

UNLOCK THE POWER OF NUTRITION

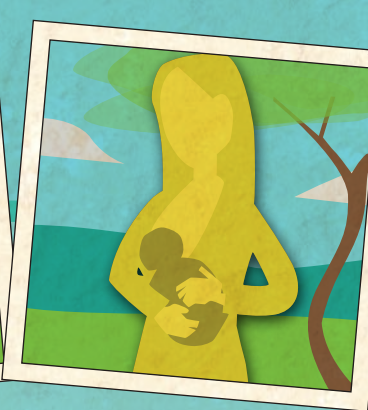
NUTRITION IS THE KEY TO A CHILD'S FUTURE

Proper nutrition during a mother's pregnancy and through the baby's 2nd birthday provides the best possible start in life.



Pregnancy

Proper nutrition before and during a woman's pregnancy is critical for the health of her child



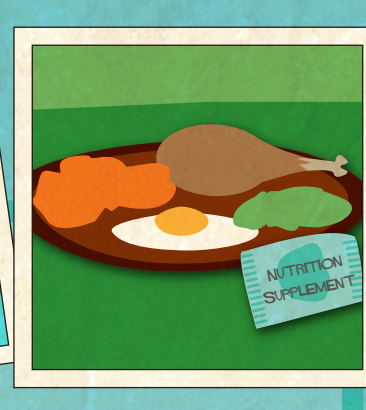
Breastfeeding

Babies should be breastfed within 1 hour of birth and breastmilk should be the only food or drink given for the first 6 months



Complementary Feeding

Starting at 6 months, babies need to eat solid/semi-solid foods 2-3 times a day, increasing frequency and portions as the child gets older



Diverse Diet, Fortified Foods

Young children need nutrients from a variety of foods. Fortified foods and supplements can help to ensure intake of essential vitamins and minerals



Child Health

Good nutrition boosts a child's immune system and promotes optimal growth and development



Education

Well-nourished children have higher IQs, complete more schooling and earn higher wages as adults



Agriculture

Investments in agricultural productivity increase the availability of nutritious foods and strengthen economic development from farm to market



Economic Development

Investing in nutrition is one of the most cost-effective investments a country can make

Optimally breastfed infants have **6x greater** chance for survival¹

Proper nutrition can **prevent 1 in 5 deaths** of children under 5 years old²

Nourished children are **10x more** likely to overcome the most life-threatening childhood diseases like diarrhea, pneumonia and malaria³

Nutrition investments are proven to boost GDP – as high as **3% annually**⁴

SOURCES: ¹The Lancet, ^{2,3}Save the Children, ⁴The World Bank, ⁵Copenhagen Consensus Center



Watch the Power of Nutrition animated video

www.AliveandThrive.org

INVEST IN THE POWER OF NUTRITION

Investments in nutrition are the foundation for a strong, prosperous future.

EVERY \$1 = **\$30**
spent on improving nutrition can have return on investment.⁵


alive&thrive
nourish. nurture. grow.