

Supporting the 1,000 Days of the child camp in Ghana with a song titled “save a child” composed by Noble Nketia, a Ghanaian Gospel Artiste and the Celebrity Ambassador of the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition

Noble Nketia is the leading Celebrity Ambassador of the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition. He is a Ghanaian Gospel Artiste with about 13 years of successful music career with a very impressive music record having won the best gospel Artiste of the year twice in Ghana among other national awards. “Save a Child today” was recorded by Noble Nketia and produced by the Ghana Coalition of Civil Society Organizations for Scaling up Nutrition to raise the visibility of the 1,000 Days of the Child Campaign and help to influence over one million Ghanaians to endorse the 1,000 Days of the Child Campaign in Ghana in the next three years. Noble Nketia’s song which is now owned by the Ghana CSA platform will also help to project the campaign in the media (both radio and television) and renew the consciousness of Ghanaians towards making child nutrition issues very relevant and a national priority in Ghana.

Noble Nketia himself has large followers in Ghana. As a key figure in the 1,000 Days of the Child Campaign, his followers made up of Ghanaians from all walks of life have started endorsing the song and the campaign. The song has already been unveiled in Tamale (northern Ghana) at the 1,000 Days of the Child concert that was organized by the Ghana CSA platform on 16th October, 2013. Noble himself performed spectacularly and sang the song for the first time to the admiration of the 4,000 audience that attended the concert. In attendance were the Representatives of the World Food Programme, UN REACH, Ghana Health Service (Nutrition team) and other high level officials. Noble will again sing the song at a special launch of the 1,000 Days the Child Campaign in Accra before the end of the year. The video of the song is still being developed. It shall be telecasted afterwards on the National Television Station, Ghana TV and other affiliate TV Stations in Ghana that support the campaign. This song is very inspirational and very touching. It will move the 1,000 Days of the Child Campaign forward and mobilize Ghanaians around the campaign in the coming years.