

## BACKGROUND

### About Feed Her Future

Feed Her Future is a campaign dedicated to building awareness about the importance of giving women and girls' access to proper nutrition, through the lens and learning of CARE's Southern African Nutrition Initiative (SANI). SANI is a 4-year project launched in March 2016, and it is being delivered in partnership between CARE Canada, CUSO International, the Interagency Coalition on AIDS and Development (ICAD), McGill University, and the Governments of implementing countries. SANI is a \$24.6 million CAD project funded by the Government of Canada, CARE and the Canadian public.

### Empowering Women and Girls includes Their Human Right to Food

CARE Canada believes that empowering women and girls starts with the recognition of and respect for their rights, including their right to food. How people use, share and grow their food affects their community's ability to grow and prosper. Our goal is to uncover the social and gender norms that are affecting women's access to nutrition so women and girls are empowered to create sustainable change for their future.

Women are primarily responsible for the care and nutrition of household members, but have very little control over income and possess limited authority to make decisions about their own and their children's healthcare, including what kind of food comes into the home and who in the family eats first. Malnourished women are more likely to die in childbirth or have low birthweight babies. Chronically malnourished children suffer life-long consequences in cognitive ability, school performance, and future earnings, limiting the development potential of nations.

### Our Impact

CARE aims to reach over 575,000 individuals through this project, contributing to the improved nutrition and health of women and girls, as well as men and boys. Working with local health authorities and communities in Malawi, Mozambique and Zambia, our project delivers high quality, gender transformative programming that focuses on women and girls' right to food.

Challenging beliefs about women and girls' right to food means they will not have to do more with less. We seek to reduce the inequalities between women and men, girls and boys through gender transformative programming, which includes:

- Political, economic, social analysis and formative research that digs deeply into the context and community-specific power relations, social norms and traditions which underlie gender inequalities and lead to poor nutrition.
- Maternal, infant and young child feeding programs that involve women, men, boys, girls and traditional leaders to tackle the key, harmful, gender norms affecting women's access to nutrition.
- Community dialogues and policy engagement at all levels, including promotion of women's participation in design and delivery of nutrition programming.
- Water points and agricultural programs that are designed and managed by women giving them choice in what land to use, which tools to use, and which foods to grow/store/sell.