

Ready, Set, Grow

Collective Action for Complementary Feeding

12 November 2024



**GLOBAL COMPLEMENTARY
FEEDING COLLECTIVE**

unicef 

 World Health
Organization





انقر على هذا الزر للانضمام إلى قناة الترجمة الفورية

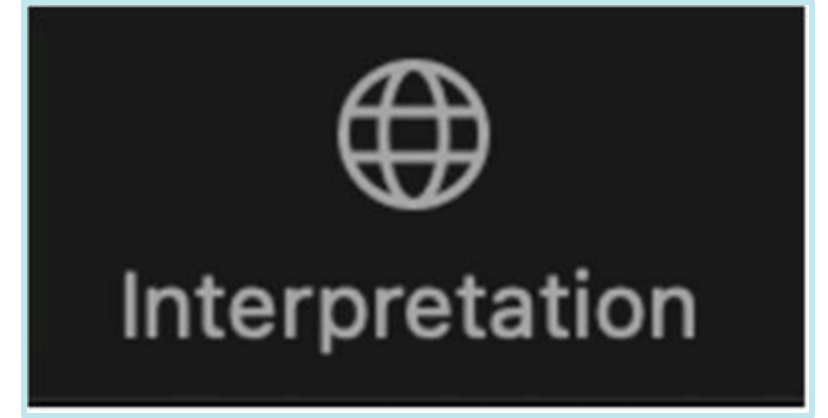
点击下方按钮，进入翻译频道

Click this button below to join the interpretation channel

Cliquez sur le bouton ci-dessous pour rejoindre le canal d'interprétation

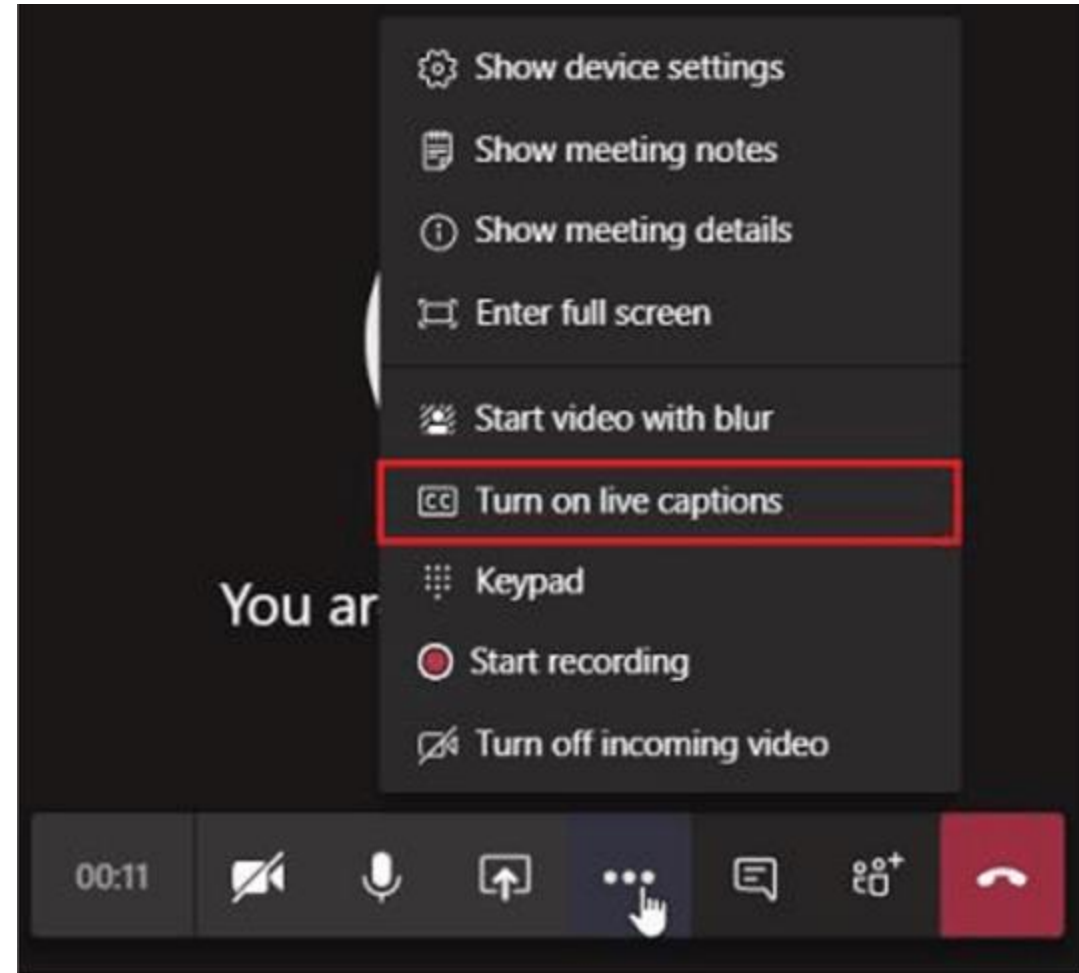
Нажмите на эту кнопку ниже, чтобы присоединиться к каналу интерпретации

Haga clic en este botón para unirse al canal de interpretación





**Closed captioning
is available for
delegates using
the Zoom app on
a computer**





Click on this button to ask questions





-
- A young boy with short brown hair and a wide smile sits on a red and gold patterned rug. He is wearing a bright yellow t-shirt with a graphic that says "Shechers" and blue jeans. A woman, partially visible on the right, is feeding him with a silver spoon. She is wearing a purple headscarf and a dark dress with a yellow floral pattern. The boy is holding a white plate with a swirl design, which contains a serving of rice and meat. The background is a plain, light blue wall.





Dr Victor Aguayo

Director, Nutrition and Child Development Section
UNICEF





Dr Francesco Branca

Director of the Nutrition and Food Safety Department
World Health Organization



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or visit the link in the chat





Dr. Patrick Webb

Chief Nutritionist

USAID



Complementary Feeding in Action: Ethiopia



Mrs. Hiwot Darsene

Lead Executive Officer of the
National Nutrition Coordination Office

Ethiopia



Ready, Set, Grow

The Power of Complementary Feeding

Jen Burns

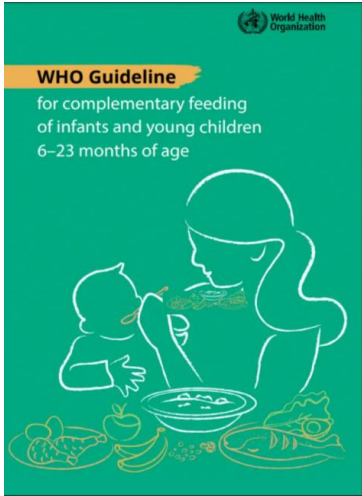
Technical Director

 **HELEN KELLER INTL**





Going Back to the Basics: Complementary Feeding



1 Continued breastfeeding



2 Milk for non-bf



3 Introduction @ 6mo



4 Dietary diversity



5 Unhealthy F&B



6 Supplements



7 Responsive feeding





A Critical Period

A child's brain
**grows to 75%
of adult size**

More than
**1 million
new neural
connections** are
formed every
second

**Height
increases by
75%** during this
time

**Body weight
quadruples**



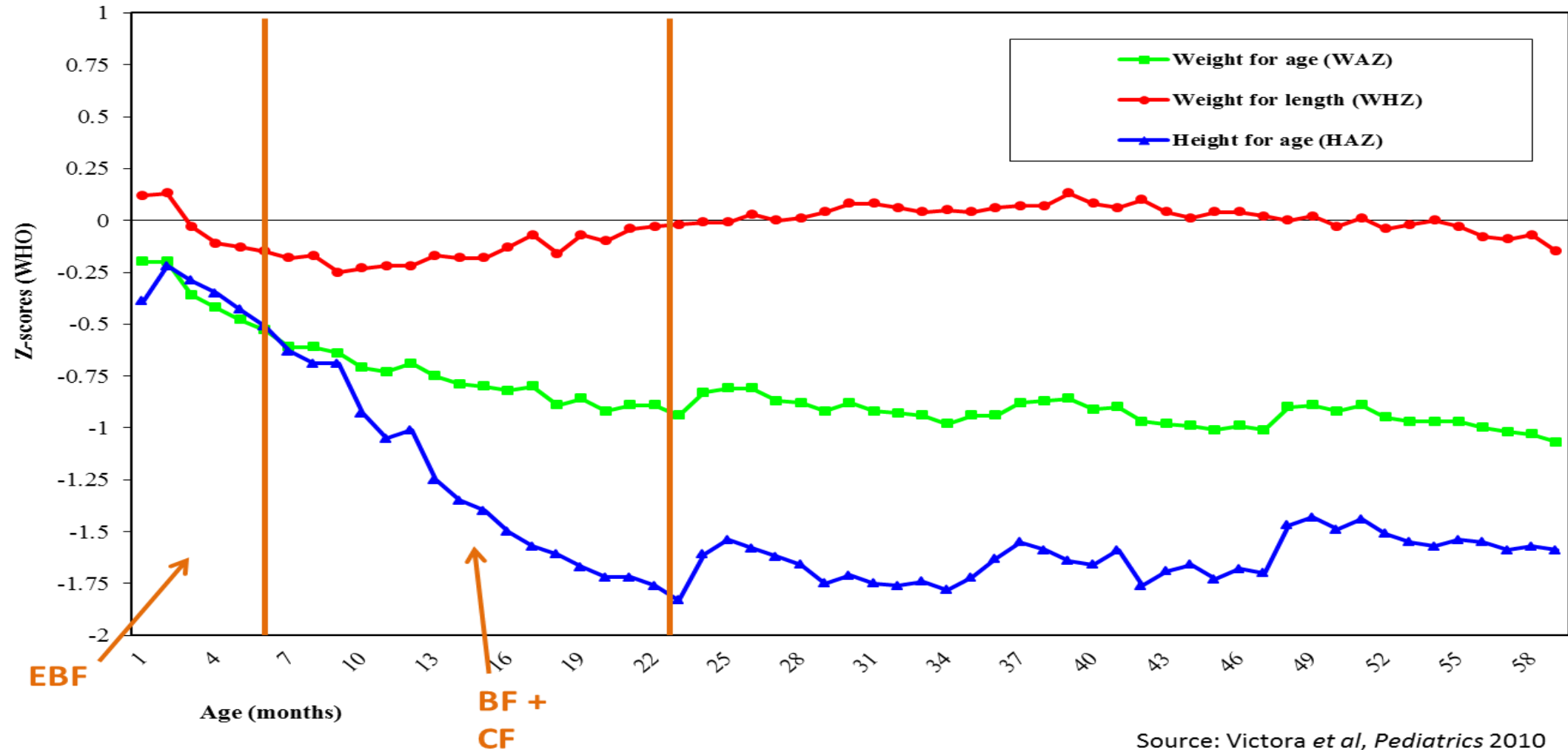
**Extraordinarily
high nutrient
needs**

**Small stomachs
require frequent
and diverse
meals**





Why Diets Matter

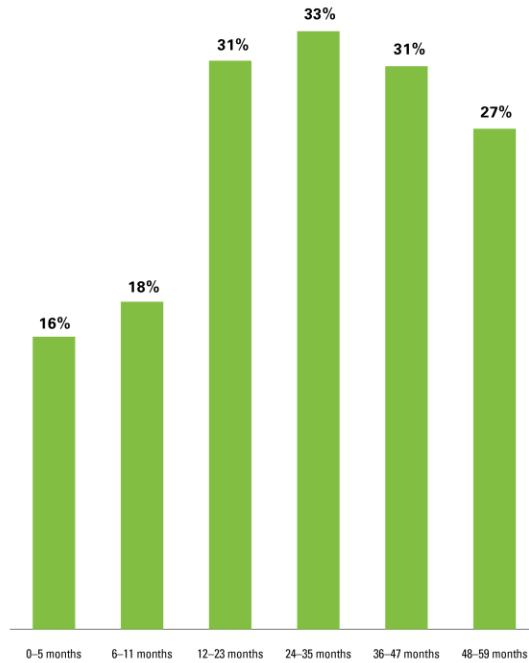




The Distribution of Stunting and Wasting



Stunting increases rapidly
between 6 and 23 months of age



**Percentage of children under 5 affected by stunting,
by age in months, 2020***

Source: UNICEF/WHO/World Bank Joint Child Malnutrition Estimates Expanded
Database: Stunting (Survey Estimates), 2021, New York

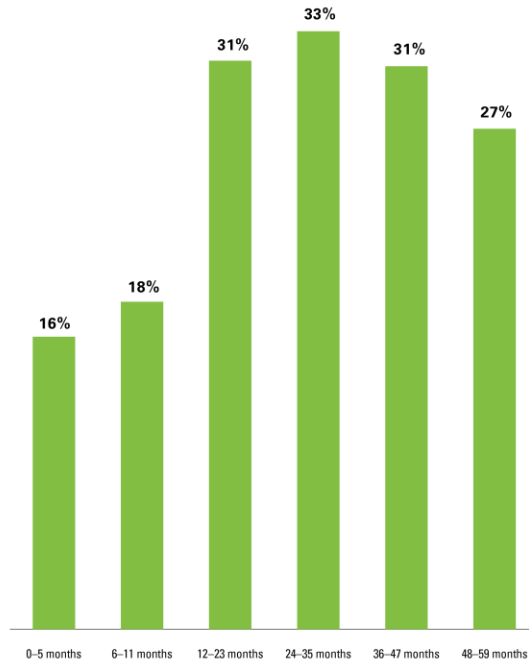


The Distribution of Stunting and Wasting



STUNTING

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Percentage of children under 5 affected by stunting, by age in months, 2020*

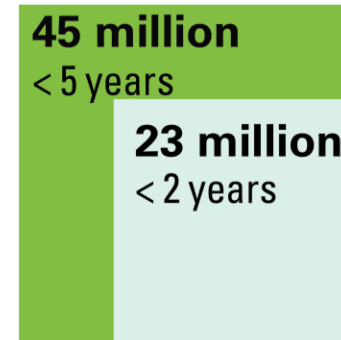
Source: UNICEF/WHO/World Bank Joint Child Malnutrition Estimates Expanded Database: Stunting (Survey Estimates), 2021, New York



WASTING

More than half of all children with wasting are younger than 2 years of age

45 million children under 5 with wasting in 2020...



...of which 23 million are under 2 years of age

Estimated number of children under 2 affected by wasting out of all affected children under 5 years of age

Source: Based on internal UNICEF estimates, 2021

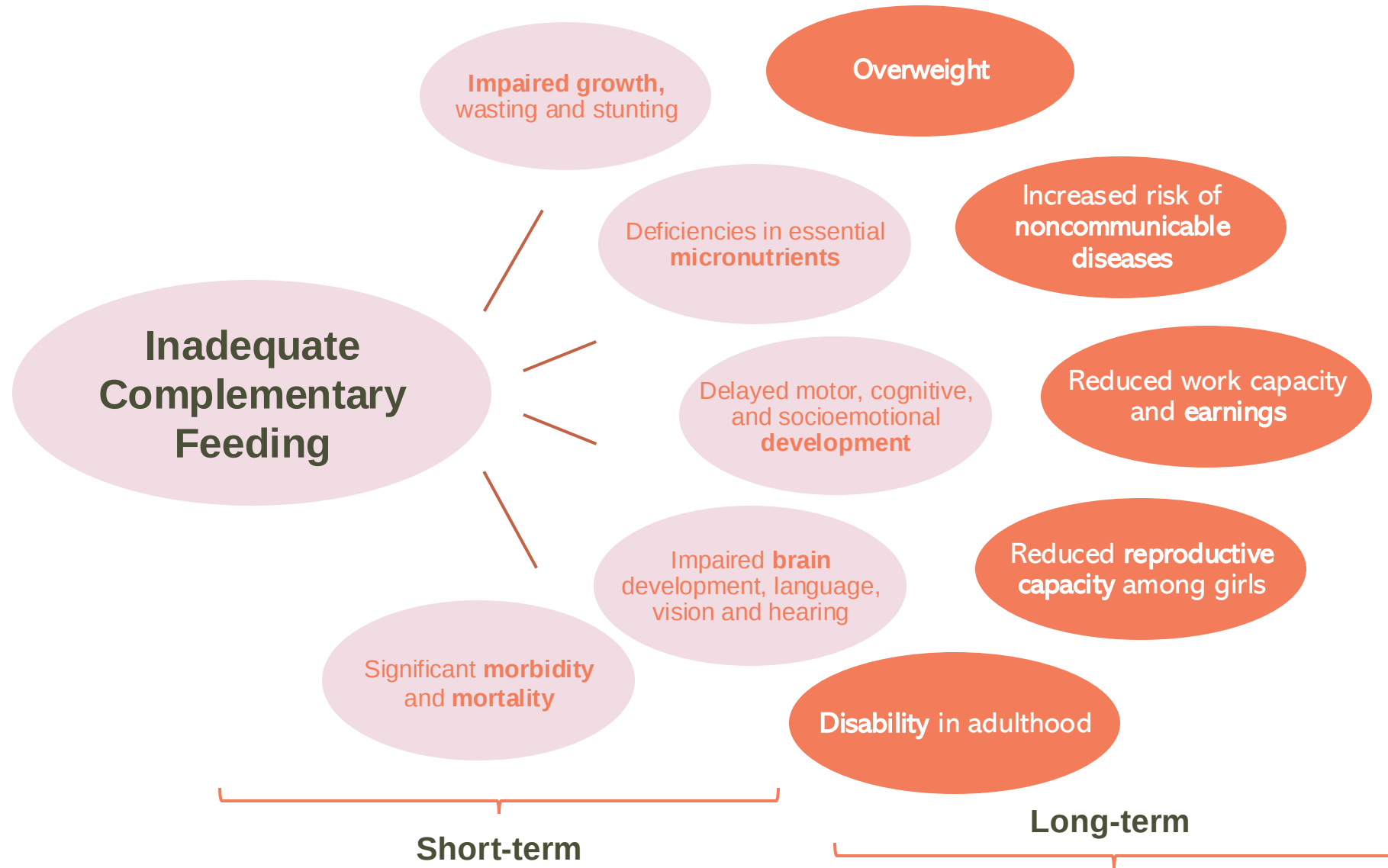
State of Malnutrition in Children under Five

- 1 in 3 suffer from one or more forms of malnutrition
- 22% stunted
- 6.7% wasted
- 50% deficient in micronutrients
- 5.7 % overweight



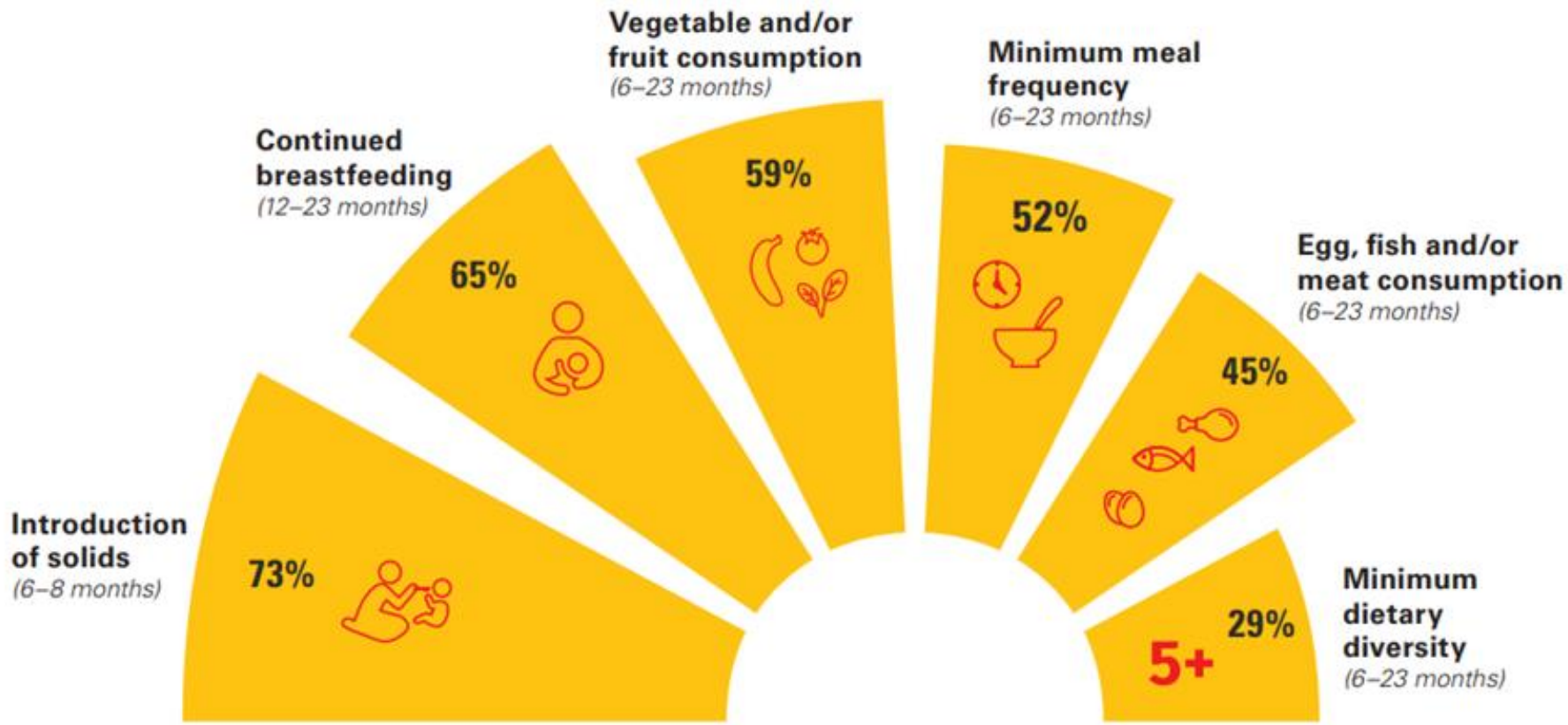


Consequences of Inadequate Complementary Feeding





Children are Not Fed Enough of the Right Foods at the Right Time

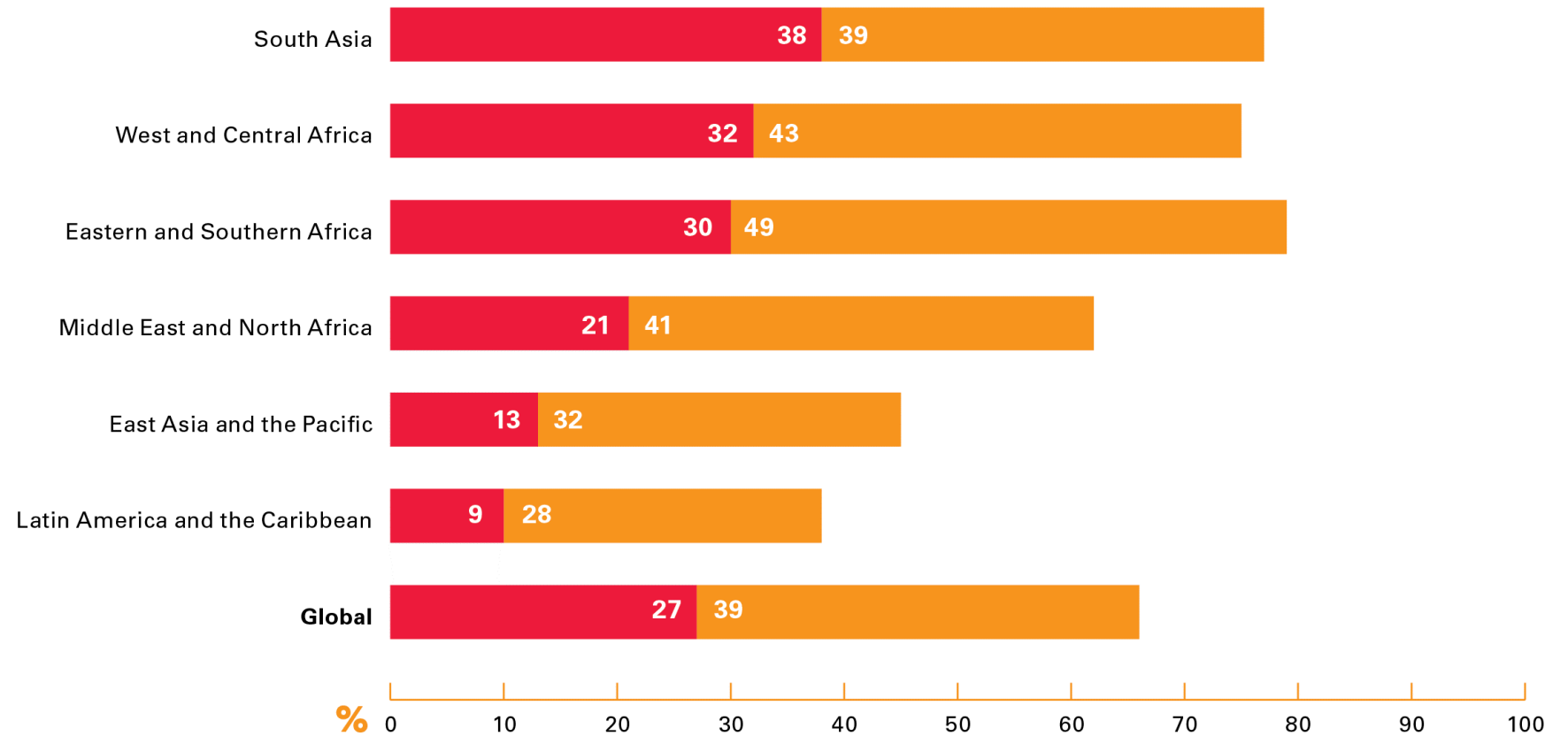
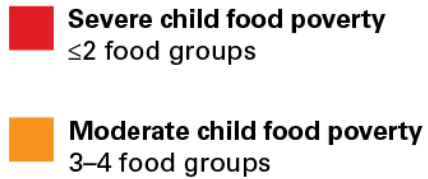


Percentage of children receiving: solid foods, continued breastfeeding, minimum meal frequency, minimum dietary diversity, egg, fish and/or meat, vegetable and/or fruits, 2023

Source: UNICEF global databases, 2024



Severe Child Food Poverty



Percentage of children living in severe child food poverty and moderate child food poverty, by UNICEF region and globally, 2022
Source: UNICEF global databases, 2023

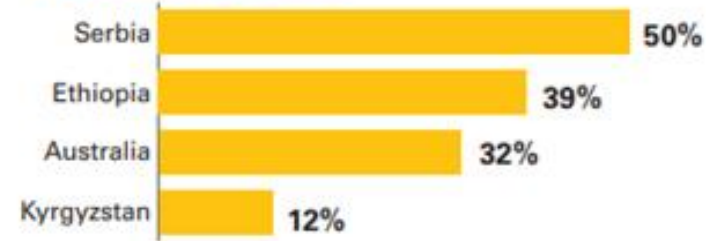


A Shift Toward Consumption of Unhealthy Foods and Sweet Beverages

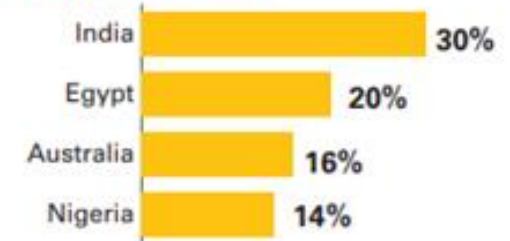
Biscuits/cake



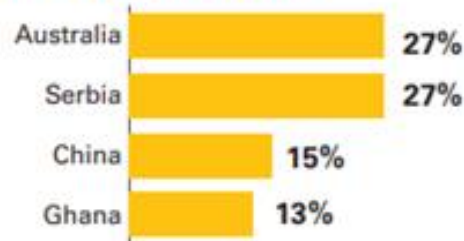
Processed bread



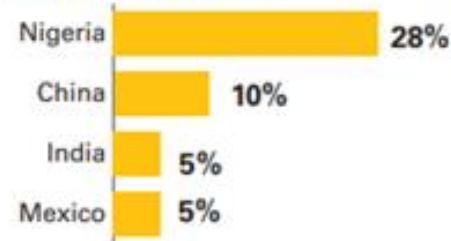
Confectionary



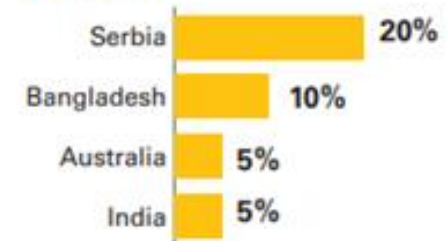
Breakfast cereal



Instant noodles



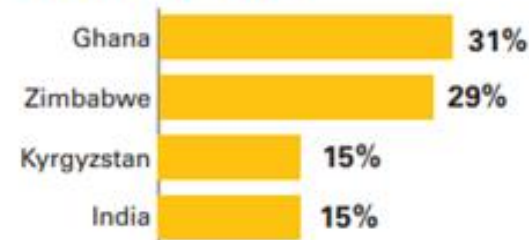
Sugar



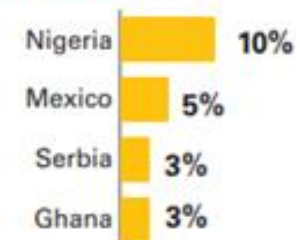
Juice



Sweet drinks



Soft drinks



Collective Action is Needed



Ready, Set, Grow

The Power of
Complementary
Feeding



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or visit the link in the chat



The Global Complementary Feeding Collective

Linda Shaker Berbari

Nutrition Specialist

UNICEF NYHQ



**GLOBAL COMPLEMENTARY
FEEDING COLLECTIVE**





Members of the Global Complementary Feeding Collective



Save the Children

World Vision



USAID
FROM THE AMERICAN PEOPLE



World Food Programme



Food and Agriculture
Organization of the
United Nations

Aim of the Collective

Improve survival, growth and development of children 6-23 months by driving joint actions to support optimal complementary feeding





Objectives of the Collective



Build and communicate a common narrative on **the need for improving complementary feeding**



Build consensus on **priority actions** to improve complementary feeding



Facilitate **alignment of initiatives** and efforts globally towards improving complementary feeding



Capture and share existing and new **knowledge** related to complementary feeding evidence, tools, guidance, lessons learned and other resources.



Track and communicate **progress** related to complementary feeding



8 Actions

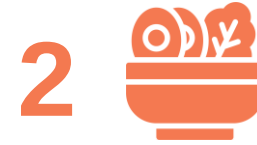


Establish **national complementary feeding guidelines** promoting the use of nutritious foods and ensure they are aligned with global standards and address local drivers of poor diets.



Deliver **quality counselling and nutrition services**, investing in community health and nutrition workers, particularly in underserved areas.

Visit www.complementaryfeedingcollective.org and download the **Call to Action – 8 Actions**



Stimulate the **production of and access to nutritious foods** that can be included in young children's diets, including locally-produced foods, particularly for vulnerable children and in fragile and food-insecure contexts.



Provide appropriate **food supplements**, home fortificants and micronutrients for vulnerable children through national programmes, especially in food insecure and humanitarian contexts.



8 Actions

Visit www.complementaryfeedingcollective.org and download the **Call to Action – 8 Actions**



Set and enforce **standards for the safety, quality and labelling** of all commercially-produced complementary foods.



Leverage the **social protection** system to make appropriate complementary foods accessible for vulnerable families, including in fragile contexts.



Implement and enforce WHO guidance on ending the **inappropriate marketing and promotion** of foods for young children.



Enhance **accountability** through robust data systems that collect, analyse and monitor progress on complementary feeding.



Visit www.complementaryfeedingcollective.org for essential resources

The Complementary Feeding toolkit is a comprehensive collection of tools and resources aimed at improving policies and programmes to improve nutrition for children aged 6 to 23 months. The toolkit is intended for complementary feeding advocates and other stakeholders seeking information and tools to support the Collective's policy asks.

The image displays four document thumbnails arranged in a 2x2 grid. Each thumbnail has a header image, a title, a subtitle, and a 'Document' icon with the text 'Get the document' below it.

- Top Left:** Header image shows a green background with white line art of a woman feeding a child. Title: 'WHO Guidance'. Subtitle: 'for complementary feeding of infants and young children 6–23 months of age'.
- Top Right:** Header image shows a baby eating a piece of orange. Title: 'Feeding in Emergencies'. Subtitle: 'A Decision Tool for Cerecereal Access at Each Stage of the Humanitarian Program Cycle'.
- Bottom Left:** Header image shows a baby eating a piece of orange. Title: 'Programing Guidance'. Subtitle: 'Improving Young Children's Diets During the Complementary Feeding Period'.
- Bottom Right:** Header image shows a child's hands pouring yellow powder into a blue bowl. Title: 'Child Food Poverty'. Subtitle: 'Nutrition Deprivation in Early Childhood'.

[Load more items](#)





Complementary Feeding Scorecard

X out of 10
children received MDD



X in 10
countries had full, enforced dietary guidelines



X out of 10
countries provided counselling at >75% of care facilities



X in 10
countries provided social protection services



X out of 10
countries had data available since 2017



COMING SOON!



Complementary Feeding Scorecard

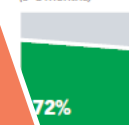
Global 2023

A summary of the policies and programmes aimed at increasing accountability and documenting progress by examining priority actions recommended in the Implementation Guidance on Complementary Feeding Policies and Programmes.

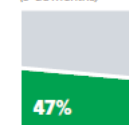
DIET QUALITY

Children, %

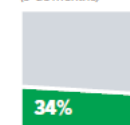
Introduction of solids (6–8 months)



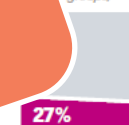
Egg, fish or meat consumption (6–23 months)



Minimum dietary diversity (MDD) (6–23 months)



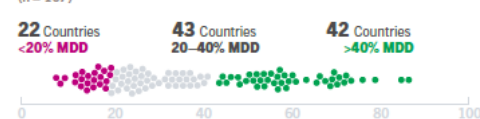
More food diversity (groups)



Zero fruit & vegetable consumption (6–23 months)



Children receiving MDD by country, % (n = 107)



POLICIES & LEGISLATION

Countries, %

Adapted and integrated

None
Does not exist/not working on

Full
Developed, endorsed, and finalized

Partial
Recommended but not enforced

Did not report

National complementary feeding dietary guidelines (n = 156)



Standards on safety and quality of commercial foods (n = 159)



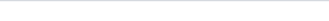
Legislation to reduce marketing of commercially produced foods and beverages to children (n = 159)



3 out of 10 children received MDD



1 in 10 countries had full, enforced dietary guidelines



4 out of 10 countries provided counselling at >75% of care facilities



5 in 10 countries provided social protection services



7 out of 10 countries had data available since 2017



PERFORMANCE SUMMARY

ACCOUNTABILITY

Countries, n

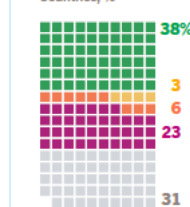
Year of most recently available MDD data



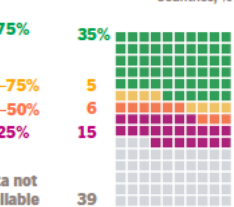
INTERVENTIONS TO IMPROVE DIETS

COUNSELLING

Primary care facilities providing counselling Countries, %



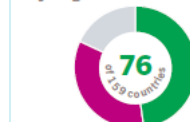
Districts providing counselling by community health workers Countries, %



SOCIAL PROTECTION

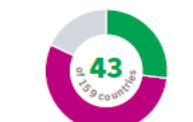
Countries, n

Had nutrition & development services for families with young children



54 countries did not have services; data unavailable for 29 countries

Had interventions to provide complementary foods



87 countries did not have interventions; data unavailable for 29 countries

HOME FORTIFICATION

49 Countries implementing MNP

18,082 thousand children reached with MNP



Willocq



**GLOBAL COMPLEMENTARY
FEEDING COLLECTIVE**

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World Health
Organization

A call to action

The Global Complementary Feeding Collective calls on governments, policymakers and civil society to take the following concrete, coordinated and synergistic actions to accelerate access to nutritious, safe and diverse diets during the complementary feeding period.



1. Establish **national complementary feeding guidelines** promoting the use of nutritious foods and ensure they are aligned with global standards and address local drivers of poor diets.



2. Stimulate the **production of and access to nutritious foods** that can be included in young children's diets, including locally-produced foods, particularly for vulnerable children and in fragile and food-insecure contexts.



3. Deliver **quality counselling and nutrition services**, investing in community health and nutrition workers, particularly in underserved areas.



4. Provide appropriate **food supplements**, home fortificants and micronutrients for vulnerable children through national programmes, especially in food-insecure and humanitarian contexts.



5. Set and enforce standards for the **safety, quality and labelling** of all commercially-produced complementary foods.



6. Implement and enforce WHO guidance on **ending the inappropriate marketing and promotion** of foods for young children.



7. Leverage the **social protection** system to make appropriate complementary foods accessible for vulnerable families, including in fragile contexts.



8. Enhance **accountability** through robust data systems that collect, analyse and monitor progress on complementary feeding.

Complementary Feeding in Action: Peru



Jessica Nino de Guzman

Viceministra de Prestaciones Sociales
(Viceminister of Social Benefits) in Ministerio
de Desarrollo e Inclusión Social (Ministry of
Social and Development Inclusion)

Peru



2025: A Year of Advocacy for Nutrition

Laurence M. Grummer-Strawn

Department of Nutrition and Food
Safety

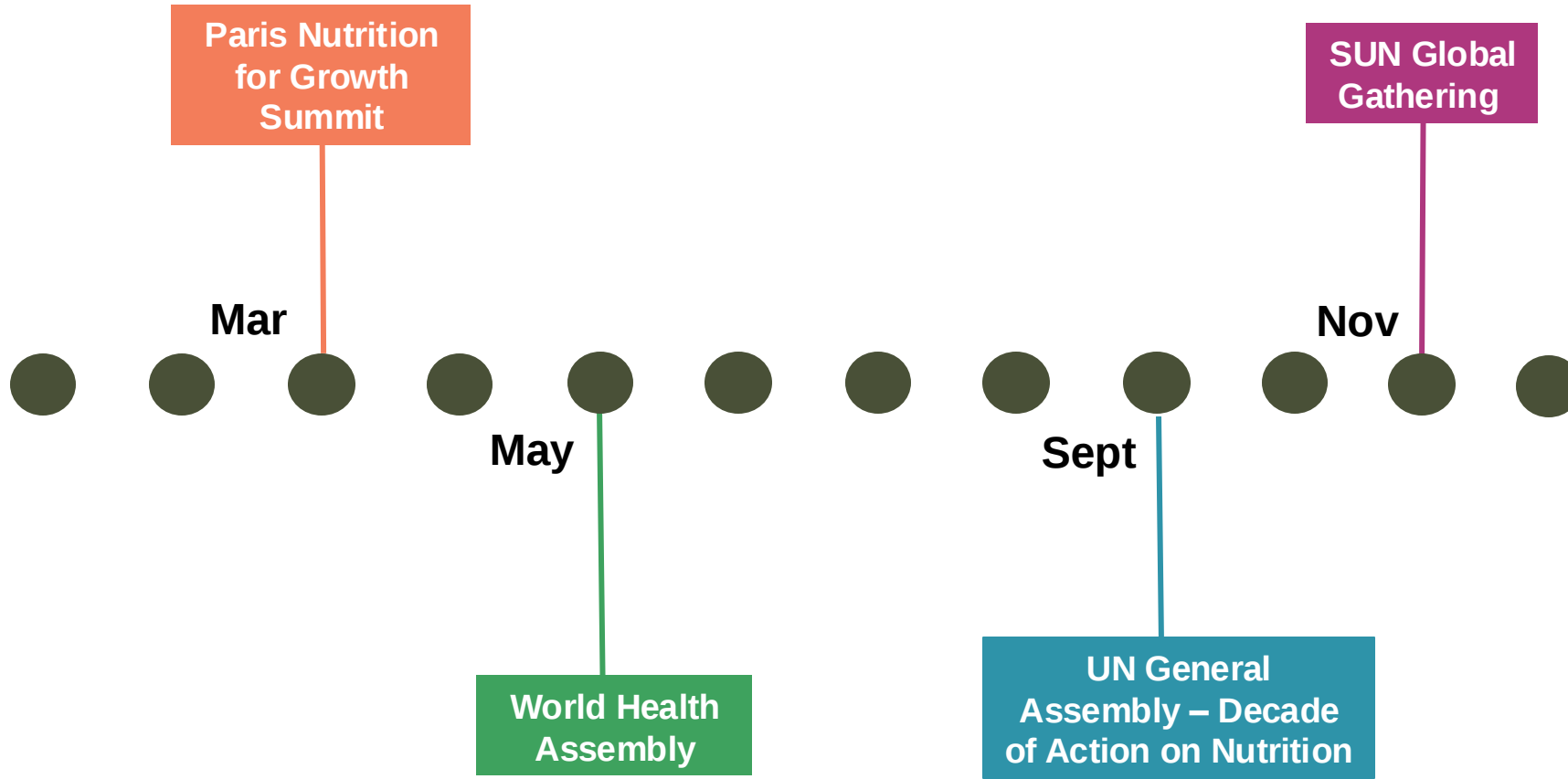


**World Health
Organization**





Opportunities for Advocacy on Complementary Feeding in 2025



Paris Nutrition for Growth Summit

Mobilizing commitments from governments, donors, civil society,
UN organizations and private sector



6 key themes

Health &
Social Protection

Gender Equality

Data, artificial intelligence
& innovation

Food Systems
& Climate

Resilience
to Crisis

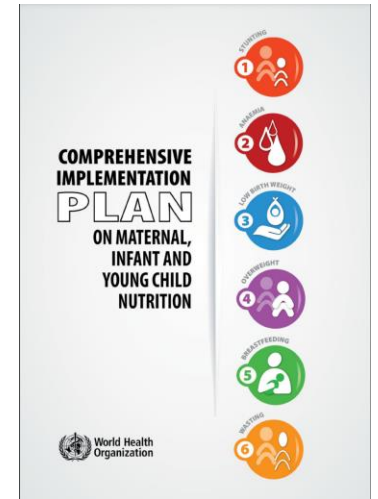
Financing &
Accountability





WHO Global Nutrition Targets

World Health Assembly likely to extend *Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition* to 2030



Advocacy on the Global Nutrition Targets



Webinar series (18-21 November)



Resolution submitted by Ethiopia & Ireland



Policy Brief series (January)



WHA Executive Board (3-11 February)



WHA Side Events (19-27 May)





Commitment by United Nations Member States to undertake 10 years of sustained and coherent implementation of policies, programmes and increased investments to eliminate malnutrition in all its forms



SUN Global Gathering

Stronger political leadership and increased financing with governments, donors, international organizations, financial institutions, the private sector and civil society working together

4 main pillars

**NUTRITION
POWER
THE
CHANGE**

SUN Movement
Global Gathering 2025



FOOD SYSTEMS TRANSFORMATION AND CLIMATE



EMBEDDING NUTRITION ACROSS HEALTH AND SOCIAL PROTECTION



FINANCING FOR NUTRITION



RESEARCH INNOVATION AND TECHNOLOGY ACCELERATORS



Complementary Feeding in Action: Nepal



Dr. Bibek Kumar Lal

Director of Family Welfare Division in
Department of Health Services

Ministry of Health and Population





Q&A

Click on this button to ask questions





Willocq

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Thank You

Ready, Set, Grow Planning Task Force

Linda Shaker Berbari, UNICEF

Diane Baik, World Vision International

Jen Burns, Helen Keller International

Nicki Connell, Emergency Nutrition Network

Laurence Grummer-Strawn, World Health Organization

Chessa Lutter, RTI International

Jeanette McCulloch, UNICEF

Grainne Moloney, UNICEF



A close-up photograph of a woman with dark skin and a black headband, wearing a yellow and blue patterned top. She is looking down and feeding a baby with her hand. The baby, who has dark skin and is wearing an orange top, is looking up at the woman. The background is a blurred outdoor setting with a brick wall and trees.

Thank you!



Picture that we can use



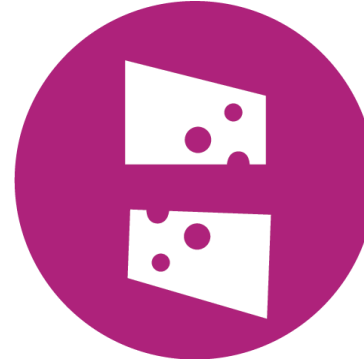


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Icons to use as bullet points or accents





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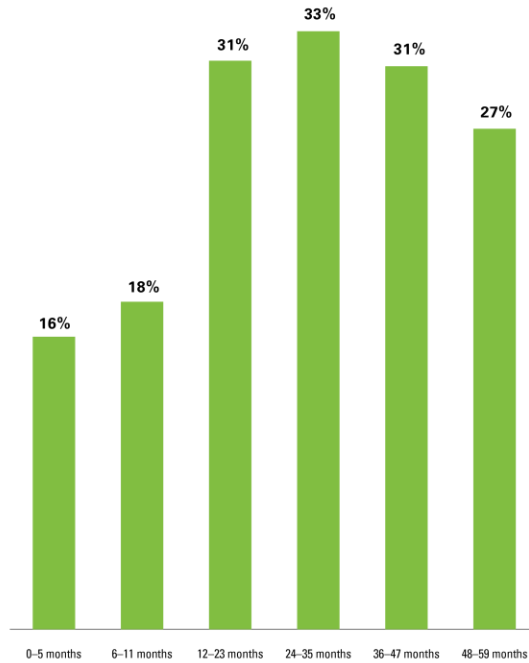




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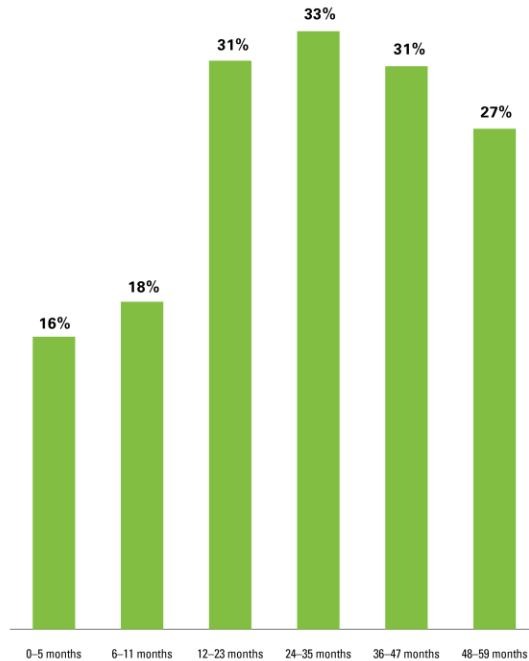


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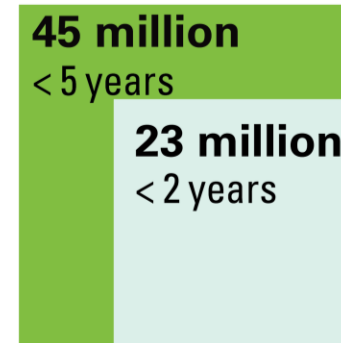
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