



SUN CSA Cambodia COVID-19 Social Media Toolkit

BACKGROUND

Cambodia loses an estimated \$250-\$400 million in Gross Domestic Product (GDP) annually due to malnutrition¹. Malnutrition places a heavy economic burden on Cambodia's health system and causes higher mortality and morbidity in infancy, childhood and adult life. The 2014 Cambodia Demographic and Health Survey (CDHS) found that although prevalence of stunting and wasting decreased from previous years, one in every three children under five years still suffers from chronic malnutrition, and one in 10 children suffers from acute malnutrition. In addition, a recent survey on the impacts of COVID-19 in Phnom Penh found 55% of respondents to be food insecure².

Given these facts, it is highly important that all stakeholders prioritise nutrition in their responses to the emergency situation, including fresh foods, such as vegetables, fruits and animal proteins in food distribution packages as this will have a greater impact on the food security and nutrition of people in lockdown areas, particularly red zones (where applicable as part of the government's COVID-19 response).

The SUN CSA Cambodia also implores the government, civil society organisations, development partners, UN agencies, donors, the private sector, and all other stakeholders to ensure they continue promoting messages that promote healthy routines and good nutrition in this difficult time, while also evoking a sense of calm and safety. The Alliance is readily available to provide technical support to stakeholders offering emergency food relief, to ensure the highest consideration is given to optimal nutrition and food security outcomes for those who need it.

OBJECTIVES

The objective of positively influencing an online response among SUN CSA Cambodia members and other development partners is to simultaneously share messaging that promotes healthy lifestyles and healthy diets during lockdown, as well as advocates for a focus on food security and nutrition in emergency relief efforts from all stakeholders.

TARGET AUDIENCE

The primary target audience for a social media response is the general public, including media, who are the main audience of SUN CSA Cambodia and members' Facebook pages. The secondary target audience includes all other stakeholders, such as the Royal Government of Cambodia, civil society, development partners, UN agencies, donors and the private sector.

¹ The Economic Consequences of malnutrition in Cambodia, 2013, CARD, UNICEF and WFP

² People In Need. (2021). *"Integrated Covid-19 response for poor urban settings in Phnom Penh" Baseline Survey Report.*

IMAGERY

When posting on social media about COVID-19, food security and nutrition, and the current lockdown situation in Cambodia, carefully consider the imagery you use and how you want your messages to appear visually. Examples of good imagery to accompany your posts includes:

- Mothers breastfeed their babies, demonstrating that even during the pandemic, babies can still receive enough nutrition through their mother's breast milk.
- People cooking and consuming balanced, healthy and nutritious meals.
- People shopping for fresh, healthy and nutritious foods while wearing appropriate PPE and social distancing (i.e. mask, face shield).
- Distribution of food packages that include fresh, healthy, and nutritious foods.
- People practicing appropriate hand washing and sanitation.
- People receiving grocery shopping from delivery services.

It is important to make sure that any imagery includes people following government guidelines regarding social distancing, mask-wearing, and any other relevant practices.

SUGGESTED MESSAGES

When creating captions to go along with your posts, consider the following messages for inclusion:

- Breastfeeding is the perfect source of food for a baby, especially during the pandemic.
- Access to and consumption of a variety of fresh, healthy and nutritious foods is a priority, even during a pandemic.
- People's food security is at risk during COVID-19, especially in red zones. Fresh, healthy and nutritious foods such as meat, fish, vegetables and fruit are highly important in relief provisions.
- If access allows, eat 3 meals a day, made up of diverse, colourful and healthy foods.
- The concerned stakeholders have a responsibility to uphold food security during this difficult time.

HASHTAGS

When you post about COVID-19 in Cambodia, use these hashtags to share your message even further:

- #CambodiaCOVID-19
- #LockdownCambodia
- #FSNCambodia

Suggested positive hashtags to optionally include are:

- #HealthyLockdown
- #BreastfeedAtHome
- #LockdownCooking

REPORTING

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