



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



16 October 2019  
**World Food Day**



# GET INVOLVED!



WORLD FOOD DAY 2019  
**TOOLKIT FOR  
EDUCATORS  
AND YOUTH**



# WORLD FOOD DAY

World Food Day (WFD) is celebrated each year on 16 October to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all. Events are organized in up to 150 countries across the world, making it one of the most celebrated days of the UN calendar.

## OUR ACTIONS ARE OUR FUTURE. HEALTHY DIETS FOR A #ZEROHUNGER WORLD.

A combination of **unhealthy diets and sedentary lifestyles** has sent obesity rates soaring, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. Now, while over **800 million** people suffer from **hunger**, over **670 million adults** and **120 million girls and boys** (5–19) are **obese**, and **over 40 million** children under five are overweight. **Achieving Zero Hunger by 2030** is not only about feeding the hungry, but also nourishing people, while nurturing the planet. This year, #WorldFoodDay calls for **action across sectors** to make **healthy and sustainable diets affordable and accessible to everyone**. At the same time, it calls on everyone to start thinking about what we eat. Your school or youth centre can play a role!

### CALLS TO ACTION

**WE ALL** need to limit our consumption of foods that are high in salt, sugar and trans and saturated fats and make healthy eating and #ZeroHunger a part of our daily lives. You can get familiar with your country's dietary guidelines, change the way you eat, learn to understand nutrition labels, become a critical consumer, push for the availability of healthier food choices at work or in the community, be physically active and become more aware of your carbon food print.

**GOVERNMENTS** need to invest in nutrition and put the right policies in place to provide healthier and sustainable diets at an affordable price. These policies should help smallholders and farmers to diversify production and contribute to sustainable food systems, educate the public and nutrition professionals, and guide interventions such as school food and nutrition, food assistance, public food procurement and regulations on food marketing, labelling and advertising.

**SMALLHOLDER FARMERS** need to influence the variety of food available by diversifying production and adopting sustainable agricultural methods to preserve natural resources, while also increasing productivity and income. Vulnerable rural populations need to empower themselves by uniting and forming local cooperatives to share knowledge and gain access to finance and modern technologies. Farmers can also increase their income and reduce prices for consumers by finding ways to maintain quality and freshness and reduce post-harvest losses.

### CALLS TO ACTION



## CALLS TO ACTION

**PRIVATE FOOD BUSINESSES** need to introduce more nutritious foods and adhere to nutrition-related laws and standards regarding the production and sale of foods, reformulation of food products, front-of-package nutrition labels (informing consumers about high levels of total fat, saturated fat, sugar, or salt), and food marketing and advertising, especially when aimed at children. It is also crucial that important advancements in innovative technologies are shared, particularly with low-income countries.

**YOUTH** around the world can also become change makers and advocates for healthy diets for all. The [WFD 2019 Activity Book Eating Healthy Matters](#) explains that nutritious and diverse food is key to achieve Zero Hunger in a language that is fun and understandable for children, and provides a series of actions to eat a healthy diet and lead a healthy life.

Find a detailed set of **actions** [here](#).

### DID YOU KNOW?

- While over **800 million** suffer from **hunger**, over **670 million adults** and **120 million boys and girls** (5–19) are **obese** and over **40 million children** under five are **overweight**.
- Over **150 million children** under five are **stunted** and over **50 million** are affected by **wasting**.
- **Unhealthy diets, combined with sedentary lifestyles**, have overtaken smoking as the world's **number one** risk factor for **disability and death** worldwide.
- Most of the world's population live in countries where **overweight and obesity** kill more people than hunger.
- **Different forms of malnutrition** can co-exist within the same household and even the same individual during their life and can be **passed from one generation to the next**.
- An estimated **USD two trillion** is spent each year to treat health problems caused by **obesity**.
- **Billions** of people **lack the nutrients** their bodies need to lead an active and healthy life.
- **Environmental damage** caused by the food system could **increase 50 to 90 percent**, due to the increased consumption of processed foods, meat and other animal-source products in low- and middle-income countries.
- Of some 6 000 **plant species** cultivated for food throughout human history, today **only eight supply more than 50 percent of our daily calories**. We need to eat a wide variety of nutritious foods.
- **Climate change** threatens to reduce both the quality and quantity of crops, lowering yields. Rising temperatures are also exacerbating water scarcity, changing the relationship between pests, plants and pathogens and altering the size of fish.



## HOW TO PARTICIPATE



### Make a commitment to healthy diets

WFD 2019 is an action oriented campaign so start by taking a pledge for healthy diets and Zero Hunger, and share it on social media (using #WorldFoodDay and #ZeroHunger). Get some inspiration by reading the WFD actions provided [here](#) for countries, the private sector, farmers and all individuals, and encourage partners to take a pledge. Remember also to [keep the WFD team updated](#) about your calls to action.



### Promote the WFD Poster Contest

Promote the [WFD Poster Contest](#) among schools, educational organizations or youth groups, and media, or even hold a local poster competition, encouraging all entrants to take part in the global contest by 8 November 2019. This is an important way to engage the young generation and inspire them to be change makers and advocates for a Zero Hunger world.



### Organise a WFD event

Celebrate WFD by organizing different activities at your school or centre – marches, marathons, concerts, festivals or fairs, food tastings or cooking demonstrations. You can also host a public lecture, panel or roundtable with political leaders, educators, scientists and farmers, followed by a questions and answers session to encourage involvement.



### Feature your stories in the WFD campaign

We need your help to collect stories from family farmers, government representatives, institutional or implementing partners and the private sector who talk about their actions to make healthy diets available and affordable, be it through their work or simple actions in their daily lives. Read this brief and use the template provided [here](#) to feature your story online, at events and exhibits worldwide.

## HOW TO PARTICIPATE



## HOW TO PARTICIPATE



### Engage the young generation

Promote the [Activity Book "Eating Healthy Matters"](#) in schools or youth centres so youth can learn about the importance of healthy diets and find out what each of us - governments, farmers, businesses, everyone - has to do to reach this goal. Young people can also learn how you they can become part of the Zero Hunger Generation.



### Spread the word

Inform, educate and engage audiences with real facts. Join the **#WorldFoodDay** campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers, chefs, experts) to amplify our messages around healthy diets and a **#ZeroHunger** lifestyle.

### Use the WFD visual

Download our poster and hang it in your school or youth centre and update your web page with the WFD 2019 banner, linking it to the WFD 2019 website! You can also produce a range of gadgets including t-shirts, caps, mugs and bags using our free graphics. Remember to use the WFD visual as much as possible across your events and activities!



### Let us know about your WFD event!

Remember to tell us about your WFD events or efforts to promote the global campaign by uploading your event details on our website from September 2019 or writing to us. Photograph and/or record your event and send us your best photos so we can feature them in the WFD Flickr Album. All high resolution photos should be accompanied by photo credits and information about the event so we can publish them.



## COMMUNICATION MATERIALS

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### WFD work space

Some products are already available in the six official FAO languages in the [WFD workspace](#). Share it easily with external partners and see our schedule below outlining when new materials will be added over the coming months.

ACTIVITY & PRODUCTS	DATE
<a href="#">WFD concept note</a>	✓
<a href="#">Actions</a>	✓
<a href="#">Call for human interest stories</a>	✓
WFD website <a href="http://www.fao.org/world-food-day">www.fao.org/world-food-day</a>	✓
<a href="#">WFD Poster</a>	✓
<a href="#">WFD Activity book for children</a>	✓
<a href="#">WFD Poster contest launched</a>	✓
<a href="#">Brochure</a>	✓
<a href="#">Social media Trello board</a>	✓
WFD 2019 communications guide and toolkit	Jul
Promo video/ TV advertisement	Jul
Children's video animation	Jul
Video feature (TBC)	Sept
Photo exhibit package distributed to FAO offices (TBC)	Sept
Human interest stories published	Sept
Op-ed from the Director-General	Sept
WFD video message from the Director-General	Sept
Talking points	Sept
WFD events 100+ countries worldwide	1-31 Oct
WFD Poster Contest closes	8 Nov
Contest winners announced	Dec



## WHAT CAN YOU DO TO HELP ACHIEVE HEALTHY DIETS AND #ZEROHUNGER?

## ZERO HUNGER ACTIONS

You, your parents, your teachers, friends and anyone you know can do something to make sure you eat a healthy diet and lead a healthy life. Remember that good eating habits are only part of the solution. You also need to have a fit and active lifestyle – sit around less, get up, dance, walk or play outside! Here are a few tips on how to start changing your eating habits.

### **CHOOSE LOCAL, VARIED, FRESH AND SEASONAL**

Ask your parents to buy local, seasonal fruit and vegetables and to choose fresh over preserved or tinned foods. If you can, choose organic! Organic farming helps our soils to stay healthy.

### **ADD VARIETY WITH LEGUMES, NUTS AND CEREALS**

Ask your parents to experiment with you by adding different types of legumes (like lentils, chickpeas, peas and beans), nuts and cereals to family meals.

### **SNACK HEALTHILY AND SAY NO TO JUNK FOOD!**

Choose one junk food that you would like to eat less of (less quantity or less often) and make a plan. When you need a snack, try choosing a ripe fruit, raw veg, nuts or whole grain bread rather than something packaged and less nutritious!

### **FOLLOW THE ONE THIRD VEG RULE**

Fill up at least one third of your plate with vegetables during meals or try to eat an all-veggie meal once a week. Include at least one dark green and one orange or yellow vegetable a day, as they're full of nutrients.

### **GO FROM WHITE TO BROWN**

Ask your parents if they can swap refined "white" cereals for whole grains (brown rice, wholemeal flour and bread, etc.).

### **UNDERSTAND LABELS**

Ask your teacher or parents to help with reading and understanding food labels. Take time to read the list of ingredients on a label and try to identify if the food contains too much salt, sugar or fat.

### **DON'T LET PACKAGING FOOL YOU**

You need to pay attention to the nutritious value of food, not what it looks like, or how cool the packaging is. And look out for words like 'zero', 'low in' and 'light'. They're often used to make food sound more nutritious, and it isn't always true...

### **EAT WITH YOUR FAMILY OR FRIENDS**

Help to prepare a meal with family or friends at least once a week and eat it together. Eating in company is an important way to enjoy meals and spend time together.



## ZERO HUNGER ACTIONS

### HELP OUT IN THE KITCHEN

Watch and learn as your parents cook meals, and offer to help in the kitchen when you see that they're tired. There are plenty of easy, quick and healthy recipes on the internet to inspire you.

### BE A CRITICAL CONSUMER

Be critical of the advertising you see on TV and in social media. Ask yourself if the food advertised is nutritious or not. Count the number of advertisements you see in a day and discuss with your parents and teachers.

### EAT LOCAL AND TRADITIONAL

Ask your parents, teachers and people in the market what nutritious food is traditional or local. See if you can try to include this food in your diet more often to eat a varied diet and protect local varieties of food.

### PROTECT OUR PLANET

Reduce foods that are harder on our planet. This could include foods that need more natural resources, especially water, to produce (meat uses more than plants or pulses), fruit and veg that aren't in season or local. And remember to buy food with less packaging!

### TAKE ACTION AT SCHOOL

Do you have a school cafeteria or vending machine? Have a look at the food they provide. Are there enough fruit and vegetables? If not, talk to your teachers about changing the food choices.

### DRINKS MATTER TOO

Drink plenty of water if you can. Try to reduce sugar-sweetened drinks that don't have many nutrients in them.



[www.fao.org/WFD](http://www.fao.org/WFD)

contact: [world-food-day@fao.org](mailto:world-food-day@fao.org)



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