

ENOUGH CAMPAIGN

LAUNCH REPORT

**West Africa's
Commitment to Ending
Child Hunger and
Malnutrition**

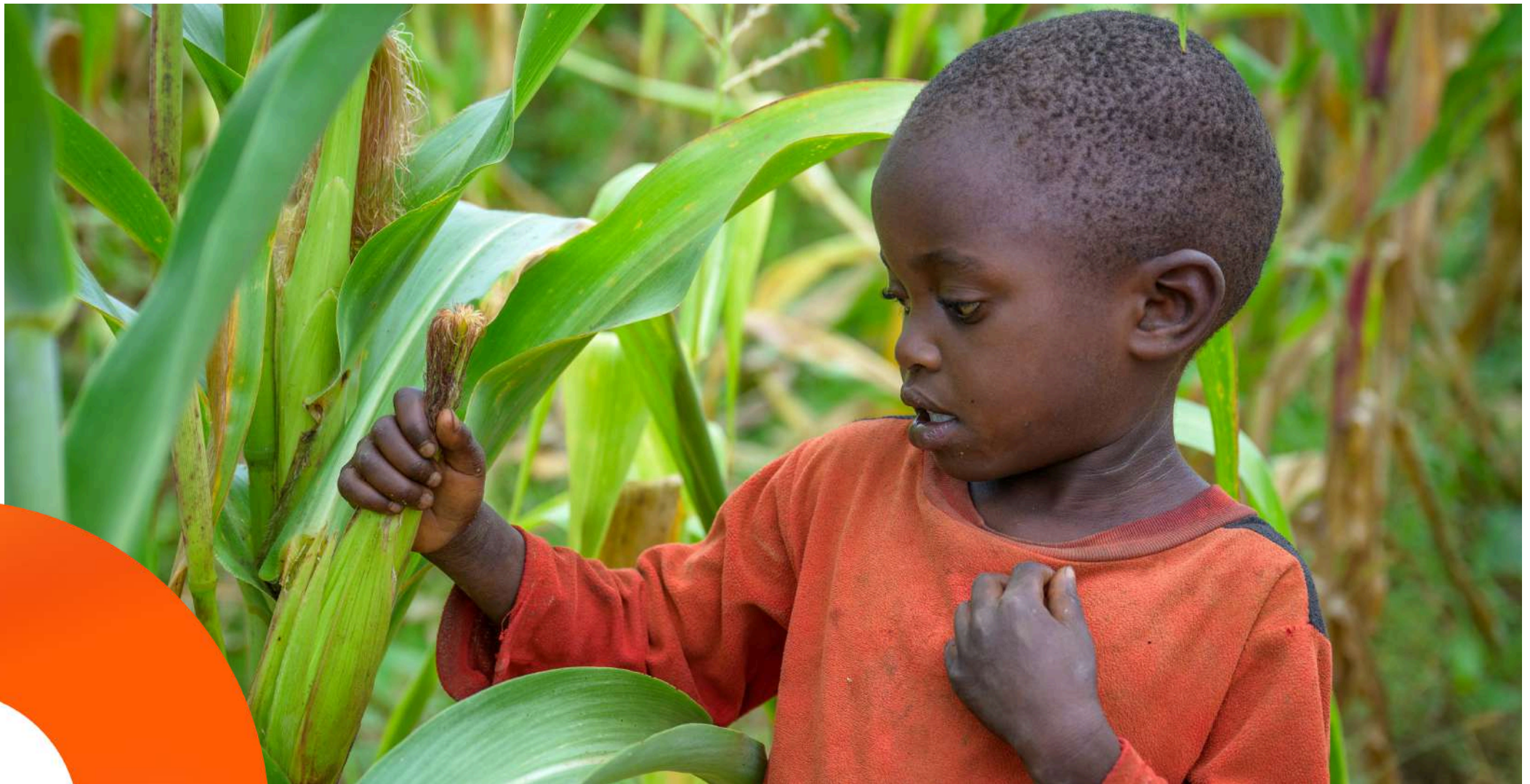


EXECUTIVE SUMMARY

Launched in all nine Field Offices (FOs)—Chad, Ghana, Mali, Burkina Faso, Mauritania, Senegal, Niger, Sierra Leone, and the Central African Republic (CAR)— the ENOUGH Campaign Launches represented a collective stand to end child hunger and malnutrition in West Africa.

The start of the ENOUGH campaign across the West African region has truly been a declaration of hope and urgency. It is about committing to giving every child a chance to grow up healthy, strong, and free from the invisible chains of hunger.

This report highlights moments of change, the voices of brave children, and commitments from leaders who heard their calls. It captures the impact of our work, celebrates our achievements, and outlines our roadmap for the months ahead.





Launch of ENOUGH campaign in Senegal

OUR WHY

The ENOUGH campaign in West Africa is rooted in addressing the urgent and escalating crises of child hunger and malnutrition. The region faces an alarming food security and nutrition crisis, with 47 million people experiencing food insecurity in 2023—a significant increase from 38 million in 2022. Additionally, 16.5 million children under the age of five are acutely malnourished, representing an 83% rise compared to the 2015-2022 average.

This dire situation is exacerbated by the "4Cs": conflict, COVID-19 aftershocks, cost-of-living increases, and climate change, all of which have pushed over 10 million people into a hunger crisis. These challenges underline the critical need for a coordinated and impactful response.

WORLD VISION'S ENOUGH CAMPAIGN SEEKS TO ADDRESS THESE ISSUES THROUGH

- **Advocacy for Sustainable Solutions:** Aligning with SDG 2, the campaign calls for immediate and sustained efforts to combat hunger and malnutrition.
- **Mobilization of Resources:** Addressing the funding shortfall caused by global humanitarian demands to ensure adequate support reaches the nine affected countries in West Africa.
- **Strengthening Community Resilience:** Through initiatives like the West Africa Emergency Hunger Response (WAHER), which has already reached over 4.3 million people, the campaign emphasizes building sustainable food systems and community-led interventions.
- **Continental Collaboration:** The upcoming continental launch in February 2024 during the African Union Heads of State Summit underscores the need for regional and global solidarity in addressing these interconnected crises.

1. All offices will implement the two global strategic Goals namely
2. Children are visible and heard in hunger, nutrition & food security-related policies at all levels
3. More children enjoy better food security, nutrition and resilience, through prioritized services
4. All offices are implementing the following mandatory global Results indicators in addition to others they would have selected based on their needs
5. Data on child hunger and malnutrition is more visible & clearly spelled out in relevant statistics and reports at all levels
6. The most vulnerable children and their caregivers receive immediate and nutrition appropriate food & cash assistance
7. More children reached by school meal programs providing nutritional food sourced ethically, sustainably & as local as possible
8. Countries such as Burkina Faso, Ghana, Mali opted to also address climate smart agricultural issues
9. Relevant global & national policy & funding (including sustainable and climate-smart agricultural practices, food security, DRR etc.) embed child nutrition sensitive approaches to prevent future crises

The ENOUGH campaign represents a vital opportunity to spotlight the humanitarian and development needs in West Africa while advocating for long-term investment and commitment to end child hunger and malnutrition across the region.

ENOUGH



Launch of ENOUGH campaign in Chad

WHY THIS REPORT MATTERS:

- To celebrate the progress we've made through collective mobilization.
- To amplify the voices of children who refuse to be invisible any longer.
- To advocate for policy changes and partnerships that will transform this bold vision into reality.

CAMPAIGN LAUNCH SNAPSHOT



18 million

children are targeted through programs and advocacy.



+ 200 media

Campaign messages reached millions through 200+ media platforms, creating waves of awareness and hope.



1,900

stakeholders—policymakers, community leaders, donors, and advocates—joined forces to say ENOUGH.

Tangible solutions like school gardens, nutrition-sensitive policies, and youth-led accountability systems are being implemented across the region. At its heart, the ENOUGH campaign is a promise: that no child will go to bed hungry.

ENOUGH



Launch of ENOUGH campaign in Mali

ORGANIZATIONAL AND PROGRAM GOALS

World Vision West Africa is committed to building a future where every child can thrive. Through the **ENOUGH campaign**, we are driven by a profound commitment to addressing hunger and malnutrition—ensuring that no child is left behind. Our goals include:



1. Making children visible and heard

We believe that children are not just recipients of aid but active agents of change. By prioritizing their voices, we empower children to contribute to the policies and programs that directly impact their lives. From shaping hunger and nutrition-related strategies to participating in decision-making platforms, we ensure that children's experiences and aspirations are at the center of our work.



2. Improving food security and nutrition outcomes

Hunger is not inevitable—it can be overcome with sustainable and proven solutions. Through initiatives such as **school feeding programs**, promotion of **local food production**, and investments in **climate-resilient agriculture**, we are tackling food insecurity at its roots. These efforts not only nourish children today but also build a resilient foundation for communities to thrive in the face of climate and economic challenges.



3. Strengthening partnerships for collective impact:

We recognize that the scale of hunger and malnutrition requires unified efforts. By fostering partnerships with **governments, faith leaders, donors, youth groups** and **civil society organizations**, we are building a movement that prioritizes child well-being. Together, we are mobilizing resources, amplifying advocacy, and driving policy shifts that ensure sustainable and lasting solutions for the most vulnerable.

Aligned with **Sustainable Development Goal 2: Zero Hunger**, the ENOUGH campaign is a call to action—an unwavering commitment to ending child hunger, malnutrition, and food insecurity across West Africa. By working together, we can create a region where every child has access to nutritious food, where families are resilient, and where communities can thrive with dignity and hope.

ASSEZ
POUR LES ENFANTS

World Vision
NIGER



Launch of ENOUGH campaign in Niger

**PRIMARY
STRATEGIC
OBJECTIVES AND
SIX-MONTH
MILESTONES**



STRATEGIC OBJECTIVES

1. Amplify children's voices in national and regional dialogues on hunger and nutrition.
2. Mobilize resources and partnerships to implement targeted nutrition programs.
3. Advocate for policy change to increase government investments in nutrition and food security.

CRITICAL MILESTONES FOR THE NEXT SIX MONTHS

- **National Dialogues:** Engage policymakers to influence policy frameworks and budget allocations.
- **Community-Led Monitoring:** Empower child and youth groups to hold service providers accountable.
- **Scale-Up Programs:** Expand school feeding initiatives, community gardens, and cash assistance programs.
- **Evidence Generation:** Conduct nutrition baseline surveys to strengthen advocacy with data.

STRATEGIC FOCUS AND ADVOCACY GOALS

- The campaign aligns its advocacy with national frameworks and ongoing humanitarian responses. Focus areas include:
- **Nutrition-Sensitive Policies:** Advocating for child-centered policies that address food insecurity.
- **Community-Led Solutions:** Promoting local, sustainable practices like climate-smart agriculture and school gardens.
- **Emergency Response Integration:** Aligning interventions with national humanitarian plans in conflict-affected areas.

TOP FIVE STRATEGIC PARTNERS AND THEIR ROLES

The success of the ENOUGH campaign is anchored in strategic partnerships across all nine countries.

1. **National Governments:** Align policy goals, allocate budgets, and integrate nutrition into national development plans.
2. **UN Agencies (UNICEF, WFP, FAO):** Provide technical expertise, funding, and logistical support for food and nutrition programs.
3. **Faith Leaders:** Drive behavior change and mobilize communities through their trusted influence.
4. **Civil Society Organizations (CSOs):** Lead advocacy, awareness, and accountability initiatives at the grassroots level.
5. **Media Platforms:** Amplify campaign messages, engage the public, and build momentum for change.

**KEY ACTIVITIES
AND HIGHLIGHTS
FROM THE
ENOUGH
LAUNCHES**



BURKINA FASO: A CHILD'S CALL FOR CHANGE

In Ouagadougou, Fatim, a 14-year-old advocate, captured the room's attention: *"We no longer want to beg for food. Hunger steals our childhood. Help us."* Her heartfelt plea became the rallying cry of the campaign, which brought together 200 stakeholders, including ministers, faith leaders, and CSOs.

Key Highlights:

- **1.5 million** children are targeted through advocacy and programming.
- Strong alignment with Burkina Faso's National Humanitarian Response Plan ensured government ownership.
- Child-led advocacy showcased the power of youth voices in driving systemic change.



CENTRAL AFRICAN REPUBLIC: STRENGTH IN UNITY

In Bangui, the First Lady and child advocate Arielle spoke powerfully: *"Together, we can overcome malnutrition and hunger. Every child deserves a chance to thrive."*

Key Highlights:

- **2.5 million** children were targeted through nutrition education and social accountability programs.
- National partnerships strengthened with the SUN Committee, UNICEF, and WFP.
- The launch mobilized 270 stakeholders, driving commitments to combat hunger.



CHAD: VOICES OF URGENCY AND ACTION

In Chad, the launch resonated deeply with government officials, faith leaders, and children. Anita, a 12-year-old child parliament leader, stood before decision-makers and declared: *"Behind every number is a child who dreams of enough food to survive and thrive."*

Key Highlights:

- **3 million** children were targeted for interventions addressing acute malnutrition.
- Partnerships strengthened with UNICEF, WHO, and the Nutrition Cluster.
- The launch mobilized 250 stakeholders, with faith leaders pledging to drive behavior change within communities.

The government vowed to integrate ENOUGH's objectives into national health and nutrition strategies, focusing on the most vulnerable children.



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GHANA: GROWING GARDENS OF HOPE

Ghana's ENOUGH campaign launch reflected innovation and grassroots engagement. Schools across the nation established community gardens, fostering food security and nutrition education.

Hon. Alexander, Deputy Minister of Health, made a powerful commitment:

"This fight belongs to us all. I will champion every policy to ensure no child goes to bed hungry."

Key Highlights:

- **3.5 million** children to be targeted through advocacy and programs.
 - 11 school gardens and poultry farms established, providing sustainable food sources.
 - 300 stakeholders joined efforts, including government ministries, UNICEF, and children's clubs.
- Through policy dialogues and advocacy workshops, children actively monitored school meal programs, holding service providers accountable.

MALI: UNITING FAITH AND POLICY FOR CHANGE

In Mali, the ENOUGH launch brought together over 300 stakeholders—including ministers, religious leaders, and civil society—who pledged to prioritize child hunger in national development plans.

A powerful moment came when a revered Imam declared:

"It is our moral and spiritual duty to protect children from hunger and malnutrition."

Key Highlights:

- **Over 2 million** children to be targeted through nutrition and advocacy programs.
- The launch mobilized commitments to expand school feeding programs in vulnerable regions.
- Media coverage reached 30 platforms, amplifying voices from Bamako to rural communities.
- Commitments made to expand school feeding programs and climate-resilient agriculture.



MAURITANIA: AMPLIFYING VULNERABLE VOICES

In Nouakchott, government representatives emphasized the need for lasting behavioral change to end malnutrition. The Secretary-General of the Ministry of Social Action stated:

"Behavioral change is a process, and the government is ready to champion it alongside World Vision."

Key Highlights:

1.2 million children to benefit from targeted nutrition initiatives.

Faith leaders and local NGOs to collaborate to mobilize communities and address underlying causes of hunger.

National frameworks like the SCAPP were integrated into campaign strategies.





Launch of ENOUGH campaign in Central African Republic

NIGER: MOBILIZING FOR RESILIENCE

Niger's ENOUGH campaign focused on strengthening partnerships with national ministries and community-based organizations.

A young advocate declared:

"Hunger is not just our problem. It is everyone's responsibility to solve it."

Key Highlights:

- **1.7 million** children are targeted through advocacy and resilience programs.
- The government pledged to implement policies addressing child malnutrition.
- Mini-campaign launches ensured grassroots ownership in rural regions.



SENEGAL: A CALL FOR FOOD SOVEREIGNTY

The ENOUGH campaign launch in Dakar brought together 200 decision-makers, religious leaders, and children.

A child ambassador challenged policymakers directly:

"We deserve enough food to grow, learn, and dream. We want to survive."

Key Highlights:

- **1.8 million** children to be impacted by food and nutrition programs.
- Partnerships aligned with Senegal's Food Sovereignty Strategy, prioritizing sustainable solutions.
- Media platforms amplified the campaign message, reaching communities nationwide.

SIERRA LEONE

The campaign launch in Freetown united children, government officials, and donors under one message: ENOUGH.

Thomas, a youth leader, inspired all with his words:

"In this fight against hunger, let us be warriors, not survivors."

Key Highlights:

- **3.5 million** children are targeted for nutrition and food security interventions.
- Alignment with Sierra Leone's 'Feed Salone' Flagship Initiative ensured policy integration.
- 250 stakeholders, including ministers and donors, pledged long-term support.





OUTCOMES AND IMPACT INDICATORS



Launch of ENOUGH campaign in Burkina Faso

OUTCOMES

At the heart of the ENOUGH campaign lies a clear commitment to measurable impact that transforms the lives of children and communities across West Africa. Our work is anchored in tangible outcomes and indicators that reflect progress toward ending hunger and malnutrition.

Quantitative Outcomes:

18 million children targeted: Across our nine Field Offices in West Africa, we aim to bring life-changing interventions to 18 million children, ensuring they have access to the food and nutrition they need to grow, learn, and thrive.

1,900 stakeholders engaged through the campaign launch: Through targeted dialogues, events, and advocacy platforms in FY24, we are mobilizing governments, policymakers, faith leaders, donors, and civil society organizations to take decisive action against child hunger and malnutrition.

200+ media platforms amplifying campaign messages: By harnessing the power of media, we are raising awareness and rallying collective action, ensuring that the voices of the most vulnerable children are heard far and wide.

IMPACT INDICATORS

Policy Changes: Measuring the number of policies influenced or budgetary increases achieved as a result of our advocacy efforts, demonstrating meaningful shifts in prioritizing child nutrition and food security.

Community Reach: Tracking the number of children and families who benefit from our nutrition and food security programs, ensuring that interventions directly address their immediate needs and contribute to long-term well-being.

Child Participation: Monitoring the number of children actively engaged in advocacy, accountability, and decision-making initiatives, recognizing their right to participate and their vital role in driving sustainable change.

We are intentional about holding ourselves accountable to the children, families, and communities we serve. By measuring progress and amplifying impact, the ENOUGH campaign will serve as a leverage to move us closer to a West Africa where no child suffers from hunger or malnutrition, and every child has the opportunity to flourish.

SUCCESS EVALUATION

To ensure transparency, accountability, and measurable progress, the **ENOUGH campaign** relies on a rigorous evaluation framework. Through **baseline data collection, midline monitoring, and endline evaluations**, we will be able to track the campaign's impact over time. This approach ensures that our advocacy efforts remain **data-driven**, responsive, and aligned with the needs of the most vulnerable. ENOUGH will be an evidence-based programmatic and child participative campaign that monitors outcomes at key milestones and ultimately identify successes, address gaps, and continually refine our strategies to achieve lasting change.

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Launch of ENOUGH campaign in Ghana



CHALLENGES & OPPORTUNITIES



Launch of ENOUGH campaign in Mauritania



CHALLENGES

1. Resource Limitations:

- Insufficient funding has posed a significant challenge, limiting the scale and reach of key interventions needed to address child hunger and malnutrition.

2. Conflict and Insecurity:

- Ongoing crises in countries such as **Niger**, **Central African Republic (CAR)**, and **Mali** have affected program implementation, leaving many vulnerable children and families without access to critical support.



OPPORTUNITIES

1. Community Engagement:

- **Faith leaders** and **youth advocates** have emerged as influential champions of change, mobilizing communities and amplifying messages of hope and resilience. Their leadership has proven instrumental in driving local ownership and action.

2. Policy Integration:

- Aligning our efforts with **national frameworks** and government priorities has fostered strong collaboration, ensuring greater **policy ownership and sustainability** of hunger and nutrition interventions.

3. Scalability:

- Successful, evidence-based models—such as school gardens, **school feeding programs**, and **cash-based assistance**—offer scalable solutions that can be replicated across the region to maximize impact.





Launch of ENOUGH campaign in Sierra Leone

CALL TO ACTION

ENOUGH

END CHILD HUNGER NOW

The **ENOUGH campaign LAUNCH** has demonstrated the transformative power of **collective action**. When children's voices are amplified, when communities are empowered to lead, and when evidence-based solutions are prioritized, systemic change becomes not only possible but inevitable.

As we're gearing up for the first year of implementation of the ENOUGH campaign in West Africa, we now call on **governments, donors, and partners** to join us in this critical movement:

1. Invest in Nutrition:

- Prioritize funding for programs that address child hunger and malnutrition, ensuring that no child is left behind.

2. Empower Children:

- Uphold children's right to participate in decisions that shape their lives and futures. Their voices are essential in building solutions that are both inclusive and impactful.

3. Sustain Momentum:

- Support **community-led, evidence-based solutions** for food security and nutrition, fostering resilience and ensuring sustainable progress.

The message is clear: We have had **ENOUGH**. Across West Africa, World Vision is committing to contribute to building a future where every child has enough—enough food to nourish their bodies, enough nutrition to support their growth and development, and enough opportunities to realize their full potential.

The future of millions of children depends on bold and decisive action.

By working hand in hand—with governments, communities, donors, and partners and youth—we will make it possible to witness a world where no child goes to bed hungry, no family is left without hope, and no community is trapped in the cycle of poverty and malnutrition.

Every child deserves enough—to survive, to thrive, and to dream of a brighter future.

