Building a Campaign to Rewrite History on Childhood Malnutrition

The Doctors Without Borders Experience
<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outpatient consultations</td>
<td>8,316,000</td>
</tr>
<tr>
<td>Antenatal consultations</td>
<td>784,500</td>
</tr>
<tr>
<td>Routine vaccinations</td>
<td>432,000</td>
</tr>
<tr>
<td>Patient admitted</td>
<td>472,900</td>
</tr>
<tr>
<td>Major surgical procedures</td>
<td>78,500</td>
</tr>
<tr>
<td>People vaccinated against measles</td>
<td>690,700</td>
</tr>
<tr>
<td>People vaccinated against meningitis</td>
<td>496,000</td>
</tr>
<tr>
<td>People treated for cholera</td>
<td>57,400</td>
</tr>
<tr>
<td>Malaria cases treated</td>
<td>1,642,800</td>
</tr>
<tr>
<td>Category</td>
<td>Number</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Women who delivered babies, including Caesarean sections</td>
<td>185,400</td>
</tr>
<tr>
<td>Relief kits distributed</td>
<td>61,000</td>
</tr>
<tr>
<td>Malnourished children treated in inpatient, outpatient, or supplementary feeding centers</td>
<td>347,800</td>
</tr>
<tr>
<td>New admissions to first or second-line TB treatment</td>
<td>30,780</td>
</tr>
<tr>
<td>Individual or group mental health consultations</td>
<td>191,300</td>
</tr>
<tr>
<td>Patients medically treated for sexual violence</td>
<td>10,600</td>
</tr>
<tr>
<td>HIV patients registered under care at end 2012</td>
<td>310,500</td>
</tr>
<tr>
<td>Liters of water distributed</td>
<td>197,000,000</td>
</tr>
</tbody>
</table>
**Institutions and Governments** – 9%  
$109,100,000

Other NGOs or Associations – 2%  
$21,200,000

**Individuals, Corporations, and Foundations** – 89%  
$1,106,800,000

**Total Revenue**  
$1,237,100,000

**includes ECHO and the governments of Canada, Germany, and the UK among others**
Total Revenue
$189,305,455

Foundations – 4.6%
$8,641,990

Corporations – 3.3%
$6,325,563

Individuals – 92.1%
$174,337,902

* No US Government funding
Beyond Niger: The Burden of Childhood Malnutrition

- Malnutrition accounts for 11% of disease burden
- Nearly 178 million children are underweight and 20 million suffer from severe acute malnutrition
- Every year, malnutrition is the underlying factor in the deaths of 3.5 million children under 5
Denotes Country with MSF Nutrition Program in 2009

- Countries with more than 15% acute malnutrition
- Countries with more than 10% acute malnutrition
- Countries with more than 4% acute malnutrition

* No data
UN Adopts New Treatment Strategy
June 2007

Although 25 countries adopted it, only about 5% of children with Severe Acute Malnutrition are on treatment.
How do we end this double standard?
Understand the change you want to make

- Why are we building this campaign?
- What is our core message?
- Who is our audience?
- Who can affect change?
- What networks can we leverage?
- Who would support us? What are their motives? Can we redirect these motives?
- What pressure points can we hit with our change agents?
- What are the weak points in our network? How can we compensate for these weaknesses?
Storytellers: Change the Visual Language of Childhood Malnutrition
LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, mobile communications and home appliances. The company’s home entertainment products, including LCD and plasma TVs, home theater systems and Blu-ray players, lead the market with their sophisticated designs and cutting-edge technology.

LG’s INFINIA line represents the pinnacle of home entertainment. INFINIA TVs provide the ultimate viewing experience - offering an elegant design, limitless content and seamless connectivity.
INTRODUCTION OF THE IDEA

- Select the best out of the VII pictures, and divide it into 30+ pieces
- Gather 30 people and have one person draw each piece to make a whole huge mosaic picture
- Use LG INFINIA as a part of the mosaic with its logo and the slogan “LIVE BORDERLESS™”
- Select one of the VII photos and make 100-piece jigsaw puzzles
- The image will be likely shown on the LG INFINIA with its logo and the slogan “LIVE BORDERLESS™”
- Give all jigsaw puzzles away to MSF and buy back some portions of them for LG’s media/consumer promotion
- Exhibit the huge mosaic pictures in landmark places of the UK
- Expose LG INFINIA logo and campaign slogan
- Invite media for photo coverage and on-site interview
- Collect contributions on site and use the jigsaw puzzle as a gift
Navigating the Politics of Sponsorship
"LG is sponsoring MSF's Starved for Attention campaign because we believe in MSF's values as a humanitarian organization and because LG shares MSF's global mindset and supports efforts to help people across cultural and geographic borders."

LG chose to work with MSF on Starved for Attention because we believe in the mission of alleviating childhood malnutrition and share certain core values with MSF.

- We are working with MSF based on its renowned medical and humanitarian efforts, driven by its global mindset and determination to help those most in need around the world.
- MSF has time and again demonstrated an unwavering commitment to their mission and we are inspired by their example.
- We want to provide infinite possibilities to children across borders by sponsoring the campaign in line with our vision with INFINIA.

LG is a good corporate citizen that believes in giving back to society and acting responsibly with regard to the environment.

- LG is a global company with operations in 115 countries and acts as a responsible global corporate citizen.
- Currently, LG is also working with the World Food Programme (WFP) and United Nations Environment Programme (UNEP).
- LG is working to be an environmentally sustainable company, reducing our impact in every stage of the product lifecycle from acquisition of raw materials and manufacturing to use and ultimately disposal.

LG is contributing $500K and over 40 of its flagship INFINIA TVs to help make MSF’s Starved for Attention campaign a success.

- A portion of LG’s financial contribution will directly support MSF’s programs that provide medical care to malnourished children.
- The $500,000 and INFINIA televisions are being used for a series of exhibitions that raise awareness of childhood malnutrition.
- LG’s flagship INFINIA TVs are the perfect canvasses for showing the movies and images captured by the talented photographers at VII.
Preserving the Integrity of the Work & Core Values
STARVED
FOR ATTENTION

The crisis of Childhood Malnutrition

LG INFINIA
Launch

STARVED FOR ATTENTION
The crisis of Childhood Malnutrition
“TERRIFYING NORMALCY”
ONE OF 195 MILLION STORIES OF MALNUTRITION

“FRUSTRATION”
ONE OF 195 MILLION STORIES OF MALNUTRITION

“The malnutrition that shouldn’t be”

Rewrite the Story
Centers of Influence
Picture Power
STARVED ACROSS BORDERS

A photo exhibition organized by Médecins Sans Frontières brings together portraits of childhood malnutrition from seven countries.
'Starved for Attention'

Nearly 200 million children are estimated to be suffering from malnutrition. Doctors Without Borders teamed with photojournalists from Vrij to explore these issues in a series of vivid images and interviews.
Every six seconds worldwide, a child dies from malnutrition. Despite this alarming fact, childhood malnutrition remains under-documented and fundamentally misunderstood, reports Doctors Without Borders. To draw attention to the crisis, they called upon experienced photojournalists to visit seven countries, from war zones to impoverished regions to emerging economies, to create the multimedia series “Starved for Attention.”
Campaign Tools

ORDER YOUR STARVED FOR ATTENTION ACTION KIT here

STARVED FOR ATTENTION
Social Media

STARVED FOR ATTENTION:
195 million stories of malnutrition. Rewrite the story.
starvedforattention.org
USAID recently procured 1,000 tons of ready-to-use therapeutic food to address severe malnutrition in the HornOfAfrica FWD strvd

in reply to @USAID

@MSF_USA
Doctors w/o Borders

@USAID Kids shouldn't have to be severely malnourished before they get nutritious foods that meet their needs. starvedforattention.org/blog/2011/06/2...

#STRVD
Public Engagement
Exhibitions
Outdoor Exhibits
Outdoor Exhibits
Public Engagement
Assessing Impact

• 146,000 petition signatures from 180 countries
• Media coverage in over 25 countries
• Events and exhibits in over a dozen countries (US, Canada, Ivory Cost, Burkina Faso, France, Italy, Luxembourg, Spain, Greece, Switzerland, Sweden, Belgium, Kenya, India)
• Increased pressure on US food aid reform to focus on quality
• Influence on content of US Government Accountability Office reports focusing on quality in food aid reform
Assessing Impact

• Shift in focus on nutrition quality – not quantity – in high-level government, UN, business leaders

• USAID Director to Christiane Amanpour: on ABC “This Week”: “I think we’ve all now recognized...that we need to move to higher quality, higher nutrition foods.”

• European Commission changing funding policies for food aid

• World Food Program, Unicef, and UNHCR all changed internal policies to ensure only nutritionally appropriate foods distributed to children under 2 in their programs
Five years into the campaign, where do things stand?

- Treatment of severe malnutrition with therapeutic foods has become standard of care due largely to UNICEF’s willingness to provide food supplements free-of-charge to Ministries of Health that devise treatment protocols.
- There are now more than 70 countries where children can receive treatment with therapeutic foods.
Five years into the campaign, where do things stand?

- The annual deliveries of therapeutic food supplements provide enough to treat approximately 2 million children annually, and there are more than 20 producers of RUTF in 2012, compared to just one in 2005.