

Global Fortification Advocacy Toolkit - Promotional Guide

Introduction

At the 76th World Health Assembly (WHA) in 2023, member states passed the resolution to accelerate “efforts for preventing micronutrient deficiencies and their consequences, including spina bifida and other neural tube defects, through safe and effective food fortification.”

One year after this landmark moment for large-scale food fortification (LSFF), it is essential that stakeholders come together once again to advocate for implementation of the WHA resolution and ensure national leaders have the tools they need to accelerate progress.

To this aim, the Global Fortification Technical Advisory Group (GF TAG) has compiled a [toolkit](#) with resources to support country-level stakeholders’ advocacy for implementation of the WHA resolution on food fortification and accelerating progress on food fortification at the upcoming 2025 Nutrition for Growth Summit.

Who is the toolkit for?

Country-level nutrition and fortification specialists working for implementing organizations, members of national and regional food fortification alliances, civil society advocates, and anyone interested in building a healthier future for their country through food fortification.

What’s included in the toolkit?

- Action items for local stakeholders
- Policy brief: Turning resolution into action
- Nutrition for Growth commitment guide
- Civil society letter endorsing the WHA food fortification resolution
- About the WHA resolution on food fortification
- Fact sheet: Large-scale food fortification is a safe and cost-effective way to strengthen nutrition
- Visualizations of fortification data via the Global Fortification Data Exchange (GFDx)
- Guide for communicating about fortification
- Additional resources

How to share the toolkit

Join us by taking part in helping to share the toolkit with in-country stakeholders who can use the tools included to advocate for progress on LSFF and WHA resolution commitments.



This toolkit is not meant to be owned by one organization but rather shared by many. By using this toolkit, we can amplify our collective efforts for improved global nutrition and advance food fortification goals.

Share via social media

Suggested partner social media handles

X/Twitter

@FutureFortified | Future Fortified

@nutritionwin | Nutrition for Growth

@CSBPEmory | Center for Spina Bifida Prevention

@FAO | Food and Agriculture Organization of the United Nations

@FFINetwork | Food Fortification Initiative

@GAIN | Global Alliance for Nutrition

@GAPSIF | The Global Alliance for Prevention of Spina Bifida F

@gatesfoundation | Gates Foundation

@GFDxSecretariat | Global Fortification Data Exchange

@HelenKellerIntl | Helen Keller International

@ICBDSR | International Clearinghouse for Birth Defects Surveillance and Research

@IFSBH | International Federation for Spina Bifida and Hydrocephalus

@iodineglobal | Iodine Global Network

@sdg2advocacyhub | SDG2 Advocacy Hub

@IZINCG_ | International Zinc Nutrition Consultative Group

@JoelCSpicer | President and CEO, Nutrition International

@L_haddad | Lawrence Haddad, ED GAIN

@MforNutrition | Millers for Nutrition

@MNForum | Micronutrient Forum

@NutritionIntl | Nutrition International

@OsendpNutrition | Saskia Osendarp, ED, MNF

@paulnewnham | Paul Newnham, ED SDG2 Advocacy Hub

@SUN_Movement | SUN Network

@TechnoServe | TechnoServe

@theG4Alliance | The G4 Alliance

@UNICEF | UNICEF

@WFP | World Food Programme

@WHO | World Health Organization



LinkedIn

@Future Fortified | Future Fortified

@Bill & Melinda Gates Foundation | Gates Foundation

@FAO | Food and Agriculture Organization of the United Nations

@Food Fortification Initiative | Food Fortification Initiative

@Global Alliance for Improved Nutrition (GAIN) | GAIN

@Global Fortification Data Exchange (GFDx) | Global Fortification Data Exchange

@Helen Keller Intl | Helen Keller International

@International Federation for Spina Bifida and Hydrocephalus | IFSBH

@Iodine Global Network | Iodine Global Network

@Lawrence Haddad | Lawrence Haddad, ED GAIN

@Micronutrient Forum | Micronutrient Forum

@Millers for Nutrition | Millers for Nutrition

@Nutrition International | Nutrition International

@Saskia Osendarp | Saskia Osendarp, ED MNF

@Scaling Up Nutrition (SUN) Movement | SUN Network

@Scott Montgomery | Scott Montgomery, Director, Food Fortification Initiative

@Shawn Baker | Shawn Baker, Chief Program Officer, Helen Keller Intl

@TechnoServe | TechnoServe

@The G4 Alliance | The G4 Alliance

@UNICEF | UNICEF

@UNICEF | UNICEF

@World Food Programme | World Food Programme

@World Health Organization | World Health Organization

Suggested hashtags

- #FutureFortified
- #WHA76
- #LSFF
- #N4G
- #N4G2024
- #Nutrition4Growth
- #FortifyForGrowth

Suggested media

See images (required photo credit listed in filename) and other media to include with your posts here: <https://trello.com/b/X0kJbLGO/global-fortification-advocacy-toolkit-promotion-guide>



X/Twitter

- Calling all fortification champions! 📣 Passage of the #WHA76 resolution on #fortification was just the first step. Decisionmakers are more likely to act if they hear from local stakeholders. New toolkit provides resources for you to accelerate progress: <http://bit.ly/3LssEXL>
- At #WHA76, member states resolved to reduce micronutrient deficiencies via #FoodFortification. Want to get involved? This toolkit has the resources you need to advocate for implementation of the resolution in your country: <http://bit.ly/3LssEXL> @FutureFortified
- A #FoodFortification commitment made at #N4G2024 is an opportunity to lay out specific steps toward strengthening national food fortification programs. Learn how to engage your government to act: <http://bit.ly/3LssEXL> @nutritionwin @FutureFortified

LinkedIn/Facebook/IG

- One year after the World Health Assembly's landmark resolution to accelerate food fortification efforts and prevent micronutrient deficiencies, we are calling on national stakeholders' support to push for implementation of the resolution. Member states and regional bodies are more likely to act if they hear from local stakeholders.

Partners working in food fortification have created a new toolkit to equip stakeholders with the resources and guidance needed to advocate for implementation of the #WHA76 resolution.

➡ Join us and access the toolkit here: <http://bit.ly/3LssEXL>
@Future Fortified



- Calling all fortification champions! 🏆 Member states at the 76th World Health Assembly (WHA) resolved to accelerate their efforts to prevent micronutrient deficiencies through food fortification.

As we mark one year since this historic resolution, we call upon national stakeholders to join us in supporting the implementation of the #WHA76 resolution by actively engaging their government and other local fortification partners.

Not sure where to start? This new toolkit equips advocates with resources to maintain momentum during this landmark moment for food fortification:

<http://bit.ly/3LssEXL>

@Future Fortified

- At #WHA76, member states unanimously resolved to accelerate efforts to combat micronutrient deficiencies worldwide through food fortification. However, countries are much more likely to implement and strengthen food fortification if they hear from in-country stakeholders like you.

This new toolkit is designed to equip you with the resources and guidance you need to advocate for the resolution's implementation. Let's work together to maintain momentum and strengthen nutrition.

👉 Start your advocacy journey and see the toolkit here: <http://bit.ly/3LssEXL>

@Future Fortified

- A food fortification commitment made at the Nutrition for Growth (N4G) Summit in March 2025 is an opportunity to lay out specific steps toward strengthening national food fortification programs.

Learn how to advocate for the inclusion of a food fortification commitment as part of your government's nutrition pledge at N4G: <http://bit.ly/3LssEXL>

@Future Fortified



Share via a newsletter or on a webpage



New toolkit to support food fortification advocacy available

We are pleased to share the newly released [Global Fortification Advocacy Toolkit](#), a resource to help national-level engage the exciting advocacy moment we find ourselves in to accelerate progress on large-scale food fortification.

Last year, [the World Health Assembly \(WHA\) resolved unanimously to accelerate national and global efforts to prevent micronutrient deficiencies through food fortification](#), but national and regional advocacy is needed to ensure that the resolution is implemented. This year brings another opportunity to push for accelerated progress to make fortified foods available to all.

The [Nutrition for Growth \(N4G\) Summit](#) is linked to the summer Olympics and occurs every four years. While the Olympics is for athletic champions, N4G is an opportunity for donors, governments, UN agencies, and business to step into the global spotlight as nutrition champions. They can do this by making specific, measurable, achievable, relevant, and time-bound (SMART) commitments to end malnutrition worldwide. A food fortification related commitment made at the N4G Summit is an opportunity to lay out specific steps toward strengthening and improving national food fortification programs.

Member states and regional bodies are much more likely to take action if they hear from local stakeholders. This toolkit equips national-level advocates to push for the inclusion of a food fortification commitment as part of their government's pledge at the 2025 Nutrition for Growth Summit and to meet goals outlined in the WHA resolution on food fortification.

Access the toolkit: <http://bit.ly/3LssEXL>

Commented [GJ1]: URL not yet ready

Share the webinar that launched the toolkit

“Fortifying Nations: Forging New Alliances for Food Fortification” - July 16, 2024

- [Event webpage and recording](#)
- [Forward the MailChimp message](#)

Webinar description



Last year, the World Health Assembly unanimously resolved to accelerate national and global efforts to prevent micronutrient deficiencies through food fortification. However, national and regional advocacy is needed to ensure that the resolution is implemented. This year brings another opportunity to push for accelerated progress to make fortified foods available to all.

The Nutrition for Growth (N4G) Summit is linked to the summer Olympics and occurs every four years. While the Olympics is for athletic champions, N4G is an opportunity for donors, governments, UN agencies, and business to step into the global spotlight as nutrition champions. They can do this by making specific, measurable, achievable, relevant, and time-bound (SMART) commitments to end malnutrition worldwide. A food fortification related commitment made at the N4G Summit is an opportunity to lay out specific steps towards strengthening and improving national food fortification programs



In this webinar, we learned from the experience of advocacy coalitions in Uganda, Bangladesh, Nigeria, and Ethiopia. Representatives from these efforts discussed how they have pursued joint action on fortification in their countries, what they have learned from this work, and plans for the future, including plans to utilize the World Health Assembly resolution on food fortification and the global N4G Summit to strengthen national efforts through contributing to significant global moments.

This webinar also introduced a [toolkit](#) designed to empower fortification advocates to speak confidently about fortification and leave a lasting impact in their conversations with duty bearers from government and industry.

Note: This webinar was the second in a series of two webinars on the topic, co-hosted by the Society for Birth Defects Research and Prevention, the Global Alliance for Improved Nutrition, and the Food Fortification Initiative.

Learn more: <https://www.gainhealth.org/events/fortifying-nations-forging-new-alliances-food-fortification>

