

# Scaling Up Nutrition

Report of a high-level meeting

79494

April 2010



Materials distributed at the meeting are available at [www.worldbank.org/nutrition](http://www.worldbank.org/nutrition)

## High-Level Nutrition Event World Bank-IMF Spring Meetings

Washington, D.C.

The Governments of Canada and Japan, the United States Agency for International Development (USAID), and the World Bank co-hosted a high-level meeting on “Scaling Up Nutrition” during the World Bank-IMF Spring Meetings. With malnutrition causing the deaths of as many as three million mothers and young children every year, ministers, heads of development agencies, and civil society organizations attending the meeting appealed to governments worldwide to invest more in halving the rate of malnutrition (MDG 1c).

The primary objective of the meeting was to mobilize buy-in from country clients and global development partners on an inclusive approach to country ownership and action for scaling up nutrition investments for sustainable development. The meeting capitalized on the current window of political opportunity by bringing together senior representatives from global partners across many sectors to define strategic commitments and partnerships for nutrition. The meeting also offered an opportunity to share the new multi-partner global *Framework for Action for Scaling*

*Up Nutrition*. The framework carries the endorsement of more than 80 multilateral, bilateral, academic, and civil society agencies and institutions (see pages 8–9).

Senior members of delegations, including several ministers of finance from client countries with the highest malnutrition burden, high-level representa-

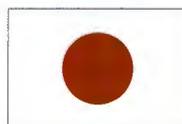
### 2010 Spring Meeting features:

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## High-Level Meeting on Scaling-up Nutrition

**Co-hosts: Canada, Japan, USAID, and the World Bank**

**April 24, 2010**

▶ **Welcome**

Moderator: Phil Hay, Communications Advisor, World Bank

**World Bank's Commitment to Scaling Up Nutrition**

Robert B. Zoellick, President, World Bank

▶ **Canadian International Development Agency: Achieving Nutrition Results**

The Honourable Beverley J. Oda, Minister of International Cooperation, Canada

▶ **Perspectives from Country Partners:**

**Rwanda**, The Honourable John Rwangombwa, Minister of Finance and Economic Planning

**Guatemala**, The Honourable Juan Alberto Fuentes Knight, Minister of Public Finances

▶ **USAID's Renewed Thrust in Scaling Up Nutrition**

Dr. Rajiv Shah, Administrator, United States Agency for International Development

▶ **Perspectives from Development Partners:**

**United Nations Perspective**

Josette Sheeran, Executive Director, World Food Programme

**Civil Society Perspective**

David Beckmann, President, Bread for the World

**Private Sector Perspective**

Venkatesh Mannar, President, Micronutrient Initiative

▶ **Perspectives from Country Partners:**



**Dr. Rajiv Shah**  
Administrator,  
USAID

**Robert B. Zoellick**  
President,  
World Bank

**Bolivia**, The Honourable Viviana Caro Hinojosa, Minister of Development Planning

**Ethiopia**, Dr. Kesetebirhan Admasu Birhane, Director-General for Health Promotion and Disease Prevention, Federal Ministry of Health

▶ **Catalyzing the Nutrition Movement**

Dr. David Nabarro, Special Representative of the UN Secretary General for Food Security and Nutrition (via VC)

▶ **Moderated Discussion**

**DFID: The New South Asia Food and Nutrition Security Initiative**

Nemat (Minouche) Shafik, Permanent Secretary, United Kingdom Department for International Development

▶ **Japan's Support to Scaling Up Nutrition**

Nobumitsu Hayashi, Deputy Director-General, International Bureau, Ministry of Finance, Japan

▶ **Moderated Discussion**

▶ **Closing Remarks/Adjournment**

Graeme Wheeler, Managing Director, World Bank

**Video:** Investing in Nutrition: Let's Grow Together

▶ **Reception**



Canadian International Development Agency

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tives from civil society organizations, development partners, bilateral donor governments (including G8 members), and the media participated in the meeting.

Opening the meeting, **Robert B. Zoellick President of the World Bank** spoke about nutrition as a “forgotten MDG.” *“For all of you who know your UN liturgy, you know that nutrition is a sub-goal of the first goal dealing with poverty.”* He called nutrition “the critical multiplier Millennium Development Goal, because if you fell short on nutrition, it was going to hurt every one of the other goals—with critical links to child mortality, to maternal health, obviously the ability of children to learn, and of course to poverty...[but] if you compare the resources for malnutrition, they fall far short.” Mr. Zoellick stated, *“The evidence now is clear that the effects of malnutrition sadly will last a lifetime. About 80% of the brain is hardwired by age five, so if [a child] does not get proper nutrition, it will hold back a child his or her whole life.”* He quoted a study from Guatemala that shows how boys who benefited from an early childhood nutrition program were earning 46% more as adults. Speaking of the need to build synergies across sectors, he said *“we need to figure out how to use some of these common platforms for multiple purposes because sometimes there just isn’t enough money to have huge programs for each of these. And nutrition is a wonderful one to build on because it cuts across all others.”* He spoke about the Bank’s strengthened staff capacity for nutrition, and the potential for scale-up using IDA resources, including the expanded use of the new IDA crisis-response window. He also added that no single actor can accomplish what needs to be done alone, saying, *“What we have clearly identified (and that’s why this meeting is so important to us), is that the likelihood of success is much greater if we have a multi-partner framework.”* Mr. Zoellick ended by reiterating the need for countries to be in the drivers’ seat, and to make this happen, *“we need to try and build country capacity—and this is where Japan and the UK have stepped up.”* He noted with appreciation how Canada, as host of the G8, and South Korea as the G20 host, were trying to support the agenda, and thanked

everyone in the room for being a part of the these important scale-up efforts.

In a press release before the event, Mr. Zoellick said *“Malnourishment not only means children have to suffer, but it also makes them less-productive adults. We need to break the vicious cycle of poverty and malnutrition to give people opportunity and to achieve sustained economic growth. The new multi-partner Framework for Action represents a united call to action for this ‘forgotten MDG.’”*

**Canadian Minister of International Cooperation, the Honourable Beverley J. Oda** reiterated the renewed commitment of the international community to nutrition. She stated, *“As a leader in micronutrient investments, Canada welcomes renewed international attention to nutrition as a development priority. We have been working hard with our global nutrition partners to build this momentum and will champion nutrition as part of the maternal and child health initiative at the G8 Summit in June.”* She said, *“Not only does improved nutrition significantly reduce child and maternal mortality, it also improves educational outcomes, increases productivity and economic growth... and...the prevention of undernutrition is therefore a long-term investment that greatly benefits both present and successive generations.”* Ms. Oda emphasized the importance of nutrition indicators across sectors: *“Going forward, we must place our focus on achieving optimal nutritional results based on validated indi-*



**Minouche Shafik**  
Permanent Secretary,  
DFID

**Nobumitsu Hayashi**  
Deputy Director-General,  
International Bureau, Japan

**Hon. Beverley J. Oda**  
Minister of International  
Cooperation, Canada



**Hon. Viviana Caro Hinojosa**  
Minister of Development Planning, Bolivia

*cators. We are promoting incorporating real time results tracking of nutrition outcomes in agriculture and health programs. Canada supports using a cost-effective, evidence-based approach to guide investments in nutrition and to focus on high-impact activities that produce sustainable results."*

**USAID Administrator, Dr. Rajiv Shah** especially thanked the Finance Ministers for participating in the event, saying *"it is the planning and finance and high-level political leadership that will successfully bring all of this together over time"*. He spoke in support of the new Framework for Action, about how the health sector needs to focus on the window of opportunity between minus 9 to 24 months of age, and how USAID's Global Health Initiative will be refocused on maternal and child health (instead of a disease-oriented approach). He also called on the development community to use nutrition outcomes and indicators such as stunting for measuring progress in related sectors such as water and sanitation and agriculture—a suggestion that was supported by many other participants. Likewise, he suggested that the health sector begin to use agriculture-based indicators such as dietary diversity, access to vegetables, and access to animal protein as core health indicators.

In a press release, Dr. Shah said *"For too long, nutrition has been separated from agricultural practices and food policy. We must strive to make fortified foods more available and step up proven ways to change women's and young infants' feeding and caring behavior, where needed, through community-based programs. The approach that we're working out today marks a turning point in the way we see how agriculture and nutrition policy interact."* USAID is working with governments in Africa, Asia, and Latin America to develop comprehensive, multisectoral plans to invest in food security and nutrition.

**Josette Sheeran, Executive Director for the World Food Programme** spoke about the *"burden of knowledge"* that the global community is now faced with regarding nutrition in that we know how important good nutrition is for development and how to combat malnutrition effectively. She also spoke about *"the convening power [the World Bank has] brought together in the diverse group of people [here] shows that this issue is really moving in to a new era."* She said, *"We all have a huge opportunity—a historic opportunity—to bring the food security community together with the nutrition community,"* adding WFP's policy stance about the need for not just supplying enough food, but the right kind of food, at the right time.

According to **Minouche Shafik, Permanent Secretary for the U.K. Department of International Development (DFID)**, *"The development community dropped the ball on nutrition, but we've received a wake-up call*



**Hon. Juan Alberto Fuentes Knight**  
Minister of Public Finances,  
Guatemala

**Dr. Rajiv Shah**  
Administrator,  
USAID

**Robert B. Zoel**  
President,  
World Bank

in the last year.” She said the global community could no longer ignore the “burden of evidence that investing in nutrition is one of the most cost-effective development interventions we can make.” She added, “...we’re thrilled to see the level of political commitment around this agenda. And we are particularly grateful to the World Bank, to the UN agencies, and to all the development partners around the table for coming together on this.” She also announced the *South Asia Food and Nutrition Security Initiative (SAFSNI)*, which will support work in Afghanistan, Bangladesh, India, Nepal, and Pakistan. The joint DFID/World Bank initiative aims to improve food security and nutritional outcomes across the South Asia region, which will be accomplished through improving the evidence base, increasing awareness, and building country-level capacities. She spoke about the new DFID nutrition strategy that wants to deliver better nutrition outcomes for at least 12 million children over the next five years across six countries where DFID will focus support and the need to use several policy levers to improve nutrition outcomes—social protection, agriculture, gender, water and sanitation, governance and education—an issue that was reiterated by many others in the room. Ms. Shafik ended on an optimistic note: “We’re very keen to make up for the neglect of past years and try and make really fast progress on nutrition in the period ahead.”

**Nobumitsu Hayashi, Deputy Director-General, International Bureau, Ministry of Finance, Japan**, welcomed the new Framework for Action for Scaling Up Nutrition and noted that it was critical to enhance capacities and political commitment in the client countries in order to put this ambitious framework into action. In this context, he spoke about the Japan Trust Fund for Scaling up Nutrition Investments, an initiative to build operational capacities for nutrition interventions in high-burden countries in order to boost investments through the International Development Association (IDA)/World Bank. He noted that Japan hopes that this would “*catalyse the establishment of a common platform for the international community to boost necessary resources for enhanced service delivery [for nutrition].*” Discussing the global economic recovery, he said, “*What matters is how this economic recovery or the capital increases will help us to reach the poor and the vulnerable, or how we listen to the voices of those over three million infants and mothers that are dying every year because of malnutrition.*” Mr. Hayashi noted in a press release, “*By addressing the multiple facets of undernutrition in the youngest children of today,*



**Hon. John Rwangombwa**  
Minister of Finance and Economic Planning, Rwanda

*countries and communities will be stronger and more resilient in the face of future shocks such as the food, fuel, and financial crises.*”

Senior officials (including ministers of finance and planning from Rwanda, Guatemala, Bolivia, and Ethiopia), spoke of the importance of tackling malnutrition and building country programs to address the issue.

**The Honourable John Rwangombwa, Minister of Finance and Economic Planning, Rwanda** emphasized how his government was looking at nutrition as a health issue, but also as a long-term development goal for the country. He spoke about the need to ensure that the kind of food people are able to access fulfills their nutritional needs, and innovative programs such as kitchen gardens and distribution of dairy cows to provide a diversity of food at the household level.

**The Honourable Juan Alberto Fuentes Knight, Minister of Public Finances, Guatemala** talked about the World Bank-supported program that uses innovative systems to expand coverage of basic services to about two million children in the most remote communities in Guatemala. He also referred to the new conditional cash transfers program initiated in 2008 following international best practices as a mechanism to address malnutrition in Guatemala. He stressed that “*a call for the commitment and coordination such as the one proposed by the new Scaling Up Nutrition Framework is highly welcome. We believe this framework can improve the coordination of existing resources, ensure targeting of the most vulnerable populations, and guarantee the use of most cost-effective measures needed to reduce*



**Robert B. Zoellick**  
President, World Bank

**Nobumitsu Hayashi**  
Deputy Director-General,  
International Bureau, Japan

chronic malnutrition." **The Honourable Viviana Caro Hinojosa, Minister of Development Planning, Bolivia** brought up the need for health systems reforms to effectively implement nutrition programs, as well as Bolivia's vulnerability to recurrent shocks, and the need to manage natural resources effectively to increase resilience among the rural agricultural populations. **Dr. Kesetebirhan Admasu Birhane, Director General for Health Promotion and Disease Prevention, Ethiopia** discussed Ethiopia's National Nutrition Program, developed in 2008 and implemented through the Health Extension Program, which employs a vast cadre of health extension workers to deliver "preventive, promotive, and basic curative services at the community and household level." He spoke about how "The centerpiece of the Health Extension Program is newborn child health and nutrition."

Country delegations from finance, health, planning, agriculture, and social protection—as well as civil society organizations and bilateral partners, highlighted achievement and challenges to scaling up effective approaches to address undernutrition. "Many civil society groups around the world are thrilled that there is now international consensus about the most effective strategy to tackle undernutrition," said **Bread for the**

**World President David Beckmann.** "That provides a solid, politically attractive basis for action."

**Venkatesh Mannar, President of the Micronutrient Initiative**, spoke on behalf of the private sector, summing up that "The challenge before all of us therefore is to come to the hope we can channel the capacities of the private sector and the huge potential for good in a constructive and responsible manner."

With 2010 marking the five-year countdown to achieving the 2015 MDGs and evidence that food prices are rising again in developing countries, **Dr. David Nabarro, Special Representative of UN Secretary General Ban Ki-Moon for Food Security and Nutrition**, spoke about the recent MDG meeting that noted the very slow progress on MDG 1c (the Millennium Development Goal that refers to hunger and malnutrition) and stressed the need for "nutrition-sensitive development." "If we are going to help children in their first 1000 days of life, from conception to the age of two, we have to be sensitive to the challenges faced by women, particularly when they are juggling childcare and trying to earn an income. Working on nutrition is not easy. The undernourished are frequently undetected in society and even in the home. Once children are more visible, for example when they are in school, much of the damage has been done. And so, what is needed now is a really strong movement to address the challenge of undernutrition, to scale up nutrition, to champion the effort, but most importantly to bring multiple actors together in a movement." He said, "The Scaling Up Nutrition—or SUN—Framework has the potential to mobilize all of us behind a smart new approach for vastly better development outcomes." He ended by saying on behalf of the UN family, "We wish to lend all our weight to this new movement that is being launched today."

Representatives from the Bill & Melinda Gates Foundation, G8 member countries (France, Germany, Spain), the European Commission, FAO, UNICEF, and World Vision all issued strong statements in support of the SUN Framework for Action and the scale-up efforts, engaging civil society and other actors at all levels in this multi-partner framework, and harnessing the power of both direct and multi-sectoral actions. Noting that France had adopted a new nutrition strategy last year, **Sujiro Seam, Ministry of Foreign and European Affairs**, reiterated the need to act at all levels, from the community upwards. **Saad Houry, Deputy Executive Director, UNICEF** spoke about the impli-

cations of these discussions for the next installment of the MDGs—to ensure that human development issues are tackled in a serious manner, and noted how nutrition embodies the complexity and the inter-relatedness of these issues. **Mr. Bayartsogt, State Secretary for Finance from Mongolia** reiterated that this initiative will help developing countries to address poverty and undernutrition. **Akol Rose Okullu, Member of Parliament from Uganda** and chairperson of the budget committee voiced her President's commitment to improving nutrition outcomes through both direct and indirect strategies.

Noting that Ireland will co-host, with **U.S. Secretary of State Clinton**, a nutrition event at the MDG Summit in September, **Peter Power, Minister of State, Department of Foreign Affairs, Ireland**, who was unable to attend, wrote in a letter distributed to participants: *"There is an urgent need to fast-track progress toward meeting the Millennium Development Goals and to push for a truly comprehensive approach to eliminating hunger; one that delivers the common goal of improving nutrition outcomes for poor people."*

Observing the level of support, consensus and enthusiasm from all constituencies present, and the compelling stories from ministers from developing countries about the emphasis they are placing on nu-



**Venkatesh Mannar**  
President, Micronutrient Initiative

trition plans as key elements of their human capital strategies, **Graeme Wheeler, Managing Director at the World Bank** closed the meeting with the comment that *"This is a historic meeting. It's the first time in the history of nutrition that the global community has rallied around a common message and a common call to action."* Capturing the timeliness of the meeting, he said, *"This meeting could not have happened three years ago...but in the last two or three years, we've seen some excellent empirical work that's been undertaken on the scale of the problem, on the linkages, and on the cycles of poverty in terms of malnourished mothers producing malnourished children who are more likely to die. And, if they are fortunate enough to survive, the children will likely be less productive as adults, and perpetuate cycles of poverty and malnutrition, yet again."* He ended with the note that *"we have the solutions in our hands,"* and that there is now *"tremendous opportunity"* in front of the development community to act at scale to address malnutrition. *"The Framework for Action has over 80 signatories—it is truly a multi-partner effort and for us in the Bank, we're just a small part of it, but hopefully an important part. We're very proud to be a part of this scale-up effort."*

The meeting ended with a viewing of the newly released video, *Investing in Nutrition: Let's Grow Together* ([www.youtube.com/watch?v=yysyFtjcgzE](http://www.youtube.com/watch?v=yysyFtjcgzE)).



**David Beckmann**  
President, Bread for the World

# Endorsements for the Scaling Up Nutrition (SUN) Framework



## Public-Private Partnerships:

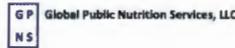




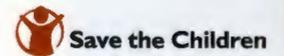
breadfortheworld  
HAVE FAITH. END HUNGER.



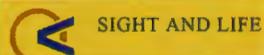
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NATIONAL NUTRITION INSTITUTE, MOH EGYPT



THE INTERNATIONAL LIFE SCIENCE INSTITUTE FOCAL POINT IN CHINA



# Scaling Up Nutrition

## A FRAMEWORK FOR ACTION

April 2010

### Scaling Up Nutrition: A Framework For Action

Over the past year, a broad group of leaders from national governments, civil society organizations, the European Commission, foundations, bilateral donor partners, UN agencies and the World Bank, developed and endorsed a *Framework for Action for Scaling Up Nutrition*.

The SUN Framework was described by meeting participants as “historic” in the way the global nutrition community has rallied for the first time around a common agenda and solutions to the problems of malnutrition. Participants from developing countries, civil society organisations and private sector representatives, along with the EC, France, Germany and Spain added their enthusiastic voices of support for the agenda, aligning with the support from Canada, Japan, USAID, UN partners, and the World Bank. Several meeting participants noted that good nutrition is a basic human right for all children. Nutrition investments need to target the special window of minus 9 months to 2 years of age for the highest impacts on child mortality, maternal health, optimal physical and intellectual development of children, and future economic productivity and growth. Good nutrition is an outcome of three pillars—health, food security, and appropriate child caring practices. Therefore, health systems strengthening, agriculture and food security programs, social safety nets, and programs that

empower mothers to care well for their children are critical to improve nutrition outcomes. A focus on the wider agenda through “*nutrition-sensitive investments*” in agriculture, social protection, water and sanitation and other sectors will further help to maximize and sustain the impact of the “*nutrition-specific investments*.”

The SUN Framework will be shared widely at different venues during 2010 and beyond, as a global public good. Stakeholders intend for it to be used by all countries whose people are affected by under-nutrition. It will also be used in the lead-up to the upcoming G8 and G20 summits and the MDG summit in September 2010. Success will be achieved if the Framework encourages direct investment in nutrition-specific actions and sound policies to reduce malnutrition. Copies of the SUN Framework are available at [www.worldbank.org/nutrition](http://www.worldbank.org/nutrition).

### Now is the time to act

The “window of opportunity” of minus 9 to 2 years of age is the critical stage of human development when access to optimal nutrition helps to ensure that all children have the ability to reach their full potential. Despite the availability of relatively simple and extremely cost-effective interventions to address malnutrition, very few countries effectively implement these interventions at scale.

Now is the time to act, as the costs of inaction are largely irreversible. Poor nutrition diminishes the body’s ability to fight infections, decreases cognitive potential, lowers school performance, and results in lost productivity and lower economic growth. Targeted nutrition interventions and increased attention to nutrition through comprehensive development plans are called for, to reduce child and maternal mortality, and to improve the economic potential and resiliency of nations.

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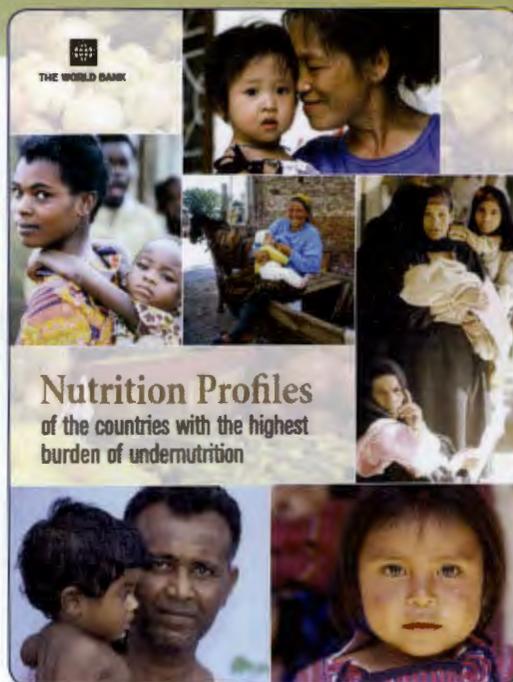
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**Eiji Wakamatsu**, Advisor to Executive Director

**David Wilson**, Lead Health Specialist, HD Network

**Nutrition Profiles** for each of the countries with the highest burden of undernutrition were developed to provide summary information for country leaders, development partners, and other stakeholders about the extent, costs, and causes of malnutrition, as well as potential solutions. The countries profiled include the 36 countries that account for 90% of the world's stunted children, and 32 smaller countries with rates of stunting and/or underweight greater than 20%. The profiles:

- ▶ Describe the economic and human capital costs of malnutrition, as the single largest cause of child mortality, and as a substantial drain on GDP, health care systems, educational attainment and earning potential.
- ▶ Show each country's nutrition situation, using a compilation of published statistics of child undernutrition, iron and vitamin A deficiency in preschool children and pregnant women, and in some cases adult obesity.
- ▶ Outline the major causes of undernutrition and what can be done to overcome them.
- ▶ Emphasize that economic growth alone does not solve malnutrition—either at the national or household level. In many high-burden countries, malnutrition rates are much higher than in other countries with similar national income, and malnutrition rates are surprisingly high even in the wealthiest quintile of households. These facts indicate that concerted efforts must be taken to reduce malnutrition.
- ▶ Underscore that investing in nutrition is cost-effective, and that two kinds of investments are needed: *Nutrition-specific* interventions include, for example, breastfeeding promotion, vitamin and mineral supplements, and deworming. *Nutrition-sensitive* development across many sectors is also necessary to ensure that development agendas fully utilize their potential to contribute to reductions in malnutrition.



The profiles were developed in collaboration with regional staff and country offices, and made possible by the generous support of the Government of Japan through the Scaling Up Nutrition Trust Fund and the World Bank's Regional Reprioritization Fund.

The profiles can be accessed at [www.worldbank.org/nutrition/profiles](http://www.worldbank.org/nutrition/profiles)

## Investing in Nutrition: Let's Grow Together

Prepared as a public good and distributed at the Spring Meeting, this video is intended to inspire action among country leaders, development partners, and other stakeholders to accelerate their investment in nutrition; particularly for those interventions reaching mothers and children during the "window of opportunity" from minus nine months (pregnancy) through the first two years of life. Production of the video by Ogilvy Public Relations Worldwide was made possible through the support of the Bank-Netherlands partnership program grant to increase political commitment for nutrition; the Government of Japan's Scaling Up Nutrition Trust Fund, and the World Bank Regional Reprioritization Fund.



The video is available at [www.worldbank.org/nutrition](http://www.worldbank.org/nutrition) and [www.youtube.com/watch?v=yysyFtjcgzE](http://www.youtube.com/watch?v=yysyFtjcgzE)



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