

AFRICAN UNION

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AFRICAN UNION 2022 YEAR OF NUTRITION

"Strengthening Resilience in Nutrition and Food Security on the African Continent: Strengthening Agro Food Systems, Health and Social Protection Systems for the Acceleration of Human, Social and Economic Capital Development".

Digital Activation Concept Note for Africa Day

25 May 2022

I. BACKGROUND

Malnutrition remains a challenge in Africa, as the continent has for some of the highest cases of malnutrition globally accounting for more than nine out of ten of all children with stunting, more than nine out of ten children with wasting.

There has been increased efforts and commitment to prioritise and invest in nutrition at the continental and national level. Africa's share in the world's undernourished population decreased from 35.5 percent in 1990 to 22 percent in 2019. Efforts to improve food security and nutrition in the continent need to be intensified as most African Member States are unlikely to reach the 2014 Malabo declaration by 2025.

Upholding the cultural heritage and practices including the consumption of staple and indigenous African foods has the potential to contribute to good health nutrition and ensure food security of the African population.

Leveraging on the positive components of Africa's rich and diverse culture, arts and heritage can significantly advance adequate nutrition and food security. Nutrition security is paramount in the preservation of nutritious indigenous foods that promote sustainable and healthy food systems. Consumption of staple and indigenous African foods has the potential to contribute to good health and nutrition of the African population. Ultimately, the intake of healthy indigenous foods will contribute to the reduction of the risk of Non-communicable diseases (NCDs). NCDs are a major health challenge, impacting a growing number of Africans. According to the World Health organization (WHO), in 2015, NCDs killed 3.1 million people in the African region up from 2.4 million in 2010.

II. INTRODUCTION

Aspiration one (1) of the African Union (AU) [Agenda 2063](#) envisions a *prosperous Africa based on inclusive growth and sustainable development with goal three (3) highlighting the importance of healthy and well-nourished citizens*. Agenda 2063 further recognizes human capital development as a critical means to deliver the vision of an integrated, prosperous and peaceful continent, and therefore investments in Africa's people is fundamental. Human capital is key for development as it leads to improved lives for individuals, higher earnings and improved incomes for countries. Under this backdrop, H.E. President Alassane Quatarra, the President of the Republic of Côte d'Ivoire, **(EX.CL/1266(XXXVIII))** submitted a proposal to have the African Union (AU) [theme for the Year 2022](#) dedicated to strengthening the fight against malnutrition in all its forms.

[The proposed theme was launched by the 35th Ordinary Session of the AU Assembly](#) (Assembly/AU/Dec. 813(XXXV) of the Union in February 2022 by the title "*Strengthening Resilience in Nutrition and Food Security on the African Continent: Strengthening Agri-Food Systems, Health and Social Protection Systems for Acceleration of Human, Social and Economic Capital Development.*"

III. DIGITAL ACTIVATION

In a bid to achieve the goals of the 2022 theme of nutrition, the Commission and other stakeholders have commenced the implementation of the roadmap including the various communication and activities for the theme in 2022.

One of the key events to be marked in 2022 is Africa Day which will be celebrated under the AU Theme “*Strengthening Resilience in Nutrition and Food Security on the African Continent: Strengthening Agri-Food Systems, Health and Social Protection Systems for Acceleration of Human, Social and Economic Capital Development.*”

Africa Day is observed annually on May 25 to commemorate the founding of the Organisation of African Unity (OAU) which was created on 25 May 1963. It is the precursor of the African Union (AU). In commemorating Africa Day 2022, the African Union Commission will celebrate Africa’s indigenous foods, their diversity and the nutritional value that comes from them.

The World Nutrition Day is marked annually on May 28 and comes just 3 days post the Africa Day providing an opportunity to extend the digital activation. The World Nutrition Day aims to create awareness about global cuisines, cultures and inclusivity.

IV. OBJECTIVES

The main objective of the digital activation is to provide; information on the diverse indigenous foods and how their consumption can contribute to adequate nutrition for optimum health in Africa.

1. To promote African identity through staple and indigenous foods and their nutritional value as prepared by communities
2. To showcase the significance and connectivity of food and agriculture throughout different communities and cultures on the continent
3. To foster linkages and action in support of both the food systems through the culinary arts, education on food and nutrition

Outputs

1. Appreciated dietary diversity of local recipes in enhancing good nutrition at national and local levels
2. Continental engagement in the promotion of good nutrition, African diversity, cultures, and indigenous food patterns
3. An improved understanding of indigenous foods, their nutrition value and elevated motivation and commitment towards greater investments in nutrition and food security in Africa

V. TARGET AUDIENCE

All the main stakeholders of the African Union and its Member states, governments, policymakers and the public at large

VI. FORMAT

This digital activation will take place within the auspice of AUC social media space as part of sustaining the annual Africa day publicity. Digital posters will be shared with an image of popular indigenous food from all the 55 member states respectively. It will also include the AU and theme of the year logo and the hashtag #YearOfNutrition. A Twitter chat conversation will also be generated to increase the online engagement.

VII. CHANNELS TO BE USED

African Union Website and social media pages @_AfricanUnion

#Hashtags

#YearOfNutrition

Twitter Handles to be tagged

1. African Union - @_AfricanUnion
2. Health, Humanitarian Affairs and Social Development - @AU_HHS
3. AfDB-ALN - @AfDB_Group
4. CERFAM - @WFP_CERFAM
5. FAO - @FAO
6. BM Gates - @gatesfoundation
7. WHO - @WHOAFRO @WHO
8. WFP - @WFP
9. Canada - @CanadaDev
10. UNICEF - @UNICEFAfrica @UNICEF
11. IFAD - @IFAD
12. Africa Early Childhood Networks- @af_ecn
13. Aliko Dangote Foundation - @AlikoDangoteFdn
14. UNECA - @ECA_OFFICIAL
15. Nutrition International - @NutritionIntl
16. The International Food Policy Research Institute (IFPRI) @IFPRI
17. AMREF- @Amref_Worldwide

VIII. LANGUAGES

The official language to be used will be english

IX. TONE OF COMMUNICATION

Educative, compelling, engaging, sensitizing and persuasive

X. DELIVERABLES AND SIZES

The visuals, infographics

XI. MANDATORY ELEMENTS

African Union and theme of the year logos are always used together in different languages. AU logo on the top left, theme logo on the top right.

XII. WHAT DO WE WANT OUR AUDIENCE TO SAY AFTER SEEING THE MESSAGES?

1. Increased consumption of African indigenous foods is imperative in boosting nutrition and health
2. African Union is a trusted source of information on nutrition and food security in Africa

XIII. MONITORING AND EVALUATION (M&E) OF THE ACTIVATION

The digital activation will be measured using the following metrics

1. Reach
2. Reaction to posts and engagement
3. The number of participants

Information collected will inform decision-making for policy and national and global learning.

XIV. CONTACT PERSON

In case of any questions, kindly contact: Dorothy Njagi at njagid@africa-union.org and Ms. Janet Faith Adhiambo via ochiengj@africa-union.org

ANNEX

Twitter Chat Questions

Q.1 Africa Day is observed annually to commemorate the founding of the Organisation of African Unity (OAU). When was the event created?

- a. 25 May 2002
- b. 25 May 1963**
- c. 25 May 1958
- d. 25 May 2022

Q.2 Indigenous foods are plant and animal-based foods that are naturally existing and produced in specific locations and consumed as part of traditional diets. Which of the following is not plant based

- a. Native potatoes
- b. Okra
- c. Tilapia**
- d. Eggplant

Q.3 Which of the following is not a challenge caused by the poor quality of diet

- a. Overweight

- b. Obesity
- c. **Boosted immunity**
- d. Non-Communicable diseases

Q.4 Who of the below personalities is the African Union Champion on Nutrition

- a. Macky Sall President of Senegal
- b. **His Majesty King Letsie III Head of State of the Kingdom of Lesotho**
- c. Félix Antoine Tshisekedi Tshilombo President of the Democratic Republic of the Congo
- d. Matamela Cyril Ramaphosa President of South Africa,

Q.5 Which of the C's does not affect the outlook of nutrition and food security in Africa?

- a. Climate
- b. COVID-19
- c. Cost of food
- d. **Consuming nutritious food**