

# Scaling Up Nutrition (SUN) Movement Strategy [2012-2015]

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### **SYNOPSIS**

- i. Scaling Up Nutrition (SUN) is a global movement which unites governments, civil society, businesses and citizens in a worldwide effort to end under-nutrition. SUN was launched in 2010, with the adoption of the SUN Framework and Road Map, and has grown rapidly. The SUN Strategy 2012-2015 and accompanying revised Road Map 2012 establish a three-year plan to significantly reduce under-nutrition in participating countries.
- ii. In September 2012 the SUN Movement was comprised of 30 SUN countries and continues to expand. It is a country-driven Movement and builds on the progress achieved in country.
- iii. Most SUN countries have established mechanisms to reduce under-nutrition, and many are scaling up programmes with demonstrable results. But there are substantial challenges still to be addressed in order to achieve positive results. The situation is summarised in the SUN 2012 Progress Report.
- iv. Countries in the SUN Movement are increasing people's access to affordable nutritious food and other determinants of nutritional status such as clean water, sanitation, healthcare, social protection and initiatives to empower women. Their goal is a significant reduction in numbers of low birth weight infants, of children who are stunted, wasted or deficient in micronutrients, and greatly improved nutrition of all women in pregnancy. Their aim is collectively to meet the global targets agreed at the 2012 World Health Assembly (including a 40% cent reduction in the number of stunted children by 2025). They similarly aim to improve good nutritional practices, such as exclusive breastfeeding. The main focus of the interventions is the first 1000 days between a woman's pregnancy and her child's second birthday.
- v. This SUN Strategy 2012-15 is a summary of the Movement's goals, objectives, mode of operation and accountability. It should be read in conjunction with the 2012 SUN Road Map which describes, in greater detail, how SUN countries are scaling up nutrition and the support they can expect to receive to accelerate their achievements. Operating plans and investment frameworks are to be developed annually: they will include activities, results, targets and milestones for each objective within the strategy. The next will be produced by the end of 2012.

# A: SUN MOVEMENT VISION AND GOALS

- In the last two years around 30 countries and hundreds of stakeholders have come together to change the world so that every woman and child is adequately nourished. This is a major challenge as currently one quarter of all children are stunted. Good nutrition in the 1000 days between pregnancy and a child's second birthday is vital preparation for a healthy adult life with maximum learning and earning potential combined with greatly reduced risk of illnesses like diabetes and heart disease.
- Between 2010 and 2012 these pioneers worked hard to initiate the Scaling Up Nutrition Movement. As political commitment is being transformed to effective action, they have pledged to unite their efforts across disciplines and sectors, to adopt methods proven by evidence, to learn from available best practice and to mobilise sufficient resources to achieve measurable results by 2015.
- National nutrition goals have been or are being established by each country participating in the Movement. The goals address direct and underlying causes of under-nutrition and taken together aim to meet the global targets established by the 2012 World Health Assembly. They include:
  - Increased access to affordable nutritious food, clean water, sanitation, healthcare and social protection;
  - Optimal growth of children, demonstrated as reduced levels of stunting (low height for age) and wasting (low weight for height);
  - Improved micro-nutrient status, especially in women and children, demonstrated as reduced levels of micro-nutrient deficiency;
  - Increased adoption of practices that contribute to good nutrition (such as exclusive breastfeeding in the first six months of life).

SUN countries pursue these goals in a way that empowers women at every level.

# **B:** STRATEGIC APPROACHES AND OBJECTIVES

- 4 SUN countries aim to achieve their nutrition goals through *two strategic approaches*:
  - Rapid scaling up of specific nutrition interventions of proven effectiveness; and
  - Implementation of sectoral strategies that are nutrition-sensitive (i.e. responsive to the nutritional needs of individuals, households and societies).

In addition, SUN countries affected by recurrent crises, especially those precipitated by climate change, invest in the nutritional resilience of communities by combining specific nutrition interventions and nutrition-sensitive strategies.

5 SUN stakeholders will work together within each country to pursue the following *four* strategic objectives:

- Create an enabling political environment, with strong in-country leadership, and a shared space (multi-stakeholder platforms) where stakeholders align their activities and take joint responsibility for scaling up nutrition;
- Establish best practice for scaling up proven interventions, including the adoption of effective laws and policies;
- Align actions around high quality and well-costed country plans, with an agreed results framework and mutual accountability;
- Increase resources, directed towards coherent, aligned approaches.

SUN stakeholders will also work together at the global level to support the successful achievement of these objectives within SUN countries.

### C: PRINCIPLES OF ENGAGEMENT

- 6 Stakeholders within and outside SUN countries commit to *seven principles* which are fundamental to the achievement of these objectives:
  - Be transparent about impact: all stakeholders to transparently and honestly demonstrate the impact of collective action.
  - Be inclusive: through open multi-stakeholder partnerships that bring proven solutions and interventions to scale.
  - Be rights-based: act in line with a commitment to uphold the equity and rights of all women, men and their children.
  - Be willing to negotiate: when conflicts arise, as can be expected with diverse partners working together, hold the intention to resolve conflicts and reach a way forward.
  - Be mutually accountable: act so all stakeholders feel responsible for and are held collectively accountable to the joint commitments.
  - Be cost-effective: establish priorities on evidenced-based analysis of what will have the greatest and most sustainable impact for the least cost.
  - Be continuously communicative: to learn and adapt through regular sharing of the relevant critical lessons, what works and what does not, across sectors, countries and stakeholders.

# D: TRACKING PROCESSES AND PRIORITISING SUPPORT

- When they join the Movement, Governments in SUN countries and their partners both incountry and internationally undertake to take forward *four processes* that contribute to nutritional outcomes. They are to:
  - Work together, effectively, through functioning multi-sector, multi-stakeholder platform(s);
  - Establish (and seek legislative endorsement for) a coherent policy and legal framework;
  - Identify common objectives and agree a framework of results around which to align and intensify actions; and
  - Mobilise sufficient domestic resources, supplemented with external assistance, to realise the agreed results as quickly as possible.

- Tracking of these processes is undertaken at country level under the responsibility of SUN Government Focal Point(s), responsible for the coordination of internal and external assistance for Scaling Up Nutrition. It is a joint in-country activity that involves representatives from government ministries and departments, as well as from the donor agencies and development banks, the UN system, civil society, business and researchers. They collectively analyse and assess progress in these four processes, identify constraints and work out how best to move forward. Using, and building on, the in-country established monitoring systems, they also track changes and analyse bottlenecks in (a) the intended scale and actual coverage of specific nutrition interventions, (b) the implementation of nutrition-sensitive strategies and (c) commitments (from domestic and external sources) for financial support to Scaling Up Nutrition. They adjust implementation where necessary. Monitoring will expand the use of innovative methods, and reporting will aim to be in real-time.
- The SUN Movement Secretariat works with the Government Focal Points as they track progress and make their information regularly available through country templates. Information from countries will be shared with the SUN global Networks and, if the Government Focal Point agrees, can be made publicly available through the SUN Movement website. The Secretariat analyses data received in the country templates and summarise it at least annually in a short document known as the "Progress Summary Sheet." The Secretariat and Networks also assist SUN countries to validate their analyses.
- The tracking system is used, by SUN Government Focal Points, to share an appreciation of their countries' preparedness for scaling up, to determine the support needed to accelerate progress, and to prioritise provision of this support in ways that maximise effectiveness.
- 11 Three stages of preparedness are identified:
- **Stage 1:** Taking stock and starting out: Taking stock of needs, capacities and commitments: Identifying current needs and capacities, and confirming high-level commitment.
- **Stage 2:** Ready for scaling up: In-country stakeholder platforms are being established, and common strategies are being developed including budgeted plans for scaling up effective actions, with national capacity for implementation and monitoring being strengthened.
- Stage 3: Scaling up rapidly to deliver results: Programmes and interventions are being operated at scale when resources are available; progress reporting around expected results is in place; relevant sectors are working together to ensure delivery.

**Sustaining impact:** Once scaling up has started, the challenge is to maintain political leadership, expand activities and monitor achievement, maintain the financial investment and sustain impact.

- The support requested by each SUN country reflects its stage of preparedness.
  - To get to stage 1, countries need to have political leaders engaged, to establish institutional
    arrangements for multi-stakeholder and multi-sectoral action, to develop (or update) their
    policies, plans and strategies and to take stock of funds available and actions under-way.
     Countries seek support for internal advocacy, policy work and stocktaking.

- To reach stage 2, the need is for functioning platforms, prioritisation of actions so that
  nutritional outcomes are achieved as efficiently as possible, legislative approval of policies,
  agreed costed results frameworks with targets and milestones, and alignment of
  programmes. Countries seek support to negotiate results frameworks, establish targets and
  agree on milestones, mobilise domestic and external funds and establish financial tracking
  systems to monitor resource mobilisation.
- To reach stage 3, countries have well-established multi-stakeholder platforms, are using the
  results frame-work to secure alignment and improve performance, are tracking progress and
  are mobilising the financial resources necessary to fill gaps. The need is for sustained
  financial investment from within the country and outside, tracking its use, monitoring of
  progress and adjustment in the light of further need.
- In practice countries do not move from stage to stage in a linear manner. Given that multiple actors are working across many sectors, challenges change over time. In practice the stages are interlocking elements of preparedness and continuous efforts may be needed to sustain them.

# Stages of Preparedness for Scaling Up

Т	Stage 1: aking stock and starting out	Stage 2: Ready for scaling up	Stage 3: Scaling up rapidly to deliver results	Sustaining impact
Enabled Environment	Confirming executive level political endorsement Engaging line ministries and multiple stakeholders	Embedding of active executive level political leadership     Strengthening of multisector/stakeholder platforms to enhance	Championing by executive level political leadership  Effective multisector/stakeholder platform to deliver at	Enduring executive level political leadership      Reinforcing high performing platforms to innovate and
Shared Practices	Updating or reviewing policies, plans and strategies	alignment  • Finalizing of coherent policy and legal framework	Performing, coherent policy and legal framework well established	improve efficiency  Refining of policy and legal framework to cement cross-sectoral alignment
Integrated Action	Taking stock of alignment between nutrition specific interventions and nutrition-sensitive programs	Agreeing to a Results Framework to align nutrition-specific and relevant sectoral programs, set targets and milestones	Using agreed results framework performance-manage the scale up effort	Expansion of results framework as needed to sustain impact, accommodate new interventions etc.
Increased Resources	Taking stock of financial resources available and required	Aligning and mobilizing funds behind a set of agreed priorities	<ul> <li>Flowing of financial resources required for agreed gaps based on a functioning financial tracking system</li> </ul>	Ensuring no fall off in the financial resources

# E DEMONSTRATING SUCCESS THROUGH MEASUREMENT OF IMPACT

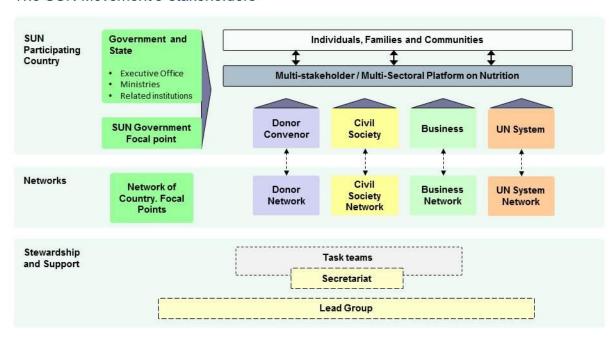
The effectiveness of in-country efforts to scale up nutrition is assessed by measuring the rate of improvement in nutritional outcomes. Countries within the SUN Movement develop *Results Frameworks* which include goals about:

- Universal access to affordable nutritious food, clean water, sanitation, healthcare and social protection;
- Increased adoption of practices that contribute to good nutrition (such as exclusive breastfeeding in the first six months of life);
- Optimal growth of children, demonstrated as reduced levels of stunting (low height for age) and wasting (low weight for height);
- Improved micro-nutrient status, especially in women and children, demonstrated as reduced levels of micro-nutrient deficiency.
- The SUN Government Focal Point ensures that stakeholders agree on the choice of variables to indicate progress in relation to different goals. Data for these variables are obtained through national surveys usually undertaken as part of an international standardised approach. They include Demographic and Health Surveys (DHS), Multiple Indicators Cluster Surveys (MICS), Standardised Monitoring and Assessment of Relief and Transitions (SMART) surveys and surveys that assess micronutrient deficiencies among targeted populations.
- The surveys yield data on the extent to which different population groups (disaggregated by age, sex, livelihood and location) access specific nutrition interventions (Vitamin A supplementation, de-worming treatments), change behaviour (e.g. exclusive breastfeeding), and benefit from nutrition-sensitive development strategies (access to clean drinking water, sanitation and nutritious food).
- The collection of data for assessing benefits of "nutrition-sensitive" strategies will depend on the indicators chosen from within different sectors (these include agriculture and food systems, social protection, health, education and employment). There is recognition that, at country level, suitable monitoring systems might already be in place within the different sectors. As a first step, data should be obtained from within these sectors and then analysed from a multi-sectoral perspective in order to detect how each sector is focusing on underlying causes of poor nutrition. An analysis of options for tracking the impact of nutrition-sensitive sector strategies will be undertaken by the SUN Movement in 2012.
- The annual SUN Movement Progress Report (released in September each year) updates the Lead Group, SUN Government Focal Points and SUN Networks on progress in achieving the Movement's goals and strategic objectives. The Progress Report is based on data obtained from SUN Government Focal Points and Networks as well as from secondary data sources.

# F: ORGANIZATION OF THE SUN MOVEMENT

- The SUN Movement is organised within five Networks countries, civil society, business, donors and international organizations which work together at both the national and international level to assist the achievement of nutrition goals and strategic objectives. Each Network has its own systems of governance and accountability: they update their operating plans at the end of each year.
- 19 The Networks receive overarching strategic direction by the SUN Lead Group, and are supported by the SUN Movement Secretariat.

### The SUN Movement's stakeholders



- SUN Country Government Focal Points Network: The Network meets every six weeks by telephone. Meetings are facilitated by three in-country specialists and members of the UN Network, staff of the Secretariat and chaired by the SUN Movement Coordinator. During the Network meetings, Government Focal Points share their experience with advancing the effort to Scale Up Nutrition at country level, reviewing the process of preparing to Scale Up Nutrition using the four indicators agreed upon with the SUN Movement Secretariat. They share experiences on constraints they face, on ways in which they are overcoming the constraints, on challenges with establishing common platforms for action, obtaining legislator endorsement for national plans, developing common results frameworks, improving the efficiency of programme delivery and mobilising additional national and external resources. During the Network meetings, specific needs for advice and/or assistance are identified and then followed up through the other SUN Networks.
- The **SUN Donor Network** meets every six weeks: the meetings are convened by three facilitators with participation by the SUN Movement Secretariat. The Network is focusing on identification and support for in-country donor convenors, better aligning and increasing resources for scaling up nutrition from donor agencies and development banks, tracking both national spending and resources provided by development partners with transparent reporting on commitments, disbursements and the use of funds. The behaviour of development partners is monitored against an agreed set of indicators. The members of the Donor Network are coordinating their advocacy for Scaling Up Nutrition in international forums.
- The primary purpose of the **SUN Civil Society Organizations' (CSO) Network** is to encourage the alignment of CSO strategies, programmes and resources with country plans for scaling up

nutrition through strengthening the support available for (and capacity of) national Civil Society Alliances. The national alliances – which build on pre-existing arrangements for co-ordinating civil society in-country – advocate for an increased focus on nutritional outcomes in national policies and programmes. Their member organizations amplify the voices of communities affected by undernutrition and focus on the need for greater accountability to them. The Network is facilitated by international and in-country CSOs who are actively engaged in scaling up nutrition at country level. They have established a mechanism for consultation with over 200 civil society organizations including some from SUN countries and others with an international presence. The facilitators are leading the mobilisation of over USD 3 million in financial support for the national alliances which is being made available through the SUN Multi-Partner Trust Fund (MPTF) - facilitated by UN system organisations that are participating in the MPTF. The Network encourages joint work with members of other SUN stakeholder groups.

- The **SUN Business Network** is facilitated by international organisations involved in building business support for scaling up nutrition. The Network is developing tools for businesses and other stakeholders to use so as to increase business engagement in scaling up nutrition. The tools are made available through an e-platform which also serves as the venue for sharing good practice through case studies of private sector engagement in scaling up nutrition. The Network undertakes advocacy meetings around major events (UN General Assembly, World Economic Forum annual meeting) and is having a public launch late in 2012 involving other SUN Networks and stakeholders. The Business Network, working closely with others in the Movement, is establishing positions on issues critical for business (such as tax exemptions for food fortificants and premixes). The facilitators organise in-country multi-stakeholder meetings on ways in which businesses can be incorporated within national SUN platforms through identifying potential partnerships that ensure benefits for all interests and reflect best business and development practice.
- The **SUN UN System Network** ensures high-level support for the best possible coordination between all UN system agencies, the REACH partnership and other international organizations supporting in-country nutrition efforts, while building the evidence base for the efficacy of different interventions and ways of working, setting standards for nutritional outcomes and the delivery of nutritional interventions, helping SUN countries develop capacity for scaling up nutrition, facilitating the processes necessary for creating multi-stakeholder platforms for multi-sectoral strategies and advocating for effective joint action within international forums.
- The SUN Lead Group is made up of global leaders drawn from Government, Civil Society, International Organizations, Donor Agencies, Business and Foundations. They were appointed by the UN Secretary-General in April 2012 and are collectively responsible for ensuring the functioning of the Movement. The priorities of Lead Group members are:
  - Provide leadership and strategic direction for the SUN Movement, including a focus on gender analyses and empowerment of women;
  - Advocate for SUN in their individual and collective spheres of influence. This includes building the investment case, and expanding links to regional economic communities and their programmes;

- Enable participating countries to access the assistance they need to scale up nutrition by ensuring that members of the SUN Networks respond to their needs for technical and financial assistance;
- Ensure that the SUN Movement is equipped with adequate and predictable resources –
  including the tracking of investments and the maintenance of a functioning results and
  accountability system.

To this end, the Lead Group is developing this strategy to guide the movement and to ensure that SUN countries are able to access coherent, coordinated, aligned and predictable support.

The Lead Group and the Networks are coordinated and supported by the **SUN Movement Secretariat (SMS)**. The SMS is accountable to the Lead Group, the SUN countries and the SUN Networks. The SMS – supported by dedicated task teams drawn from the Movement's membership – encourages best practice on (a) prioritising effective actions to improve nutrition, (b) monitoring and validating progress, (c) advocacy and communications throughout and beyond the Movement, (d) tracking of resources for nutrition and (e) avoidance of conflicts of interest. It ensures that the Movement's progress is both tracked efficiently and communicated clearly. The SMS ensures that a SUN website features activities undertaken within the Movement.

# G: ACCOUNTABILITY ACROSS THE SUN MOVEMENT

The Movement's approach to mutual accountability is presented as an Accountability Framework. This examines the different accountabilities of four groups: SUN countries (specifically Governments); the Networks of stakeholders providing support to SUN countries; the SUN Movement Secretariat; and the SUN Movement Lead Group. The accountabilities have been derived by considering the role of each group within the SUN Movement, identifying the responsibilities that come with their mandates and determining to whom they are accountable for what actions. Then the relevant results and tracking mechanisms are detailed for each group. The central accountability within the SUN Movement is that of national leaders to the people they serve: by joining the Movement SUN country leaders are explicit about assuming their responsibilities for ensuring their people's ability to be well-nourished. The Secretariat will monitor the extent to which the different accountabilities are pursued within the SUN Movement and present this information to the Lead Group within annual progress reports.

# SUN Movement Accountability Framework

	Participating countries	Support Networks	Secretariat (SMS)	Lead Group
Mandate	<ul> <li>National         Government         (including their         international         obligations¹)</li> </ul>	<ul> <li>Organizational mandates</li> <li>Strategy 2012</li> </ul>	<ul><li>Strategy 2012</li><li>Road Map 2010</li></ul>	<ul> <li>Strategy 2012</li> <li>Lead Group         Statement of Intent (TBD)     </li> </ul>
Accountable to	<ul> <li>Governments and their citizens</li> <li>Parliamentarians</li> <li>Investors in country s.u.n plans</li> </ul>	<ul> <li>Individual Organizations</li> <li>Participating countries</li> <li>Lead Group</li> </ul>	• Lead Group	<ul> <li>Participating countries</li> <li>UN Secretary General<sup>2</sup></li> </ul>
Results tracked	<ul> <li>Country Common Results</li> <li>Set own targets using recommended indicators</li> </ul>	<ul> <li>6 month priorities and targets</li> <li>Milestones 18 month and 36 month</li> </ul>	<ul> <li>6 month priorities and targets</li> <li>Milestones 18 month and 36 month</li> </ul>	Results of the Lead Group
Tracking mechanism	<ul> <li>Activity Plan</li> <li>National platforms</li> <li>Self reporting</li> <li>SMS tracking</li> <li>Annual review of progress</li> </ul>	<ul><li>Activity Plan</li><li>National platforms</li><li>Network meetings</li><li>SMS tracking</li><li>Annual stock take</li></ul>	<ul><li>Activity Plan</li><li>Annual appraisal</li></ul>	<ul><li>Independent evaluation</li><li>Formal Meetings</li></ul>

# H: FINANCE FOR SCALING UP NUTRITION

- The success of the SUN Movement will depend on the preparedness of countries and donors to provide the necessary financial resources. The precise needs of the SUN countries and current funding gap are in the process of being estimated, with a focus on nutrition-specific interventions. A methodology for costing nutrition-sensitive sectoral strategies will be established during 2012.
- Families are the primary investors in their people's nutrition: their efforts are supported by local and national Governments, civil society, social movements and businesses. Within poor countries, in-country sources only meet a proportion of the total resources needed. External funding from development partners (donor agencies, foundations, international inter-governmental and voluntary organizations, as well as businesses) is often necessary. Reports from SUN countries suggest that there is a significant shortfall in available resources. Unless sources for more funding are identified, and resources for in-country action mobilised, the SUN Movement's goals are unlikely to be met.
- 30 Significant external resources will be more forthcoming if SUN countries make significant investments themselves, and if the effectiveness of investments can be demonstrated. SUN Movement members are working together to increase the efficiency with which existing resources are used through improving the quality of existing programmes at country level. To this end, they

focus on rigorous budgeting, tracking of funds, prioritisation, alignment, efficient resource use and accountability.

In 2012, the SUN Movement will develop a) consistent approaches to calculating costs of scaling up nutrition and to tracking expenditure, (b) preliminary agreement on the methods for costing nutrition-sensitive strategies, (c) a system to support national authorities as they develop country plans and validate activities that are undertaken, and (d) a review of alternative approaches for routing funds to countries – especially when they are unable to access external resources through in-country mechanisms.

# I: EXPECTED ACHIEVEMENTS OF THE SUN MOVEMENT 2012 - 2015

- The Vision of the SUN Movement is a world where every woman and child is adequately nourished. This will involve the collective effort of SUN countries, Networks, Lead Group and Secretariat. The countries currently in the Movement are home to around one-third of all undernourished children. At the time of writing most of the world's under-nourished children lived 36 countries, 17 of which are in the Movement.
- The Movement will also focus on a series of bold targets each year. These targets demonstrate the evolution of the Movement as it shifts from building political commitment to establishing better systems and demonstrating results. The targets which are an expression of the Lead Group's priorities reflect milestones against which the performance of the Movement will be assessed.
- 34 For **2012-2013** the targets will be set out in an Operational Plan. They include:
  - Evidence of a major increase in political commitment to ending under-nutrition along the lines of the UN Secretary-General's Zero Hunger Challenge in national, regional and global forums (including global agreements on the post-2015 development goals as well as in commitments by the G20 and G8);
  - At least 35 countries participating in the SUN Movement: at least 20 of these are from the 36 countries with high numbers of under-nourished children;
  - The governance structures, priorities and operating systems of the SUN Networks are fully established and functioning;
  - The systems for tracking SUN Movement progress in country and for independent external corroboration of progress – are further developed by the SUN Country Network and SUN Movement Secretariat and implemented in conjunction with the other Networks;
  - SUN country progress tracking demonstrates a continued improvement in country preparedness for scaling up (with a 50% increase in the number at "stage 3"); there is also a continued improvement in the effective coverage of specific nutrition interventions and in the outcomes of nutrition-sensitive sectoral strategies;
  - Systems for tracking resources invested in Scaling Up Nutrition are developed, country plans
    are costed, gaps are identified, and the trend for investment is increasing in the majority of
    SUN countries;

- Systems are in place to encourage prioritisation of in-country action and allocation of national budgets, leading to widespread adoption of evidence-based policies and effective interventions.
- For **2013-2014** the targets are less precise but could include:
  - At least 15 SUN countries at Stage 3 progress for scaling up nutrition;
  - Doubling of resources for nutrition government and external in at least 15 SUN countries with increase in resources across the board;
  - Evidence of more rapid improvement in nutritional outcomes within SUN countries from 2010 to 2014 compared with 2006 to 2010;
- 36 For 2014-2015 targets could include:
  - Substantial progress in nutrition outcomes (underlying causal factors, child growth, micronutrient status and nutrition behaviours) achieved in at least 15 SUN countries;
  - Independent evaluation of the SUN Movement's achievements conducted.

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