

'#Justine time' and 'Generation Nutrition'

Two simple campaigns tackling this complex issue

'#JustineTime' tweeting our way to an announcement on Nutrition for Growth

'Justine Time' is a campaign which has been created by Concern Worldwide, a UK NGO which campaigns on, among other things, childhood undernutrition. They have been working hard to keep the pressure on the UK to deliver on its Nutrition for Growth commitments. Ahead of the anniversary of June 8th, they have come up with the catchy 'Justine Time' campaign.

They are giving Justine Greening MP, Secretary of State for International Development, until June 8th to release an update on when and how the money pledged at Nutrition for Growth will be released. They're calling this deadline **#JustineTime**

Will Justine meet the deadline we have set her?

To join the campaign you can either follow this link, <https://concern.iparl.com/lobby/33> which will automatically find your MP and Tweet them about the campaign, or, if you know your MPs Twitter handle, why not craft a tweet yourself? Or you can use these suggested Tweets:

.@SadiqKhan, please ask @JustineGreening to give us an update on nutrition for growth funds. #JustineTime is ticking! <http://bit.ly/1pnZ2wN>

Will @DFIDUK update us on N4G funds before #JustineTime runs out? See how much time she's got left here: <http://bit.ly/1gGcS7G>

.@GWilliamsonMP will @JustineGreening update us on @DFIDUK nutrition funds before #JustineTime runs out on June 8th? <http://bit.ly/1pnZ2wN>

Dear @JustineGreening, I'm proud of the UK's #Nutrition4Growth pledge last year. I'd like an update in time for the anniversary #JustineTime

Time's running out for @JustineGreening to update us on the nutrition funds. Less than a week now... #JustineTime <http://bit.ly/1gGcS7G>

.@SimonHughesMP, will you tell @JustineGreening we want to know about nutrition funds before #JustineTime runs out? <http://bit.ly/1pnZ2wN>

We're giving Justine until June 8th, if we don't see an announcement by then we'll

'Generation Nutrition' A new global coalition to end preventable deaths from acute malnutrition

To keep up the pressure on all nutrition fronts, we're also launching a long term campaign called Generation Nutrition, with a group of global NGOs, working to end preventable child deaths from acute malnutrition within a generation.

How widespread is the problem of acute malnutrition?

According to UN and World Bank estimates, acute malnutrition currently affects 52 million children across the world and takes the lives of 1 million children every year. The vast majority of these children are found in Sub-Saharan Africa and South Asia which account for 90% of the total burden.

Acute malnutrition is an everyday emergency for millions of children around the world, not just those in countries affected by conflict or natural disaster. In fact, most children suffering from acute malnutrition can be found in the

quiet villages and bustling cities of stable countries like India and Kenya. Despite this, only 1 in 10 of the children who suffer from the most severe form of the condition is currently receiving the treatment they need.

The solution

For the first time in history, we have the resources and the know-how to treat every malnourished child so that they survive and recover, and to prevent others becoming critically malnourished in the first place.

One new solution: Community-based management of acute malnutrition (CMAM)

Until recently, children suffering from acute malnutrition were treated at intensive-care facilities known as feeding centres. In recent years, the development of innovative food products for treating acute malnutrition, known as Ready-to-Use Therapeutic Foods (RUTF), now allows for treatment to take place at home, with the support of family and the community.

Since its introduction in developing countries, CMAM has seen a marked improvement in the number of children completing treatment and recovering; however there is still a long way to go. Currently just 10% of children suffering with acute malnutrition have access to treatment. Much more needs to be done to scale up treatment programmes to ensure every child can access the care they need to recover.

A global movement

One of the great things about the campaign is that it is being supported by over 20 countries around the world. We want world leaders to know that it's not just the UK or the US that are taking action, people in the countries most affected by the condition are also calling on their governments to act.

Take action

To help make this happen, RESULTS have launched [Generation Nutrition](#) have launched a [Global Petition](#) calling on world leaders to prioritise tackling acute child malnutrition and to ensure that the development framework that replaces the Millennium Development Goals in 2015 prioritises ending child deaths from acute malnutrition. This petition will be presented by campaigners to world leaders at the United Nations General Assembly in September 2014, as negotiations about the new framework get underway. We want world leaders to walk into these meetings knowing there is global support to address acute malnutrition and to agree upon an ambitious target to get the number of children dying from the condition down.

[So sign the petition](#) and share with your friends, colleagues and anyone you know who shares our vision of a world where no child dies simply because they can't access the food they need. With your support, we can be the generation that ends children dying from hunger.