

STARVED FOR ATTENTION

The Crisis of Childhood Malnutrition



195 million stories of malnutrition. Rewrite the story

**Building a Campaign to
Rewrite History on
Childhood Malnutrition**

*The Doctors Without Borders
Experience*



MSF by the numbers

Outpatient consultations

8,316,000

Patient admitted

472,900

People treated for cholera

57,400

Antenatal consultations

784,500

Major surgical
procedures performed

78,500

Malaria cases treated

1,642,800

Routine vaccinations

432,000

People vaccinated against measles
in response to an outbreak

690,700

People vaccinated against meningitis
in response to an outbreak

496,000

MSF by the numbers

Women who delivered babies,
including Caesarean sections

185,400

Relief kits distributed

61,000

Malnourished children treated
in inpatient, outpatient, or
supplementary feeding centers

347,800

New admissions to
first or second-line TB treatment

30,780

Individual or group
mental health consultations

191,300

Patients medically treated
for sexual violence

10,600

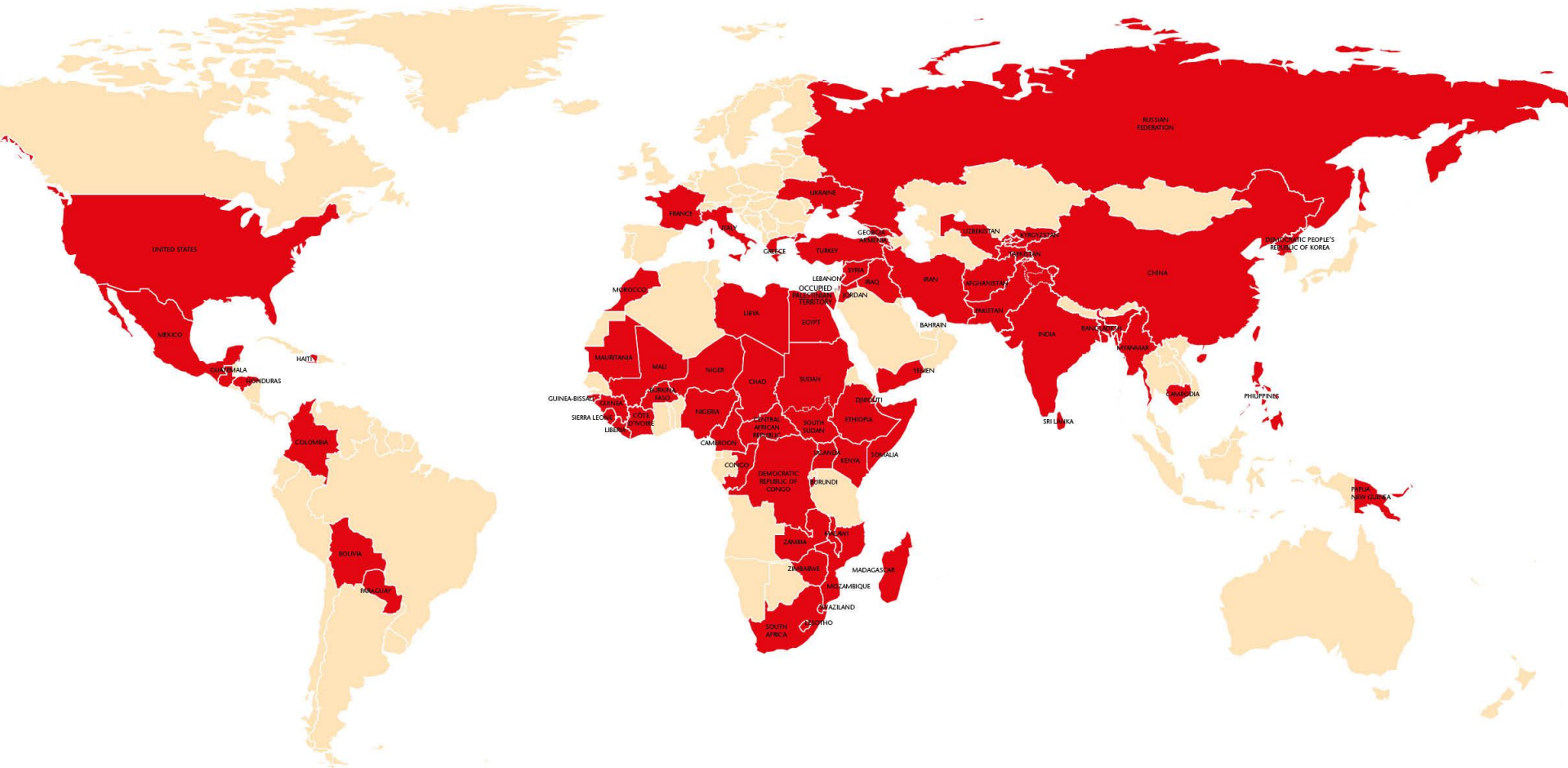
HIV patients registered
under care at end 2012

310,500

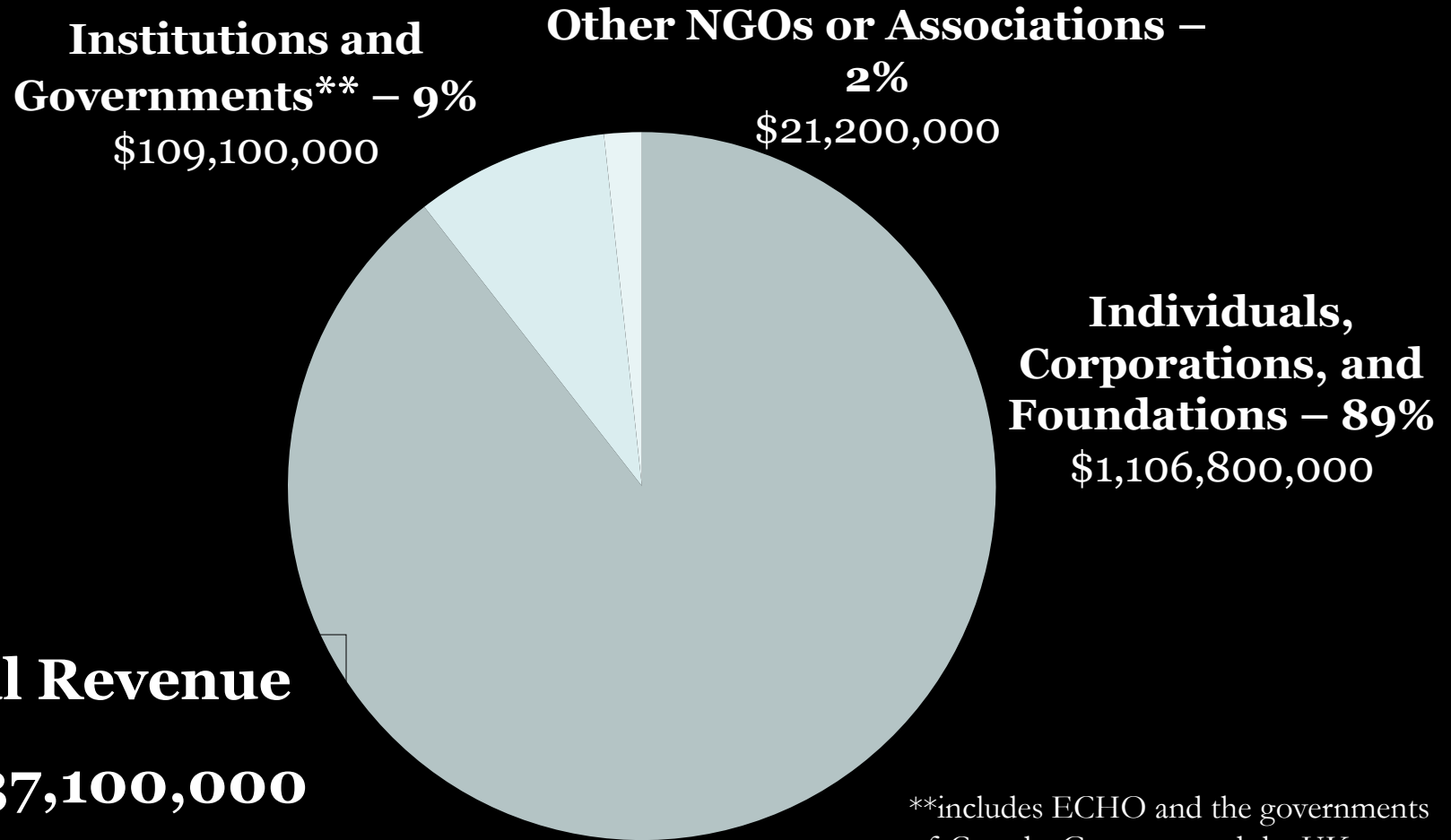
Liters of water distributed

197,000,000

MSF PROGRAMMES AROUND THE WORLD



MSF Funding Sources Worldwide 2012



**includes ECHO and the governments of Canada, Germany, and the UK among others

MSF-USA Funding Sources 2012

Foundations –

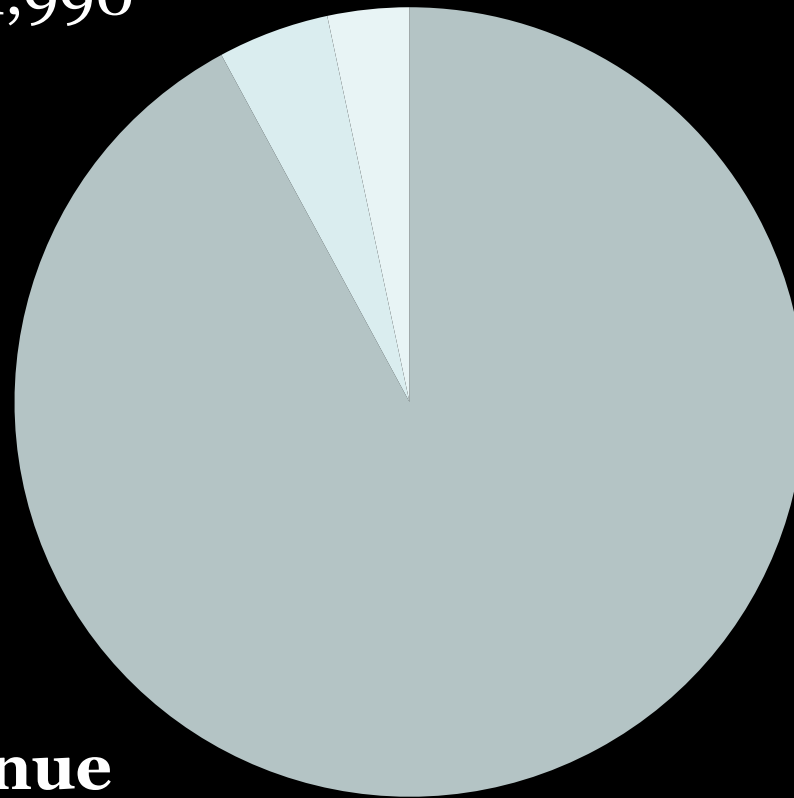
4.6%

\$8,641,990

Corporations –

3.3%

\$6,325,563



Individuals –

92.1%

\$174,337,902

Total Revenue

\$189,305,455

* No US Government funding













Beyond Niger: The Burden of Childhood Malnutrition

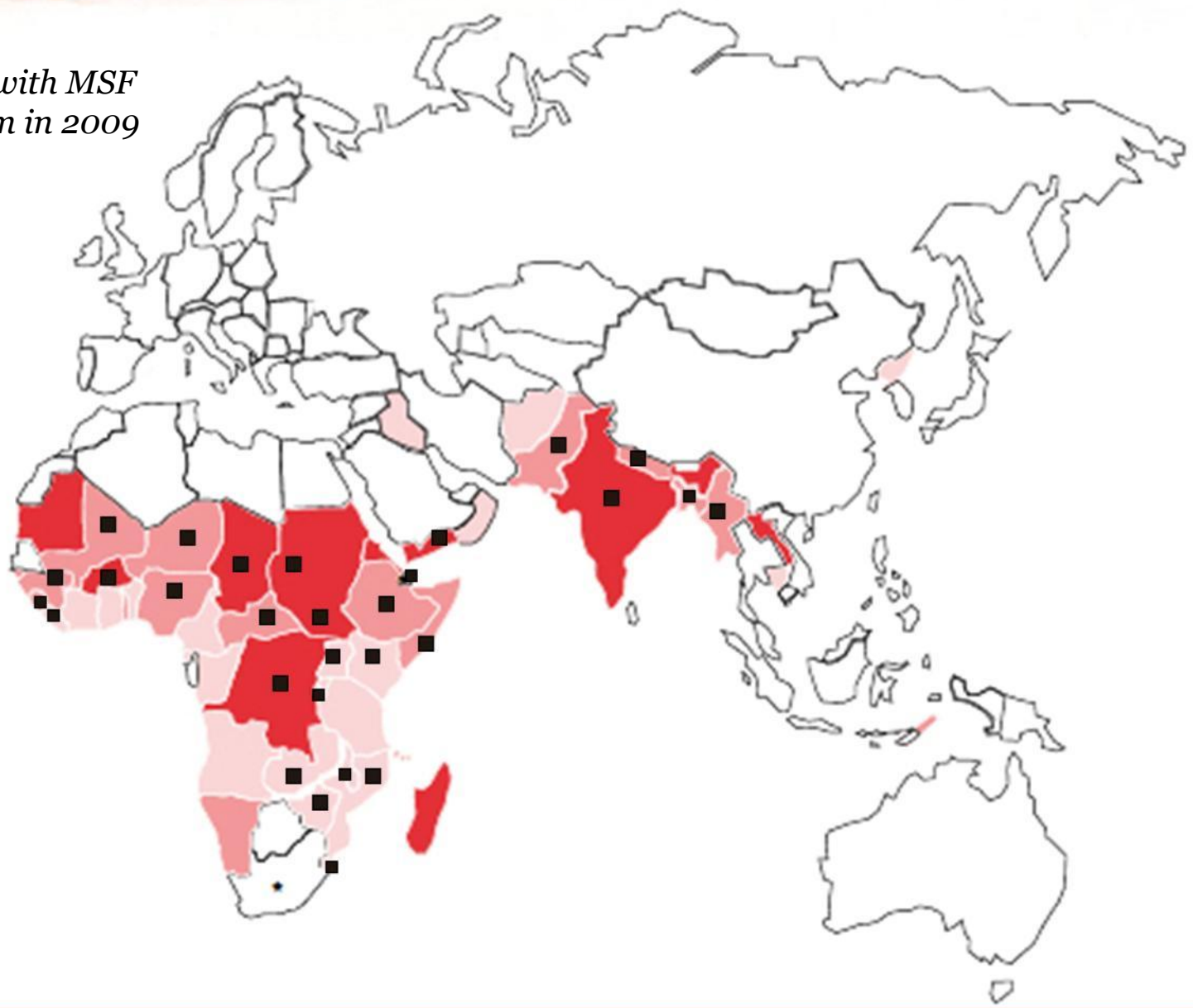
- Malnutrition accounts for 11% of disease burden
- Nearly 178 million children are underweight and 20 million suffer from severe acute malnutrition
- Every year, malnutrition is the underlying factor in the deaths of 3.5 million children under 5

Malnutrition Hotspots

■ Denotes Country with MSF Nutrition Program in 2009

- Countries with more than 15% acute malnutrition¹⁰
- Countries with more than 10% acute malnutrition¹¹
- Countries with more than 4% acute malnutrition¹²

* No data



UN Adopts New Treatment Strategy June 2007

COMMUNITY-BASED MANAGEMENT OF SEVERE ACUTE MALNUTRITION

A Joint Statement by the World Health Organization, the World Food Programme, the United Nations Standing Committee on Nutrition and the United Nations Children's Fund

Although **25 countries** adopted it, only about **5%** of children with Severe Acute Malnutrition are on **treatment**.

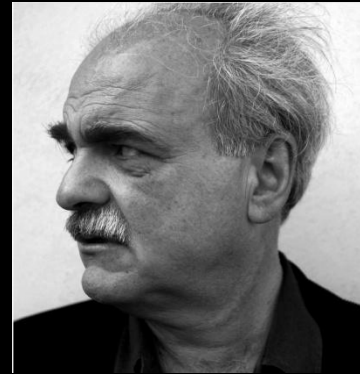
How do we end this double standard?



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



Funders: Staying True to Organizational Identity



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.

Created with



LG

Life's Good

INF)NIA

LIVE BORDERLESS™

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.

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

- 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 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 ATTENT ON

The crisis of Childhood Malnutrition



VII



 LG INF)NIA



Launch



Web

EXPLORE THE STORY OF MALNUTRITION TAKE ACTION ABOUT EXHIBIT CAMPAIGN BLOG PRESS



STARVED FOR ATTENTION

144 million stories of malnutrition. Assemble the story.



JULY 29

The U.S. Standard and A Double Standard
By Andrew Brundage and James O'Connell

A Mother's Devotion
By James O'Connell

Prostitution
By Andrew Brundage

JULY 13

Invisible
By Andrew Brundage

JULY 9

A Solution From Within
By Andrew Brundage

JUNE 28

The Malnutrition That Shouldn't Be
By Andrew Brundage

Thriving Women
By Andrew Brundage

Web



“TERRIFYING NORMALCY”
ONE OF 195 MILLION STORIES OF MALNUTRITION

© RON HANVART

VS [Rewrite the Story](#)



© MARCUS BLEASDALE

“FRUSTRATION”

ONE OF 195 MILLION STORIES OF MALNUTRITION

VS [Rewrite the Story](#)



“THE MALNUTRITION THAT SHOULDN'T BE”

VS [Rewrite the Story](#)

© FRANCO PIRETTI/ANSA

Centers of Influence



Centers of Influence



Media

ブルキナファソ

3男の母で24歳のナターシャは薪を拾って生計を立てているが、子供に十分な栄養を与えられない。深刻な栄養失調はこれまで、ブルキナファソの子供4万人以上に蔓延を行った

JESSICA DIMOCK—VI NETWORK



Picture Power

Starved for Attention

矛盾に覆われた 栄養失調の小さな命

テ

クロジは日々進歩し、栄養失調や衛生の分野でも研究が進んでいる。今も、数百万人の子供が栄養失調で死んでいる。このまわりにも基本的な矛盾に、今も正面から向きあう時はないだろう。

現在、世界の黒人人口は10億人を超え、アメリカ、カナダ、EUの人口を合計した数を上回る。特に西アフリカの子供たちは栄養不足によって健康が阻害されたり、死に直結しかねない肺炎に対して脆弱になる。毎年500万人近い5歳未満の子供が、栄養不足によって命を落としている。6秒に1人死んでいる計算だ。

1つはっきりしているのは、子供を養う栄養不足は回復できず、治療も可能だということ。栄養学や衛生学が進化するなか、政治的な高い壁があれば状況は大きく改善できるはずだ。現実には、栄養失調の子供のおよそ90%が、世界のわずか36の国に集中している。

最近では、黒人問題が目を惹く機会が多くなった。アフリカ系黒人（セブ）は、国際的な人権団体の組織なき際、この問題を広く伝えるため、「100人の海」と題するプロジェクトを6月1日から開始する。

黒人子供の命が奪われ、放置される子供たちが直面する危機に再び世界が目覚める時だ。西

Media

06 PHOTO ESSAY
Photo Essay



BANGLADESH

Photographer Ben White documented conditions in northern Bangladesh which are regarded as the last best hope for a part of the world's poor. There are not a millionth of a percent of the world's population, but 10 percent of the world's children live in Bangladesh. It is one of the poorest countries in the world.



US

Photographer James Nachtwey's photograph captures the daily standard of US food aid. The US is the world's largest food aid donor, but it is not the most efficient. It is estimated that 10 percent of the food aid is lost to spoilage, and 10 percent is lost to theft. The rest is distributed to the people who need it most.



MEXICO

Children in a malnourished state. The children of the 10 poorest countries in the world are the most malnourished. In Mexico, 10 percent of the population is malnourished. The children are the most vulnerable to malnutrition.



DEMOCRATIC REPUBLIC OF THE CONGO

A woman in a market in the Democratic Republic of the Congo. The market is one of the few places where people can buy food. The market is also one of the few places where people can sell their goods. The market is a place of life and death.

STARVED ACROSS BORDERS

A photo exhibition organized by Médecins Sans Frontières brings together portraits of childhood malnutrition from seven countries

BY ANASTASIA SIMON
anastasia@msf.org



A woman in the Democratic Republic of the Congo. The woman is carrying a child on her back. The woman is one of the many women who are struggling to survive in a country where food is scarce.



BURKINA FASO

A woman in Burkina Faso. The woman is carrying a child on her back. The woman is one of the many women who are struggling to survive in a country where food is scarce.

The International Federation of Red Cross and Red Crescent Societies (IFRC) is a global organization that works to prevent and alleviate human suffering. The IFRC is the largest humanitarian organization in the world. The IFRC is active in over 100 countries. The IFRC is working to help people in need. The IFRC is providing food, shelter, and medical care to people in need. The IFRC is also providing education and training to people in need. The IFRC is working to build a better world for everyone.



INDIA

A pile of straw in Burkina Faso. The straw is one of the few things that people can sell for money. The straw is also one of the few things that people can use for fuel. The straw is a source of life and death.

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IN THE NEWS

Wildlife rescue faces challenges in Gulf (NewsHour)

President to sign Wall Street reform next week (VOA)

W. Va. governor picks former aide to fill Byrd's Senate seat (AP)

Canadian officials accused of cozying up to China (PRI)

Thousands arrested in World Cup betting scheme (BBC)

VOICES



Jessa Crispin

'Starved for Attention'

Nearly 200 million children are estimated to be suffering from malnutrition. Doctors Without Borders teamed with photojournalists from VII to explore these issues in a series of vivid images and interviews.



Top Video



Video: Chevron vs. 30,000 Ecuadorians and a filmmaker
In his film "Crude," Joe Berlinger follows a David and Goliath lawsuit that pits rainforest dwellers against a major oil company. Now he finds himself in court.



Video: Watch the full episode
This week on Need to Know: Women in the military's elite bomb squad. Special courts for veterans. And BP's "other" disaster in the Gulf. Plus: A summer movie edition of Next Week's News.



Next week's news
This week, Andy examines the similarities between "Salt," starring Angelina Jolie as an accused Russian spy, and recent events in the news.

More Video >>

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Media

Photo Booth : The New Yorker

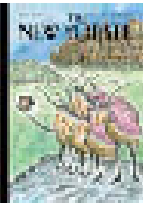


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The view from The New Yorker's photo department.

JULY 14, 2010

IN FOCUS: STARVED FOR ATTENTION

Posted by Whitney Johnson

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."

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THIS ISSUE

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THE MAGAZINE: JULY 12 & 19, 2010

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Ask a librarian

Campaign Tools



Social Media



**STARVED
for
ATTENTION:**

*195 million stories
of malnutrition.
Rewrite the story.*

India, 2009 © Stephen Sautour/IFM

starvedforattention.org



Social Media

 USAID USAID

Fact: @USAID recently procured 1,000 tons of ready-to-use therapeutic food to address severe malnutrition in the #HornOfAfrica #FWD #strvd

14 Oct

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

14 Oct via web  Favorite  Reply  Delete

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 Coast, 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.