



Republic of Zambia

NUTRITION CHAMPIONS ADVOCACY TOOLKIT

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About the Nutrition Champions Advocacy toolkit

Introduction

The nutrition champions' advocacy toolkit is a set of nutrition resources designed to inform leaders about the importance, impact and cost of child malnutrition in Zambia, particularly child stunting in the first 1000 most critical days of life. Zambia is one of the countries in Africa, and in the world, with the highest levels of child malnutrition particularly stunting. Through the Scaling Up Nutrition Movement, the country aims to reduce child stunting to 30% in the year 2016. The initiative to involve key players in society to advocate for good nutrition is one strategy through which the National Food and Nutrition Commission (NFNC) and partners, wish to tackle the problem of child malnutrition in the country. The problems of malnutrition are multifaceted and resolving them requires various stakeholders including leaders like you. A nutrition champion is therefore one who will arise to use their skills, influence, authority, network, or calling to advocate for the nutrition of children in Zambia because they deserve the best start to life. The Commission and its partners sincerely hope that this toolkit will stir your interest in nutrition, make you thirst to learn more, and compel you to take action in contributing to better nutrition in your different areas of operation for a better Zambia.

This toolkit contains the following materials;

1. The First 1000 Most critical Days' Flier

The First 1000 Most Critical Days' Flier gives a breakdown of the first 1000 days; what they are, what actions should be promoted to reduce stunting and improve the welfare of children so they can contribute positively in the economic development of the country in adult life.

2. Brochure

The brochure shares some ideas on what you as a nutrition champion can do to advocate for good nutrition for the better future of children in the first 1000 most critical days of life.

3. Key messages

The key messages focus on priority interventions needed to scale up maternal, infant and young child nutrition in Zambia. These are messages that you can promote in your different forums to encourage communities to gradually change behaviors and habits that do not favor good nutritional status.

4. Fact sheet

The fact sheet is a quick tool that gives at a glance a picture of the current state of child malnutrition in Zambia and other issues that affects nutrition. This tool will remind you about the need for you to advocate for improved nutrition and monitor the progress of nutrition in the country.

5. Zambia Nutrition profiles booklet

This booklet gives detailed information on the 10 year calculations state of nutrition in the country, showing the impact of maternal and child malnutrition and investment costs of nutrition in Zambia. The booklet also gives some scenarios of the country's future productive gains by investing now in Nutrition.

6. Bridging the Gap in the human workforce in Zambia- A policy brief

This is a short brief that takes note of the workforce requirements that the country needs to adequately tackle the problem of malnutrition, giving the current status and the shortfalls.

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