

# 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.

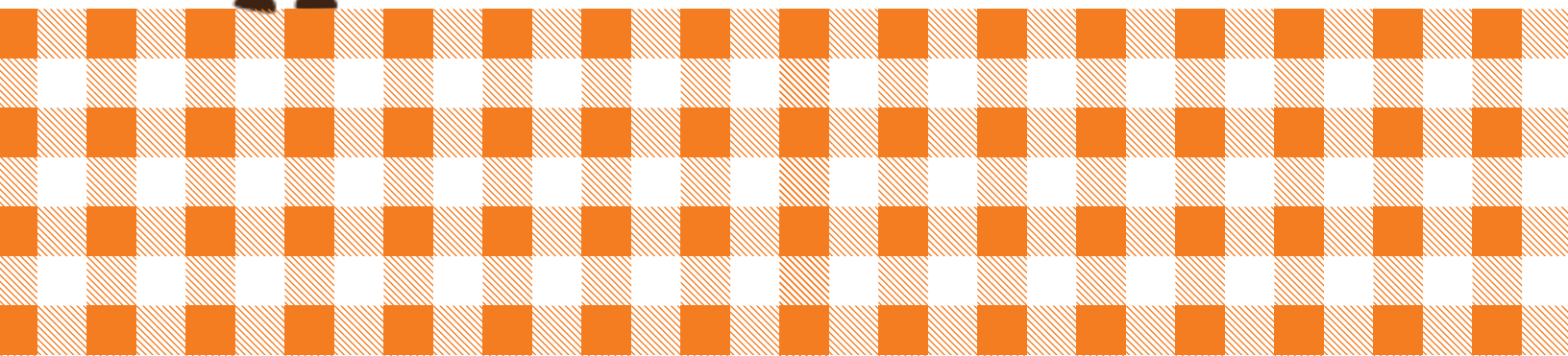
Share the facts about malnutrition, reveal the transformational effect of the sweet potato and other proven nutrition interventions, and inspire your friends, family, co-workers and community to act with ONE on World Food Day, October 16, 2012.

**Are YOU ready to turn up the HEAT on malnutrition?**



## ACTION KIT

*Here are the tools to get you started!*



## *The problem*

One billion people suffer from chronic malnutrition. This silent, insidious killer is responsible for the deaths of 2.4 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 anemic 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*

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# SWEET POTATO

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## ON THE MENU

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# NUTRITION

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## ON THE AGENDA

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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**

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# Learn

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## The Facts

- In 2010, 165 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 2.4 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.

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# Act

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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.**



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# THE HEAT TWEET

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October 16, 2012

12:00 PM EST

Using the hashtag [#recipe4change](#), thousands of ONE members will blast world leaders with the same message over Twitter:

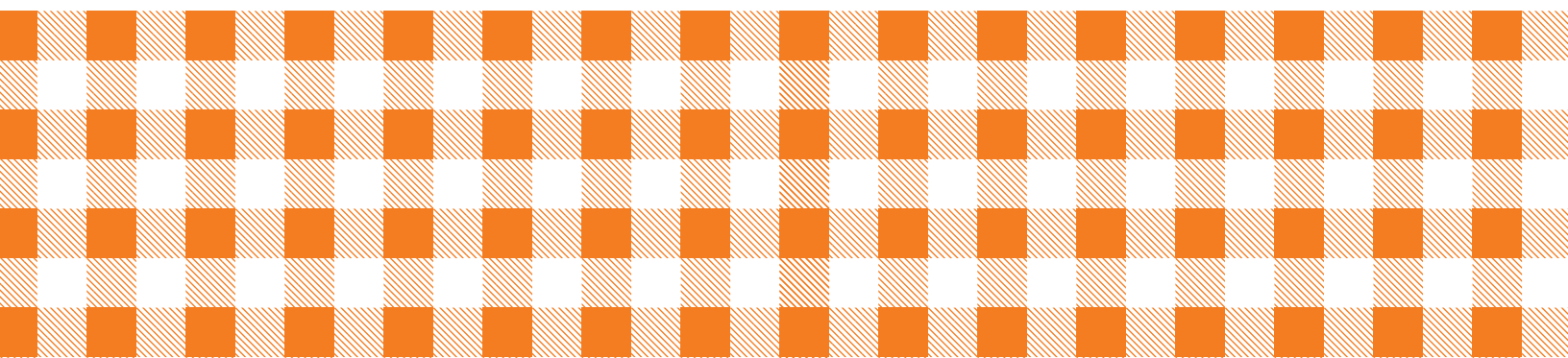
*Put nutrition on your political agenda.*



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

- Sign up to host an event [here](#)
- Or sign up to attend an already scheduled event in your community [here](#)
- 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.



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# Act

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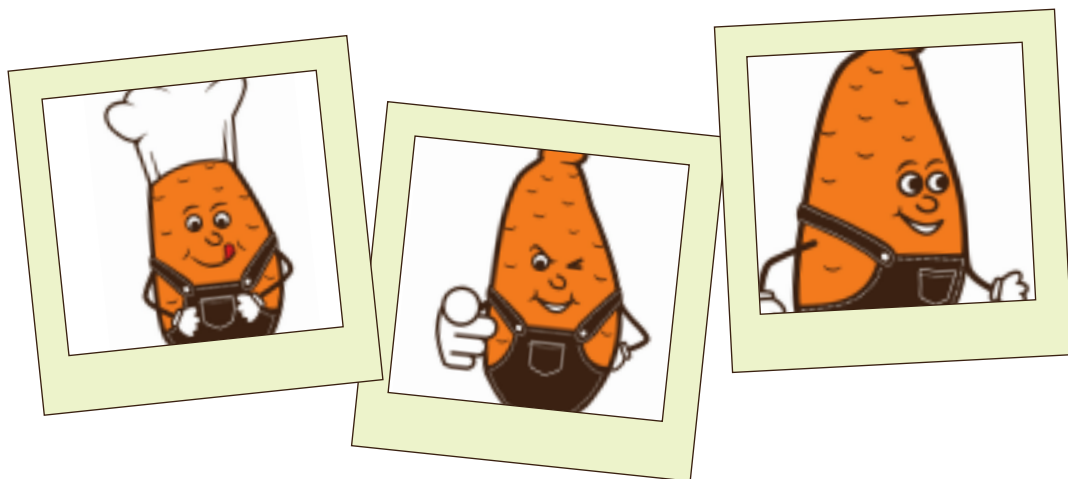


## Got Two Seconds?

### *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**
- 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.
- Eat Something Sweet!



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# Act

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## 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 potato fries.

### *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*

**Dine 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**.

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

### *Other ideas*

**Spice up Sack Lunches.** Give your children’s sack lunches a healthy lift by replacing the traditional bag of chips 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/>

**Find a ONE Member in Your Community** who is Hosting an Event.

Go to [http://act.one.org/event/thrive\\_wfd\\_events/search/](http://act.one.org/event/thrive_wfd_events/search/)

and find an event already being organized in your community.

Join other ONE members who will be participating in the “Heat Tweet.”

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

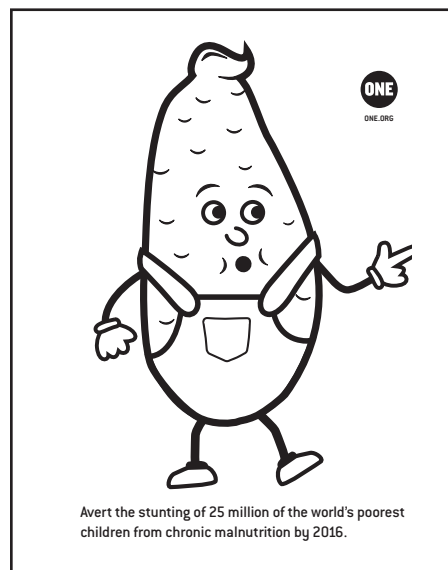
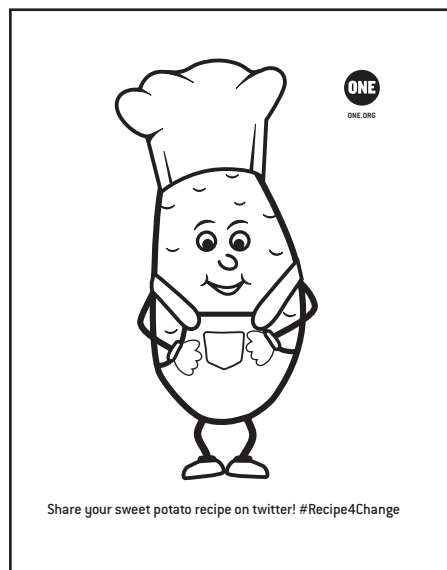
Gather a group of your friends or neighbors together for lunch or dinner and serve a sweet potato dish of your choice. Show ONE's Living Proof video about the transformational power of the sweet potato and teach your guests about hunger and malnutrition in the developing world. End the evening with a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

### *Engage Your Campus*

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." Take the campus pitch document to your cafeteria chefs and ask them to serve sweet potatoes. Then print out the table tents and place them on the cafeteria tables. You can also print the petition form and canvas the campus or cafeteria asking people to sign the petition. Visit **[campus.one.org/challenges](http://campus.one.org/challenges)** to learn more.

### *Color with your Kids*

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





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## *Inspire*

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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:**

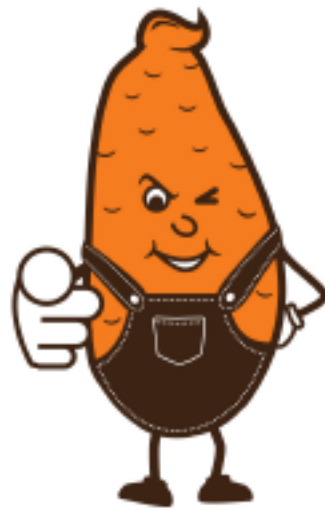
- Educate them with information on the campaign and fast facts
- Show them a video featuring a sweet potato farmer in Tanzania
- Host an event or party using one of our suggested event planning ideas
- Download our social media tools to transform your Facebook or Twitter account

### **Additional Resources**

- Event posters
- Petition sign up forms
- Coloring book
- Social media share graphics
- Facebook cover
- Twitter cover
- YouTube channel cover
- Social Media Toolkit

**Are YOU ready to turn up  
the HEAT on malnutrition?**

[http://act.one.org/sign/sweet\\_potato/](http://act.one.org/sign/sweet_potato/)



## 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](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](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](http://www.ted.com/talks/lang/eng/louise_fresco_on_feeding_the_whole_world.html)

