



A NEW TOOL TO INFORM BETTER FOOD POLICY



FOOD SYSTEMS
DASHBOARD



Food and Agriculture
Organization of the
United Nations



Global Alliance for
Improved Nutrition



JOHNS HOPKINS
ALLIANCE *for a*
HEALTHIER WORLD

Dashboard Advocacy & Communications Toolkit – Launch 1 June 2020

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DESCRIBE.
DIAGNOSE.
DECIDE.



1. Join us in spreading the word

In the run-up to the official launch of the Food Systems Dashboard on June 1st, 2020, we are happy to share with you this advocacy and communications toolkit that briefly describes what the new **Food Systems Dashboard** tool is all about. With the UN Food Systems Summit planned in September 2021, this one-of-a-kind tool comes at a good time and will help decision makers improve their food systems in the areas of food security, nutrition, and the environment.

This toolkit developed by the Global Alliance for Improved Nutrition (GAIN), United Nations Food and Agriculture Organization (FAO) and Johns Hopkins University, aims to mobilize our respective partners and stakeholders to get involved in our outreach efforts.

“ With the new Dashboard, decision makers have easy access to both data and to policy advice that is specific to their situations.

”

2. About the Dashboard



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1. What is the Dashboard?

The Food Systems Dashboard is an easy-to-navigate tool that, for the first time, brings together relevant data from public and private sources to help decision makers understand their food systems, identify their levers of change, and decide which ones to pull.

2. Who is it for?

This unique, holistic tool is intended for policymakers, non-governmental organisations, businesses, civil society leaders, and other actors to enable timely visualisation of national food systems, understand the interconnections across multiple sectors, perform comparisons with other countries, identify key challenges, and prioritise actions.

3. Why is it needed?

The lack of accessible, organised, quality-checked information significantly hinders evidence-based action to improve food systems. Given the level of complexity and interconnections inherent to food systems, the data that describe these systems and their linkages to sustainable diets and nutrition need to be presented in a way that is easily usable.

2. About the Dashboard



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4. How does it work?

The viewer can easily grasp the three **Ds**:

Describing food systems. The Dashboard describes food systems of more than 230 countries and territories by bringing together data for over 170 indicators from more than 35 sources.

Diagnosing food systems. The Dashboard enables stakeholders to compare their food system with those of other countries.

Deciding on actions. The Dashboard will provide guidance on potential priority actions to improve food systems' impacts on diets and nutrition.

For each country, the Dashboard provides data on, for example, food supply chains, food environments, and individual factors, such as a person's economic status, thought process, dreams and aspirations, and overall life situation including income, remittances, credit card ownership, and ownership of or access to a vehicle, consumer behaviour, diets and nutrition, and environmental, social, political and economic drivers — all of which are factors that push or pull the food system. Thus, the Dashboard provides country profile snapshots that capture these components in an 'infographic' type visual that is easy to understand, shows the connections, and can be downloaded for dissemination purposes. The country profiles are meant to tell a story about a country's food system.

2. About the Dashboard



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5. Who is behind it?

The need for this tool was identified by Lawrence Haddad at the Global Alliance for Improved Nutrition (GAIN) and Jessica Fanzo at Johns Hopkins University in 2017 when working on the team, led by Fanzo, that wrote the UN High Level Panel of Experts on Food Systems and Nutrition report. Work on the Dashboard started in 2018, bringing together a team from Johns Hopkins University, GAIN, Harvard University, the University of Michigan, Michigan State University, and the FAO. The firm iTech Mission came on board in 2019 to create the website and to continually improve its design and usability.

A key set of founding backers came together to provide seed funding for the development of the Dashboard under GAIN's Making Markets Work for Nutrition programme: Netherlands Ministry of Foreign Affairs, Irish Aid, Swiss Agency for Development and Cooperation, IDRC, Germany's Federal Ministry of Economic Cooperation and Development, and the Bill and Melinda Gates Foundation. FAO, Johns Hopkins University, the Children's Investment Fund Foundation and USAID provided additional support. We greatly appreciate all of this support: past, present, and future.

2. About the Dashboard

6. When will the Dashboard go live?

The Dashboard will be launched on June 1st, 2020.

7. How can policymakers learn more about it?

There will be a [webinar](#) on June 5 to show policymakers how to use the Dashboard.



**Only accessible
on June 1st, 2020
Onwards**

Please click on the image or here:

<http://www.foodsystemsdashboard.org/>



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3. Outreach Objectives

Objective 1:

Drive Awareness

- Increase understanding about the value of the Dashboard
- Increase knowledge on the 3Ds (describe, diagnose, decide)
- Grasp what works & what doesn't
- Get the word out**

Objective 2:

Convening to secure support & gains

- Help broker understanding on how food systems influence nutrition
- Open debate on how to translate commitment into action
- Solicit input and feedback from Nutrition & Food communities
- Share best practices approaches**

Objective 3:

Secure sustainability

- Increase political commitment
- Collect more data & evidence
- Ensure **sustainable investment**
- Cultivate leadership & partnerships
- Strengthen system capacity



Make evidence-based decision on food security, nutrition, and the environment

4. Get involved

Events profiling

Social media profiling

Influence & outreach

USE THE DASHBOARD

PROMOTE IT

ENGAGE VIA SOCIAL MEDIA

SHARE RELATED MATERIALS

ADD A BANNER IN YOUR WEBSITE

ENDORSE IT BY MAKING YOUR OWN QUOTE



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4. Get involved in events profiling

June – July 2020

September – December 2020

2021

1. Launch

[June, 1st](#)

3. Graduate
Institute

[16 June](#)

5. FAO

TBC

7. Food
fortification
Summit

[8-9 November](#)

9. Global Food
Security
Conference

[6-9 December](#)

11. Ag2Nut
Community of
practice
TBC

13. [Food
Systems
Summit](#)

2. Hopkins-
Gain - FAO
Webinar

[5 June](#)

4. Demo @

[EAT @ Home](#)

6. Zoom
workshop

TBC

8. Micronutrient
Forum

[8-12 November](#)

10. Conv. On
Micronutrient
Forum Parties CC

TBC

12. Webinar
IMMANA

TBC

14. [N4G Summit](#)

4. Get involved in ... social media profiling



Tweet, share, post,...

A 1st of its kind! [@JohnsHopkinsAHW](#) [@GAINalliance](#) & [@FAO](#) launch of [@FoodDashboard](#)! #SDG2 new easy-to-navigate online tool designed to help decision makers understand their [#foodsystems](#)! Check it out <https://bit.ly/3d7fyMV>

Why should you use the [@FoodDashboard](#)? #SDG2

- 1) it's simple to use
 - 2) it speeds up search on [#foodsystems](#) status at worldwide, regional, country & territory levels
 - 3) it is accessible to everyone
 - 4) it's a tool is fit for purpose
- Try it out <https://bit.ly/3d7fyMV>

[#OutNow](#) #SDG2

The [@FoodDashboard](#), a new global database tool linking [#foodsystems](#) to nutrition!

This online tool is designed to help decision makers understand their food systems, identify their levers of change & decide which ones to pull

Check it here <https://bit.ly/3d7fyMV>

The [@FoodDashboard](#) is a new global database tool linking [#foodsystems](#) to nutrition.

How does it work? Why is it so important?

Tune in on Friday 5 June, 9am EST, to discover more about it at [@FAO](#) [@JohnsHopkinsAHW](#) [@GAINalliance](#) webinar!

RSVP here <https://bit.ly/3d5jAoW>

#foodsystems

Useful handles

[@GAINalliance](#)
[@JohnsHopkins](#)
[@JohnsHopkinsAHW](#)
[@FAO](#)
[@I_haddad](#)
[@jessfanzo](#)
[@FAODG](#)
[@FoodDashboard](#)

To Tag - Key media twitter handles

[@BBCNews](#)
[@WSJ](#)
[@nytimes](#)
[@Reuters](#)
[@TheEconomist](#)
[@TheLancet](#)
[@guardian](#)
[@foodtank](#)

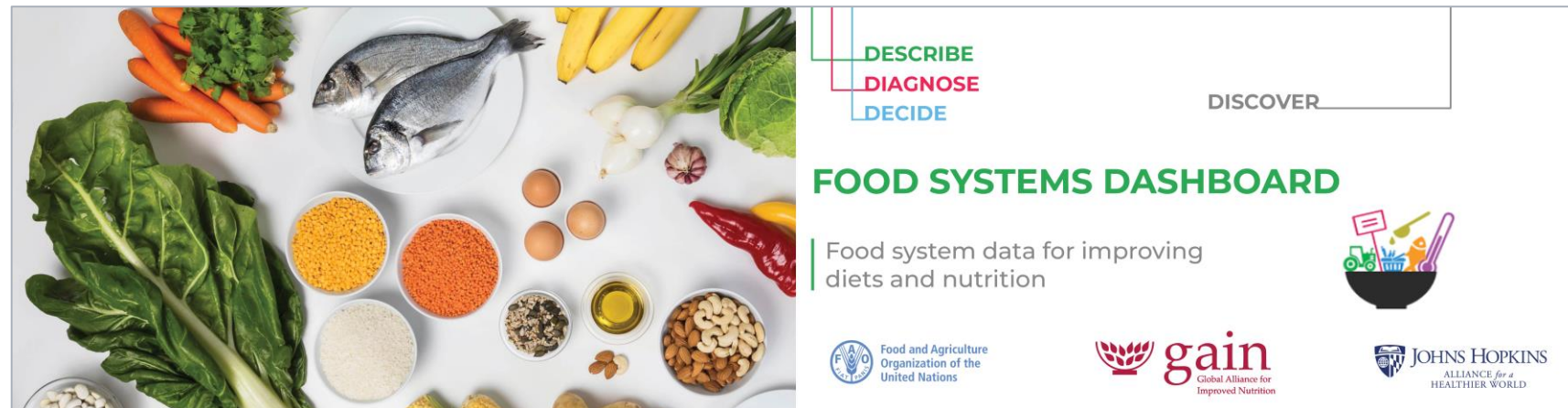
5. Promotional Materials



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Digital assets such as:

- Website banner
- Banner for your social channels
- Webinar banners



5. Promotional Materials



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More digital assets such as:

- Key speakers quotes
- Quote cards template for your endorsement
- can all be found [here](#)

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Food systems data for improving diets and nutrition

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“What struck us back in 2017 while working on the UN High Level Panel of Experts on Food Systems and Nutrition Report was the lack of accessible, organised, quality-checked information on food systems. Without that data, it's difficult to identify the best evidence-based actions that could improve food systems.”

Dr Jessica Fanzo
Global Food Ethics and Policy Program Director
Cornell University

Food and Agriculture Organization of the United Nations | gain | JOHNS HOPKINS ALLIANCE FOR A HEALTHIER WORLD

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“The Dashboard has the potential to halve the time required to gather the relevant data, helping public agencies and private entities to grasp the three Ds more rapidly: Describe national food systems, Diagnose them to prioritise areas for action, and then Decide on the action to take.”

Dr Lawrence Haddad
Executive Director
gain

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“FAO is contributing its extensive expertise in making complex food systems information more transparent and accessible to this project and looks forward to further collaboration with our partners and beyond to secure the success of this initiative.”

Dr QU Dongyu
Director-General
FAO

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“The Food Systems Dashboard is an impressive resource that fills a much-needed gap for better, more coordinated data on all of the elements that make up our global food system, from production to distribution, consumption and disposal.”

Dr Agnes Kalibata
UN Special Envoy to the 2023 Food Systems Summit

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For queries



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Please reach out to us:

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For more information about the Food Systems Dashboard, visit the webpage: www.foodsystemsdashboard.org



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**THANK YOU FOR YOUR
SUPPORT!**

