





Social Media Toolkit: Part II



THE LANCET
2013 Series on
Maternal & Child Nutrition

About

Today, 6 June, *The Lancet* Series on Maternal and Child Nutrition publishes a landmark Series of four papers featuring new data and policy recommendations on global nutrition. The papers are a follow on to the *Lancet's* 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 is being 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 policymakers with a new set of evidence and recommendations and helps ensure that these moments deliver results on nutrition in the world's poorest countries. Today marks a key moment in the global nutrition advocacy space – one that must be capitalized on to ensure key data and findings are shared with the larger nutrition community and the general public.

The Series papers, Executive Summary, and additional resources are available at: http://www.thelancet.com/series/maternal-and-child-nutrition. New information (e.g. video podcasts from the London symposium) will be posted as it is made available.

Below you will find Part II of *The Lancet* launch social media toolkit, which includes:

- Series hashtags
- Sample tweets
- Sample Facebook posts
- Shareable graphics

Series Hashtag

2013 Lancet Nutrition Series hashtag: #LancetNutrition

Other shared and suggested hashtags: #act4nutrition, #post2015, #malnutrition, #nutrition, #1000Days

As plans take shape around other key events in June, we encourage you to incorporate these hashtags into social media efforts around the Lancet launch and beyond. When posting country-specific tweets, we encourage using the country name with a hashtag in the post. For example, in a tweet about Bangladesh, we suggest including #Bangladesh in your tweet for greater visibility.

Social Media Posts

Below are sample posts and tweets to customize and share across social media platforms. Please consider adding language from these posts to other nutrition posts on your work, the *Nutrition for Growth Summit*, and other global events.

Sample Tweets

New @TheLancet Nutrition Series on #Maternal & Child #Nutrition is here! #act4nutrition http://bit.ly/nutrition13

New @TheLancet #Nutrition Series reinforces critical window of #1000Days to give every child a healthy life. #act4nutrition

Key to ending cycle of poverty: making #malnutrition a global priority – How? http://bit.ly/nutrition13 via @TheLancet

Good nutrition is fundamental driver of development goals...costs of inaction are enormous – Robert Black @JohnsHopkinsSPH #LancetNutrition

Focus on optimal #nutrition in the first #1000Days to reduce number of child deaths http://bit.ly/nutrition13 #act4nutrition #LancetNutrition

1 in 4 (165 million) children are #stunted due to lack of optimal #nutrition – enough to fill the country of #Nigeria. #LancetNutrition

Startling new stat from @TheLancet #Nutrition Series: 45% of all under 5 child deaths are due to #undernutrition http://bit.ly/nutrition13

#LancetNutrition Series identifies 10 interventions to save nearly a million lives http://bit.ly/nutrition13 #act4nutrition

#LancetNutrition's 10 interventions can reduce the number of #stunted children by 33 million http://bit.ly/nutrition13 #act4nutrition

We must start early - good #nutrition before & during pregnancy reduces #stunting & child deaths http://bit.ly/nutrition13 #LancetNutrition

Treatment of severe acute #malnutrition & promotion of #breastfeeding saves lives http://bit.ly/nutrition13 #LancetNutrition

Cross-sector partnerships are crucial to improving #maternal & child #nutrition http://bit.ly/nutrition13 #LancetNutrition #act4nutrition

Politicians & policymakers can promote growth by prioritizing investments in #nutrition http://bit.ly/nutrition13 #act4nutrition

Scaling up #nutrition & reducing child deaths requires the work of everyone – from governments to civil society to NGOs #LancetNutrition

Global and national momentum to address #malnutrition has never been higher: New #LancetNutrition series states http://bit.ly/nutrition13

New #LancetNutrition series: Now is our critical window to scale up #nutrition http://bit.ly/nutrition13

We must maximize nutrition-sensitive approaches to address #malnutrition: New #LancetNutrition series http://bit.ly/nutrition13

Global #nutrition gains will require improved nutrition-sensitive approaches across sectors http://bit.ly/nutrition13

Sample Facebook Posts

Just released: The Lancet Series on Maternal and Child Nutrition launches four papers outlining 10 key interventions to scale up nutrition, save lives, and reduce stunting http://www.thelancet.com/series/maternal-and-child-nutrition

In 2008, The Lancet Nutrition Series identified the critical 1,000 days between pregnancy and a child's second birthday as the priority window for impact of nutrition interventions. New evidence provided in the latest Series strengthens the case for a continued focus on the first 1,000 days http://www.thelancet.com/series/maternal-and-child-nutrition

An estimated 800,000 children die each year because their mother does not have access to good nutrition during pregnancy. We can change this. The 2013 Lancet Nutrition Series has identified 10 interventions to scale up nutrition and reduce maternal and child deaths http://www.thelancet.com/series/maternal-and-child-nutrition

While the number of child deaths continue to decline, undernutrition is still responsible for 45% of all under five child deaths – amounting for 3.1 of the 6.9 million child deaths each year. We can change this – the 2013 Lancet Nutrition Series has armed us with 10 proven interventions that will scale up nutrition and optimize impact http://www.thelancet.com/series/maternal-and-child-nutrition

Shareable Graphics



reinforce the importance of nutrition in the first 1,000 days of a child's life, a critical window of opportunity to shape healthy lives and a prosperous future.



By scaling
up ten proven
nutrition
interventions,
we can
save nearly
1 million
children's lives
and protect
33 million
more from
stunted
growth and
development.



Poor nutrition causes nearly half (45%) of deaths in children under five – 3.1 million children each year.

These deaths are preventable.



One in four
newborns —
more than
800,000
babies each
year — die
because they
are born too
small or too
soon, as a
result of
poor maternal
nutrition.



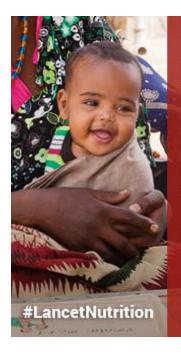
Countries
will not break
out of poverty
unless
malnutrition
becomes a
global priority.
By scaling up
10 proven
interventions,
we can
save nearly
one million
children's lives.





"Countries will
not be able to break
out of poverty or
sustain economic
advances when
so much of their
population is unable
to achieve the
nutritional security
that is needed for
a healthy and
productive life."

 Professor Robert Black, Johns Hopkins University



"What goes right and what goes wrong for fetal and child nutrition in the first 1,000 days from conception to two years has lasting and irreversible consequences for life."

Dr. Richard Horton,
Editor-in-Chief of
The Lancet