



CAMPAIGN INTRODUCTION

In Bangladesh, malnutrition and food insecurity remain significant challenges, particularly for children. We embarked on our next global campaign ENOUGH with a topic of Child Food Security and Nutrition. The ENOUGH campaign is our collective opportunity to end child food insecurity and malnutrition. We know there is enough to achieve our goal but it cannot happen if we don't create a moment so unignorable that audiences are compelled to not only give, donate, sponsor to make immediate impact, but also advocate, mobilise and change policies and systems together. Our campaign ENOUGH, aims to tackle these pressing issues head-on, ensuring every child has access to nutritious food and a healthy start in life.

Vision

Children aged 0-18 years in Bangladesh will be positively impacted through enough nourishing food.

Target:

We are committed to improve the nutritional wellbeing of **2 million** Children.

Campaign Duration: FY-24-26

Strategic Goal

- Children aged 0-18 years are visible and heard in food security & nutrition related policies at all levels
- More children aged 0-18 years enjoy better food security, nutrition and resilience, through prioritized services



Key Objectives

- Enhance Food Security at all level
- Improve Child Nutritional Status
- Increase Community Sensitization

Programs and Initiatives

1. Sustainable Agriculture Training

Workshops: Crop rotation, organic farming, and water management.

Resources: Provide training, seeds, tools, Food and Cash support

2. System Strengthening

Policy Advocacy: Implement Citizen Voice and Action to scale up policy implementation

Budget Advocacy: Child and Youth led dialogue, petition.



3. School Meal Programs

Nutritious Meals: Advocate to ensure children receive balanced meals at school.

Health Monitoring: Regular health check-ups to track growth and development.

4. Community Nutrition Initiative

PD/Hearth session: Teach families how to prepare nutritious meals with locally available ingredients

Health Education: Provide information on the nutritional needs of children

5. Referral linkage and Food Distribution Networks

Local Partnerships: Collaborate with local organizations

Emergency Relief: Provide immediate food or cash support aid



ENOUGH Contributions to SDG



SDG 2: Zero Hunger

- ✓ **Target 2.1:** Universal access to safe and nutritious food
- ✓ **Target 2.2:** End all forms of malnutrition
- ✓ **Target 2.6** Invest in rural infrastructure, agricultural research, technology and Gene banks



Why It Matters

In Bangladesh, 24 percent of children under age 5 are stunted, while 11% are wasted. Over 52 million individuals in Bangladesh are currently experiencing varying levels of food insecurity, ranging from severe to moderate. Within this group, approximately 18.7 million people are facing the most severe form of food insecurity.



Campaign Action Strategy

- Amplify Multi sectoral
- Programmatic Excellence
- Facilitate Child participation
- Build Evidence base
- Mobilize community
- Go Digital
- Partnership
- Faith Engagement
- Communicate and Influence



Call to Action:

- Enough budget allocation to end child malnutrition at Union level.
- Accelerate the integrated monitoring system of nutrition activities at District level.
- Ensuring equitable distribution of need-based food to all districts from the national level.



Outcomes:

- Greater awareness of child food security and nutrition dynamics.
- More children consume ethically, sustainably, and locally produced nutritional food.
- Preventing early marriage and pregnancy rates; ensuring more teenage girls are in school.
- Improved access to quality nutrition services, including to address wasting.

Major Stakeholders



Government:

- Ministry of Health and Family Welfare
- Ministry of Food
- Ministry of Agriculture
- Ministry of Women and Children Affairs
- DGHS
- Islamic Foundation
- Institute of Public Health and Nutrition
- National Nutrition Services
- Bangladesh National Nutrition Council

CSO:

- SUN-- Scaling Up Nutrition

I/NGOs:

- BRAC
- Save the Children
- CARE Bangladesh
- Action Against Hunger

UN Agencies:

- United Nations Children's Fund (UNICEF)
- World Food Programme (WFP)
- World Health Organization (WHO)
- FAO

Research Institutions and Universities:

- International Food Policy Research Institute (IFPRI)
- Bangladesh Agricultural University
- ICDDRDB and Dhaka University

Private Sector:

- Pharmaceutical companies
- Social Marketing company (SMC)

Donors and Development Partners:

- WFP, USAID, World Bank etc.



Thank you

