



2. SUN Strategy at a glance

An ambition snapshot for the second phase of the SUN Movement (2016-2020)



Vision

By 2030, a world free from malnutrition in all its forms. Led by governments and supported by organisations and individuals – collective action ensures every child, adolescent, mother and family can realise their right to food and nutrition, reach their full potential and shape sustainable and prosperous societies.

A transformational pathway










Goals

SUN Countries are striving to achieve the World Health Assembly targets for maternal, infant, and young child nutrition by 2025, in addition to relevant targets for preventing and controlling non-communicable diseases. These goals are at core of the International Conference on Nutrition 2 (ICN2) Framework for Action and are integral for achieving the Sustainable Development Goals (SDGs).



Contributing to the achievement of the SDGs

-  **40% reduction** in the number of children under-5 who are stunted
-  **50% reduction** of anaemia in women of reproductive age
-  **30% reduction** in low birth weight
-  **No increase** in childhood overweight
-  **Increase** the rate of exclusive breastfeeding in the first 6 months up to at least 50%
-  **Reduce and maintain** childhood wasting to less than 5%
-  **No increase** in overweight, obesity and diabetes (in adults and adolescents)

Reaching the SUN Movement's strategic objectives



1. Expand and sustain an enabling political environment



2. Prioritise and institutionalise effective actions that contribute to good nutrition



3. Implement effective actions aligned with Common Results



4. Effectively use, and significantly increase, financial resources for nutrition

Translating SUN Country ambition into results

To realise these objectives, in-country capabilities will be bolstered by the collective efforts of all in the SUN Movement – aligning behind the Movement’s vision and national nutrition priorities. **The core message is start with what exists and continuously improve – for impact.**

By 2020,	supported by the SUN Movement Lead Group, Executive Committee, Networks and Secretariat, all SUN Countries will:
Continuously improve country planning and implementation to end malnutrition	<ul style="list-style-type: none"> • have nutrition plans, endorsed at the highest level, with national nutrition targets and costed actions that guide collective implementation and resource allocation • regularly and transparently track budget allocations against plans and demonstrate better use of finance data through improved advocacy, planning and impact • increase resources for nutrition from both domestic and external sources • have systems to analyse and use quality data for decision making, accountability and advocacy • implement agreed actions at scale and demonstrate impact
Mobilise, advocate and communicate for impact	<ul style="list-style-type: none"> • have increased the salience of nutrition as a top policy, financing and institutional priority at national, regional and global levels • have increased implementation of social mobilisation, advocacy and behaviour change communication actions aligned with national priorities • more effectively communicate the economic, development and human impacts of malnutrition and the ways to improve it
Strengthen capacity for multi-sectoral and multi-stakeholder collaboration at all levels	<ul style="list-style-type: none"> • have multi-stakeholder partnerships for coordination at national levels • have all key stakeholders, including communities, making measurable contributions to scaling up nutrition • have aligned policy, legislation and regulations, in support of nutrition • ensure countries adopt an approach to prevent and manage conflicts of interest as they emerge • ensure consistent and sufficient investment in capacity strengthening by governments and partners
Ensure equity, equality and non-discrimination for all, with women and girls at the centre of efforts	<ul style="list-style-type: none"> • have equitable improvement in the nutrition status of all people, ensuring that no one is left behind • adopt policies that reduce nutritional inequities, especially among women and girls and eliminate discriminatory laws and practices • Strive to involve representatives from vulnerable communities in their decision-making processes

The SUN Movement's unique added value and Principles of Engagement

To support the realisation of these ambitions, the SUN Movement will continue to improve the delivery of its added value – as a multi-sectoral, multi-stakeholder space for sharing and learning, mobilising timely and effective technical assistance, and tailoring support for countries facing crises and with challenging contexts. At the core of these services, are the SUN Movement's Principles of Engagement, which guide the myriad of actors in mitigating conflicts of interest, and effectively working together to end malnutrition, in all its forms.

