



INTERNATIONAL SCHOOL MEALS DAY

ENGAGEMENT STATISTICS

#ISMD2023

The theme for this year, the 11th annual International School Meals Day (ISMD), was **'Our changing food – methods, menus and meals'**.

ISMD is a unique global campaign that aims to encourage children and young people around the world (with support from their teachers) to connect and talk to each other about the food they eat and the role that it plays in their lives.

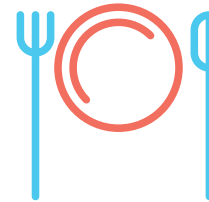
TRACKING FROM USERS WHO USED #ISMD2023



Total contributors
579



Potential impressions
13,926,153



Potential reach
10,437,127



Topic cloud

WORLD MEALS AIMS CHILDREN BENEFIT
RAISE AWARENESS SCHOOL MEAL INTERNATIONAL
BENEFIT FROM WFP MILLION CHILDREN AROUND WORLD
LOCAL SCHOOL MEALS HAPPY INTERNATIONAL WFP

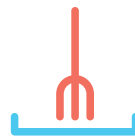
WEBSITE: 8-10 MARCH



Users – **492**

Page views – **945**

Homepage – **614**



File download
(resource pack) – **307**



Visit by country – **63**

Top ten countries:

- United Kingdom
- United States
- France
- India
- Canada
- Italy
- Russia
- Germany
- Australia
- Belgium