

Table 1







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- Though all posts can be used by all partners, some partners may be better positioned to reach a certain target audience.
- The additional messages provided are in line with the NNOW concept document and are examples of copy and the hashtags that can accompany the post. These can be cut and pasted by the partner for use. Partners can however tailor the additional message to their audience and use fewer hashtags but are asked to always include #NNOW2020
- The posts can be used according to the partner's own media schedule and according to what best suits their target group on Facebook, Instagram, Twitter or WhatsApp groups.
- The breastfeeding messages would however be best to use in succession.
- Important request on tagging: Partners are encouraged to tag relevant organisational accounts, community groups and other official accounts and accounts of interest e.g. Provinces, Health care facilities, NGOs, ECD centres, Agricultural education centres, Urban farming community groups, Schools, Local retailers etc.
- Partners are asked to keep track of the reach and engagements on the messages they post.

9 - 19 October 2020					
Platforms					
Image with Approved message	Target Audience	Facebook / Instagram / Twitter / WhatsApp	Aim / Intended outcome	Distribution partners & specific focus areas	Notes
	- All groups	It's finally here! National Nutrition and Obesity Week 2020 starts tomorrow 9 October. This year the focus is on Good Nutrition for Good Immunity. Watch this space for more healthy food tips. Visit www.nutritionweek.co.za to learn more. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Introduction to NNOW 2020	All	This can be posted on 8 October - the day before the launch of NNOW
	- All groups	Support your immune system by eating healthy food and drinking enough clean, safe water. Want to learn more? Visit www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Awareness to all groups, on all platforms	All; Retailers; CHW; Health care facilities	
	- All groups - Food insecure - Teenagers	Healthy food doesn't have to be expensive. There are many foods, such as spinach, bananas, eggs, beans, lentils, pilchards and samp that are affordable and healthy. Want to learn more about affordable foods? Visit www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Change purchasing habits	All; Retailers; DSD; NGOs; UNICEF	
	- All groups - Food insecure (NGOs) - Teenagers (schools)	Did you know that buying and eating whole, mostly unprocessed foods is good for your health and immunity? You can also grow your own vegetables. Visit www.nutritionweek.co.za for more tips! #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Awareness; Encourage urban agriculture	All; DAFF; DSD	
	- All groups - Those with NCDs / at risk - Teenagers	Did you know that the food you eat can have a big impact on your immunity? Choose mostly whole, minimally processed foods to help prevent disease. For more tips, visit www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Change purchasing habits; Awareness	All; Retailers; CHW; Health care facilities; CHAI; UNICEF	
	- Parents / Caregivers - All groups - Primary shoppers	Cooking at home can be healthy, fast and fun! Ask the kids to join in the preparations to make it a family occasion. For tips on healthy meal preparation, visit www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Change eating habits; Encourage family time; Increase vegetable purchases	All; DSD; CHAI	

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	<ul style="list-style-type: none"> - Parents / Caregivers - All - Primary shoppers - Adolescents 	<p>Try to avoid distractions while eating by turning off the TV, phone, tablet or computer, as this can make you less aware of what and how much one is eating. Want more healthy eating tips? Visit www.nutritionweek.co.za. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Change eating habits; Encourage family time; Awareness</p>	All; DBE, UNICEF	
	<ul style="list-style-type: none"> - All - Schools (primary and high school) - Students 	<p>You are never too young to make a difference! Be a healthy eating hero and encourage others to make healthier choices. Want to learn more? Visit www.nutritionweek.co.za #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Encourage healthy eating among adolescents</p>	All; UNICEF; DBE	
	<ul style="list-style-type: none"> - All groups - Food insecure - Adolescents 	<p>Healthy eating can be affordable. Look out for specials when shopping, compare unit prices and buy in bulk where possible. For more tips, visit www.nutritionweek.co.za. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Change purchasing habits; Awareness</p>	All; Retailers; CHW; Health care facilities; CHAI; DSD; UNICEF	
	<ul style="list-style-type: none"> - Mothers and primary caregivers - All groups - CHW 	<p>Did you know a child's Road-to-Health Book gives some ideas on types of foods, quantities and textures for children from six months to five years? Find that, and other resources, at www.nutritionweek.co.za. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Encourage breastfeeding; Encourage appropriate complimentary feeding; Increase awareness of RTHB</p>	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
<p>Video 1 - Road to health Booklet - video to be uploaded on YouTube and link to be shared. Currently available for download in NNOW social media folder</p>	<ul style="list-style-type: none"> - Mothers and primary caregivers - All groups - CHW 	<p>Want to learn more about the Road To health Book? Watch this video! For more information, caregivers can join the Side-by-Side community on Facebook @SideBySideSA or visit www.sidebyside.co.za. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Encourage breastfeeding; Encourage appropriate complimentary feeding; Increase awareness of RTHB</p>	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
<p>Video 2 - The benefits of breastfeeding - video to be uploaded on YouTube and link to be shared. Currently available for download in NNOW social media folder</p>	<ul style="list-style-type: none"> - Mothers and primary caregivers - All groups - CHW 	<p>Want to learn more about the about the benefits of breastfeeding? Watch this video! For more information, caregivers can join the Side-by-Side community on Facebook @SideBySideSA or visit www.sidebyside.co.za. #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity</p>	<p>Encourage breastfeeding; Encourage appropriate complimentary feeding; Increase awareness of Side-by-Side information portal</p>	All; CHW; Health care facilities; Side-by-Side; Mom Connect	

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	- Mothers and primary caregivers - All groups - CHW	Breastmilk is always best for your baby, and can even help protect against disease. Remember to practice respiratory hygiene, wear a mask and wash hands with soap and water regularly. Share this post! For more information, visit www.sidebyside.co.za . or www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity	Encourage breastfeeding; Encourage hygienic feeding practices; Increase awareness of Side-by-Side information portal	All; CHW; Health care facilities; Side-by-Side; Mom Connect	To be used as carousel or as separate posts in succession
	- Mothers and primary caregivers - All groups - CHW	Breastfeed exclusively without giving other food or water for the first six months. Continue breastfeeding together with solid foods from six months to two years or more. Also remember to practice respiratory hygiene, wear a mask and wash hands with soap and water regularly. For more information, visit www.sidebyside.co.za . or www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Encourage breastfeeding; Encourage appropriate complimentary feeding; Encourage hygienic feeding practices; Increase awareness of Side-by-Side information portal	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
	- Mothers and primary caregivers - All groups - CHW	Did you know a child's Road-to-Health Book gives some ideas on types of foods, quantities and textures for children from six months to five years? Find that, and other resources, at www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Encourage breastfeeding; Encourage appropriate complimentary feeding; Encourage hygienic feeding practices; Increase awareness of Side-by-Side information portal	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
	- Mothers and primary caregivers - All groups - CHW	Breast is best! Continue breastfeeding together with solid foods from six months to two years or more. Remember to be practice good hygiene! For more information, visit www.sidebyside.co.za . or www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Encourage breastfeeding; Encourage appropriate complimentary feeding; Encourage hygienic feeding practices; Increase awareness of Side-by-Side information portal	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
	- Mothers and primary caregivers - All groups - CHW	Did you know it's best to breastfeed exclusively without giving other food or water for the first six months? Continue breastfeeding together with solid foods from six months to two years or more. For more information, visit www.sidebyside.co.za . or www.nutritionweek.co.za . #NNOW2020 #Nutrition4Immunity #GoodFood #GoodImmunity #GoodFoodGoodImmunity #FoodandImmunity	Encourage breastfeeding; Encourage appropriate complimentary feeding; Encourage hygienic feeding practices; Increase awareness of Side-by-Side information portal	All; CHW; Health care facilities; Side-by-Side; Mom Connect	
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