

ENOUGH



CAMPAIGN PROGRESS REPORT

SOUTH ASIA AND PACIFIC REGION

APRIL 2025

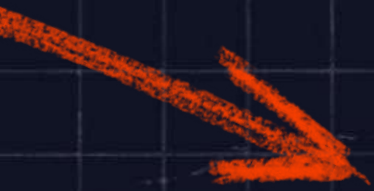


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Foreword

Child hunger and malnutrition remain critical challenges worldwide, exacerbated by conflict, climate change, and rising food prices. In response, World Vision launched ENOUGH, a global campaign to end child hunger and malnutrition. Recognising the urgent need for action in our region, the South Asia and Pacific Regional Office (SAPO) officially launched the campaign on March 19, 2024.

In South Asia and the Pacific, undernutrition among children is driven by poverty, food insecurity, inadequate healthcare, poor sanitation, and climate change. With a strong presence across the region, World Vision has been actively engaging diverse stakeholders to address these challenges. Since the campaign's launch, significant initiatives have been implemented to combat malnutrition and hunger. This report highlights those efforts, demonstrating how World Vision is mobilising resources and driving collective action for lasting change.

As a step forward, World Vision offices in the South Asia and Pacific region will build on the momentum by translating nutrition dialogues with children and stakeholders into concrete action; children and youth will be meaningfully engaged at different levels in decision-making, policy development, and implementation through appropriate platforms. Additionally, a series of virtual learning exchanges on Social and Behaviour Change will be conducted to expand health and nutrition programmes, particularly for vulnerable populations.

As you explore this report, I encourage you to join the ENOUGH Campaign—to stand alongside children, youth, communities, and policymakers in advocating for increased investment, ambitious nutrition targets, improved service delivery, and stronger food regulation policies. Together, we can ensure that every child has ENOUGH—enough food, enough care, and enough opportunity to thrive.



Cherian Thomas
Regional Leader
South Asia and Pacific Region
World Vision International



Background

Globally, there has been poor progress in reducing the rates of undernutrition. An estimated 28.9% of people were moderately or severely food insecure in 2023, equivalent to one out of 11 people worldwide. The hunger rates in Asia¹ are reported to remain relatively unchanged.

Within the South Asia and Pacific Regional Office, World Vision International works in 10 countries: Bangladesh, India, Indonesia, Nepal, Papua New Guinea, the Philippines, Sri Lanka, Solomon Islands, Timor Leste and Vanuatu. All these countries are classified as lower or middle-income, with more than half (52.6%) of the population unable to afford a healthy diet.² These countries face significant challenges related to both undernutrition and obesity.

In this context, World Vision International launched the “ENOUGH” campaign, aiming for:

“A world where every child enjoys ENOUGH nourishing food so they can thrive.”

¹ FAO, IFAD, UNICEF, WFP and WHO. 2024. The State of Food Security and Nutrition in the World 2024 – Financing to end hunger, food insecurity and malnutrition in all its forms. Rome. <https://doi.org/10.4060/cd1254en>

² World Bank How does World Bank classify the countries, available at <https://datahelpdesk.worldbank.org/knowledgebase/articles/378834-how-does-the-world-bank-classify-countries>

The South Asia and Pacific Regional Office has undertaken focused efforts to drive this campaign



- A virtual Learning Exchange on Social Behaviour Change Communication aimed at improving health and nutrition was conducted in collaboration with Scaling Up Nutrition – Civil Society Network, Asia and the UNICEF Regional Office for Asia was held in October 2024.
- Field offices in this region have organised 15 children’s workshops and 15 stakeholder nutrition dialogues to amplify the voices and needs of women and children.
- Child-led research initiatives under the Child Led Advocacy and Meaningful Participation (CHAMP) program have been launched across the region, with results expected by April 2025.

Country Highlights:

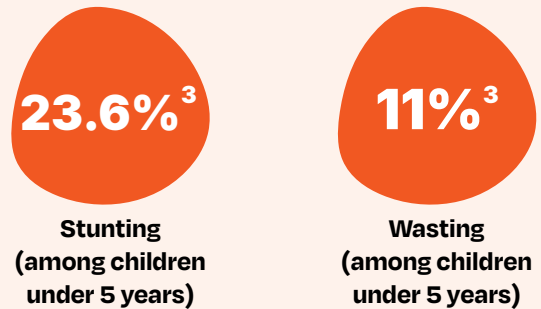
ENOUGH Campaign in Action

Bangladesh



World Vision Bangladesh (WVB) has been implementing an integrated and holistic approach to prevent and treat malnutrition, making significant strides in fiscal year (FY) 2024. Through the Growth Monitoring and Promotion (GMP) initiative, 218,436 children under five were monitored, and their caregivers received counselling to improve their health and well-being. Furthermore, 49,409 adolescent girls were equipped with essential health knowledge and skills, while 5,038 adolescent girls received iron and folic acid supplementation to support their development.

Undernutrition in Bangladesh



Key Achievements of WV Bangladesh through the ENOUGH Campaign

Expanding Access to Social Safety Nets:

WVB established referral networks to provide social safety net support to mothers and children in need. These efforts engaged both government officials and citizens to improve access to maternity schemes and social safety net programmes.

Child and youth-led Advocacy initiatives:

Child and youth-led dialogues were facilitated to mobilise resources at subnational and national level. More than 500 youth leaders were trained on issues related to malnutrition and hunger. Through competitions, young advocates also created impactful social media content on food security, hunger and malnutrition.

Strengthening Policy Implementation:

Dialogues and joint action plans were developed in collaboration with government officials and community stakeholders to address gaps and improve the implementation of social protection and social safety net programmes.

Preventing Early Marriage:

Early marriage is significantly associated with poorer nutritional outcomes for both mothers and their children, undernutrition and and higher rates of maternal anemia." With Bangladesh having the highest prevalence of child marriage in South Asia⁴, WV Bangladesh created community watch groups to prevent child marriages through community participation. Early marriage is significantly associated with poorer nutritional outcomes for both mothers and their children, undernutrition and and higher rates of maternal anemia.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **47,425,444**
- ENOUGH campaign related policy changes: **7**

³ Bangladesh, Demographic Health Survey, 2022 <https://dhsprogram.com/pubs/pdf/PR148/PR148.pdf>

⁴ United Nations Children's Fund, Ending Child Marriage: A profile of progress in Bangladesh, UNICEF, New York 2020, available at <https://www.unicef.org/bangladesh/media/4526/file/Bangladesh%20Child%20Marriage%20report%202020.pdf.pdf>

India

In FY2024, WV India monitored the physical growth of 32,103 children and trained 2,223 Anganwadi workers and community volunteers in child health and nutrition, water sanitation and hygiene. Additionally, 220 children with severe and moderate acute malnutrition were rehabilitated, and 1,202 children received food and cash assistance. WV India also engaged over 2,176 government officials and trained 2,163 health workers to improve community-level nutrition service delivery.



Unique efforts of WV India through the ENOUGH Campaign

Green Pizza – a local nutritious food:

The 'Palakkadan Desi Green Pizza,' made from locally available vegetables, was developed and extensively promoted through food demonstration sessions, gaining popularity among children.

Child and youth-led initiatives:

Children actively raised awareness about malnutrition and hunger using lamps and colourful floor designs (Rangoli), encouraging community action against food insecurity.

Enhanced access to public schemes:

WV India supported vulnerable households in target communities in accessing the Public Distribution System and government job guarantee schemes to ensure food security.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **31,514**
- ENOUGH campaign related policy changes: **6**

Undernutrition in India

35.5%⁵

Stunting
(among children
under 5 years)

19.3%⁵

Wasting
(among children
under 5 years)

⁵ National Family Health Survey, 2019-2021, Government of India, Demographic Health Survey, 2022 <https://dhsprogram.com/pubs/pdf/FR375/FR375.pdf>

Indonesia

Wahana Visi (World Vision) Indonesia (WVI) is committed to improving the health and nutrition outcomes of children through an intersectoral approach. This approach includes implementing nutrition-sensitive interventions, promoting household-level economic activities, improving Water, Sanitation and Hygiene (WASH), and pursuing advocacy initiatives. In FY2024, WVI successfully advocated for child-friendly policies in six villages and two districts and supported the national government in early childhood development and nutri-level labelling policies.



Undernutrition in Indonesia

21.5%⁶

Stunting
(among children
under 5 years)

8.5%⁶

Wasting
among children
under 5 years)

Unique efforts of WV India through the ENOUGH Campaign

Child-led Research initiatives on early marriage and undernutrition:

Children conducted surveys on the prevalence of child marriage and malnutrition. Most child respondents were unaware of the correlation between child marriage and malnutrition or stunting, which underscored the urgent need for comprehensive interventions to address these issues. Another study conducted by children among adolescents revealed inadequate diets, with many skipping meals, consuming unhealthy snacks, and lacking access to nutritious foods.

Use of media to create awareness of healthy food consumption:

Six children produced a 30-minute musical video and talk show featuring prominent comedians. The talk show was entertaining, highlighting the importance of healthy food consumption while engaging the public to rally behind the ENOUGH campaign.

Promotion of Nutri-score label for marketed processed food:

WVI advocated for the Nutri-Score labels as a regulatory system for processed food widely marketed in Indonesia. In coordination with the Ministry of Health, the Social Behaviour Change Communication (SBCC) approach was extensively used to educate the public on the risks of processed foods.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **23,781,463**
- ENOUGH campaign related policy changes: **69**

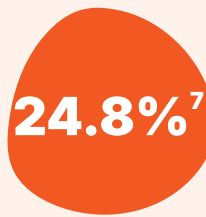
⁶ Nutrition, Tackling the triple burden of malnutrition in Indonesia Ministry of Health and Population, Nepal; New ERA; and ICF. 2022. Nepal Demographic and Health Survey 2022: Key Indicators Report. Kathmandu, Nepal: Ministry of Health and Population, Nepal, available at <https://dhsprogram.com/pubs/pdf/PR142/PR142.pdf>



Nepal

In FY2024, WV Nepal identified 132,078 underweight children and engaged their families in providing appropriate care to children. A total of 10,564 children benefitted from community-based feeding programs (Positive Deviance Hearth sessions). Additionally, WV Nepal worked with more than 22,000 producers from 1,036 producer groups, supporting market-led production to improve the country's food system.

Undernutrition in Nepal



Stunting
(among children under 5 years)



Wasting
(among children under 5 years)

Unique Initiatives of WV Nepal through ENOUGH Campaign

Strengthening National Nutrition Schemes:

WV Nepal enhanced the implementation of Nutrition-Friendly Local Governance (NFLG). This initiative has strengthened nutrition governance at the municipal level, focusing on increasing community ownership and accountability. In addition, through policy advocacy, efforts are underway to enhance the enforcement of the multi-sectoral nutrition plan III (2024-2030) and the Right to Food and Food Sovereignty Act 2018.

Capacity Building for Nutrition Services:

WV Nepal facilitated training for government officials and NGOs in coordination with the National Planning Commission, Department of Health and Population, Ministry of Federal Affairs and General Administration, World Food Programme and National Child Rights Council.

Improving School Meal Programmes:

WV Nepal collaborated with the municipal government to enhance the implementation of school meals guidelines. Collaborating with community food producers ensures nutritional food through coordinated efforts.

Media Campaign for Awareness and Accountability:

WV Nepal worked with national mainstream media to amplify voices against harmful traditional practices, engage with influencers, and produce a series of radio programmes to drive behavioural change in nutrition.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **8,401,486**
- ENOUGH campaign related policy changes: **15**

⁷Ministry of Health and Population, Nepal; New ERA; and ICF. 2022. Nepal Demographic and Health Survey 2022: Key Indicators Report. Kathmandu, Nepal: Ministry of Health and Population, Nepal, available at <https://dhsprogram.com/pubs/pdf/PR142/PR142.pdf>



**"Children have the right
to ENOUGH healthy and
nutritious food."**

Papua New Guinea

Aligned with the National Health Plan (2021-2030) and Vision 2050, WV Papua New Guinea (WVPNG) is dedicated to helping children achieve their full growth and development potential. WVPNG focuses on child health, nutrition and vaccination coverage⁹ to support sustainable health goals for future generations.



Unique initiatives of WV Papua New Guinea through the ENOUGH Campaign

Integrating Food Security in Ongoing Projects:

WVPNG incorporates climate-smart and organic farming practices that promote nutrient-rich crop varieties to enhance food security and increase household income, particularly for vulnerable households. This approach promotes maternal education, improves access to health and nutritious food, and implements community-level health programs to combat malnutrition in children.

Enhanced access to public schemes:

School Nutrition Club Activities were conducted in three schools, training 30 nutrition club student leaders (15 male, 14 female, and one female child with disability) to educate their peers on healthy eating. As a result of these nutrition club activities, 271 children were educated on nutrition education.

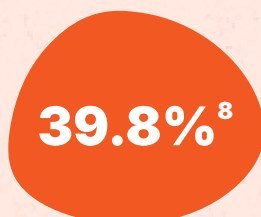
Collaboration with the National Department of Health- Nutrition Unit:

Through the Better and Enhanced Agriculture Nutrition (BEAN) project, WVPNG partnered with the National Department of Health (NDOH) to train 34 Village Health Assistants (VHA) Training in Balimo, Western Province. A training model for Village Health Assistants has been developed in close coordination with the PNG Government. This collaboration has raised community awareness about health and nutrition, facilitated early identification of diseases and contributed to a reduction in the prevalence of undernutrition.

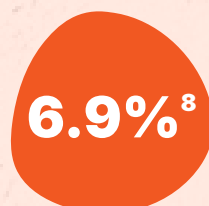
Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **3,211,183**
- ENOUGH campaign related policy changes: **2**

Undernutrition in Papua New Guinea



Stunting
(among children under 5 years)



Wasting
(among children under 5 years)

⁸Global Hunger Index, Papua New Guinea available at <https://globalnutritionreport.org/resources/nutrition-profiles/asia/south-eastern-asia/philippines/https://www.globalhungerindex.org/papua-new-guinea.html>

⁹World Vision Papua New Guinea 2024 available at <https://www.wvi.org/papua-new-guinea>

Philippines

Undernutrition in Philippines

23.6%¹⁰

Stunting
(among children
under 5 years)

5.6%¹⁰

Wasting
(among children
under 5 years)

Unique efforts of WV Philippines through the ENOUGH Campaign

Child-led Awareness Campaigns:

In collaboration with the Children's Federation in Luzon, WV Philippines hosted weekly child-led Facebook livestreams in October 2023, addressing key issues such as child hunger and malnutrition.

Youth Empowerment:

The sensitisation event "Until there is ENOUGH" aimed to empower youth to end child hunger and malnutrition. It was held at the National University in partnership with AISEC, the Christian Educators Network under the Philippines Council of Evangelical Churches, the Association of Christian Schools International, and Homeschool Global. The event inspired students to advocate for solutions to child hunger and malnutrition.

WV Philippines combats malnutrition by promoting better childcare practices through behaviour change communication, enhancing access to adequate food sources through food security and livelihood initiatives, and advancing water, sanitation, and hygiene (WASH) practices.



During FY2024, about 37,793 children benefited from health and nutrition interventions, with 190 undernourished children achieving a healthy weight. Additionally, 55,993 caregivers, community health workers, faith-based leaders, and other community stakeholders participated in capacity-building initiatives received agricultural inputs and contributed to improving health and WASH facilities, fostering sustainable and holistic community development.

Child-led advocacy projects:

Barangay Children's Associations from 15 Area Programs designed projects to combat hunger and malnutrition in their communities. WV Philippines awarded PhP 15,000 (USD 255) to three children's associations to implement their projects. This pilot project aims to involve children in designing and executing their initiatives to address hunger and malnutrition in their context.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **31,331**
- ENOUGH campaign related policy changes: **17**



Solomon Islands

WV Solomon Islands focuses on gender equality, disaster risk reduction, livelihoods, health, and education. In 2023, about 4,108 children and 13,800 adults benefited from WASH initiatives.

Unique Initiatives of WV Solomon Islands through the ENOUGH Campaign

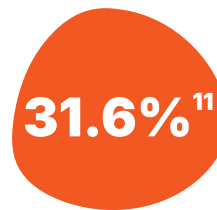
Build a nutrition system at the community level:

WV Solomon Islands collaborated with the Ministry of Health to advocate for real-time growth monitoring and data tracking within communities.

Promote healthy food choices at the household level:

Cooking demonstrations were organised to encourage balanced diets at home, particularly for young children. Additionally, the organisation promoted climate-resilient nutrition gardens in households to increase household food production, using resources like the Helti Kaikai (Healthy Food) cookbook. This cookbook also guides post-harvest food processing.

Undernutrition in Solomon Islands



Stunting
(among children under 5 years)



Wasting
(among children under 5 years)

Promotion of Climate Smart Fishery and Agriculture to improve food security:

Through the ongoing Climate Finance for Resilience Community Programme - Whakaora project, funded by the New Zealand government, WV Solomon Islands integrated climate-smart fisheries and agriculture with climate-resilient WASH initiatives. In coordination with the Ministry of Agriculture and Livestock and relevant NGOs in the country, this project aims to holistically minimise the impact of climate change on agriculture and fishery.

Increasing the age of marriage for improved birth outcomes:

The "Make it 18" unique campaign initiated by WV Solomon Islands advocates to raise the legal age of marriage in the country and establish child protection mechanisms in 20 targeted communities. In collaboration with other stakeholders, this initiative aims to reduce violence against women and children and advocates for children's participation.

¹¹ Global Hunger Index, Solomon Islands, available at <https://www.globalhungerindex.org/solomon-islands.html>

Sri Lanka

Undernutrition in Sri Lanka



10.3%¹²

Stunting
(among children
under 5 years)

9.3%¹²

Wasting
(among children
under 5 years)

During FY24, WV Lanka (WVL) implemented integrated nutrition, livelihood and economic development programmes while advocating for systemic change. In addition, 947 individuals were trained to improve sustainable agricultural practices, including Climate-smart Agriculture (CSA) and 126 Community Health workers were equipped to support nutrition services. Fourteen child and youth-led research were completed focusing on nutrition. Through a dynamic mix of rallies, kite festivals, exhibitions, food demonstrations, nutrition-themed fancy-dress parades, street dramas, public announcements, folk songs, talent shows, and sticker campaigns, the ENOUGH campaign engaged more than 32,000 people.

Unique efforts of WV Sri Lanka through the ENOUGH Campaign

Academic Collaborations:

In partnership with the University of Wayamba, WVL developed child-friendly educational tools to encourage children to prioritise their health and well-being over the wide choice of unhealthy foods and peer pressure.

Media Outreach:

National media campaigns reached 1.5 million audiences across the country, raising awareness of malnutrition and food security challenges.

"One Dish Meal" Campaign:

To celebrate World Food Day, WVL, in partnership with Scaling Up Nutrition Partners Forum, launched "The Nutritious Double Decker Ride" campaign that spotlighted the One Dish Meal concept which promotes affordable, nutritious meal solutions for daily consumption.

Child led-Nutrition Dialogues:

72 children were consulted across the country to identify the most urgent and powerful ways to improve nutrition for all, with a focus on women and young people. The children identified practical strategies to improve nutrition, emphasizing gender roles, behavioural change, school meals and agriculture.

Policy Advocacy Efforts:

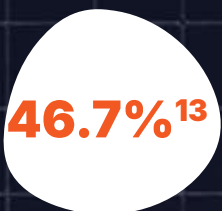
- Number of vulnerable children impacted by policy changes: **13,106**
- ENOUGH campaign related policy changes: **24**

Country Highlights: ENOUGH Campaign in Action

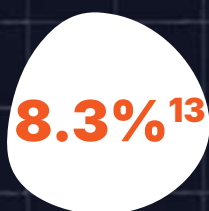
Timor Leste



Undernutrition in Timor Leste



**Stunting
(among children
under 5 years)**



**Wasting
(among children
under 5 years)**

WV Timor Leste's 'Better Nutrition, Better Health' project, completed in 2022, is a nutrition-sensitive agriculture project, which reached 30,926 individuals through awareness campaigns on healthy feeding and caring practices. Around 1,100 farmers were engaged in producing and selling value-added superfoods while 126 community health volunteers called the PSF (Promotor Saúde Familiar)¹⁴ supported maternal and child health initiatives. As a result, 615 pregnant women received antenatal care, 598 women took iron supplements, and 3,731 children were vaccinated¹⁵.

Unique efforts of WV Timor Leste through the ENOUGH Campaign

Leverage community voice for effective implementation of national nutrition policy

Through its locally led Citizen Voice and Action (CVA) initiative, WV Timor Leste (WVTL) empowers communities to advocate for better nutrition services. Personal stories and testimonies from communities are shared on social media and in national policy discussions including the SUN and KONSSANTL network, advocacy and child protection working groups.

Nutrition Education Campaign:

Integrated across health, economic, and youth programs, nutrition education sessions engaged community leaders and trained them as local advocates to disseminate information on health and nutrition in collaboration with the government, NGOs, and private sectors. The sessions also promoted youth as "nutrition champions."

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **265,380**
- ENOUGH campaign related policy changes: **1**

¹³ World Health Organisation, Timor Leste: Towards better health and nutrition among school going children, available at [https://www.who.int/timorleste/news/detail26-08-2022-timor-leste--towards-better-health-and-nutrition-of-school-aged-children#:~:text=Forty%20seven%20percent%20of%20children,World%20Food%20Programme%20\(WFP\).](https://www.who.int/timorleste/news/detail26-08-2022-timor-leste--towards-better-health-and-nutrition-of-school-aged-children#:~:text=Forty%20seven%20percent%20of%20children,World%20Food%20Programme%20(WFP).)

¹⁴ Improving nutrition in Timor Leste, World Vision available at <https://www.worldvision.com.au/global-issues/work-we-do/poverty/improving-nutrition-in-timor-leste>

¹⁵ Impact Report 2023, World Vision Timor Leste available at https://www.wvi.org/sites/default/files/2024-07/veryfinalforprintImpactreportfy23_lowres.pdf

Vanuatu

Vanuatu has one of the highest childhood stunting rates in the Pacific Island Countries and Territories (PICTs), with notable disparities between rural and urban areas and between rich and poor households. Obesity and associated non-communicable diseases are growing public health concerns, while exclusive breastfeeding prevalence stands at 73% the second-highest in the PICTs region¹⁷.



Undernutrition in Vanuatu

26%¹⁶

Stunting
(among children
under 5 years)

4%¹⁶

Wasting
(among children
under 5 years)

Unique initiatives of WV Vanuatu through the ENOUGH Campaign

Engagement with stakeholders to promote the consumption of healthy foods:

WV Vanuatu actively engages with the Ministry of Health, Ministry of Education and Training, and Ministry of Agriculture to promote safe, nutritious food consumption and enforce the Food Control Act (2007). WV Vanuatu partners with diverse organisations and stakeholders to ensure all children, including those living with disabilities, have access to the nutritious food they need to thrive.

Use of cookbook to promote healthy eating habits:

A cookbook, developed in partnership with the Ministry of Health, features tailored menus for children, people with disabilities, and those recovering from illness. This resource is widely distributed through local organisations.

Policy Advocacy Efforts:

- Number of vulnerable children impacted by policy changes: **114,060**
- ENOUGH campaign related policy changes: **1**

¹⁶Vanuatu, National Nutrition Policy and strategic plan 2016-2020, available at https://extranet.who.int/ncdccs/Data/VUT_B14_Vanuatu%20Nutrition%20Policy%20and%20Strategic%20Plan%202016-2020.pdf

¹⁷United Nations Children's Fund, Situation Analysis of Children in Vanuatu, UNICEF, Suva, 2017, available at <https://www.unicef.org/pacificislands/media/1281/file/Situation-Analysis-of-Children-Vanuatu.pdf>

What's Next for the ENOUGH Campaign in South Asia and the Pacific?

To drive this momentum forward, World Vision country offices in the region will intensify advocacy efforts by:

- **Driving Action:** Securing concrete commitments based on key recommendations from nutrition dialogues with children and stakeholders. Their voices will be amplified across different decision-making platforms.
- **Empowering Children:** Ensuring children's voices are heard in decision-making and policy development through meaningful engagement at various levels. This includes investing in Child-Led Research on nutrition and access to food.
- **Expanding Knowledge and Collaboration:** Partnering with the Scaling Up Nutrition Civil Society Network (Asia Hub) and UNICEF Regional Office for South Asia to host a series of virtual learning exchanges on Social and Behaviour Change. These sessions will strengthen efforts to expand the reach of health and nutrition programs across the region.

Now is the time to unite and demand access to sufficient, nutritious, ethically and sustainably sourced food for every child.

By working together, we can build the powerful force needed to eradicate child hunger and malnutrition and ensure every child has a chance to thrive.



 wvi.org/southasiapacific

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 [@WVAsia](https://www.youtube.com/@WVAsia)

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

We have **ENOUGH**. Let's eliminate child malnutrition. Let's end child hunger now. ENOUGH of the right foods – even in crises. Food policies and services centred on and influenced by children. Every child should enjoy ENOUGH nourishing food to thrive.

#ENOUGH #ENOUGHChildHunger