



CARE Canada is Walking the Talk on Canada's Feminist International Assistance Policy Launches "Feed Her Future" Awareness Campaign

Ottawa, Ontario – June 26, 2018 – Following a successful G7 Summit earlier this month, where gender equality and Canada's feminist international assistance policy were key points of discussion, CARE Canada and its partners are launching the "Feed Her Future" public awareness campaign. Today's launch also marks just under one-year to the Women Deliver Conference – the world's largest gathering on the health, rights, and wellbeing of women and girls, set to take place on June 3, 2019 in Vancouver.

"Feed Her Future" shows Canadians that CARE's gender and nutrition programming is an important example of Canadian aid projects that put women and girls first.

Over the past two years, CARE Canada and its project partners – Cuso International, the Interagency Coalition on AIDS and Development (ICAD), and McGill University – have been working directly with communities in Malawi, Mozambique and Zambia to improve the nutritional status of women and children. The project, known as the Southern African Nutrition Initiative, is funded by the Government of Canada and is shining the light on women and girls' access to proper nutrition as a basic human right.

CARE aims to reach over 575,000 individuals by working with women, men, healthcare providers and community volunteers in each of the project countries to foster an environment where women and girls can become champions of their own futures. This is the foundation of our gender transformative nutrition programming – we take a human rights approach to women and girls' right to food.

Gender inequality is a significant determinant of women's nutritional status and one of the key barriers to women exercising their right to food. Inequality determines who eats first, who eats last, whose right to food is protected, and whose right to food is discriminated. We have seen first-hand that providing health and nutrition education creates healthier individuals and stronger communities.

"The goal of the Feed Her Future campaign is simple: we want to raise awareness and engage with Canadians about the importance of giving women and girls access to proper nutrition – and everything that 'access to nutrition' entails," said CARE Canada's CEO Gillian Barth on behalf of all program partners. "Canadians feel a strong sense of pride in our ability to drive positive change at home and globally. It's because of Canadians that CARE is able to provide this dedicated programming to women and girls in in Malawi, Mozambique and Zambia."

"By seizing the global spotlight that comes with serving as host country, Canadians have a unique opportunity to power progress for girls and women at home and around the world. Women Deliver is thrilled to see so many individual Canadians and Canadian organizations stepping up for gender equality and the health, rights, and wellbeing of girls and women," said Katja Iversen, President/CEO of Women Deliver.

The Women Deliver Conference, to be hosted next June in Vancouver, will focus on accelerating progress for girls' and women's health matters, education, environment, political participation, economic empowerment, and access to resources; including nutrition. CARE looks forward to engaging in the discussion, to sharing our experiences, and highlighting best practices.



With the help of our partners, our teams on the ground, and the generosity of Canadians, 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. This is how Canadians can help to #FeedHerFuture.

Connect with us and join in the conversation @FeedHerFuture. Read, like, share and comment. To learn more about the Feed Her Future programming, visit us at www.FeedHerFuture.ca.

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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 and CARE.

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.