



## SCALING UP NUTRITION (SUN) MEDIA ADVISORY

### **UN Secretary-General Ban Ki-moon, US Secretary of State Hillary Rodham Clinton and Heads of State to speak at High-Level Event of the global Scaling Up Nutrition (SUN) Movement, as part of General Assembly focus on non-communicable diseases**

Countries, UN organizations, civil society and the private sector to commit to investing in nutrition between pregnancy and age two

WHAT: High-Level Event on Scaling Up Nutrition at UN North Lawn Building, Conference Room 2, from 11am to 1pm on 20 September 2011.

#### **HIGHLIGHTS:**

- UN leaders speak about the consequences of malnutrition
- Heads of State report on national progress on tackling malnutrition
- Donor governments stress shared responsibility and multi-stakeholder platforms
- New report shows increase in political commitment worldwide, with more countries joining the Scaling Up Nutrition Movement in the coming months

#### **MEDIA COVERAGE:**

The event will be covered by UNTV, webcast and available in the UN Media Centre. A limited number of seats will be available for journalists on a first come, first served basis. Tickets will be available in the Media Centre. News organizations can make requests for access for special photograph opportunities.

#### **BACKGROUND:**

Launched in 2010, the Scaling Up Nutrition Movement (SUN) is an unprecedented global, multi – stakeholder movement to reduce hunger and under-nutrition, with specific attention to maternal and child nutrition. The 1,000 days between pregnancy and age two offer a critical window of opportunity to establish a lasting foundation for health through adequate nutrition. Focusing on the first 1,000 days, SUN is working both to improve direct nutrition interventions and to integrate nutrition into broader national health, food security and development efforts.

In the past year, 20 developing nations have taken steps to scale up nutrition by prioritizing planning and resources to invest in food and nutrition security and in better futures for women, especially when pregnant. SUN represents an exceptional collective global commitment that builds on existing programmes. The leadership shown by these developing countries is central to ensuring lasting change.

Though the SUN Movement countries are leading the efforts of development partners, UN system agencies, civil society organizations, research institutions and businesses are offering concerted and coordinated support for priority in-country actions. They are also helping national authorities to demonstrate the impact of their efforts. For more information, visit <http://www.scalingupnutrition.org>.

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