

# ENOUGH FOR *CHILDREN*



ENOUGH PROGRESS REPORT  
FY 24 - FY 25

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*I feel deeply saddened by the number of children around me who are unable to attend school while struggling to secure their daily meals. For them, going to school is like a golden ticket. Even having a meal each day is considered a stroke of luck for them.*

*Name: Ei Age: 13*

# 1. Background

Since the political changes in early 2021, Myanmar's humanitarian landscape has continued to deteriorate. In 2024, the situation is grim, with one-third of the population—an estimated 18.6 million people, including 6 million children—requiring humanitarian assistance.<sup>1</sup> Political unrest has caused restrictions on travel, goods transportation, and cash transfers, as well as the withdrawal of some business entities. These disruptions have resulted in sharp increases in the prices of basic food items, commodities, and fuel. This poses a serious concern for the most vulnerable children, many of whom were already living below the poverty line. More than 55 per cent of children live in poverty, while three-quarters of displaced households have unmet basic needs.<sup>2</sup> High inflation and rising commodity prices have made it increasingly difficult for families in Myanmar to access and afford adequate food, pushing many into financial distress. Worsening food insecurity has also increased the risk of malnutrition.

Child hunger and malnutrition remain major concerns in Myanmar, undermining children's survival and development. The growing number of people facing food insecurity, along with the high prevalence of child malnutrition, prompted World Vision Myanmar (WVIM) to join the WV Partnership-wide ENOUGH campaign to address these challenges. WVIM launched the ENOUGH campaign in Myanmar at the start of FY24 and has integrated it across all technical programmes. The campaign also engages faith leaders and is being implemented across area programmes and church communities.

## 2. Strategic approach of WVIM's ENOUGH Campaign in Myanmar

World Vision Myanmar launched the ENOUGH Campaign in October 2023 to address the escalating crisis of child hunger and malnutrition. To implement the campaign in the Myanmar context, WVIM is taking the following strategic approach:

- **Multi-sectoral response:** Food insecurity is closely linked with health, education, child protection, and livelihoods, requiring a coordinated, cross-sectoral approach.
- **Focus on children:** Malnutrition has a disproportionately severe impact on children, causing irreversible damage to physical growth and cognitive development, undermining school attendance and learning outcomes, and negatively affecting long-term health, productivity, and overall well-being.
- **Faith-based engagement:** Faith leaders have extensive grassroots networks through churches, temples, and mosques, and hold positions of respect and trust within their communities. These strengths can be leveraged to effectively disseminate nutrition promotion messages and encourage positive behaviour change at the community level.
- **Integrated programming:** Interventions combine food assistance, nutrition education, WASH (Water, Sanitation, and Hygiene), and cash-for-food initiatives to address both immediate needs and underlying causes.

## 3. Campaign Goal and Target

**Campaign Goal:** Children in Myanmar enjoy sufficient and nutritious food and actively participate in healthy practices to address child hunger.

World Vision Myanmar (WVIM) aims to reach 1.1 million individuals, including more than 600,000 children, across all WVIM development and humanitarian programme areas, in collaboration with 5,000 faith leaders.

**Contribution to Child Well-being Objectives (CWBO) and the SDGs:** The campaign goal and objectives directly contribute to CWBO 5, to increase the number of well-nourished children aged 0–5, and to Sustainable Development Goal 2, which aims to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030.

[1] Myanmar Humanitarian Needs and Response Plan 2024 (December 2023)

[2] [Humanitarian Action for Children 2024 - Myanmar - Myanmar](#) | ReliefWeb

## 4. Key Campaign Achievements in FY24-25

### 4.1 Campaign Progress in FY24-25

World Vision Myanmar (WVIM) focuses on ensuring food security for the most vulnerable families and improving nutrition outcomes for children under five through a multi-sectoral programming approach. WVIM continues to implement proven project models while actively engaging communities and faith actors, including mobilizing public support through digital platforms. A key priority is strengthening the capacity of children and youth and promoting their meaningful participation by amplifying their voices across advocacy platforms.

Over the two years of campaign implementation, WVIM reached 499,588 individuals including 159,693 children, through area programme interventions and faith leader engagements.

**Food Assistance:** With funding support from the World Food Programme (WFP) and other donors, WVIM has supported vulnerable families and children through the provision of basic food items, fortified blended foods, and micronutrient supplements.

- 253,816 individuals, including 40,962 children under two, 36,416 pregnant and breastfeeding women, and 6,610 persons with disabilities, were reached with cash-for-food assistance totaling USD 4.1 million.
- 66,891 individuals, including 10,729 children under five and 761 pregnant and lactating women, from earthquake-affected communities and area programmes received 1,886.571 metric tons of rice, pulses, oil, salt, high-energy biscuits, and other basic food items.
- 38,752 children under five and 8,101 pregnant and breastfeeding women received 147.464 metric tons of blended food and ready-to-use supplementary food.



40,962  
under-2 children



36,416  
pregnant &  
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6,610  
disable persons

**253,816** individuals reached with  
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to 4.1 million USD.



10,729  
under-5  
children



66,891  
total individuals  
reached



761  
pregnant &  
lactating mother

earthquake affected communities and area  
programs reached with **1886.571** metric tons of  
Rice, Pulse, Oil, Salt and High Energy Biscuits  
and other basic food.



38,752  
under-5  
children



8,101  
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women

under-5 children and pregnant & breastfeeding  
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**Nutrition Interventions:** In addition to material assistance, WVIM raised awareness among parents and caregivers on child nutrition to promote appropriate feeding practices. Support included the provision of nutritious foods such as beans, eggs, fortified blended foods, and healthy snacks, alongside counselling on infant and young child feeding practices.

Children's nutritional status was regularly monitored, and malnourished children under five were identified and supported to access early treatment for Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) through relevant service providers. Referral mechanisms were strengthened to ensure that severe cases with complications received specialized care at health facilities.

As an innovative intervention, WVIM introduced jaggery and peanut supplementation in one area programme, with recommendations to scale up across other programmes. In addition, annual Nutrition Month activities were conducted each August in collaboration with communities, including cooking demonstrations, nutrition dialogues, health talks, and public awareness campaigns.

- 41,292 individuals, including 14,390 children, received nutrition awareness through 562 sessions.
- 22,071 children were reached through SAM and MAM support, and 410 children received micronutrient supplements.
- As part of the annual August Nutrition Month movement, nutrition promotion activities such as cooking demonstrations and public awareness sessions were conducted, reaching a total of 17,292 people, including 8,649 children.
- A total of 69,136 children were reached through the Growth Monitoring Program (GMP), 4,854 under-five children received Micro-Nutrient Powder (GNP), and 5,757 adolescents were reached through the Nutrition Program.



**Education:** Food insecurity contributes to child malnutrition, which negatively affects physical and cognitive development, school attendance, and long-term well-being. To address these challenges, WVIM integrates nutrition support into its education programmes to improve both learning outcomes and nutritional status.

Vulnerable school communities receive education on balanced diets, healthy habits, nutritious food preparation, and hygiene practices, including handwashing. Key initiatives include school meals provided through Early Childhood Education centres (ages 3–5), reading clubs (ages 6–12), community learning spaces, and libraries (ages 6–17). These meals help reduce micronutrient deficiencies and improve attentiveness, concentration, and academic performance.

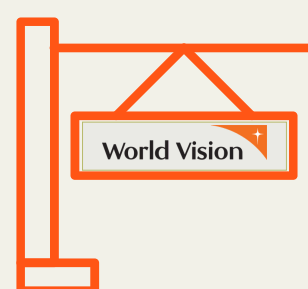
WVIM also promotes school and home gardens to increase access to fresh and diverse foods for school meals and household consumption. During emergencies caused by conflict or natural disasters, affected children and families receive nutrition support to help maintain education continuity and well-being.

- 13 area programmes and projects across 7 regions and states supported school meal activities.
- 9,630 children received school meals, including chicken porridge, fried noodles or vermicelli, meat and vegetable soups, boiled eggs or quail eggs, corn, sweet potatoes, fruits, soy milk, milk, dry snacks, and Myanmar traditional dishes, provided through ECD centres, learning spaces, reading clubs, and libraries.



9,630

Children reached  
with school meals



13 Programs/Projects

across 7 regions and states  
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**Livelihoods and Resilience:** To strengthen household food security and improve children's nutrition, vulnerable families received training on environmental and climate change awareness, as well as climate-smart agriculture practices to enhance farm productivity in a sustainable and environmentally friendly manner. Households were supported with agricultural inputs such as quality seeds, farming tools, bio-fertilizers, and livestock (pigs, chickens, goats, and ducks).

WVIM also promotes home gardening to enable families to grow fresh vegetables for household consumption, improving access to safe and nutritious foods. In emergency contexts caused by conflict or natural disasters, affected households received food assistance to meet immediate needs.

- 5,824 households received physical agriculture assets (good quality seeds, fertilizers, micro-irrigation pipes, pH meters, seed moisture testers, etc.)
- 1,289 households growing crops that are resilient to climate hazards/Stress (drought resistant crops varieties and crops that are tolerant and produce well in the local context and climate conditions)
- 2,567 individuals trained in improved sustainable agriculture practices.
- 592 individuals received livestock and livestock inputs such as breeds, feeds, vaccination and LEW kits, etc... for pigs, poultry and goats.



5,824

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1,289

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2,567

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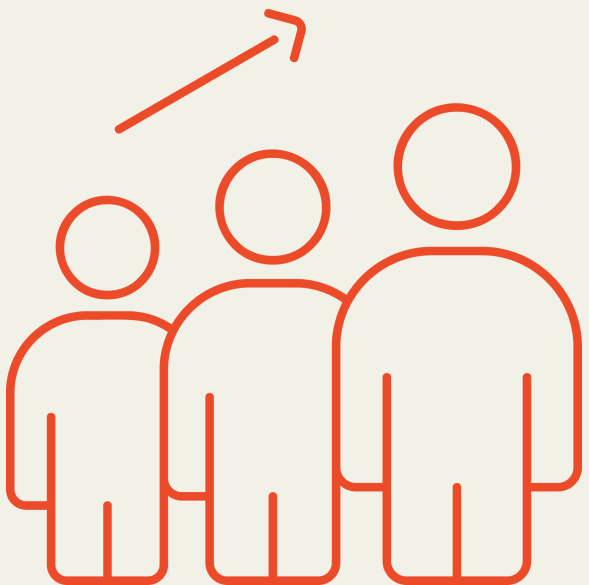
592

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**Child Participation:** Child participation is a core component of WVIM programming. Seven child delegates represented their peers at the regional Young Minds CAMP, raising key issues related to hunger, nutrition, disaster risk reduction (DRR), and climate change. Under their leadership, a child-led research initiative on climate change, DRR, and their impacts on food security was conducted. The findings contributed to the East Asia child-led research report, incorporating perspectives from children, community members, and faith leaders.

Action plans were developed at both community and township levels. Children’s recommendations focused on identifying root causes, motivating peers to drive change, increasing awareness on waste management, and strengthening community-level action.

- 8 children led the child-led research on hunger and climate change, with participation from 21 adults and 121 children.
- 59 children engaged in dialogue with WVIM leaders, including 4 children who presented the research findings.
- 20 children participated in nutrition dialogue sessions, with outcomes—including challenges, urgent actions, and long-term recommendations—shared at the Nutrition for Growth Summit, where a child-produced video was presented to a global audience.

<p><b>8</b> children lead the child-led research</p>	
<p><b>59</b> children met with WVIM leaders to share the research outcomes</p>	
<p><b>20</b> children engaged in nutrition dialogue session</p>	
<p>Meaningful Child-Participation</p>	

## 4.2 Faith Leaders Engagement:

Strengthening Christian faith and calling is one of the strategic imperatives of World Vision International's Our Promise 2030, which seeks to create a vision of hope for the children we serve. In support of this commitment, World Vision Myanmar engaged 11 departments of the Myanmar Baptist Convention (MBC) at the national level, as well as local churches. In collaboration with MBC's Christian Social Service Development Department (CSSDD), WVIM delivered training on Basic Development Concepts, Agroforestry, Homestead Gardening, and the "10 Commandments of Food for Kids" to individuals working in agriculture and church leaders.

- 9 department leaders participated in a Nutrition Dialogue and shared critical perspectives on Myanmar's nutrition situation, which were featured at the World Vision Nutrition for Growth Summit held in Paris in March 2025.
- 41 individuals from the agriculture sector and church communities were trained in sustainable agriculture practices.
- 2,166 individuals from church communities participated in nutrition awareness programmes based on the "10 Commandments of Food for Kids."
- 7,840 individuals, including 3,610 children, from 13 programme areas participated in nutrition promotion activities—such as nutrition awareness sessions, hygiene promotion, and cooking demonstrations—conducted as part of the Nutrition Month Movement.
- 729 Christian faith leaders from the convention level and more than 40 local churches participated in discussions and awareness programmes related to food security and nutrition.



2,166

Individuals from church communities received Bible-based nutrition awareness through the '10 Commandments of Food for Kids' awareness booklets.

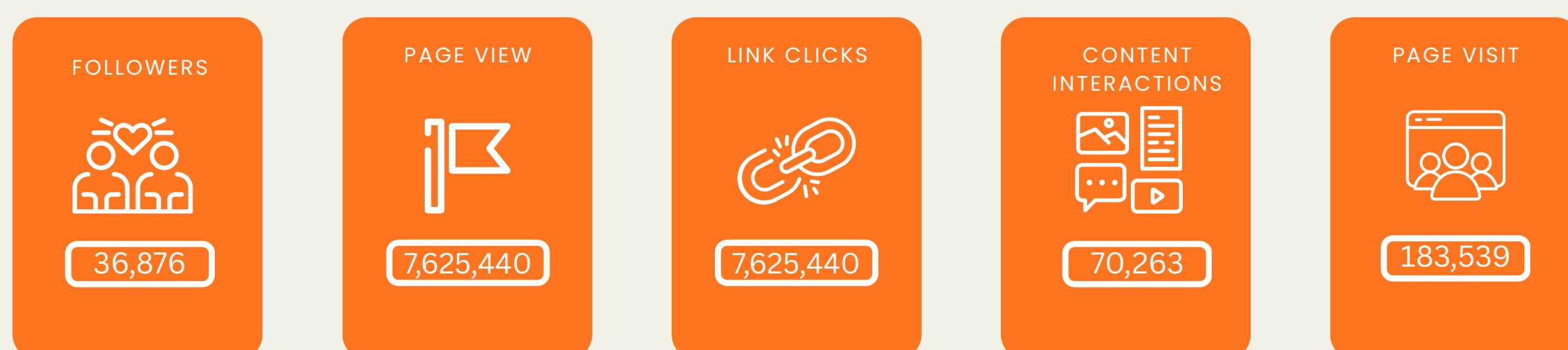


729

Christian faith leaders from convention level and local churches participated in the discussion and awareness program related to food security and nutrition.

## 4.3 Public/community Mobilization (social media):

Due to political changes, public mobilization through mass gatherings for awareness was not possible. However, WVIM continued to engage the public via social media, particularly through the “Mae Yin Thway” Facebook page, where materials and messages related to child health and nutrition were shared and discussed. As of December 2025, the page has approximately 36,876 followers, 7,625,440 page views, 36,177 link clicks, 70,263 content interactions, 183,539 page visit reflecting strong community engagement and outreach among mothers and caregivers.



## 5. Reflection and Lessons Learned

The Nature of campaign includes influencing policy change along with programming, public mobilization and partnering. The political change has hindered WVIM to engage for policy influencing at the country level as well as brand promotion widely. The campaign activities have been more on awareness raising for behavior change and program implementation. It would be great to scale up nutrition support and intervention to go along with the awareness sessions.

Moreover, 2025 March earthquake response delayed the campaign momentum.

One of the planned activities was to engage food producers—particularly school canteen vendors—and raise awareness of clean food production and safe handling practices, with support from subject-matter experts. However, due to low interest from food producers, linked to limited profit margins, this activity could not be implemented.

The situation created an opportunity for WVIM to strengthen its partnership with faith leaders in advancing the campaign. Consistent engagement and strong collaboration with the Myanmar Baptist Convention played a key role in moving the campaign forward. Sector contributions have also been vital to its success. Over the past two years, the WASH sector's technical and financial support has enabled us to reach more faith communities through dialogues, panel discussions, and the development of educational materials.

## 6. Moving Forward

Despite the efforts of the ENOUGH Campaign, Myanmar's nutrition situation has continued to deteriorate due to the protracted crisis. The number of people facing food insecurity increased from 13.3 million in 2023 to 16.7 million in 2025, representing nearly one-third of the population. Child malnutrition has worsened significantly: one in three children under five suffers from stunting, and more than half a million children are projected to experience wasting in 2025—a 26 per cent increase from 2024. At the same time, internal displacement has risen to over 3.6 million people, alongside increasing restrictions on humanitarian access. Moreover, humanitarian funding remains critically low, leaving millions without adequate assistance.

World Vision Myanmar (WVIM) remains committed to addressing the escalating hunger crisis over the next three years. Looking ahead, WVIM will develop and launch a Sunday school curriculum in churches in FY26, while expanding partnerships beyond Christian communities to include other faith-based groups. To ensure children are well-nourished and prepared for life, school meal programmes will be scaled up across area programmes and projects nationwide. To gain deeper insights into children's lived experiences, child-led research on food insecurity and nutrition will be conducted in selected target areas. In addition, efforts to equip children and amplify their voices on high-level advocacy platforms will be sustained and expanded.

[3] [Myanmar - 3.4 million more people in acute food insecurity \(DG ECHO partners\)\(ECHO Daily Flash of 19 June 2025\) - Myanmar | ReliefWeb](#)

[4] [Myanmar | World Food Programme](#)

WVIM remains committed to addressing the escalating hunger crisis in Myanmar over the next three years.

**Act** **Enough**

**Pray** **Enough**

**Give** **Enough**

**until there is**

**ENOUGH**

