

FIRST FOODS AFRICA

Tackling child food poverty and malnutrition

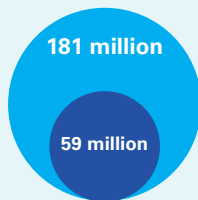
unicef 
for every child

THE CHALLENGE



181 million

children under 5
live in severe child
food poverty, globally



SEVERE CHILD FOOD POVERTY

1 in 3 children

living in severe food
poverty live in
sub-Saharan Africa



**Current food
security efforts**

often miss children's
unique nutrient needs

THE INITIATIVE: FIRST FOODS AFRICA



Produce

Incentivize local production of
nutritious, safe, affordable and
sustainable first foods



Protect

Strengthen policy environments to
ensure children's access to nutritious,
safe and affordable first foods



Promote

Stimulate adequate consumption
through social marketing and
behaviour change

EXPECTED IMPACT BY 2030



**15 million
fewer African
children**

living in child food
poverty (~10% reduction)



**122 million
children**

under 5 benefiting from
this initiative across
14 phase 1 countries



**More children
reached**

in fragile settings, through
social protection, and
via healthier markets

BENEFITS OF FIRST FOODS AFRICA



**4 million
children**

in fragile settings reached
with direct local procurement
of nutritious first foods



**32 million
children**

supported through
stronger social protection
systems to increase access
to nutritious first foods



**50 million
children**

reached through improved
market availability and
affordability of nutritious
first foods



**122 million
children**

protected through
improved regulations on
nutritious first foods