutrition
Nutrition
Human Capital
Nutrition for Growth Summit
The Global Financing Facility for Women, Children, and Adolescents (The GFF)

hashtags

#Canada4Results
#Malnutrition
#Nutrition
#NutritionYearofAction
#InvestInNutrition
#Stand4Nutrition
#N4G2021

Twitter tags

@ResultsCda
@nutritionwin
@ST4Nutrition
@SUN_Movement
@theGFF
@JustinTrudeau
@CanadaDev

write a Letter to the Editor (LTE)

 resultsCanada.ca/action-button/write-a-letter-to-editor-campaign-1/

Call-to-action summary:

Our call-to-action this month highlights the unparalleled malnutrition crisis threatening the lives of millions of women and children in low-and-middle income countries and calls for urgent action to avert the looming disaster and protect their health, rights, and dignity.

[read full call-to-action](#)

letter to the editor (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

We can be proud of Canada's legacy in ensuring that people the world over have the nutrition they need to survive and to thrive. Given the severity of the malnutrition crisis, at the [Nutrition for Growth Summit](#) on December 7-8, 2021, Canada must renew its commitment to ending the malnutrition crisis and step up to protect the health, rights, and dignity of women and an entire generation of children.

Write a letter to the editor (LTE) about how the completely preventable consequences of malnutrition are immoral and that there has never been a greater and more urgent need for investment in nutrition to deliver proven solutions at scale and avert further human tragedy.

Use the 26th UN [Climate Change Conference of the Parties \(COP26\)](#) (October 31-November 12) or [World Children's Day](#) (November 20) as a hook and find how to make your case below.

climate change and malnutrition

- Combined with the disruptions caused by COVID-19 and conflict, climate change creates a perfect storm for an unprecedented global nutrition crisis.
- Climate variability and extremes, such as floods and droughts, reduce or destroy crop yields and stocks, leading to shortfalls in food availability.
- Climate change leaves families with less access to clean water to grow food also worsens the nutritional value of food as higher carbon dioxide concentrations reduce the protein, zinc, and iron content of crops.
- A combination of spikes in food prices, reduced incomes, disruption of trade and transport, plus damage to market infrastructures hinder vulnerable people's access to food, leading to poor quality and diversity of diets.
- By 2050, the risk of hunger and malnutrition could rise by 20 per cent if the global community fails to act to mitigate and prevent the adverse effects of climate change.

The ask: Canada must top up its initial investment at the [Nutrition for Growth Summit](#) on December 7-8, 2021, by a minimum of CAD\$330 million over five years to reverse the unparalleled malnutrition crisis and protect the health, rights, and dignity of women and children. CAD\$150 million of this funding should be directed to the Global Financing Facility for Women, Children, and Adolescents for optimal impact.

tips on how to get published

Join our latest webinar (in French only) on November 18 at 12pm ET to learn how to [get published](#). To learn tips in English, check out our past [webinar recording](#).

You can also join our webinar on November 16 at 6pm ET on [taking action to end the malnutrition crisis](#).

Use our instructions, tips, and resources below to get your LTE published in the media.

1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign and your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
 - refer here to our [key dates, hashtags, tags and keywords](#)
 - do internet research, read the latest news articles, or use external resources
 - refer to past [volunteer LTEs](#) to see published examples
3. Write your LTE to give your opinion related to our campaign issue. See an example below.
4. Use our searchable list of [editors' emails](#) to email your LTE to.
5. Press send.
6. Send your LTE to your [Member of Parliament \(MP\)](#) to let them know your opinion.
7. If you belong to a Results group, let your Group Leader know that you've submitted an LTE. If you are not part of a group, consider [joining one!](#) Until then, fill out this "actions taken" [online form](#).
8. If your LTE gets published, share it on social media by tagging [@ResultsCda](#) and your [MP](#). And make sure to let your Group Leader know!

read our top tips

1. Make it relevant and timely - ideally within 2 days of a current event.
2. Finish and submit your letter - it doesn't have to be perfect, and you don't have to be an expert to have an opinion. You simply need to care.
3. Come up with a dynamite title that will catch the Editor's attention.
4. Be creative and speak from the heart about the campaign issue.

secret tips

- Keep it short - around 3 paragraphs or 150-200 words. You want your LTE to be concise and succinct to increase your chances of grabbing the reader's attention, getting published, and getting your message out.
- Don't give up. If your letter hasn't been published, email the editors and ask them for feedback.
- Track your letter by doing an internet search of your name and following up with the publication to find out if/when it is getting published.

see an example of an LTE

Canada must support equitable distribution of the COVID-19 vaccine

Dear Editor,

Despite the slow vaccine rollout, about 20% of Canadians have received at least one dose while only about 0.7% of the entire continent of Africa has received a single dose. While Canada has staked their claim to 230 million doses, more than 3 times what is needed to immunize Canadians, estimates show that many countries will not have mass vaccination programs in place until 2024.

As new coronavirus vaccines zoom through clinical trials and approvals, wealthy nations have reserved millions of doses and global supplies of COVID-19 equipment and drugs creating an enormous gap in access for low-income countries. To bridge this gap, India and South Africa applied for a Trade-Related Aspects of Intellectual Property Rights (TRIPS) waiver at the World Trade Organization in October 2020 to temporarily waive IP rights enabling global manufacturers to produce generic versions of vaccines and drugs.

Waiving of IP rights two decades ago by several nations improved access to HIV drugs and cut costs. Similarly, this TRIPS waiver could boost the production and equitable distribution of COVID vaccines. It is important to note that this is not a silver bullet and many issues like poor supply chains, material shortage, capacity building and cooperation between developers and manufacturers need to be addressed.

On May 5th Canada must support the TRIPS waiver especially since it does not have a domestically produced vaccine. In fact, Canada stands to benefit from this waiver as India is scheduled to deliver us 2 million doses by the end of May. As PM Trudeau rightfully said, we don't get through this pandemic anywhere until we get through it everywhere.

Jeena Mathew, Publication date: Apr 21, 2021, [Inside Halton](#)

See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).

Tell a story. Everything is built on storytelling. If you're in the right place at the right time and you tell the right story, you can do anything.

- Danny Glenwright, President and CEO of Save the Children Canada

introduce yourself to your Member of Parliament (MP)

 resultscanada.ca/action-button/introduce-yourself-to-your-mp-campaign-1/

Call-to-action summary:

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[read full call-to-action](#)

MP \ 'em- 'pē \

: an elected member of a parliament

With the recent election complete, Members of Parliament (MPs) from all parties are returning to Ottawa to start the 44th Parliament! MPs have been busy setting up offices, organizing staff, and waiting for the [Speech from the Throne](#) to kickstart the new parliamentary session. The Liberal Party secured a minority government, holding 159 seats in the House of Commons, with the Conservatives 119, BQ 32, NDP 25, Green 2 and one Independent in opposition. Historically, minority governments have led to significant changes in Canadian policy, priorities, and action.

The beginning of a new parliamentary session offers the opportunity to introduce yourself to your elected MP and to let them know what you are passionate about. Building a relationship with your MP is a critical lever of change as educate, influence, and inspire them to take action on the issues you care about.

In your introduction email make sure to include a link to the [2020-2021 Pandemic Parliamentary Year in Review](#) to showcase all the actions the Results Canada network took to create a healthier and more equitable world during the pandemic. You can also let them know that they will have received a hard copy in the mail from Results Canada's Executive Director, Chris Dendys. To find out who your current MP is and their contact information, type in your postal code at ourcommons.ca/members and [search for your MP](#).

Use our step-by-step instructions below for more information on writing your MP.

1. Congratulate your MP for winning the election in your riding/community
2. Introduce yourself and what you are passionate about
3. Explain the [work Results Canada does](#)
4. Include a link to the [2020-2021 Pandemic Parliamentary Year in Review](#) to highlight all the action and change we have collectively achieved last year (if your MP is in the Year in Review, make sure to let them know)
5. Share your published [LTE](#) (or draft if not published). You can also share one of your co-volunteer's published LTE who resides in the same riding.

6. Let them know you look forward to working with them in the new year!
7. Refer to [your tools](#) for more tips and tricks.

Once you have introduced yourself to your MP, [let us know!](#) [Reporting your actions](#) is incredibly valuable and helps us to advance the solutions needed to end extreme poverty. When you report your actions, you provide Results with strategic intelligence that informs future engagement with parliamentarians (MPs and senators) and helps create targeted calls-to-action.

see an example of an email

Dear Mr./Ms. (MP name),

Congratulations for winning the seat in [insert your riding name]. My name is [insert name] and I am a constituent in your riding. I care about [xxxxxxxxx]. I am passionate about global issues and volunteer with Results Canada to take action to end extreme poverty globally.

[Results Canada](#) is a nonprofit, non-partisan, grassroots organization that is independent of any government funding and is comprised of passionate volunteers who take action to create the political will to end extreme poverty. We advocate for greater Canadian support of crucial initiatives that make a measurable impact in global health, quality education, and economic opportunities for all. I have attached a copy of our "[2021 Parliamentarian Year in Review](#)" as an example of the work we accomplished during the pandemic this past year with parliamentarians and to highlight the collective power we have when we work together! You will also be receiving a hard copy of the Year in Review to your Ottawa office, along with a welcome letter from Results Canada.

This month, I am taking action by writing a Letter to the Editor (LTE) to educate my community and bring attention to the importance of nutrition for women and children around the world. [Insert a fact from your LTE here]. I have attached a copy of my LTE and hope that you take the time to learn more about this unprecedented crisis.

We have an enormous opportunity to make a monumental impact in the world by being bold and ambitious in global recovery. I look forward to working with you to make a positive change in the new parliament and look forward to learning more about your priorities.

Thank you for your time,

[Your name]

[insert postal code]

secret tip

Before introducing yourself to your MP, do some research to understand more about their background, past careers, passions, priorities, and facts that could be helpful when you engage with them!

See all our resources to help you write your MP, along with key dates, hashtags, tags and keywords found on our call-to-action page.

You're making a difference; you do have an impact. You should know that we are listening and we need you in order to pursue the kinds of things that need to happen. We need that constituency base behind us to be able to do that.

- MP Anita Vandenbeld

use your voice on social media

 resultscanada.ca/action-button/use-social-media-campaign-1/

take action now!

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[read full call-to-action](#)

We can be proud of Canada's legacy in ensuring that people the world over have the nutrition they need to survive and to thrive. Given the severity of the malnutrition crisis, at the [Nutrition for Growth \(N4G\) Summit](#) on December 7-8, 2021, Canada must renew its commitment to ending the malnutrition crisis and step up to protect the health, rights, and dignity of women and an entire generation of children.

Use your voice on social media to let leaders know that no parent should watch their child die of hunger and malnutrition. Share how the preventable consequences of malnutrition are immoral and that there has never been a more urgent need for investment in nutrition to avert further human tragedy.

Bring attention to the N4G Summit as an opportunity where Canada must play its part to reverse the unparalleled malnutrition crisis.

The ask: Canada must top up its initial investment at the [Nutrition for Growth Summit](#) on December 7-8, 2021, by a minimum of CAD\$330 million over five years to reverse the unparalleled malnutrition crisis and protect the health, rights, and dignity of women and children. CAD\$150 million of this funding should be directed to the Global Financing Facility for Women, Children, and Adolescents for optimal impact.

You can also instantly let Canadian decision makers know that you care by sending the ready-made tweet or Facebook post below.

Tweet instantly (click below)

[I #Stand4Nutrition to reverse the unparalleled malnutrition crisis & protect the health, rights, & dignity of women & children. Canada must top up its initial investment at the #N4G2021 by a minimum of CAD\\$330 million over 5 years #Canada4Results @nutritionwin](#)

Instagram/Facebook/LinkedIn post (copy and paste into your social media)

No parent should watch their child die of hunger and malnutrition. The preventable consequences of malnutrition are immoral. There has never been a more urgent need for investment in #nutrition to avert further human tragedy. The Nutrition for Growth Summit on December 7-8 is an opportunity where Canada must play its part to reverse the unparalleled malnutrition crisis. #N4G2021 #Canada4Results



Over **2 million children** under 5 years old in die of malnutrition-related causes every year.

We must call for urgent action on the malnutrition crisis threatening the lives of millions of women and children.

#InvestInNutrition



Women are **50% more likely** to face malnutrition than men. We must **#InvestInNutrition** to protect the health, rights, and dignity of women and children.

[View all](#) our photos and social media images.

If you prefer to write your own tweet or post, use our instructions, tips, and resources below.

1. Familiarize yourself with our current [campaign](#).
2. Connect our campaign, and support your opinion with a newsworthy topic or hook that inspires you. Try these ideas:
 - refer here to our [key dates, hashtags, tags and keywords](#)
 - do internet research, read the latest news articles, or use external resources
 - refer to [Twitter](#) and our [Social Media Wall](#) to see posts from volunteers and others
3. Login to your profile on social media. If you need help, consult our [social media tips](#) for Twitter, Facebook, and Instagram
4. If your MP, a Minister or the Prime Minister has social media, you can find their details [here](#).
5. Write your post and personalize it so that it's meaningful to you. Consider these ideas:
 - consult [your tools](#) to learn how to use social media powerfully
 - include [@ResultsCda](#) in your post so that we can help amplify your voice
6. Hit post and ask your friends to help you spread the word by sharing, commenting and liking.
7. If you belong to a Results group, let your Group Leader know that you took action on social media. If you are not part of a group, consider [joining one](#)! Until then, fill out this "actions taken" [online form](#).

read our top tips

1. Be catchy
2. Be bold and respectful
3. Post frequently
4. Always tag [@ResultsCda](#) so that we can help amplify your message. If space allows, include the hashtag [#Canada4Results](#)

secret tip

When posting on social media, be genuine and speak from the heart. People want to connect with other human beings online, so be yourself and it'll help you get your message across!

See all our [resources](#) to help you use social media, along with key dates, hashtags, tags and keywords found on our [call-to-action page](#).

With a very simple action, you can have a very big impact. Together we're strong and together our voice is louder. This is the great thing about advocacy.

- Piera, Results Canada volunteer