

Tabitha Ngazimbi with
her son Iton Kamasongo.
Mumbwa District, Zambia.
Photographer:
Patrick Bentley.
2012



1000 DAYS OF BABY NUTRITION

THIS CHANGES
EVERYTHING

Good nutrition
during the
1,000 days from
pregnancy to
a child's second
birthday can save
one million lives
a year

CONCERN
worldwide

**THE BEST
THING TO DO.**

**THE RIGHT
THING TO DO.**

**THE PERFECT
TIME TO DO IT.**

At the moment nearly 2.7 million children die every year from causes related to malnutrition. That's one child death every 12 seconds. The time it took you to read to here.

It doesn't have to be this way.

Since 1968, Concern Worldwide has been working in more than 25 countries to help communities to lift themselves out of poverty.

Now we are dedicating ourselves to the smartest fight ever - to make undernutrition history. The answer is to concentrate on improving nutrition for young children and their mothers.

This summer Concern launched 1000 DAYS of baby nutrition. We are spreading the extraordinary news that nutrition in the 1,000 days from pregnancy to age two can save 1 million lives a year and turn futures around.

IT REALLY IS THAT SIMPLE

Robbing futures

2.7 million children a year die from malnutrition related causes. For those who survive, the effects last a lifetime. Their brains do not fully develop and their bodies are stunted.

Undernourished children have a higher risk of dying in infancy as they are more prone to common illnesses such as diarrhoea, malaria and pneumonia. Undernourished babies who survive are more likely to develop lifelong physical and cognitive problems.

In short undernutrition is one of the biggest challenges facing the world today. It affects millions. It robs futures.

It doesn't have to be this way

Compelling proof, published in the British medical journal, *The Lancet*¹, in 2008, tells us that it doesn't have to be this way.

The *Lancet* article documents the devastating impact of undernutrition and the everyday solutions which could save millions of children's lives. Simple solutions like improving breastfeeding practices, keeping hands clean or providing basic vitamins and micronutrients which we all need for our bodies to grow and develop.

The living evidence of stunting



Three children in India, all of the same age, have very different heights. Short stature is a sign of chronic malnutrition affecting physical and mental development. Nick Cunard/ DFID 2010.

¹Lancet Series on Maternal and Child Undernutrition, 2008



*Mwangala Nyambe and Agnes Kape Senanga District, Zambia.
March 2012 . Photographer: Patrick Bentley 2012.*

CONCERN'S 1000 DAYS in action

Our 1000 DAYS Campaign of baby and mother nutrition is already working.

We are working in Mumbwa District, in Zambia, where nearly half the children under five years of age suffer from stunting. The tragic reality is that after age two, stunting is irreversible.

Concern is tackling this problem with a pioneering new project called RAIN, supported by the Kerry Group and Irish AID.

We are ensuring that crops grown and small livestock raised, together with nutrition and health education, address the special nutritional needs of mothers and young children. RAIN is also giving women more decision-making power, which means better long-term health and nutrition for everyone.

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Concern and Ireland - leaders in an international movement

Concern and Ireland have been driving forces in a global 1,000 Days movement and an initiative called Scaling Up Nutrition (SUN) launched at the UN in 2010. SUN has the backing of over 100 organisations and governments. Supporters include the Obamas, US Secretary of State Hillary Clinton, Bill Gates and UN Secretary Ban Ki-moon.

Concern's Chief Executive, Tom Arnold, was recently appointed by the UN Chief to the 27 member SUN Lead Group.

Ireland and the US kick-started the 1000 DAYS movement back in September 2010. The two countries launched a major plan to drive political commitment and to raise awareness of the crucial 1,000 days window of opportunity.



Romica Nswuma with her baby Ruth Nirongo. Mumbwa District, Zambia. Photographer: Patrick Bentley 2012.

BE A HUNGER HERO

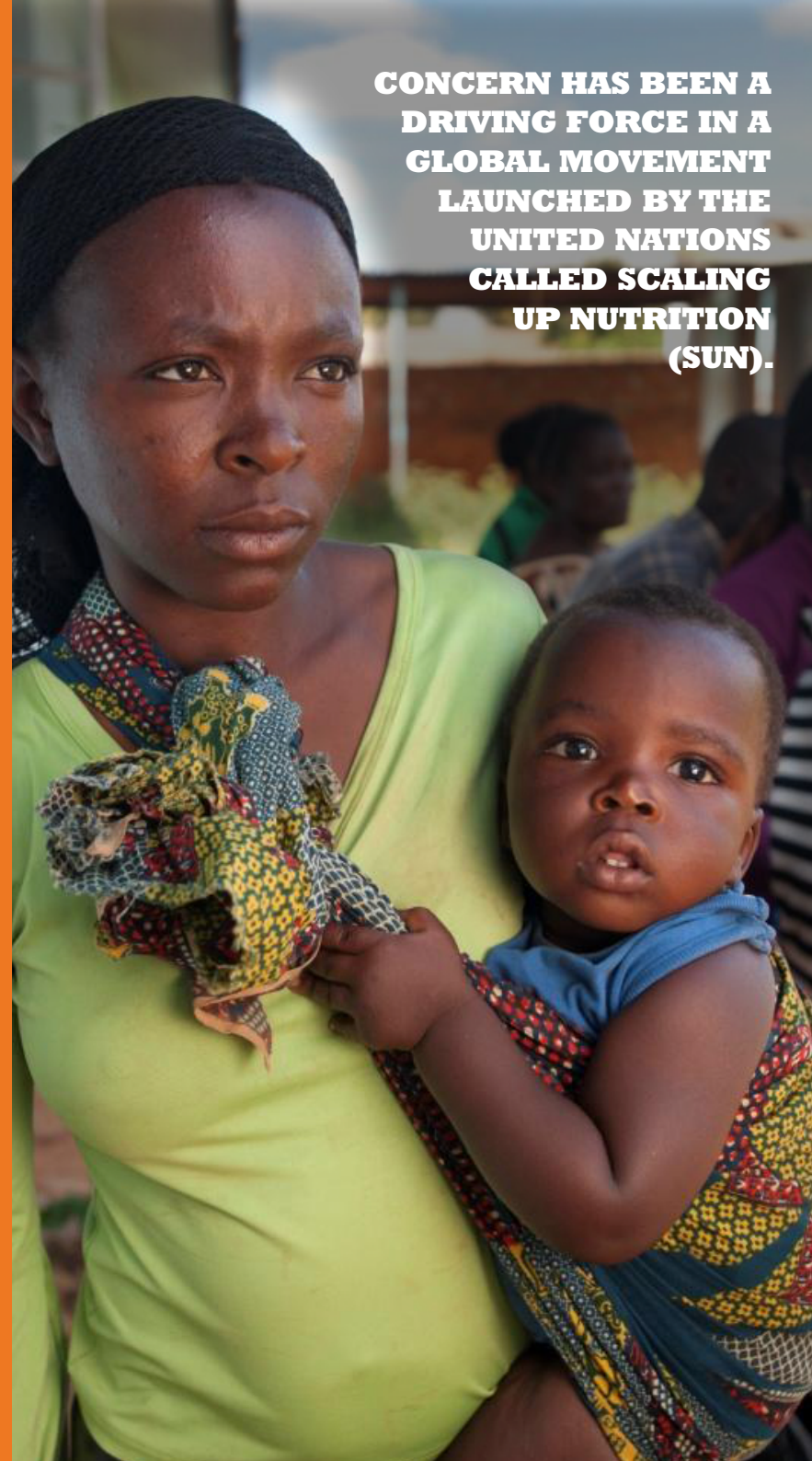
We need the commitment and support of people all over Ireland – people like you – to help us tackle the global scourge of undernutrition. To learn more, spread the word and ensure Ireland stays committed to supporting this game-changing movement.

By focusing on improving nutrition for mothers and children in the crucial 1,000 day window, help us to ensure that children can live healthy and productive lives. Help us to help families, communities and countries to break the cycle of poverty. Help us to contribute to saving more than one million lives each year.

Good nutrition during the 1,000 days from pregnancy to a child's second birthday can save one million lives a year

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CONCERN HAS BEEN A DRIVING FORCE IN A GLOBAL MOVEMENT LAUNCHED BY THE UNITED NATIONS CALLED SCALING UP NUTRITION (SUN).



Four vital things you can do to save infant lives and build thriving futures.

1

CAMPAIGN

Sign up to be a supporter on concern.net/1000days

We will write to you with details of specific campaigns.

2

SPREAD THE WORD

Talk to your friends and family about 1000 DAYS

Follow us on twitter and facebook and share our news.

3

PARTICIPATE

Get your supporters pack today on concern.net/1000days or call 1850 44 55 66.

Find out about upcoming 1000 DAYS events.

4

DONATE

Make a donation online at concern.net/1000days or call 1850 44 55 66 to support our vital work in mother and baby nutrition.



CONCERN

worldwide

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KERRY

www.concern.net/1000days

Registered charity number **CHY 5745**