

SWEET POTATO

on the menu

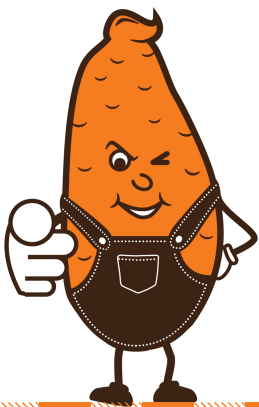
NUTRITION

on the agenda

25 million children can avoid the devastating effects of malnutrition in just four years. But it won't happen without you. To get nutrition on the agenda of the world's most powerful leaders, participation is the name of the game. Every action counts.

Share the facts about malnutrition, reveal the transformational effect of the sweet potato and other proven nutrition interventions, and inspire your friends, family, co-workers and community to act with ONE on World Food Day, October 16, 2012.

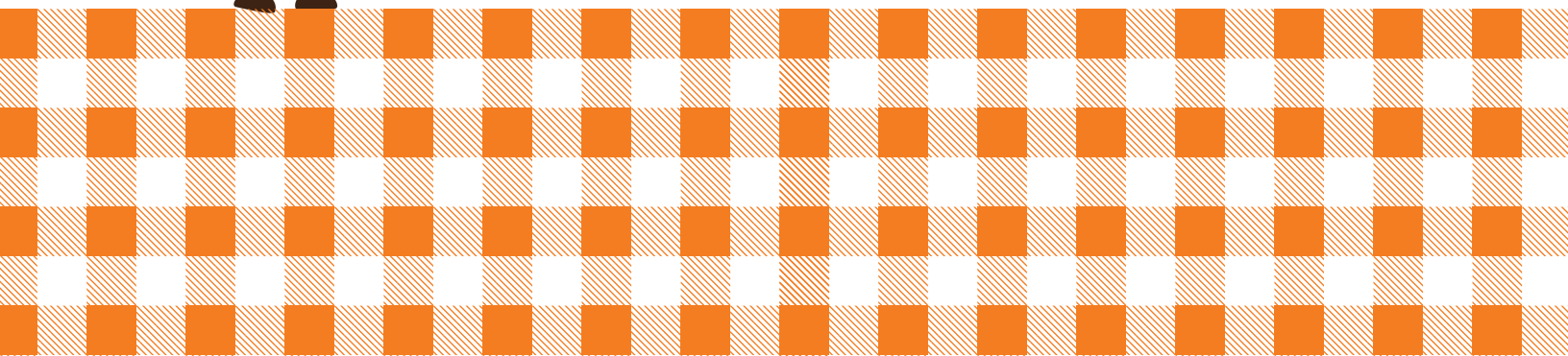
Are YOU ready to turn up the HEAT on malnutrition?



ACTION KIT

Here are the tools to get you started!

ONE



The problem

One billion people suffer from chronic malnutrition. This silent, insidious killer is responsible for the deaths of 3.5 million children this year alone. Survivors are not spared. Lack of proper nutrition can lead to irreversible brain damage, and stunted growth. Stunted children may never regain the height and weight lost, and many of their vital organs never fully develop, leading to myriad medical problems and premature deaths. The physical toll poor nutrition places on developing communities directly impacts the economy. A malnourished society is an economically anaemic one. Citizens can lose more than 10% of their productivity in their lifetime.

Despite the magnitude of this disaster, we've made little progress in fighting it. The nutrition challenge has been everyone's job and no one's, falling between the cracks of health, agriculture, social protection and humanitarian assistance. This needs to change.

ONE is a grassroots advocacy organization that fights extreme poverty and preventable disease by raising public awareness. Cofounded by Bono, ONE is backed by more than 3 million members. We hold world leaders accountable for the commitments they've made to fight extreme poverty, and we campaign for better development policies, more effective aid and trade reform by signing petitions, making phone calls, writing letters, and meeting with our representatives on a local, national and international level. ONE is not a grant-making organization and we do not solicit funding from the general public. At ONE, we're not asking for your money, we're asking for your voice.

The campaign

SWEET POTATO
ON THE MENU
NUTRITION
ON THE AGENDA

ONE's campaign, launching September 13 and culminating on World Food Day 2013, aims to get nutrition on the global agenda. We want leaders in both donor and developing countries to commit to - and deliver on - the new World Health Organization target to reduce stunting by 40% and to help save 25 million children from malnutrition by 2016.

To achieve these goals, we need you to help us recruit the world to action with an unassuming and familiar symbol: the sweet potato. Easy to grow, and packed with vitamin A, the sweet potato is doing its small part to help curb the nutrition crisis. It's time our world leaders did the same. Chefs, foodies, celebrities and athletes will help raise the profile, but real change won't happen without you!

#RECIPE4CHANGE

Learn

The Facts

- In 2010, 171 million children were chronically malnourished – more than 8 times the total number of children in the United States
- Malnutrition causes one out of every three child deaths – more than 3.5 million deaths – every year.
- More than 600,000 children die each year from vitamin A deficiency (something that innovations like the biofortified orange-fleshed sweet potato could help to combat).
- The economic toll of malnutrition causes the loss of 2-3% of GDP in affected countries.

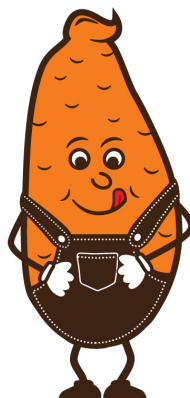
The Opportunity

ONE calls on world leaders to help save 25 million of the world's poorest children from chronic malnutrition by 2016 and for each country to make a measurable, meaningful commitment to a portion of this global goal.

Act

On October 16, join thousands of ONE members in a day of coordinated action that our world leaders won't be able to ignore. Pick from the menu of options to help build momentum leading up to ONE's Day of Action,

World Food Day 2012.



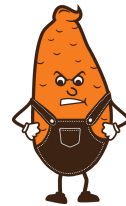
THE HEAT TWEET

October 16, 2012

4PM GMT/UTC, 5PM BST, 6PM CET

Using the hashtag **#recipe4change**, thousands of ONE members will spread the message over Twitter:

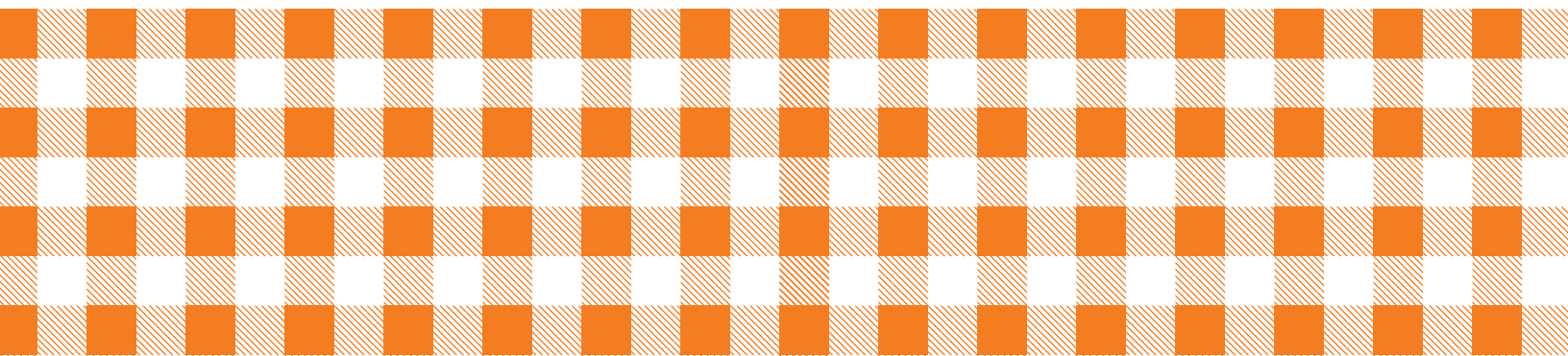
Put nutrition on your political agenda.



We're calling this coordinated effort the "Heat Tweet."

- Tag **@ONEcampaign** and use **#recipe4change** to make sure we see your pictures and recipes on Instagram, Facebook and Twitter

World leaders won't be able to ignore the collective action of thousands of ONE members!



Act

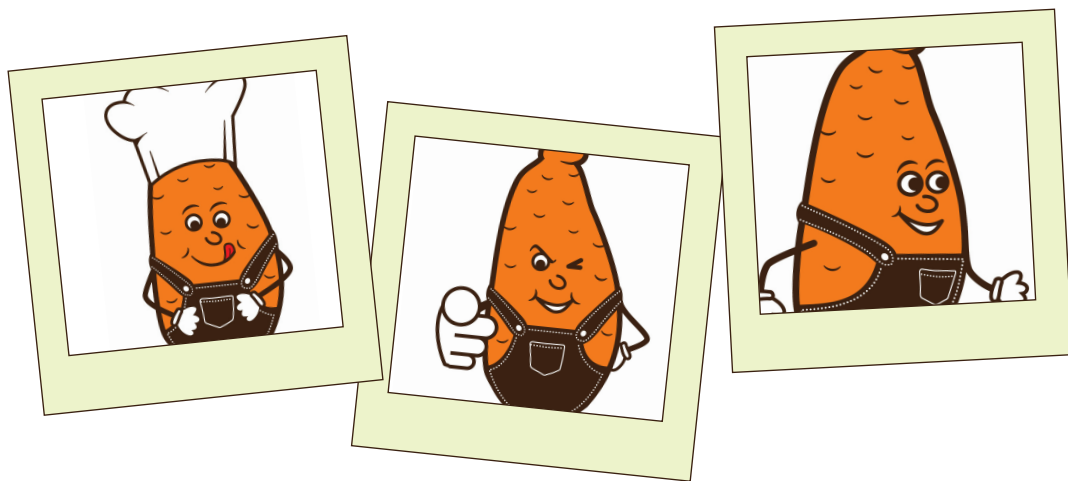


Got Two Minutes?

Pressed for time?

Here are some super simple actions you can take!

- Go to **ONE.ORG/ACTNOW** and sign the petition calling on world leaders to put nutrition on the agenda.
- Like ONE on **Facebook** and keep up with all the campaign activities
- Submit your sweet potato recipe to ONE's "Recipe 4 Change" cookbook on **Tumblr** at <http://recipe4change.tumblr.com/>
- Post a photo of you eating or cooking a sweet potato dish on **Instagram** using the hashtag **#recipe4change**. Use recipes from our cookbook on **Tumblr** to get started.



Act



Got more Time?

Host a Party

Get the party started! Invite your friends and family to a World Food Day party (October 16th). Share your “Heat Tweets” – and tweet some more using **#recipe4change!** – over a big basket of sweet potatoes.

Take a sweet break with co-workers

Bake some yummy and nutritious sweet potato muffins for your co-workers and invite them to discuss facts about hunger and malnutrition in the developing world. Encourage your team to create their own “Heat Tweets” using the hashtag **#recipe4change.**

Gather your co-workers together for lunch

Eat in: Find a yummy sweet potato casserole recipe (or use the one provided in our tool kit) and gather your co-workers together for a yummy and nutritious lunch. Share some facts about hunger and malnutrition in the developing world and encourage them all to participate in the “Heat Tweet” by sending out a message with the hashtag **#recipe4change.**

Eat out: Work with a local chef or restaurant to feature a sweet potato dish as the special-of-the-day. Download our display stands and place them on the restaurants tables to educate customers and mobilize the masses to participate in the “Heat Tweet.”

Other ideas

Spice up Pack Lunches. Give your children's pack lunches a healthy lift with some yummy sweet potato wedges. You can find lots of great recipes online or use something from ONE's Tumblr page:

<http://recipe4change.tumblr.com/>

Host a 'Supper Club' or 'Pot-Luck'

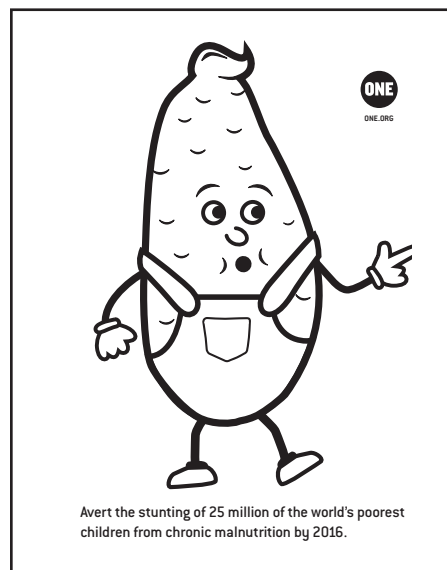
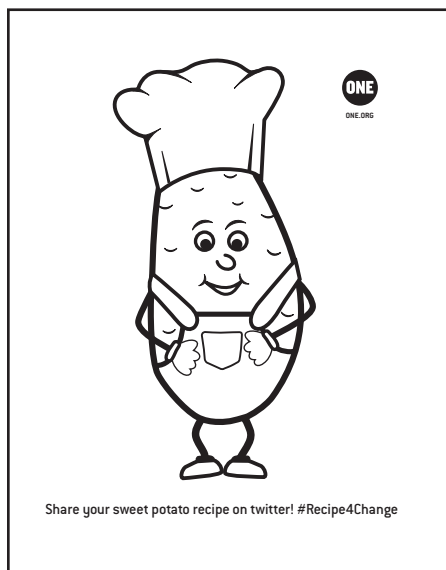
Gather a group of your friends or neighbours together for lunch or dinner and serve a sweet potato dish of your choice. Show ONE's Living Proof video about the transformational power of the sweet potato and teach your guests about hunger and malnutrition in the developing world. End the evening with a moment of action by tweeting the hashtag **#recipe4change**.

Engage Your School or College

Get your local cafeteria to put sweet potatoes on the menu and get your fellow students/professors to put nutrition on the agenda by engaging in the "Heat Tweet." Speak to your cafeteria chefs and ask them to serve sweet potatoes. Then print out the display stand and place them on the cafeteria tables. You can also print the petition form and ask people to sign the petition.

Colour with your Children

Do your children like to colour? Give them ONE's sweet potato character to copy or colour in, and upload a photo of their artwork to Instagram, Facebook or Twitter. Tag **@ONEcampaign** and use **#recipe4change** to make sure we see it!



Inspire

Not sure how to inspire your friends, colleagues or family to participate in the “Heat Tweet” or your ONE Day of Action event?

Here are some ideas:

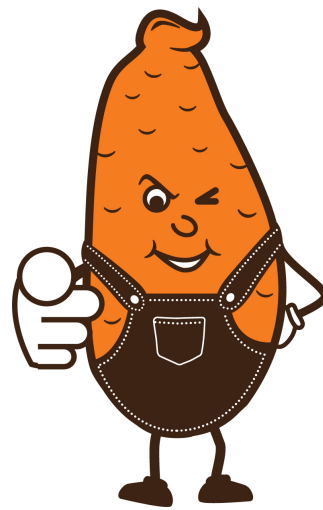
- Educate them with information on the campaign and fast facts
- Show them a video featuring a sweet potato farmer in Tanzania
- Host an event or party using one of our suggested event planning ideas

Additional Resources

- Event posters
- Colouring book

Are YOU ready to turn up the HEAT on malnutrition?

www.one.org/actnow



Additional Resources

Want to learn more? Here are some additional resources:

Reading:

ONE's policy paper

The Last Hunger Season: A Year in an African Farm Community on the Brink of Change by Roger Thurow

Endless Appetites: How the Commodities Casino Creates Hunger and Unrest by Alan Bjerga, 2011

Stuffed and Starved: The Hidden Battle for the World Food System, by Raj Patel, 2008

Hungry Planet: What the World Eats by Peter Menzel, 2007

Enough: Why the World's Poorest Starve in an Age of Plenty by Roger Thurow and Scott Kilman, 2010

Changing the Face of Hunger: The Story of How Liberals, Conservatives, Republicans, Democrats, and People of Faith are Joining Forces in a New Movement to Help the Hungry, the Poor, and the Oppressed by Tony Hall, 2006

Unbowed: A Memoir by Wangari Maathai, 2007

Exodus from Hunger: We Are Called to Change the Politics of Hunger by David Beckmann (2010)

Video:

Check out ONE's top videos on Sweet Potatoes and Nutrition

http://www.youtube.com/playlist?list=PL6LFs_QnWsysniKYPEtbiAHgLotX_LVP3&feature=plcp

Arthur Potts Dawson: A vision for sustainable restaurants

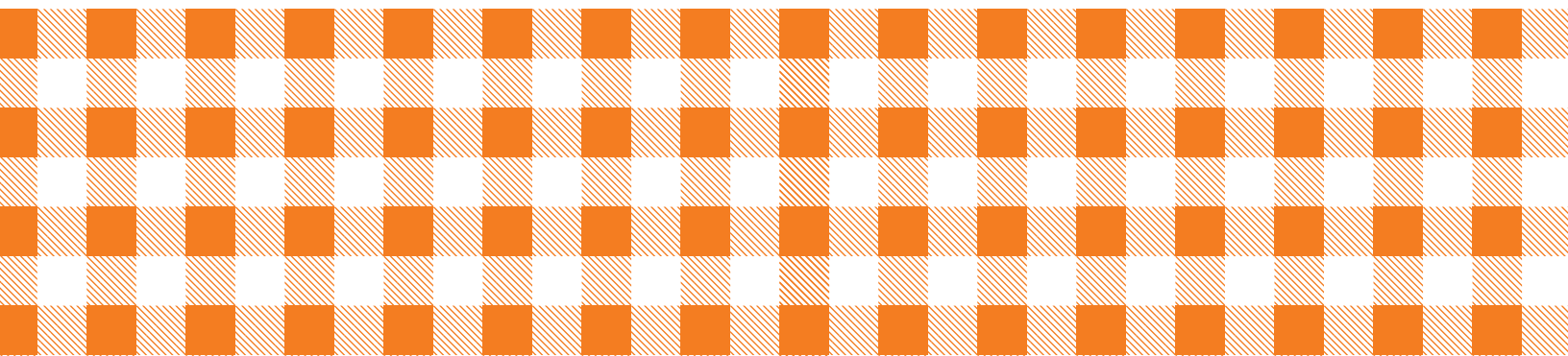
http://www.ted.com/talks/arthur_potts_dawson_a_vision_for_sustainable_restaurants.html

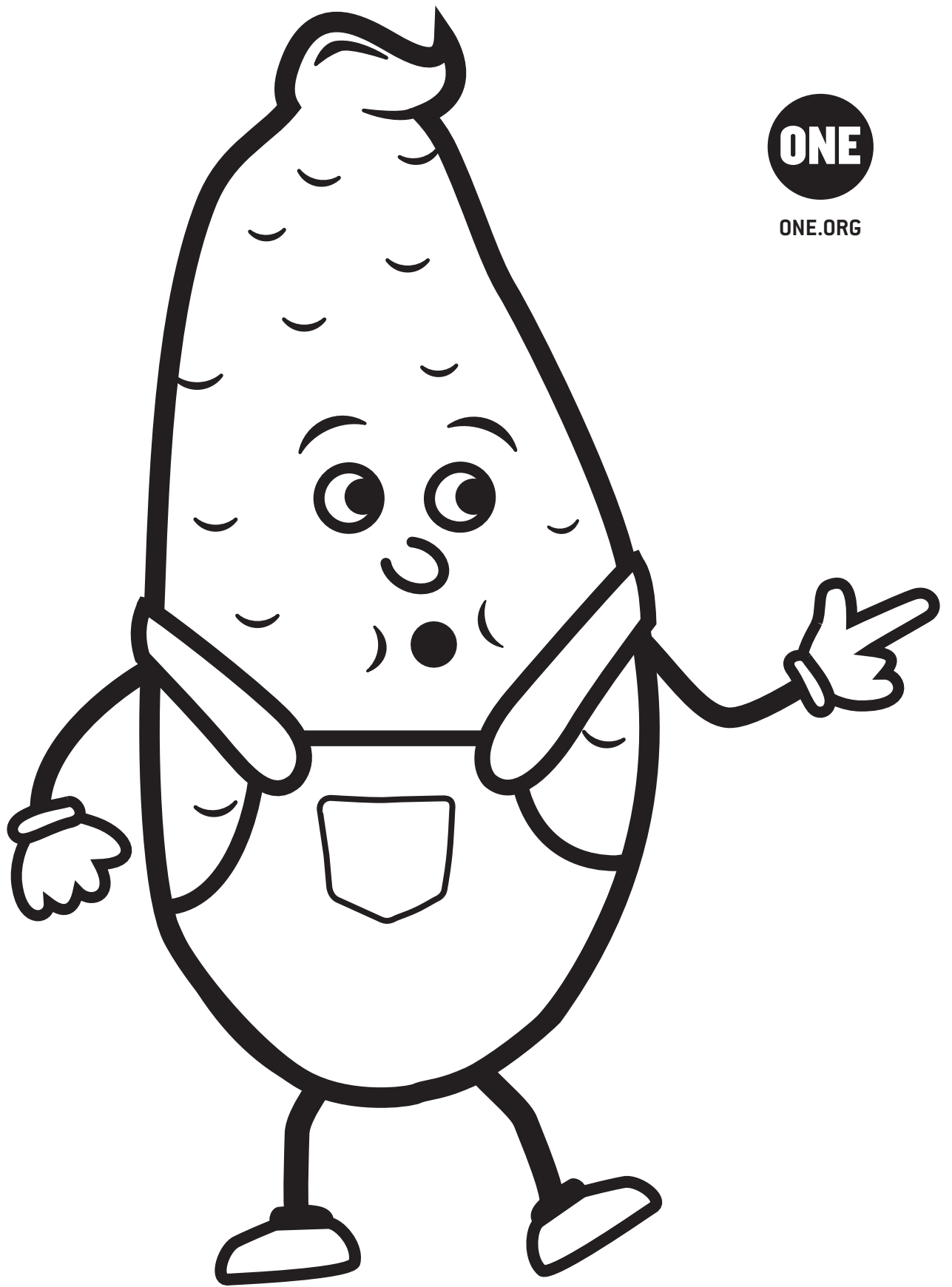
Ellen Gustafson: Obesity + hunger = 1 global food issue

<http://www.youtube.com/watch?v=Z7CtKDNf2RI>

Louise Fresco: Feeding the Whole World

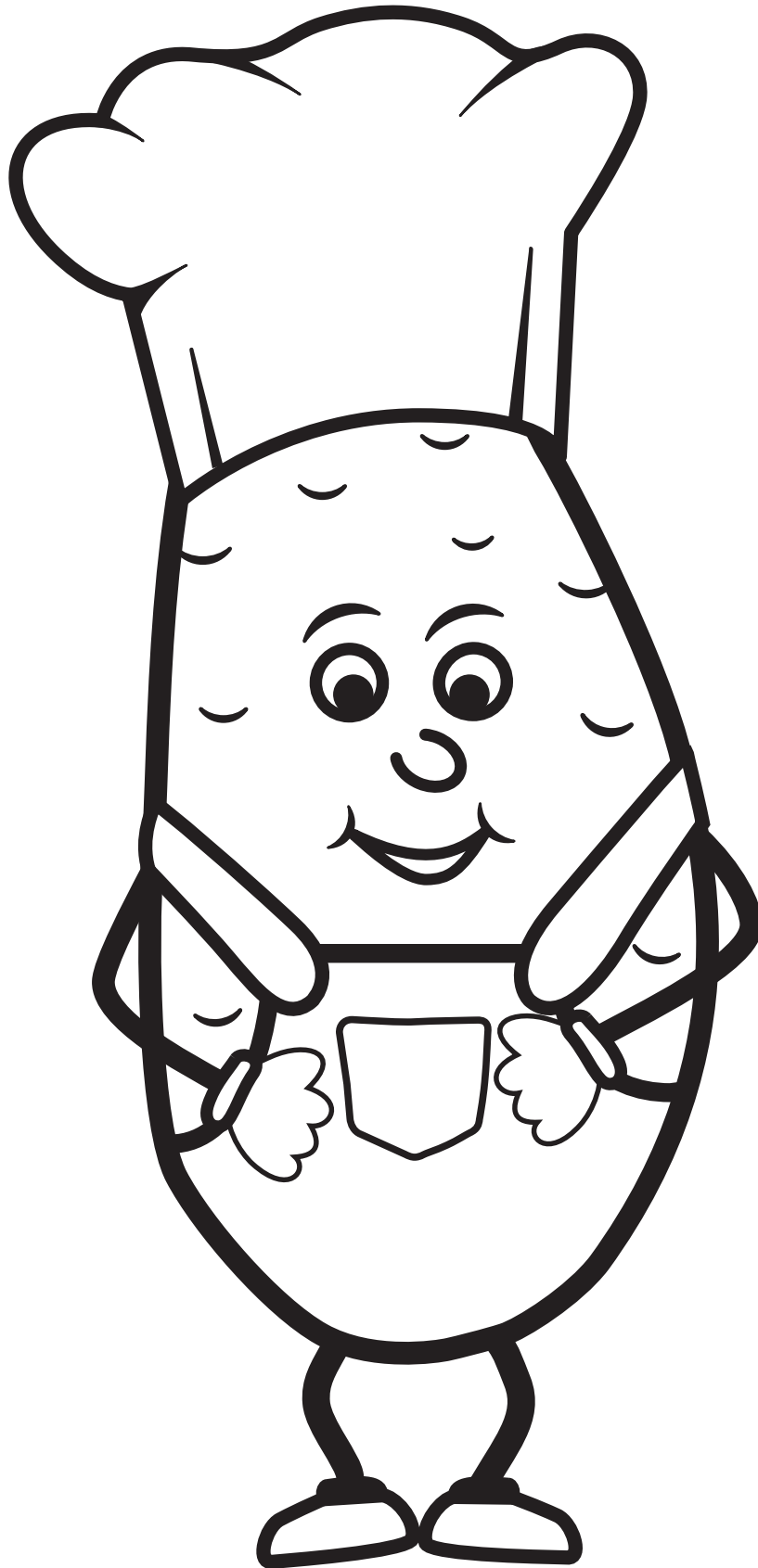
http://www.ted.com/talks/lang/eng/louise_fresco_on_feeding_the_whole_world.html





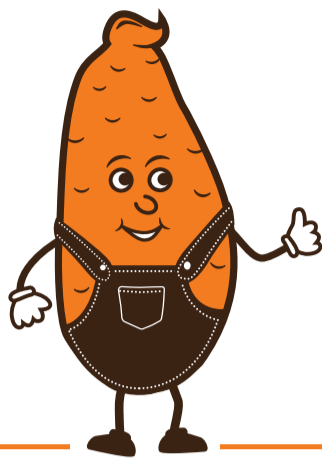
ONE.ORG

Avert the stunting of 25 million of the world's poorest children from chronic malnutrition by 2016.



ONE.ORG

Share your sweet potato recipe on twitter! #Recipe4Change



#RECIPE4CHANGE

SWEET POTATO

ON THE MENU

NUTRITION

ON THE AGENDA

Date:

Time:

Place:

RSVP:

ONE.ORG



DEAR WORLD LEADERS,
 Help 25 million children reach their full potential through measurable commitments to reduce chronic malnutrition by 2016.

#RECIPE4CHANGE



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ONE.ORG