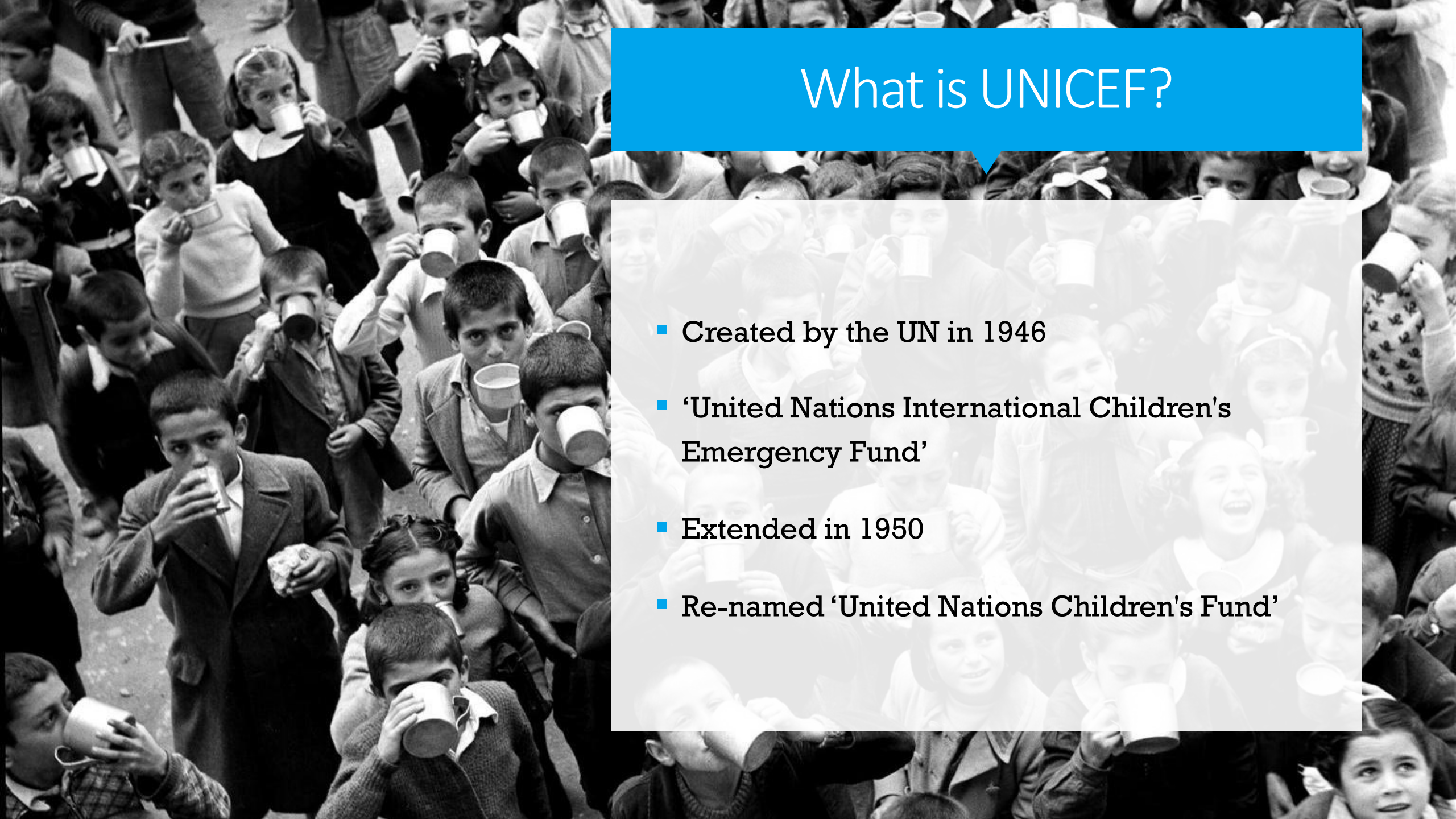


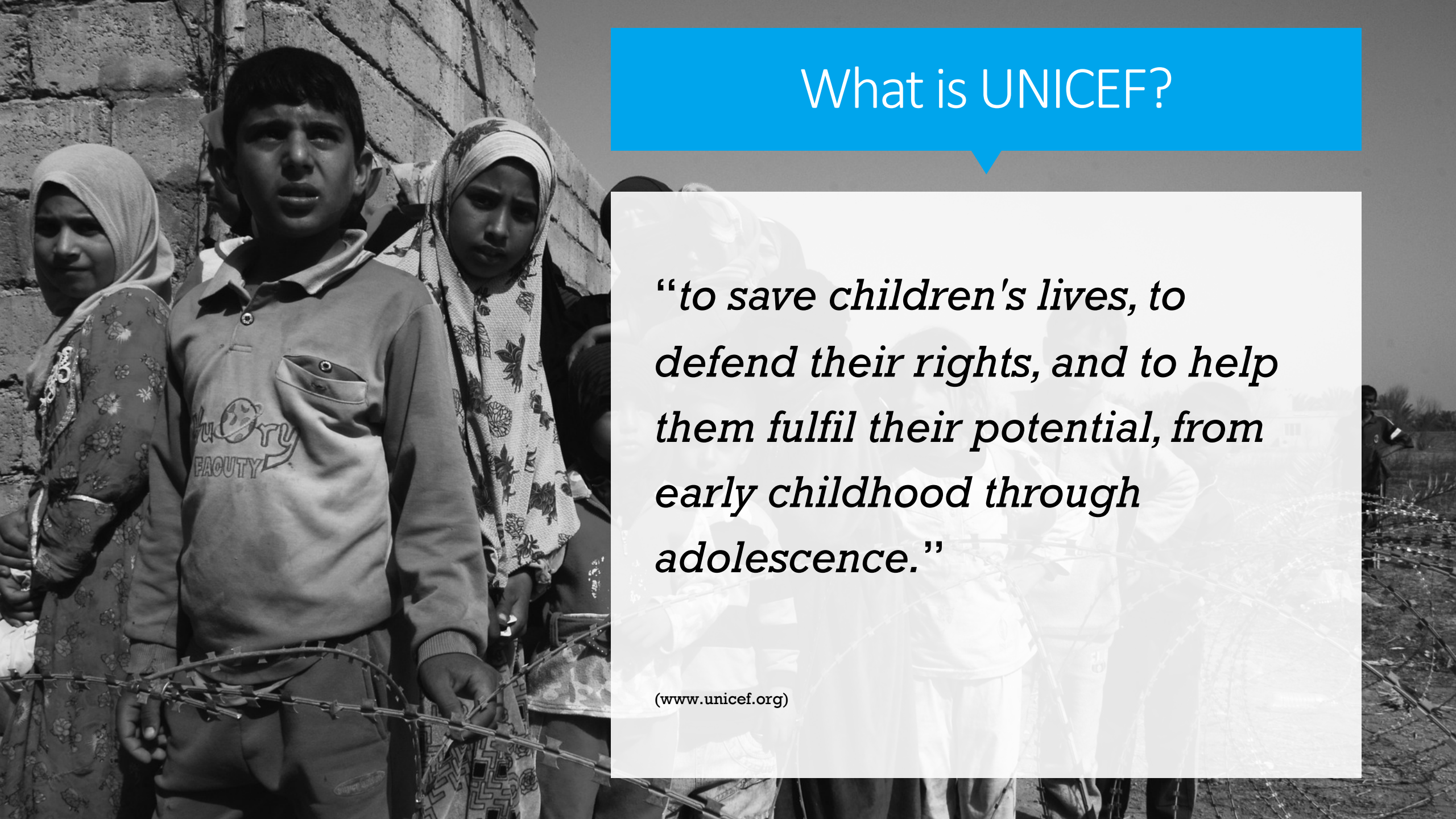


A critical review of UNICEF's humanitarian work
within the area of nutrition



What is UNICEF?

- Created by the UN in 1946
- 'United Nations International Children's Emergency Fund'
- Extended in 1950
- Re-named 'United Nations Children's Fund'



What is UNICEF?

“to save children's lives, to defend their rights, and to help them fulfil their potential, from early childhood through adolescence.”

(www.unicef.org)



What is UNICEF?

- High profile
- Nobel Peace Prize 1965
- Celebrity ambassadors
- Total income for 2015 US\$5,009,557,471



NUTRITION

A Review of
UNICEF's Literature

Area of Focus

Malnutrition accounts for approx. 45% of child deaths globally (Oruamabo, 2015).

- Improving breastfeeding
- Reducing micronutrient deficiencies
- Treatment & prevention of severe malnutrition
- Responding to nutrition emergencies
- Adolescents and mothers
- Prevention of obesity



UNICEF Claims...

- Focus on children at greatest risk.
- Evidence-based interventions.
- Scaling up their operations.
- Treatments delivered in a timely manner.



UNICEF Annual Report 2017

- 4 mil children with severe acute malnutrition treated
- US\$112.2 mil of nutritional products purchased
- Malnutrition prevention and treatment programmes in 120 countries
- Still work to do



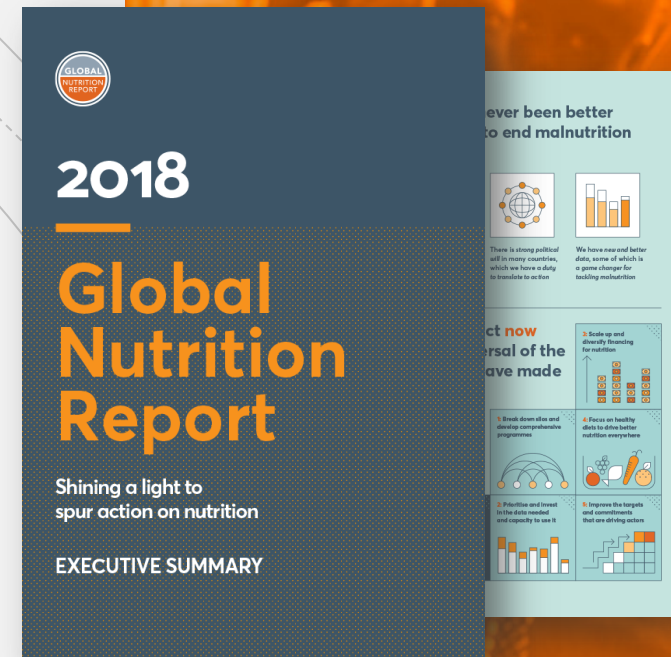
A young child with dark skin and short hair is lying in a hospital bed, looking towards the camera. They are wearing a light-colored patterned shirt and a white wristband. In the background, another child is visible, and a person in a red vest is partially seen. The image has a blue overlay with text and decorative white circles.

NUTRITION

What does the
evidence say?

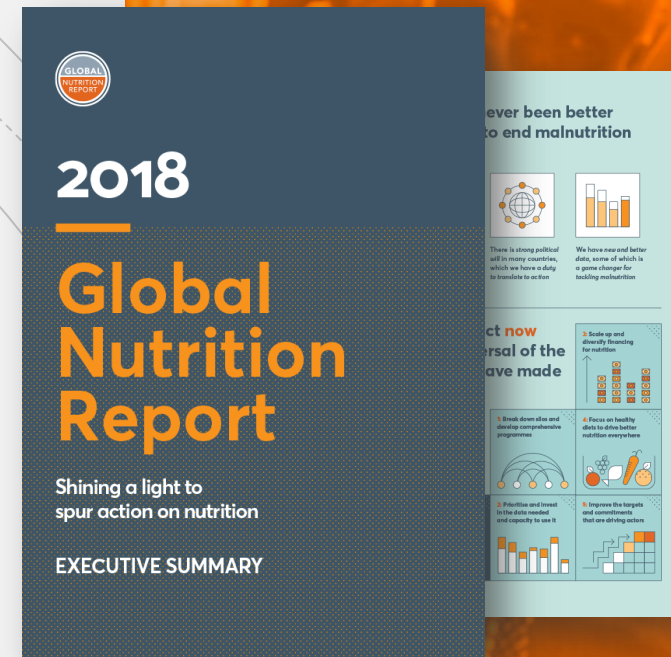
2018 Global Nutrition Report

- Significant efforts are being made to reduce malnutrition
- 'Stunting' in under 5's reduced by 10% between 2000 - 2017
- 2% reduction in underweight women between 2000 – 2016



2018 Global Nutrition Report

- Malnutrition “remains unacceptably high, and progress unacceptably slow” (Global Nutrition Report, 2018, p11)
- Number of undernourished people has been increasing since 2014
- Some forms of malnutrition being under acknowledged (Bates, Gjonça & Leone, 2017)
- A third of women of reproductive age are anaemic
- 39% of adults overweight



Key Question

If we know so much more about the problem, and there is more funding than ever to tackle it, why is there no significant improvement ?

Recent & Historic Criticism

- UNICEF has not focussed on the most important issues (Horton, 2004).
- \$10 million through serious fraud and poor management.
- Malnutrition has become over-medicalised (Jaspars, Scott-Smith, Hull, 2018).
- Socioeconomic inequality a key factor in undernutrition (Akombi et al., 2019)



Millennium Development Goals

- 8 goals, 1990 – 2015
- “...progress may actually have been slowed.” (UNICEF, 2015)
- Future attempts should:
 - Involve careful and meticulous planning with an emphasis on a grassroots approach.
 - The setting of future goals shouldn't be given deadlines that encourage politicised, hasty decision making.

**ERADICATE
EXTREME POVERTY
AND HUNGER**



Sustainable Development Goals

- Have we learned from our mistakes?
- Still have very broad goals
- Still have a fixed target deadline of 2030
- “...world hunger appears to be on the rise again” (Sustainable Development, 2019)

2 ZERO
HUNGER



Cause-Related Marketing

- Placed importance of money above reputation
- \$500,000 donation for use of the UNICEF logo
- Cause-Related Marketing (CRM) and the 'Halo-effect'
- Contradicts UNICEF's stated aims



Pampers Partnership

- One Pack = One Vaccine
- Has been running for over 12 years now
- Maternal and Newborn Tetanus eradicated in 20 countries
- Over half a million newborn babies protected
- Widely seen as a success, particularly in the business world



Summary

- UNICEF's work is vital.
- They have made significant efforts to reduce malnutrition.
- Whilst there has been some progress, it has been too slow and patchy.
- “Impressive progress”?
- “We have never been better equipped to end malnutrition” (Global Nutrition Report, 2018).
- Our generation has an unprecedented opportunity.



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