

Living Below the Line:

Get hungry for improved nutrition

RESULTS
the power to end poverty

TAKE ACTION:

This month we are launching our 2013 fundraising campaign called **Live Below the Line**. We are using the campaign to raise awareness about the millions of children who die or suffer from undernutrition, and to raise funds for the work of RESULTS UK. **Live Below the Line** will enable you to start conversations with your friends and colleagues about the reality of life on less than £1 a day, and allow you to raise funds to support RESULTS' advocacy on nutrition, health, education and other development issues. To take action you can do one, two or all three of the following:

- **Sign up and take part in Live Below The Line** to raise money for RESULTS as well as awareness in your community of the work of RESULTS and our campaign on nutrition. 'Living Below the Line' means surviving on £1 a day for your food and drink for 5 days between the 29th April and 3rd May. You can use this opportunity to obtain sponsorship from friends and family, as well as to generate those all-important conversations about the problem of extreme poverty and what we can do to tackle it; **and / or**
- **Try to sign up three other people to take the challenge** of living below the line. Remember – this is not just about fundraising, but by signing up your local MP, some of your family, friends or colleagues you're helping to create more advocates for international development and spreading the word about how we can all help the poorest in our world; **and / or**
- Perhaps you fancy a different kind of challenge? Why not hold a **"Come Dine Below The Line"** event! Invite people over and cook a meal for your guests on a budget of 33p per person - "Below the Line" - and solicit donations and other offers of support. You could ask your guests to donate at least £10 each and hey presto, you've raised vital money for RESULTS and our work to end poverty.

You can sign up to Live Below the Line at <http://www.livebelowtheline.co.uk/results>

Introduction

1.4 billion people in the world live on less than £1 per day. This is enough to buy two simple meals, for example rice and vegetables, with just 5p left over for everything else, from health fees to educating children to shelter. This month we are asking our grassroots to sign up to take part in the Live Below the Line campaign that challenges participants to spend just £1 a day on food and drink, for five days. We are asking participants to get sponsored in their efforts, with the money going to RESULTS UK and our campaigning – so much of which is underpinned by nutrition.



The urgency of tackling undernutrition

Live Below The Line gives us the perfect opportunity to introduce you all to our new campaigning issue – **Nutrition**. Of course, this is an issue many of you will have heard us talk about already because it affects all of our other issue areas like education and health. But now RESULTS will be fighting to bring this neglected area to the forefront of global efforts to end poverty.

Despite the focus of the Millennium Development Goals (MDGs) on ending poverty and hunger, there has been widespread failure to address the issue of nutrition. Progress has been very slow and this is largely due to a lack of investment. Overall, tiny sums are being spent on preventing undernutrition. Globally, nutrition funding represents less than 0.3% of total official development assistant (ODA).

Less than a quarter of developing countries are on-track for achieving the MDG target of halving undernutrition by 2015. In fact, the number of undernourished people in developing countries has increased from 824 million in 1990 to 925 million in 2010.

What is the impact of under-nutrition?

The human consequences of this failure to address undernutrition are enormous, and they are particularly severe for children. Undernutrition is the single largest killer of children globally. It is responsible for more than one third (35%) of all child deaths. Today it is estimated that 165 million children under 5 years of age are stunted, 10% of all children globally (55 million) are wasted and 112 million children are underweight - 28% of whom are in eastern Africa and 33% in south central Asia.

Beyond these health impacts, under-nutrition also has a dreadful effect on a child's ability to learn at school, and hence to later gain employment and earn an income. So by failing to tackle undernutrition, we see families locked in a cycle of poor health and poverty.

Read Background Sheet 2 for more detail on undernutrition, including the difference between malnutrition, stunting, wasting and underweight.

What can be done about it?

Effective interventions for combatting undernutrition are well known. In 2008, 13 nutrition specific interventions were identified which, if implemented and scaled up properly, could reduce child deaths by 25% and stunting by one third. Some of these interventions are as obvious as promoting breastfeeding and tackling deficiencies in essential micronutrients like vitamin A.

Investing in nutrition is also tremendous value for money. Nutrition specific interventions have been proven to deliver the best value for money of all development interventions.

See Background Sheet 2 for more detail on tackling undernutrition.

What is RESULTS doing on this issue?

RESULTS, together with our partner organisations, will be calling for action from the global community to invest in tackling undernutrition. This year is a crucial year for focusing on nutrition, with the UK holding the G8 Presidency and the Department for International Development (DfID) planning a major 'Hunger Summit' in advance of the main G8 meeting in Northern Ireland in June.

Now is the time for us to begin raising the profile of nutrition with decision-makers, MPs and the media.

Your advocacy, and your fundraising efforts through Live Below The Line, will play a key role in this.

How can Live Below the Line help?

As a small charitable organisation RESULTS is always looking for ways to raise money. We feel that Live Below the Line is a great way for our supporters to raise some money for RESULTS whilst raising awareness of extreme poverty, its causes and solutions.

By signing up to take part in Live Below the Line you will be contributing directly to RESULTS work on tackling undernutrition, as well as supporting our work on education, TB, childhood vaccines and microfinance.

If you are successful in getting media coverage, signing up your MP or getting your friends and family to give money, your efforts will help raise awareness about the 1 billion people living below the poverty line, and set the scene for powerful future advocacy on nutrition.

Live Below the Line is also an excellent opportunity to introduce new people to the work of RESULTS as you speak to them about your challenge. Last year we found that many new people who heard about the campaign were inspired to join their local RESULTS group and get into action. Our campaigning on nutrition is the perfect opportunity for you to demonstrate that Live Below The Line is just one part of your vital grassroots advocacy to create the public and political will to end poverty.

Read Background Sheet 1 for lots more detail and ideas for Living Below The Line.

<http://www.livebelowtheline.co.uk/results>

