

ENOUGH

World Vision's ENOUGH Campaign | Lebanon

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The world is facing a major hunger crisis, impacting over 25 million children at risk of starvation and 149 million facing stunted growth due to a lack of nutritious food. This not only threatens children's right to life but also hinders their potential, leading to a lifetime of poor health, limited education, and increased vulnerability to violence. Urgent action is needed to address this systemic failure.

World Vision launched a global campaign over the next three years to mobilize citizens and leaders to create a world where every child has enough nourishing food to thrive.

The goal is to impact 125 million children by 2026 through ensuring hungry and malnourished children are visible and prioritized in policies and funding and improving access to nutritious food and resilience.



To achieve the first goal, World Vision aims to better account for children in need through improved measurements, working with governments and donors to create child and nutrition-sensitive policies and funding. The second goal involves scaling up food and cash assistance, school meal programs, promoting micronutrient supplementation, empowering girls, advocating for a qualified community health workforce, and regulating the production and distribution of children's food.

The Enough Campaign seeks to address the immediate crisis while preventing future hunger and malnutrition crises through a comprehensive and systemic approach.

Child hunger is at its worst in generations. Children are bearing the brunt of an unequal food system disrupted by conflicts and climate change. Every child deserves the food they need to develop a healthy body and mind. Every family has the right to be able to put enough of the right food on the table.

Context in Lebanon

In the country's recent history, several crises affected the well-being of children in Lebanon. Currently, Lebanon, a country grappling with a severe economic crisis, is hosting over **1.5 million Syrian refugees**, since the onset of the Syria war in 2011. As well, half a million Palestinian refugees are residing in Lebanon for years. In addition to the refugee crisis, Lebanon has been suffering from an unstable political system leading to political paralysis with the absence of a president and a current caretaking cabinet. In 2019, the country witnessed the beginning of a financial downturn that caused the collapse of the local currency and impacted severely the banking system. Almost a

year later, the country was hit by the biggest non-nuclear explosion in the port of Beirut. The blast destroyed the country's capital. COVID-19 added burdens on the economy and the businesses which were already struggling.

80% of the population in Lebanon is living in poverty. This ongoing situation without any foreseen solutions has impacted child rights and the well-being of children in Lebanon. Children are suffering from interrupted education and a lack of access to nutritious food, in addition to several other consequences of the series of crises.

ENOUGH campaign in Lebanon: Access & Nutrition

As part of World Vision International's Global Hunger Response, the organization is providing:



Cash and Food-in-kind support to vulnerable families



Cash for work projects through community interventions



Support to Farmers through producer groups



Livelihood interventions that contribute to employment and creating economic opportunities.

In 2023, World Vision Lebanon (WVL) reached **347,760 individuals (85,680 girls / 89,024 boys / 95,567 women / 77,489 men)**. Building on this impact, WVL will engage in advocacy efforts with the Government of Lebanon (GoL) and the donor community to secure increased investments in school kitchens and meal programs. Recognizing the vital role that nutrition plays in children's overall development and well-being, WVL will advocate for greater resources to enhance the quality and accessibility of school meals.

By advocating for improved infrastructure and resources for school kitchens, WVL aims to ensure that children have access to nutritious meals that support their growth and learning. This is crucial given the economic crisis and the collapse of the local currency, which have forced families to opt for cheaper, less nutritious food alternatives or reduce the number of meals per day. This situation has compromised children's food security, which may lead to stunting, wasting, and micronutrient deficiencies.

In response, WVL will prioritize raising awareness among caregivers about the importance of nutritious diets and the signs of malnutrition. Recognizing the potential for signs of malnutrition to go unnoticed, especially among families with limited access to healthcare services, WVL acknowledges the urgent need to empower caregivers with knowledge and resources. Through targeted awareness campaigns and educational initiatives, WVL will educate caregivers about the signs of malnutrition and equip them with strategies to maintain a nutritious diet for their children using locally available resources.

Additionally, WVL will actively advocate for the continuous monitoring of children's growth and development to prevent growth delays and malnutrition cases. By empowering caregivers with the information and support they need, WVL aims to prevent the escalation of malnutrition-related issues and promote the healthy development of children across Lebanon.

STRATEGIC GOALS



More children enjoy better food security, nutrition, and resilience, through prioritized services.



Children are visible and heard in hunger, nutrition & food security-related policies at all levels.

Results:

Our primary objective is to enhance the visibility and clarity of data concerning child hunger and malnutrition, ensuring it is comprehensively outlined in relevant statistics and reports across all levels. We aim to establish mechanisms where children's voices are actively listened to and integrated into decision-making processes and policy formulation regarding hunger, nutrition, and food security at every level. Through targeted national advocacy efforts directed toward donors and policymakers, we seek to promote the integration of child nutrition interventions within school systems.

We want to ensure that the most vulnerable children and their caregivers receive immediate and nutritionally appropriate food and cash assistance, addressing their critical needs effectively. We aim to expand the reach of

school meal programs to encompass more children, providing them with nutritionally rich food sourced ethically, sustainably, and locally whenever feasible. Additionally, we seek to enhance the nutrition outcomes and overall quality of life for adolescent girls through the provision of micronutrient supplements and gender-based transformative programs, thereby promoting their well-being and development. By implementing caregiver-focused Social and Behavior Change (SBC) initiatives, we aim to empower caregivers with the skills and knowledge necessary to monitor the physical development of their children, ensuring their health and growth are supported adequately. Ultimately, our objective is to establish stabilized access to food consumption for all children, irrespective of gender, thereby fostering food security and nutritional stability within our communities.

Children's Recommendations

The ENOUGH campaign framework is robust and evidence-based, incorporating the vital voices of children. During the campaign's development, WVL actively engaged with children from diverse communities and areas across Lebanon. These children provided critical insights, sharing their perspectives on what immediate actions are needed to prevent malnutrition. Their contributions have been instrumental in shaping the campaign's direction and ensuring it addresses the real needs of the most vulnerable.

Below are their asks:



Implement strategies to make nutritious food more affordable by exploring options such as subsidies, incentives for healthy food production, and partnerships with local producers.



Establish initiatives to provide access to food for communities in need through food banks, community gardens, mobile food markets, and other innovative approaches tailored to local needs and resources.



Tackle the issue of declining food quality, particularly concerning food expiry dates, by implementing stricter regulations, promoting consumer education on food labeling, and supporting initiatives that minimize food waste throughout the supply chain.



Boost investment in local agriculture and farming by providing financial support, technical assistance, and training programs to farmers, thereby enhancing local food production capacity and reducing dependency on imported goods.



Explore opportunities to utilize unused land for food production through initiatives such as urban agriculture, rooftop gardens, and land repurposing projects, thereby maximizing food-growing potential and contributing to food security at the local level.