



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



NATIONAL NUTRITION WEEK (NNW) 2025

THEME: " FOOD FOR HEALTH, HEALTH FOR ALL "

DATE:9-15 OCTOBER 2025

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INTRODUCTION

National Nutrition Week (NNW) is observed annually from 9 to 15 October to raise awareness about the importance of healthy eating. The Department of Health, together with a wide range of stakeholders, recognises that proper nutrition and a balanced diet particularly for children are essential for optimal physical and mental health, as well as overall development. Good nutrition in adulthood is equally important for preventing disease, sustaining productivity, and promoting overall well-being.

The Joint Malnutrition Estimates (JME) released in 2023 revealed insufficient progress to reach the 2025 World Health Assembly (WHA) global nutrition targets and the 2030 Sustainable Development Goal (SDG) 2 targets. Only about one-third of all countries are 'on track' to halve the number of children affected by stunting by 2030.

South Africa continues to face the triple burden of malnutrition which are undernutrition (wasting and stunting), micronutrient deficiencies and overweight and obesity, and which continues to jeopardize children's ability to survive and thrive. Stunting is the devastating result of poor nutrition in-utero and early childhood while childhood overweight occurs when children's caloric intake from food and beverages exceeds their energy requirements. Children suffering from stunting may never attain their full possible height and their brains may never develop to their full cognitive potential.

Adolescents, including school-aged children, continue to face poor nutritional status, with serious long-term consequences for health and development. Among adolescents' girls aged 15 to 19, overweight and obesity are increasingly common, affecting more than 31% in this age group. This nutritional inequality contributes to the rising prevalence of non-communicable diseases (NCDs) such as type 2 diabetes, hypertension, cardiovascular disease, and certain cancers. Young people who are overweight or obese are more likely to remain so into adulthood, placing added pressure on the healthcare system and affecting the country's social and economic stability.

The country has recently witnessed a rise in foodborne illness outbreaks within school communities, some of which tragically resulted in the loss of learners' lives while others required hospitalisation. Reports indicate that these incidents were associated with food purchased from spaza shops and street vendors.

More than half of South African adults live with overweight or obesity. About 68% of women and 31% of men fall into these categories. Statistics South Africa reports that deaths from NCDs, including cardiovascular disease, diabetes, cancer, and chronic respiratory illness rose by nearly 59%, from around 103,428 in 1997 to 164,205 in 2018. Within this period, deaths from cardiovascular disease increased by 46.5%, diabetes-related deaths more than doubled, and cancer-related deaths also rose. These figures highlight the growing burden that NCDs place on both the healthcare system and the population.

Undernutrition is linked to poverty, food insecurity, illness and limited access to a variety of nutritious foods, while overnutrition is associated with high consumption of inexpensive, calorie-dense ultra-processed foods, sedentary lifestyles, and aggressive marketing of unhealthy products.

These nutrition challenges are closely tied to socio-economic inequality. Many households struggle with hunger, while others face rising obesity and related health problems. Food insecurity remains a pressing concern, with approximately 23.6% of households experiencing inadequate or severely inadequate access to food in 2021. At the same time, around 10 million tonnes of food are wasted annually, nearly a third of all food produced in the country, further undermining efforts to improve nutrition and reduce hunger.

HIGHLIGHTS OF 2024 NNW COMMEMORATION

2024 NNW was commemorated under the theme “Eat Right for a Better Life!” led by the Department of Health in collaboration with UNICEF, the Department of Basic Education, the Department of Social Development, the Association for Dietetics in South Africa (ADSA), the Nutrition Society of South Africa (NSSA), Grow Great, the DG Murray Trust, the Heart and Stroke Foundation South Africa (HSFSA), UNISA, the Cancer Association of South Africa (CANSA), and the South African Military Health Service. This partnership strengthened advocacy and community outreach efforts, emphasising the importance of healthy eating for physical, mental, and overall well-being.

The week highlighted the role of good nutrition in preventing chronic diseases, boosting energy and cognitive function, and addressing various forms of malnutrition including stunting, wasting, overweight, and obesity. Practical guidance encouraged healthier food choices, such as including seasonal fruits and vegetables, legumes, and lean proteins while limiting processed foods high in sugar, salt and fat. The campaign also emphasised creating supportive food environments in schools, workplaces, and communities, with a strong focus on home-grown produce and school gardens.

Led by the Deputy Minister of Health, Dr Joe Phaahla, key activities included the national commemoration at the University of the Western Cape, where youth advocates participated in discussions on creating healthier food environments. A webinar focusing on the current food environment and its impact on the health of South Africans was held. The Department of Basic Education marked the week through school-based initiatives under the National School Nutrition Programme, including awareness events at Kunana Primary School in the North-West Province. In addition, partnerships with UNICEF and the McCain group supported sustainable food production through the donation of trees to schools.

THEME

The theme for 2025 NNW is “**Food for Health, Health for All**”. The theme underscores the critical connection between nutrition and health, advocating for a whole-of-society approach to improve nutritional well-being across South Africa.

RATIONALE

NNW 2025 aims to raise awareness about the importance of healthy eating and proper nutrition for overall well-being and disease prevention. It highlights the role of nutrition in physical and mental health and promotes the consumption of nutrient-rich foods for optimal outcomes. The initiative is driven by the Department of Health, together with various stakeholders, including the Association for Dietetics in South Africa (ADSA), the Nutrition Society of South Africa (NSSA), the Grow Great Campaign, UNICEF, the World Health Organisation (WHO), the Heart and Stroke Foundation South Africa (HSFSA), the Department of Education, the Department of Social Development, the Cancer Association of South Africa (CANSA), the Health Professions Council of South Africa (HPCSA), the DG Murray Trust and the South African Military Health Service.

The theme for the 2025 NNW “Food for Health, Health for All” is particularly relevant, given the country’s ongoing struggle with the triple burden of malnutrition, as previously indicated. The theme promotes access to safe, affordable, and nutritious food as a basic human right, highlighting its role in preventing disease, supporting healthy development, and fostering equitable food environments. It reflects a life-cycle approach, emphasising the importance of good nutrition from the first 1,000 days through to old age, and enables integrated action to address both undernutrition and overnutrition, and the rise in NCDs. It also calls for sustainable food systems, improved dietary diversity, local food production, and stronger nutrition-sensitive social protection. By encouraging collaboration across health, education, agriculture, social development, civil society, and the academic sector, the theme supports broader goals of universal health coverage, equity, and sustainable national development.

OBJECTIVES

- To raise awareness about the importance of good nutrition across the life-cycle
- To promote the adoption of healthy, culturally appropriate, and sustainable diets, and reduce the intake of ultra-processed foods
- Encourage intersectoral collaboration to make healthy food accessible and affordable for all
- To empower consumers and communities to make informed food choices, through improved understanding of food labels and increased engagement with food and nutrition policies

EXPECTED OUTCOMES

- Improved understanding of the importance of good nutrition during the first 1,000 days of life among pregnant women, caregivers, and health workers.
- Greater public knowledge of what healthy, balanced meals look like including the role of local, seasonal, and indigenous foods.
- Improved recognition of food labels and ingredient lists

- Increased awareness of the role of food marketing tactics on our food choices and the need for collective action to bring about strengthened policies to protect health.
- Improved understanding of the community's role in shaping nutrition interventions and influencing food policies.
- Increased awareness of the role of the food system in food choices and health outcomes.
- Heightened awareness of basic food safety practices (e.g. handwashing, food storage, cooking temperature) during food preparation- *can be measured in schools/ school nutrition programme.*
- Increased engagement with IEC materials through access to pamphlets via QR codes or hard copies, improved poster visibility, and verbal dissemination of messages at clinics, schools, and community events.

KEY MESSAGES: DETAILED OVERVIEW

1. Early nutrition, lifelong impact: strengthening the first 1,000 Days

Optimal nutrition during the first 1,000 days of life from conception until a child's second birthday is foundational to long-term health, growth, cognitive development and long-term health. A mother's diet and well-being during pregnancy, as well as a child's nutrition and environment after birth, can have a lasting impact on their health and future outcomes. Proper nutrition and care during this period are essential to prevent irreparable damage to a child's developing brain and body. Exclusive breastfeeding for the first six months, followed by continued breastfeeding with varied, age-appropriate complementary feeding up to two years and beyond, remains a key public health priority. Strengthening maternal nutrition, improving access to skilled lactation support, and enabling breastfeeding-friendly environments contribute to improved child survival, educational outcomes, and national development.

Pregnant women are encouraged to initiate antenatal care as early as possible, ideally within the first 12 weeks of gestation. Antenatal care is essential for maternal and child health, as it promotes healthy fetal growth, provides nutritional guidance, supports mothers throughout pregnancy, and ensures ongoing monitoring to address concerns promptly. By laying a strong foundation for the first 1,000 days of life, antenatal care contributes to improved long-term health, cognitive development, and future learning potential for the child.

During pregnancy, it is essential to consume a variety of nutritious foods, including whole grains, vegetables, fruits, protein, and healthy fats. It is also important to ensure adequate intake of clean and safe water, and to adhere to recommended iron and folic acid supplementation to support maternal well-being and optimal fetal growth and development. In addition, women at risk should take calcium supplements to help prevent pre-eclampsia.

Families should be encouraged to make use of the range of available services that support maternal and child nutrition. Clinics offer growth monitoring, vitamin A supplementation, deworming, immunisations, and guidance on infant and young child feeding, as well as nutrition support for mothers and their children.

Community Health Workers (CHWs) play a pivotal role by providing referrals, counselling for breastfeeding and feeding challenges, and facilitating access to relevant social support services.

Creating a supportive environment is essential for promoting optimal nutrition and health in infants and young children. This includes ensuring the availability of breastfeeding-friendly spaces in public areas and workplaces, enabling mothers to feed their babies comfortably and without stigma. Communities, employers, and families should actively support and normalise breastfeeding as the preferred feeding method for the first two years of life and beyond.

Parents and caregivers need to be aware of marketing tactics that target young children, such as the use of bright colours, cartoon characters, and misleading health claims on food packaging, and should be encouraged to make informed choices by checking labels carefully.

2. Promote healthy, culturally appropriate, and sustainable diets

Diets that are varied, balanced, and based on minimally processed foods such as seasonal fruits and vegetables, legumes, whole grains, nuts, healthy fats, and lean proteins are essential for supporting growth, strengthening immunity, and preventing disease. These diets provide a wide range of vitamins, minerals, and phytonutrients that protect against micronutrient deficiencies and reduce the risk of NCDs such as obesity, type 2 diabetes, cardiovascular disease, hypertension, and certain cancers. They also contribute to healthy gut function and better mental well-being.

Emphasising traditional and indigenous food crops helps preserve cultural heritage while promoting dietary diversity and nutritional adequacy. Crops such as thelele, thepe, izindlubu, millet and sorghum are rich in nutrients and naturally resilient to local climates. Incorporating them into farming and diets supports sustainable agriculture, strengthens food sovereignty, and enhances ecosystem services. This approach also reinforces cultural identity and traditional knowledge, contributing to a more resilient and equitable food system that benefits both people and the planet.

Reducing reliance on ultra-processed foods, which are often high in added sugars, salt, and fat, helps to lower the burden of NCDs and prevent dental caries in children.

From an environmental perspective, diets rich in locally grown, seasonal, and plant-based foods typically require fewer resources, produce lower greenhouse gas emissions, and place less pressure on water and soil systems compared to resource-intensive, highly processed food systems.

Choosing a variety of foods in this way not only delivers health benefits but also preserves cultural identity, supports biodiversity, and promotes a more sustainable and resilient food system.

3. Strengthen local food systems and community food resilience

Strengthening local food systems increases access to nutritious, affordable food while supporting livelihoods and reducing environmental impact. This can be achieved by promoting diverse, nutritious crops, improving access through community-supported agriculture and farmers' markets, and fostering community participation through education, workshops, and local initiatives. Supporting sustainable farming practices and building partnerships with local organisations, healthcare providers, and policymakers further strengthens these efforts.

Promoting the consumption of locally grown and seasonal produce benefits smallholder farmers, boosts local economies, and lowers transport-related emissions. Enabling smallholder farmers to supply schools, healthcare establishments, and local businesses creates stable markets for their produce while improving the availability of fresh, healthy food in communities.

At the same time, addressing food waste is vital for a resilient food system. Households and institutions can help by planning meals, storing food safely, donating surplus, composting, and repurposing leftovers. Collective efforts to reduce food loss enhance sustainability, protect resources, and support vulnerable populations facing hunger.

4. Uphold food safety across the food chain

Food safety is a shared responsibility that must be upheld across all stages of the food chain from production to processing, distribution, and consumption. Ensuring that food is safe protects the health of individuals and communities, especially infants, older persons, and those with compromised immunity. Good hygiene practices such as regular handwashing, safe storage, separating raw and cooked items, and thorough cooking play a crucial role in preventing foodborne illnesses. Strengthening food safety also requires public awareness, food handler training, proper food inspection, and regulation enforcement. Consumers, food producers, vendors, food wholesalers/retailers and institutions must work together to create a culture of food safety that promotes confidence in the food supply and safeguards public health.

For more information on food safety, check [Five keys to safer food](#) or [Food Control – National Department of Health](#) .

5. Empower consumers and citizens for healthy, accountable food systems

Citizens are encouraged to stay informed about food and nutrition laws, policies, and public consultations. Civic participation, especially from youth, parents/caregivers, professionals, and civil society organisations drives accountability, promotes inclusivity, and ensures that everyone's right to safe, nutritious, and culturally appropriate food is upheld.

Consumers have the right to know what is in their food. Understanding food labels, especially the ingredient list and nutritional information, enables healthier dietary choices and reduces the intake of added sugars, sodium, and fat. Products with simpler, more recognisable ingredients are generally better for health. Public awareness of food labelling contributes to national efforts to prevent NCDs and overweight/obesity.

Consumers also have the right to be protected from incessant marketing and promotional tactics, and misleading health claims. Children and youth are often the deliberate targets of such efforts. Being aware of such marketing tactics and calling for improved policies to protect children, youth and all society can strengthen the food system and protect the health of society.

TABLE 1: PUBLIC-FOCUSED KEY MESSAGES *(The key messages can be used with supporting materials like the Road-to-Health Booklet, Food-based Dietary Guidelines, and NNW 2025 pamphlets and posters).*

Start strong – Good nutrition in the first 1,000 Days	• The first 1,000 days from pregnancy until a child’s second birthday are very important for growth and brain development. • Mothers need healthy food during pregnancy, and babies should be breastfed for the first 6 months with no other food or drinks. From 6 months, start adding safe and healthy foods while continuing to breastfeed until age 2 or longer. • Support mothers and caregivers to give children the best start in life. • Start your antenatal journey early for a healthier pregnancy and a brighter future for you and your baby
Eat a variety of healthy foods – good for you and the environment	• Enjoy different kinds of foods every day, especially fresh vegetables, fruits, legumes (like beans and lentils), whole grains, healthy fats (like avocado and nuts), and good sources of protein like eggs, fish, or chicken. • Adding indigenous food crops to your diet is a great way to support sustainability and discover new, nutritious ingredients.

	● Limit highly processed foods high in sugar, salt, and fat. Choosing more natural, plant-based foods helps your body and protects our environment too. ● Plan your meals to avoid food waste and listen to your body's hunger cues. Eat only what you need to feel satisfied. ● Practice food safety always: Handwashing, safe storage, separating raw and cooked foods, and proper cooking help prevent foodborne illnesses
Buy local, eat seasonal – support our farmers	● Choose fresh fruits and vegetables that are in season and grown locally. This helps small farmers, supports the local economy, and is better for the environment. ● Seasonal foods are usually fresher, tastier, and more affordable
Know what you eat – read food labels	● Check food labels before you buy ● Choose products with less sugar, salt, and fat. ● Go for foods with simple ingredients you recognise. The shorter the list, the better for your health.
Work together and speak up for an improved food system	● Whether you are a parent, farmer, youth, or elderly, your choices and actions matter in creating a healthier, more equitable future for all. ● Help shape a fair and safe food system. Learn about food laws, report unsafe practices, and get involved in decisions about food and nutrition. ● Strong communities are built when we support local businesses that grow, transport, and prepare our food, especially during challenging times ● To help address food insecurity, you can volunteer your time or donate to non-profit organizations.

	• Connect others to essential services, such as social support or food assistance programs, to help them get the help they need. • Learn more about the marketing tactics of Big Food and Beverage industry and call for improved policies that protect youth, children and all society.
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TARGET AUDIENCES

- Children, adolescents
- Pregnant and breastfeeding women, parents and caregivers
- Adults: women, men, older persons
- People living with chronic illnesses (e.g. Diabetes, cardiovascular disease and cancers)
- People living with disabilities
- Health professionals, ECD practitioners and school educators

MONITORING AND EVALUATION

To effectively monitor and evaluate NNW 2025, key data will be collected to track the reach and impact of activities. Facilities, districts, and provinces will report on the total number of NNW awareness sessions held, the number of people reached, and the distribution of pamphlets to the public (where applicable). Provinces and national offices will track the total number of pamphlets and posters shared (where applicable). The National Department of Health, in collaboration with other stakeholders will monitor social media engagement by tracking hashtags associated with NNW 2025 on X, Facebook, and LinkedIn (any other relevant platform).

Data will also be collected directly from healthcare providers to capture valuable insights from public engagement. This will include reflections on whether participants increased their awareness of key nutrition messages how receptive they were to materials such as QR codes, pamphlets, and posters, and which messages resonated most. Providers will additionally share suggestions for improvement, identify challenges encountered in delivering the messages, and highlight any support or resources needed to enhance the effectiveness of future NNW activities (**See appendix B for reporting template**).

IEC MATERIALS:

- Posters and pamphlets, (pamphlets to be shared digitally, and hard copies can be distributed where feasible.)
- Audio and visual materials designed to accommodate individuals with hearing or visual impairments
- Content tailored for social media platforms
- Official Hash-tag messages: (i) #NNWZA2025 (ii) #NationalNutritionWeekZA2025 (iii) #FoodForHealthAndHealthForAll

TABLE 2: ACTIVITIES OF THE NATIONAL NUTRITION WEEK 2025

ACTIVITY	TARGET AUDIENCE	DATE	VENUE
Webinar (Virtual)	Professionals/Academics Government workers Civil Societies Farmers Community leaders	15 October 2025	Online- zoom platform
Event (In-person)	School learners, Educators, parents/caregivers	15 October 2025	Sibonelo Primary School in Siyabuswa, Nkangala District, MP
Event (In-person)		23 October 2025	Langutelani Primary School, Giyani Mopani East, LP
Event (In-person)		17 October 2025 09 October 2025 13 October 2025 17 October 2025	King Cetshwayo district, KZN SH Nyalunga Primary School, Bohlabela District, MP Yinhlelentfo Primary School, Ehlanzeni District, MP Ezenzeleni Primary School, Gert Sibande District, MP
Event (In-person)	University students	9 October 2025	WITS University

APPENDIX A: Q & A

1.What is National Nutrition Week and why do we celebrate it?
National Nutrition Week is held every year from 9–15 October to raise awareness about the importance of healthy eating for good health and development. In South Africa, it highlights how food choices affect our health, our children’s growth, and even our environment.
2. Why is this year’s theme, “Food for Health, Health for All,” important?
The theme reminds us that nutritious food is the foundation of good health, and everyone deserves access to it. In South Africa, many families face hunger and stunting, while others struggle with obesity and chronic diseases. This theme calls for action across society to make healthy, affordable food available to all.
3. What are the main nutrition challenges facing South Africa?
South Africa faces a triple burden of malnutrition: • Undernutrition (stunting and wasting in children) • Micronutrient deficiencies (like anaemia) • Overweight and obesity, often linked to ultra-processed foods high in sugar, salt and fat.
4. Why are the first 1,000 days of life so important?
From pregnancy until a child’s second birthday, nutrition has a lifelong impact. Proper feeding during this time helps children grow, learn, and reach their full potential. Breastfeeding, good maternal nutrition, and age-appropriate complementary feeding are key to a healthy start.
5. What does a healthy, sustainable diet look like?
A healthy diet is varied, balanced, and based on minimally processed foods such as fruits, vegetables, legumes, whole grains, nuts, and lean proteins. It limits ultra-processed foods and sugary drinks. Eating local and seasonal foods also supports farmers, saves money, and protects the environment.
6. Why should we read food labels?
Food labels help us know what we are eating. By checking the ingredients and nutrition table, we can choose foods with less sugar, salt, and fat. Products with simpler, natural ingredients are usually better for health. Reading labels also reduces waste by helping us understand expiry dates correctly.
7. How can communities strengthen food security and resilience?
Communities can: · Grow household or community food gardens · Support local farmers by buying seasonal produce · Reduce food waste by planning meals, storing food properly, and sharing surplus food

• Volunteer or support local initiatives that provide food to those in need
8. What role does food safety play in good nutrition and health?
Food safety prevents foodborne diseases that can harm children and adults. Safe practices include washing hands, separating raw and cooked food, storing food correctly, and cooking food thoroughly. Everyone (consumers, food handlers, and sellers) has a role in keeping food safe.
9. Who is responsible for creating healthier food systems?
Everyone has a role to play: • Government: Make policies that protect health and ensure access to nutritious food; provide land and resources to empower farmers, boost local food production, and ensure sustainable agriculture for a food-secure future • Farmers and businesses: Produce and market food responsibly • Health workers and educators: Teach communities about healthy diets • Consumers: Make informed choices, reduce food waste, and support local produce
10. What can people do to support “Food for Health, Health for All” ?
• Support breastfeeding and good child feeding practices • Eat more fresh, local, and seasonal foods • Limit ultra-processed foods high in sugar, salt, and fat • Read food labels before buying • Practice food safety at home • Share nutrition knowledge with family and friends • Volunteer or advocate for fair food policies • Inform yourself about food marketing to strengthen choices

APPENDIX B: REPORTING TEMPLATE – NATIONAL NUTRITION WEEK 2025

SUGGEST REPORT LAYOUT

PURPOSE

The purpose of this reporting template is to assist stakeholders from all sectors in reporting on the activities that were conducted during National Nutrition Week. This will then inform the Monitoring and Evaluation report after National Nutrition Week and is instrumental in improving future National Nutrition Weeks.

THEME

The theme for 2025 National Nutrition Week is **“Food for Health, Health for All”**. The theme underscores the critical connection between nutrition and health, advocating for a whole-of-society approach to improve nutritional well-being across South Africa.

OBJECTIVES: *(Can be updated to reflect the province's priorities for NNW 2025 but should remain aligned with the main objectives of NNW 2025 as outlined in this concept note.)*

- a. To raise awareness about the importance of good nutrition across all life stages
- b. To promote the adoption of healthy, culturally appropriate, and sustainable diets, and reducing the intake of ultra-processed foods
- c. Encourage intersectoral collaboration to make healthy food accessible and affordable for all
- d. To empower consumers and communities to make informed food choices, through improved understanding of food labels and increased engagement with food and nutrition policies.

ACTIVITIES REPORT

1. Activity hosted by: -

- Government Indicate which sector
- Private Sector Indicate name
- NGO / NPO.....Indicate name
- Other..... Indicate name

2. Level of activity

- National
- Provincial
- District
- Sub-district
- Facility level
- Community level

3. Type of Activity

- Face to face
- Virtual
- TV / Radio Interview
- Social Media
- Other

4. Name of Province

Eastern Cape	Western Cape
Gauteng	North-West
KwaZulu – Natal	Northern Cape
Limpopo	Free State
Mpumalanga	

5. Which audiences were targeted?

- Children (0-5 years)
- Children and youth (5 – 18 years)
- Pregnant and breastfeeding women, parents and caregivers
- Community - Adults – women, men, older adults
- Community - People living with Chronic Illnesses (Diabetes, Heart disease)
- People living with Disabilities
- Health professionals

- School educators and support staff
- ECD practitioners and support staff

6. Data Collected

Item	Responsible person
Total NNW awareness sessions/ events held	Facilities, districts, provinces, national and collaborators
Total people reached in NNW awareness sessions	Facilities, districts, provinces, national and collaborators
Total number NNW pamphlets shared with provinces (where applicable)	National and collaborators
Total number NNW pamphlets distributed to the public (where applicable)	Facilities, districts, provinces, national and collaborators
Total number NNW posters shared with provinces (where applicable)	Facilities, districts, province, national and collaborators
Total number of hashtags associated with NNW 2025 flagged on the following platforms: Facebook, X and LinkedIn	National and collaborators
Total number of times the QR code was accessed	National and collaborators

7. Evaluation questions by healthcare providers

Reflections on Public Engagement

Did participants show increased awareness of the key nutrition messages shared during your session(s)?	Yes	No	Unsure
Was the public receptive to the materials and messaging (QR codes, pamphlets, posters, infographics)?			
Which key message(s) did participants respond to most positively or engage with most actively (a) Start strong: Good nutrition in the first 1,000 Days (b) Eat a variety of healthy foods: Good for you and the environment (c) Buy local, eat seasonal: Support our farmers (d) Know what you eat: Read food labels (e) Work together and speak up for an improved food system			
Suggestions for Improvement:			

8. Improving Future National Nutrition Weeks

1. What challenges did you experience in delivering the key messages or engaging the community?
2.What suggestions do you have for improving Nutrition Week activities in the future?
3. What additional support, resources, or training would help you deliver nutrition messages more effectively?

Thank you for your involvement in NNW 2025 and this feedback.

APPENDIX C: SPEAKING NOTES FOR NNW 2025- A GUIDE FOR SOCIAL MEDIA POSTS

Purpose: for stakeholders and collaborators to use in developing their own content for social media posts including short videos.

Note! The theme for NNW should always appear in the content e.g., logo.

Target audience: Pregnant women, parents and caregivers of children under 5

Key Focus Areas:

- Importance of the first 1 000 days (pregnancy to age 2)
- Exclusive breastfeeding for the first 6 months and continued breastfeeding up to 2 years and beyond
- Introduction of nutritious complementary foods from 6 months
- Maternal diet during pregnancy and lactation

Messaging priorities:

- Stunting prevention and long-term developmental benefits
- Avoidance of ultra-processed and sugary foods
- Practical guidance on healthy food choices, portions, and hygiene

Core Message: Nutrition in the earliest years lays the foundation for a child's future health, learning, and well-being.

Target audience: Adolescents aged 10–19 years

Key Focus Areas:

- Nutritional needs during puberty and why (iron, calcium, energy)
- Healthy routines for school performance, growth, and mental health
- Why are some foods considered unhealthy and why it can be bad for you

Messaging Priorities:

- Avoidance of sugary drinks, energy drinks, and ultra-processed foods
- Practical tips on making healthier food and portion choices
- Youth voice and empowerment in demanding healthier food environments

Food Systems Call to Action:

- Support or advocate for food gardens in schools and communities
- Raise awareness about misleading health claims on food packaging
- Highlight marketing tactics that incessantly target youth
- Advocate for regulations to protect consumers
- Support removal of junk food marketing from public spaces, schools, and transportation and advocate for school food gardens.
- Promote truthful food labeling and healthier alternatives

Core message: Don't be misled – speak up and demand better food systems

Target audience: Adults aged 20+ and older persons

Key Focus Areas:

- Nutrition to support healthy ageing and chronic disease prevention
- Management of NCDs like hypertension and diabetes

Messaging priorities:

- Balanced, affordable diets using locally available foods
- Tips for meal planning on a budget, appropriate portion sizes, and safe food storage

Food systems linkage – what can you do?

- Options for healthy food for all
- Food gardens
- Ask for healthier foods at vendors

Core Message: Healthy eating supports independence, strength, and dignity throughout adulthood and old age.

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