



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





#LancetNutrition

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

These deaths are preventable.



#LancetNutrition

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.**


#LancetNutrition



165 million children still suffer from stunted growth and development, representing a massive unfinished agenda.

It's time to turn commitments into action.

#LancetNutrition

A woman with dark skin and a purple headscarf is carrying a baby in a yellow and black patterned sling. The baby is wearing a green hat and a blue shirt. The background is a textured, light-colored wall.

#LancetNutrition

"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

A baby with dark skin is being held by an adult's hands. The baby is wearing a grey cloth and is smiling. The background is a colorful, patterned fabric.

#LancetNutrition

"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*