

INSPIRASI

NEWSLETTER ISSUE 01 / 2020

unicef 
for every child

Saba, a chance for survival

© UNICEF/UN0276448/Almahbashi

Saba, a girl born in Yemen, recovered from severe malnutrition after receiving medical treatment in a UNICEF–supported therapeutic feeding centre in Hudaydah. When she first arrived at the centre, her life was in danger. At 16 months, she weighed only 5.7kg instead of 8kg on average for children of the same age. Her health improved significantly after a couple of days in the hospital. After leaving the centre, she was referred to the outpatient clinic for ongoing weight monitoring and nutrition advice.



© UNICEF/UN0276454/Almahbashi

Saba lives with her parents, three brothers and six sisters. They all suffer from malnutrition as the family cannot afford regular meals due to the ongoing conflict.

Can you hear a growling tummy from next door?

With your generous support, UNICEF and its partners were able to **provide life-saving treatment in 73 countries to more than 4 million children with severe acute malnutrition – 82 per cent of whom fully recovered.** Yet, there is still a lot more to be done. Even in a modern city like Kuala Lumpur in Malaysia, there may be children suffering from malnutrition.

“My children know when I get paid and they usually ask to eat out! As long as they don’t have to eat more eggs – they are happy,” single mother, Nur Haslina tells us about what her children would like to eat. The dislike for eggs comes from the fact that Nur Haslina cannot afford meat or fish

on most days and chooses eggs to give protein to her children. The family has an income of RM800 a month.

Daily breakfast consists of *nasi lemak bungkus* from a nearby stall or plain fried rice she makes at home. For lunch and dinner, she serves eggs in gravy or fried *taugeh* (bean sprouts). Once or twice a month the family will enjoy fish. Meat is only reserved for special occasions.

Nur Haslina and her 4 children, are far from being exceptional cases. In Malaysia, Ministry of Health data shows that about 1 in 5 children below the age of five is stunted, and 1 in 10 is underweight.



© UNICEF/Malaysia/2019/FZahri

[Read more hungry stories in KL.](#)



Every 10 seconds, a child dies from undernutrition

Nearly half of all deaths of children under the age of five can be attributed to undernutrition. This translates into the loss of about 3 million young lives each year.

Your contribution can support UNICEF's on-going nutrition programmes and provide lifesaving help to children suffering from undernutrition.

RM150 = 90 Therapeutic feeds



Good nutrition paves the way for a fair chance in life. From all of us at UNICEF, thank you for your continuous support! It is only with your help that we are able to save so many children from malnutrition. Though there's still a lot more to do.

#foreverychild, nutrition.

DONATE TODAY

Help UNICEF fight against malnutrition.



Undernutrition puts children at far greater risk of death and severe illness due to common childhood infections, such as pneumonia, diarrhoea, malaria and measles. But **undernutrition is more than a lack of food.** It is a violation of a child's right to survival and development – and **its consequences often remain invisible until it's too late.**

Can you believe it?

Twenty years ago, malnutrition was one of the most serious public health problems in the world. Despite progress in the past decades, there are still millions of malnourished children today, but the picture is changing. While the number of stunted children is falling, overweight and obesity are growing on every continent, and at a much faster rate.

The changing face of malnutrition: a triple burden

Globally, **one in three** children is not growing well because of malnutrition. In many countries, and even within households, these three forms of malnutrition – **undernutrition, hidden hunger and overweight** – co-exist.

This means that a single country may face the challenge of addressing high rates of stunting, micronutrient deficiencies, and obesity. Or a family may have an overweight mother and a stunted child. These trends reflect what is known as the **triple burden of malnutrition.**

All in all, malnutrition **threatens the survival, growth and development** of children, young people, economies and nations. The estimated impact on the global economy of different forms of malnutrition could be as high as over RM14 trillion (equivalent to US\$3.5 trillion) a year, or over RM2000 (equivalent to US\$500) for each individual.

With your support, UNICEF can fight against malnutrition

Poor diets are now the main risk factor for the global burden of disease. At the centre of this burden is a broken food system.

WE ACT LOCALLY

Advocating for #KurangManis

Malaysia has the second highest child obesity rate among children aged 5-18 in ASEAN, with 7.1% of children under 5 being overweight. Malaysia has also the highest obesity rate overall.

Around 36% of students have sugary drinks daily. Adolescents now consume 10 teaspoons of sugar compared to seven teaspoons in 2012 – that is more than the recommended limit for adults!

UNICEF advocates for an increase in the Sugar Sweetened Beverage tax as an important first step to reduce sugar consumption of the country. This will also help raise government revenue which can be re-invested in a healthy school breakfast programme to improve children's nutrition and health.

In order to promote healthy eating practices in Malaysia, UNICEF Malaysia reached more than 33,000 people last year, including children with and without disabilities, parents, teachers, government representatives, etc. through various community and school outreach activities, to encourage them to reduce sugar intake. Besides, we are also working together with the Ministry of Health (MoH) to roll-out a behaviour change campaign to promote healthy eating habits.



How do we promote #KurangManis at school?

At a school outreach activity, a student tried to count the number of teaspoons of sugar in his favourite sweetened drinks.



1 in 3 children

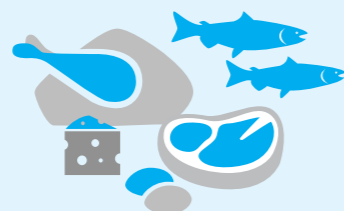
worldwide under the age of 5 is not growing well.

A healthy diet

Fruits, vegetables, whole grains, fibres, nuts and seeds



Animal source foods during **complementary feeding phase**



Limited

"Free sugar", sugary snacks and beverages, processed food, saturated and industrially produced trans-fats and salt.



WE ACT GLOBALLY

Our goal: Zero Hunger

Sound nutrition is fundamental to children's well-being and the achievement of the Sustainable Development Goals (SDGs). The governments and key stakeholders must take action to transform the current food system from one that aims to simply feed children, into one that nourishes them.

UNICEF is working with governments and key stakeholders to achieve the SDGs related to children, of which **Goal 2 aims to end hunger, achieve food security and improved nutrition and promote sustainable agriculture.**

UNICEF is working to make good nutrition a reality for the children, families and communities that need it most worldwide. We act to improve breastfeeding and complementary feeding, tackle micronutrient deficiencies, treat and prevent severe acute malnutrition.



Get in touch

After conducting a study on assessing behaviours around people's dietary habits last year, UNICEF and Ministry of Health (MoH) organized a workshop to engage parents and young people in an in-depth discussion. Some UNICEF donors also participated and contributed their ideas for healthy eating.



UNICEF donors Ameerah and her husband Aizuddin, parents of three young children, shared their challenges on building a healthy eating habit for the kids. "My two elder girls are very picky, they just like junk food but not healthy and nutritious food." Said Aizuddin.

After joining the workshop, they obtained more accurate information on how to eat more healthily. "It is not just about the choice of food, we will also need to control the intake of sugary drinks of our girls", said Ameerah. She also suggested that "If restaurants can provide water for free, this may help motivate people to order less sugary drinks."

Share my feedback



"We are glad to take part in this workshop and join UNICEF's effort in supporting the government to promote healthy eating habits in the local community." Said Ameerah.

Say NO to Print



Thank you for reading the first electronic **INSPIRASI**. Sign-up now and share with us your feedback on this issue.

Your feedback can help us improve the newsletter.

Sign-up e-INSPIRASI



Plan your will for every child, a future

MORE

Seeing the smile of precious children is indeed one of the most beautiful gifts we get in return. A legacy gift of any size will help bring smile to more vulnerable children, save and change their lives.

Ways to make a planned gift:

A share of your estate

You can leave us a share of, or the remaining portion of, your estate once you have taken care of your loved ones, bills and debts.



A gift of insurance

You can name UNICEF as a primary, jointly shared, or contingent beneficiary of your life insurance policy.



A gift when a trust for a beneficiary ends

We understand that your loved ones are your priority. You can leave us the remaining money of the trust set up in your Will – after your loved ones have fully enjoyed financial security.



A gift of money

You can leave us a specific amount of money in your Will.



A specific gift

You can leave us a specific item, such as jewellery or a house in your Will.



Please let us know if you would like to make a legacy gift to UNICEF, and put down "United Nations Children's Fund Malaysia" in your will as a beneficiary. Get in touch with Yan at wpyan@unicef.org.

Find a Will writer



United Nations Children's Fund

Menara PJH, Level 10, No. 2 Jalan Tun Abdul Razak, Precinct 2, 62100 Putrajaya, MALAYSIA

Donor Hotline: 1300 300 010 | Fax: (+603) 2093 8562 | www.unicef.org/malaysia | enquiry-mlya@unicef.org | www.facebook.com/unicef.malaysia