



## **Cost of Malnutrition Technical Brief Social Media Toolkit**

### **Problem**

Malnutrition, in all its forms, imposes unacceptably high costs on individuals, families and nations. This is a major impediment to achieving the 2030 Sustainable Development Goals.

The estimated impact on the global economy could be as high as US\$3.5 trillion per year, or US\$500 per individual. These huge costs result from economic growth foregone and lost investments in human capital associated with preventable child deaths, as well as premature adult mortality linked to diet-related non-communicable diseases.

Further costs are incurred through impaired learning, poor school performance, compromised adult labour productivity, and the need for increased health care.

### **Opportunity**

Sustained reductions in malnutrition will significantly contribute to poverty alleviation and government budgetary savings.

Evidence also reveals the impressive economic benefits of investments associated with actions to improve food systems, diets and nutrition worldwide. Estimates suggest that a US\$18 return can be achieved for every US\$1 invested in reducing wasting and stunting. Policymakers are called to make decisions based on the known cost-effectiveness of immediate actions, bearing in mind future accrued costs if actions are delayed.

### **Call to Action**

The Global Panel calls for higher priority to be given to the costs of inaction and urges policymakers, particularly those in economic planning and finance ministries, to invest in nutrition and in actionable food and agriculture policies. This brief clearly shows the compelling economic case for investing in nutrition and why urgent action is needed to avoid wasting the capabilities and economic potential of our global populations.

### **Twitter**

**Hashtag:** #InvestInNutrition

**Handle:** @Glo\_PAN

**Brief page link:** <http://bit.ly/29UVkVW>

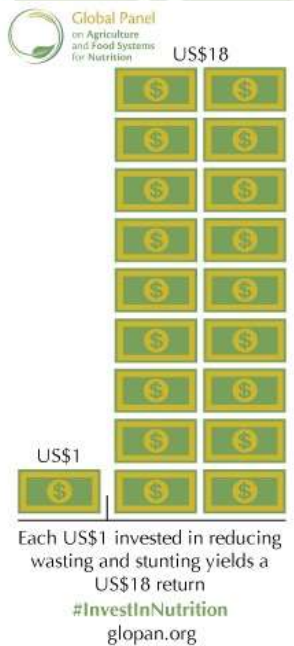
**Summary brief link:** <http://bit.ly/2aaCmuD>

## Share Our Story

### Suggested tweets

Please always include the report hashtag, handle and/or links in digital posts

#Nutrition is one of the best investments to make. So let's make it. #Malnutrition brief  
<http://bit.ly/29UVkVW> [+IMAGE BELOW]



Retrieve the image on the GloPAN Google Drive

To eradicate #stunting and all forms of #malnutrition by 2030, we must #InvestInNutrition #SDGs  
<http://bit.ly/29UVkVW> [+ IMAGE BELOW]



Retrieve the image on the GloPAN Google Drive

#InvestInNutrition, invest in a healthier future. #StopStunting #NutritionDecade

<http://bit.ly/29UVkVW> [+ IMAGE BELOW]



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We can no longer afford to ignore the burden of global #malnutrition. #InvestInNutrition

<http://bit.ly/29UVkVW> [+ IMAGE BELOW]



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# Share Panel Member's Quotes

## Suggested tweets

"#InvestInNutrition for significant & lasting #socio #economic gains" @jakufuor @Glo\_PAN

<http://bit.ly/29UVkVW> [+IMAGE BELOW]



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"Stunted children today=stunted economies tomorrow"@Akin\_adesina @Glo\_PAN

#InvestInNutrition <http://bit.ly/29UVkVW> [+IMAGE BELOW]



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Cost of #malnutrition: Why policy action is urgent [BRIEF] <http://bit.ly/29UVkVW> @thePHFI

@Glo\_PAN @AfDB\_Group [+IMAGE BELOW]



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