



# THEORY of change



Grow Great tackles key drivers of stunting in young children, pushing for national change while supporting local action.

## NATIONAL IMPACT OF STUNTING REDUCES

*Prevalence of stunting halves in children <2 years by 2030 in Grow Great areas of operation*

*National action by government to achieve zero stunting by 2030*

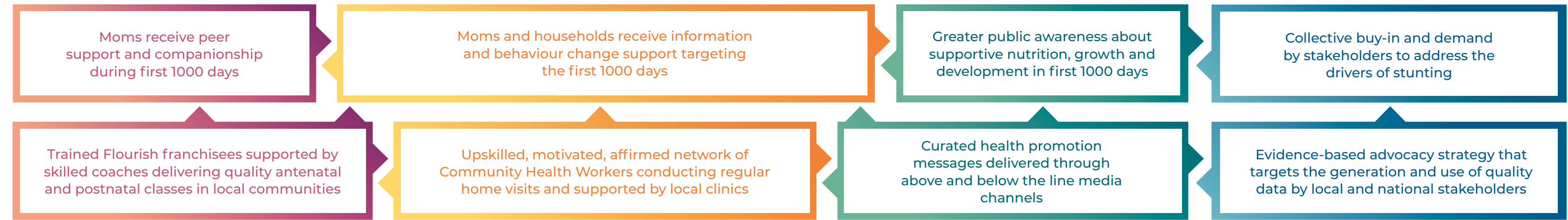
*impact*  
Campaign's level of accountability ends

### MOBILISING SOUTH AFRICANS TOWARDS...



*outcomes*

*Stakeholders adopt behaviours supportive of nutrition, health and social protection for moms and children during the first 1000 days*



*outputs*  
Credible information delivered by multiple trusted sources in a supportive environment empowers stakeholders to act



*inputs*

*...by supporting mothers through pregnancy and in the first few months of a child's life.*

*...to be champions for young children.*

*...by influencing public norms and behaviours that shape child growth.*

*...including government, business and civil society to invest in zero stunting strategies.*