



Social Media Toolkit: Part I



THE LANCET
2013 Series on
Maternal & Child Nutrition

About

On 6 June, *The Lancet* will publish a series of four papers featuring new data and policy recommendations on global nutrition. The papers are a follow-up to *The Lancet's* landmark 2008 series, which helped put nutrition on the global health and development agenda and identified the critical 1,000 days between a mother's pregnancy and her child's second birthday as the priority window for impact.

The 2013 Series will be published as several key nutrition-related policy moments are taking place, including the 8 June *Nutrition for Growth Summit* hosted by the UK, Brazil, and the Children's Investment Fund Foundation (CIFF) in London, and the 10 June *Next 1,000 Days* convening in Washington, D.C.

The Series publication arms advocates and policy-makers with a new set of evidence and recommendations and helps ensure that these moments deliver results on nutrition in the world's poorest countries. To help ensure that the Series reaches a wide audience, a Series website is now live and available at www.globalnutritionseries.org. On 6 June, the website will provide a portal to access the Series papers, Executive Summary, launch event details, and additional materials and resources. New information (e.g. video podcasts from the London symposium) will be posted as it is made available.

Below you will find a social media toolkit to help partners and advocates highlight key messages at the Series launch and beyond. This toolkit is the first of two parts, and includes:

- Series overview
- Information on launch events
- Sample Facebook and Twitter posts

Part II will be made available at the time of the Series publication – 6 June, 2013 at 12:01am BST, and will include details on the Series findings and sample social media posts and tweets.

Series Overview

Authored by a renowned group of global health and development academics and practitioners, the Series consists of four papers and a call to action commentary from the authors. Key highlights from the Series will include:

- New estimates of the global magnitude, distribution, and consequences of malnutrition, including estimates of the deaths attributable to malnutrition
- Analysis of the efficacy on mortality and stunting of proven interventions to address nutrition
- Estimates of the impact and cost of scaling up nutrition-specific interventions in the 34 countries with 90% of stunted children globally
- Analysis of the evidence of improved nutrition on agriculture, social safety nets, education, and early child development programs
- A review of the political and policy progress to date since the first Series
- An update on national policy commitments and processes in high-burden SUN countries
- Commentary from the Series authors urging policy-makers to use the findings as an evidence base for renewed, concerted action to tackle the unfinished nutrition agenda

Launch Events

A series of global launch events are planned for the date of the Series' publication and the weeks following. These events include:

- 6 June: A day long symposium hosted by *The Lancet* at Imperial College in London
- 13 June: A briefing event for the global health and development community in Washington, D.C.
- 24 June: A launch event in Ethiopia to advance nutrition and bolster country-level advocacy efforts, particularly around the National Nutrition Program
- 28 June: A launch event in India to further advance commitments and investment in nutrition

In addition to the events above, nutrition advocates are hosting additional launch events in other countries to leverage the evidence, findings, and call to action and advance nutrition policy in their individual countries.

Series Hashtag

To track the conversation and unify efforts, we have identified a Series hashtag. To ensure high visibility and integration in other social media conversations, we encourage you to use existing hashtags frequently used in nutrition and global health advocacy efforts.

2013 *Lancet* Nutrition Series hashtag: #LancetNutrition

Other shared hashtags: #Lancet, #nutrition, #post2015, #malnutrition

When posting country-specific tweets, we encourage using the country name in the post. For example, in a tweet about Bangladesh, we suggest including #Bangladesh in your tweet for greater visibility and information sharing.

Social Media Posts

The following are sample posts to preview the Series in the lead-up to its publication.

Pre-Launch Sample Tweets

What's happened since 2008 to tackle #malnutrition? On 6 June new #LancetNutrition Series reviews progress & what is still needed

#LancetNutrition Series launches on 6 June with new data & policy recommendations to drive progress on #nutrition

On 6 June, Lancet Nutrition Series launches w/ new estimates on magnitude & consequences of #malnutrition. Follow #LancetNutrition for updates

On 6 June, #LancetNutrition Series estimates impact & cost of scaling up #nutrition interventions in 34 countries w/ 90% of stunted children

Momentum is building! New evidence from #LancetNutrition Series will arm us in the fight against maternal & child #malnutrition

Pre-Launch Sample Facebook Posts

In 2008, the Lancet Nutrition Series helped put nutrition on the global agenda. On 6 June the new Lancet Series reveals how far we have come and provides evidence to spur renewed commitment and action to tackle malnutrition – we're not done yet!

Good nutrition is the foundation for global development. The new 2013 Lancet Nutrition Series presents new evidence to make the case for prioritizing nutrition on the post-2015 agenda if we are to meet global development goals. Stay tuned for updates on the 6 June release.

Working together, we can create a better future. Now is the time to seize the critical window of opportunity to scale up nutrition. On June 6, the new Lancet Nutrition Series makes the case for sustaining momentum and commitment to improving nutrition.

The Lancet Nutrition Series will be released on 6 June, arming us with the evidence we need to scale up proven interventions. Stay tuned for more information and updates about the Series.