

WORLD HUNGER DAY 2019

May 28, 2019

Social Media Toolkit

Theme: Sustainability is Key

Hashtags: #WorldHungerDay and #SustainabilityIs

Website: www.worldhungerday.org



On May 28, 2019, celebrate the 9th Annual World Hunger

Day! Together, we can raise awareness for the 821 million people living in chronic hunger worldwide. World Hunger Days is a time to highlight the critical need for sustainable solutions to hunger and poverty and to inspire *everyone* to be a part of the solution!

Hunger is not just about food. Hunger and poverty are inextricably linked to a nexus of issues including: the rights of women and girls, income opportunities, health, education, social justice, the environment and climate change. At the heart of all these issues is one thing: people.

The end of hunger and poverty is possible when solutions are community-led — by and for the people living in conditions of chronic hunger, empowered as the agents of their own development working toward lasting, sustainable systemic change.

That's why this year's theme for World Hunger Day is *Sustainability*.

Sustainability means different things to different communities. What does it mean to you? During the month of May, and on World Hunger Day itself, we encourage communities, individuals, organisations and businesses to use the hashtag #SustainabilityIs and tell the world what sustainability means to you. Write a post, share a photo, or a video!

Examples:

#SustainabilityIs vital. I am conscious of my actions and my impact on the world and stand in solidarity with the end of hunger this #WorldHungerDay

#SustainabilityIs my commitment to recycling in my community. On #WorldHungerDay I support the sustainable end of world poverty

#SustainabilityIs NOW. Together we can be the generation to end hunger by 2030. This #WorldHungerDay I stand for the sustainable end of hunger.



Facts and Figures

Sourced from SOFI 2018 unless otherwise indicated.

- 821 million people were chronically undernourished in 2018 — approximately one in nine people around the world.
- Globally, the number of people who suffer from hunger has been growing over the past three years, returning to levels from almost a decade ago due in large part to “climate shock,” which is proving just as detrimental to food security as major conflict.
- In sub-Saharan Africa an estimated 23.2% of the population – or between one out of four and one out of five people in the region – suffered from chronic food deprivation in 2017.
- Nearly 151 million children under five – over 22%– were affected by stunting in 2017. Asia had the greatest number of children affected by stunting, with 83.6 million children afflicted.
- Climate variability and extremes are a key driver behind the recent rise in global hunger and one of the leading causes of severe food crises.
- Hunger is significantly worse in countries with agricultural systems that are highly sensitive to rainfall and temperature variability and severe drought, and where the livelihood of a high proportion of the population depends on agriculture.
- In 34 countries facing food crises in 2017, 76% of the population (nearly 95 million people) were also affected by climate shocks and extremes.
- In Africa, Asia and Latin America, the prevalence of severe food insecurity is higher among women, with the largest differences found in Latin America.
- One in three women of reproductive age is anaemic.

Social Media Guide

Official Hashtags: #WorldHungerDay #SustainabilityIs

Other popular hashtags include #WHD, #WHD2019, #endhunger #zerohunger

Please also tag the official @WorldHungerDay Twitter in your posts where possible and we will re-tweet!

Below is a month’s worth of content for social media. Let’s transform the whole of May into a worldwide discussion on sustainable solutions to hunger and poverty!



General

Facebook/Instagram/Twitter

- Solutions to ending hunger must be sustainable locally, socially, economically and environmentally. Advocate for sustainable solutions today! #WHD2019 #WorldHungerDay #SustainabilityIs worldhungerday.org
- Ending chronic hunger sustainably is about lifting up and celebrating human dignity. Learn how you can help women and men become the agents of their own development at www.worldhungerday.org/ #WorldHungerDay
- In honor of #WorldHungerDay on May 28, we're taking the whole month to talk about sustainability and sustainable solutions to hunger and poverty. #SustainabilityIs vital! What does sustainability mean to you? Share your #SustainabilityIs message today!
- It's World Hunger Day on May 28! We're sharing what #SustainabilityIs. The sustainable end of hunger can only happen when communities who are living in poverty are empowered to become agents of their own development and change their future. What does #sustainability mean to you? #WorldHungerDay
- #SustainabilityIs empowering communities, building resilience to climate change, social justice, creating work and education opportunities, better health. All of these lead to the sustainable end of hunger. Share this post and join in the conversation this #WorldHungerDay! worldhungerday.org
- What does #sustainability mean to you? Is it recycling, or being mindful of your impact on the environment? Share what #SustainabilityIs to you this World Hunger Day.
- What actions do you take in your community as part of your commitment to sustainability? This #WorldHungerDay share your #SustainabilityIs message and be part of the movement for the sustainable end of world hunger. + link to statement

Empowering Communities

Facebook/Instagram

- #SustainabilityIs empowering people to end hunger in their communities for good. Believe in a world where women, men, and youth can discover their voice, assert their rights, and mobilize action to achieve their aspirations.
- "Never doubt that a small group of thoughtful, committed citizens can change the world; Indeed, it's the only thing that ever has." - Margaret Mead. When we empower communities to become agents of their own development, we can help end hunger & poverty. This #WorldHungerDay we are celebrating #sustainable solutions to hunger and poverty. #SustainabilityIs EMPOWERMENT! worldhungerday.org



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Twitter

- #Sustainabilitys empowering people to end hunger for their communities for good. This #WorldHungerDay we celebrate them and sustainable solutions to hunger and poverty. #WHD2019 #WHD
- #Sustainabilitys listening to communities. Advocate for communities where women, men, and youth can discover their voice, assert their rights, and mobilize action to achieve their aspirations.
- Stand together with communities ending hunger this #WorldHungerDay. worldhungerday.org
- “Never doubt that a small group of thoughtful, committed citizens can change the world; Indeed, it’s the only thing that ever has.” - Margaret Mead. When we empower communities to become agents of their own development, we can help end hunger & poverty. #WorldHungerDay

Empowering Women

Facebook/Instagram

- Around the world, study after study shows that when women are empowered there is increased agricultural production, lower childhood malnutrition, lower child mortality, and more children in school — especially girls! Join us in celebrating World Hunger Day and sustainable solutions to hunger and poverty and SHARE THIS POST! #Sustainabilitys #WorldHungerDay #WHD #WHD2019 worldhungerday.org
- Did you know that women make up 43% of farmers in developing countries? If we closed the agricultural #gendergap by providing women farmers more resources, we could reduce the number of hungry people by 100-150 million. This #WorldHungerDay, join us in spreading awareness of sustainable solutions to hunger and poverty. Share this post! #Sustainabilitys #WorldHungerDay worldhungerday.org
- 60% of the world’s hungry are women. This World Hunger Day, let their voices be heard. Empower women to unleash their leadership in their communities, and have access to training and skills to improve their lives, and support their families. This #WorldHungerDay, #Sustainabilitys empowering women. worldhungerday.org

Twitter

- #SustainabilitysEmpowerment Around the world, studies show that when women are empowered there is increased agricultural production, lower childhood malnutrition, lower child mortality and more children in school — especially girls!
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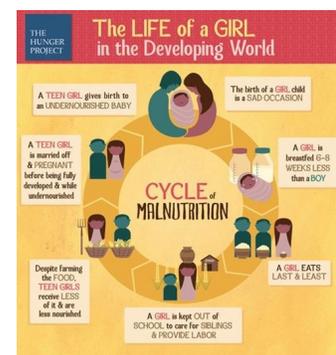
www.worldhungerday.org

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Empowering Girls

Facebook/Instagram/Twitter

- #WorldHungerDay on May 28th highlights sustainable solutions to hunger and poverty. #ChildMarriage harms a girl's development and perpetuates the "Cycle of Malnutrition." Help us end child marriage to end hunger. #Sustainabilitys (Full image available [here](#))
- Holistic, #sustainable solutions to ending hunger means addressing the hidden causes of hunger including #childmarriage. Did you know that 1 in 7 girls aged 15-17 are already married? This #WorldHungerDay, help us spread awareness.



Education

Facebook/Instagram

- Education & literacy are crucial to breaking the cycle of poverty that leads to hunger! #Sustainabilitys empowering communities with educational initiatives for all ages, from preschools to adult literacy classes, to help end hunger. Help us raise awareness of this #WorldHungerDay, May 28! SHARE THIS POST.
- #Sustainabilitys giving everyone access to #education. When people achieve education & literacy, they can make better choices on nutrition and health for themselves and their families. Join us for #WorldHungerDay on May 28 celebrating sustainable solutions to hunger and poverty. worldhungerday.org
- Research has shown that improving women's education reduces child malnutrition by 43%, while increasing food availability reduces child malnutrition by only 26%. Education is KEY! For #WorldHungerDay on May 28, we're spreading awareness of sustainable solutions to hunger and poverty. #Sustainabilitys education & literacy. Share this post!



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- Research has shown that improving women's education reduces child malnutrition by 43%, while increasing food availability reduces child malnutrition by only 26%. This #WorldHungerDay, we're raising awareness of sustainability solutions to hunger and poverty.

Environment and Climate Change

Facebook/Instagram

- #SustainabilityIs promoting sustainable farming practices to end the cycle of hunger and poverty. #WorldHungerDay #WHD #WHD2019
- #SustainabilityIs reforestation. Reforestation controls soil erosion and creates entrepreneurial income for communities. On #WorldHungerDay share this message and support the sustainable end of hunger and poverty. #WHD #WHD2019
- #SustainabilityIs talking about climate change. Hunger is significantly worse in countries with agricultural systems that are highly sensitive to rainfall and temperature variability and severe drought, and where the livelihood of a high proportion of the population depends on agriculture. #WorldHungerDay
- "Mother Earth - our only home - is under pressure... Without a sustainable environmental base, we have little hope of reducing poverty and hunger." - Ban Ki Moon. #Climatechange disproportionately affects our most vulnerable communities. Changing temperatures reduce crop yields and stress water supplies, resulting in #malnutrition and #hunger. On #WorldHungerDay May 28, help us spread awareness of sustainable solutions to hunger and poverty. #SustainabilityIs worldhungerday.org
- Did you know that a lack of #cleanwater and #sanitation can lead to #hunger? #SustainabilityIs empowering communities around the world to develop #sustainable solutions that increase access to clean water and provide proper sanitation facilities. Join us this #WorldHungerDay, to highlight sustainable solutions to hunger and poverty and spread awareness by sharing this post!



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- #Sustainabilitys talking about climate change. Hunger is significantly worse in countries with agricultural systems that are highly sensitive to rainfall, temperature variability and severe drought, and where the livelihood of most of the population depends on agriculture. #WHD
- #Climatechange increases the frequency of droughts, floods and natural disasters. Help us make communities more resilient to climate change through #sustainable agricultural solutions. #Sustainabilitys #WorldHungerDay
- This #WorldHungerDay, we're promoting #sustainable solutions to hunger and poverty. Did you know that #climatechange can cause #malnutrition? Changing climate patterns can result in lower crop yields and water supplies for irrigation. Find out more: www.worldhungerday.org
- "Mother Earth - our only home - is under pressure... Without a sustainable environmental base, we have little hope of reducing poverty and hunger." - Ban Ki Moon. #Climatechange disproportionately affects our most vulnerable communities. #Sustainabilitys #WorldHungerDay #WHD
- Did you know that a lack of #cleanwater and #sanitation can lead to #hunger? #Sustainabilitys empowering communities around the world to increase access to clean water and provide proper sanitation facilities. Join us this #WorldHungerDay in raising awareness, please share!

Additional Links and Resources

- World Hunger Day Website: <http://worldhungerday.org/>
- World Hunger Day Twitter: <https://twitter.com/worldhungerday>
- [World Food Programme: Women and Hunger](#)
- [FAO's The State of Food Insecurity and Nutrition in the World \(2018\)](#)
- [FAO's Gender and Food Loss in Sustainable Food Value Chains \(2018\)](#)
- [UNICEF's Progress for Every Child in the SDG Era \(2018\)](#)

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