

Healthier Diets 4 Healthy Lives (HD4HL) Project

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Launch: Mensvic Grand Hotel, East Legon. March 9 2022



Background



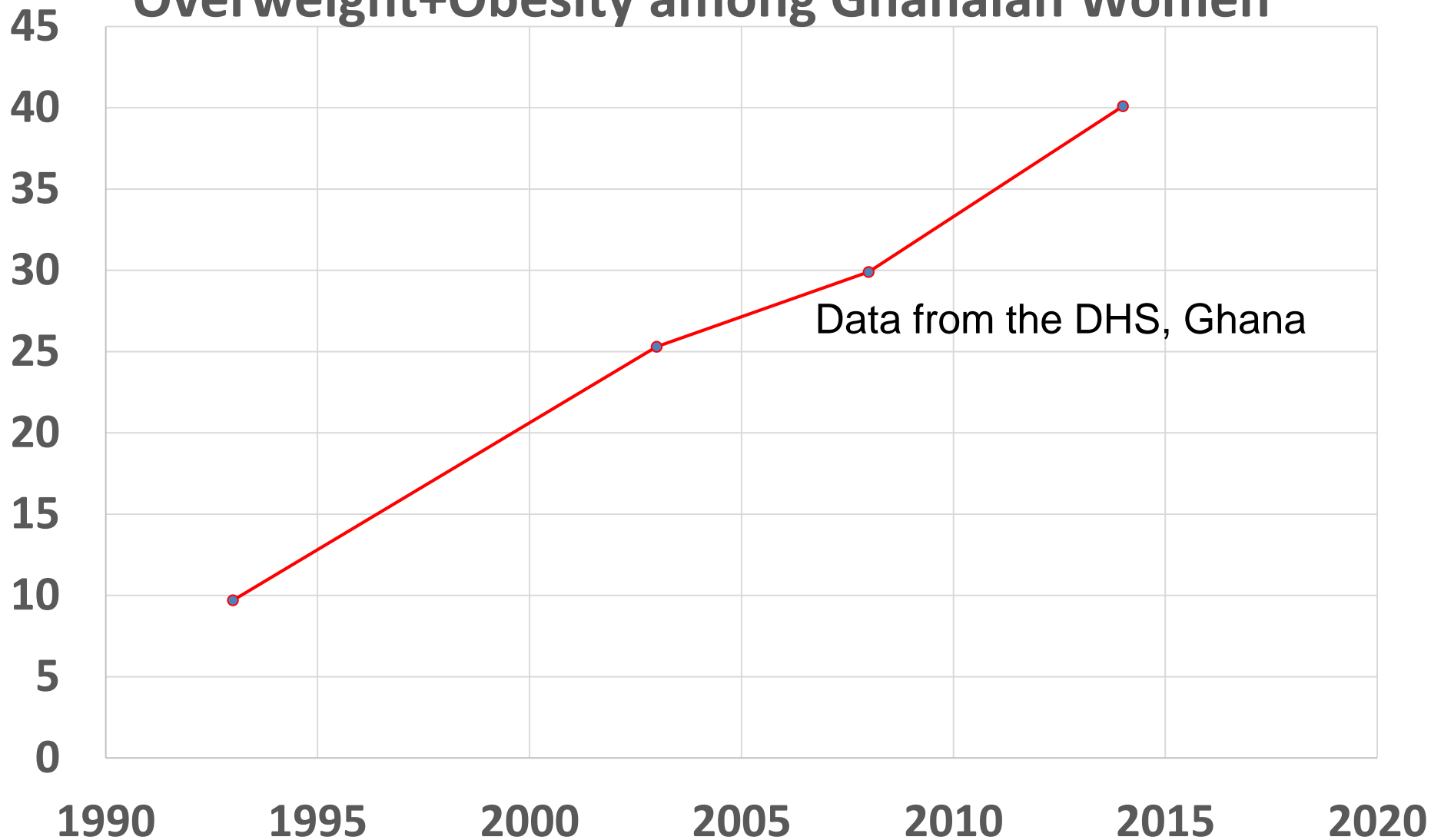
BACKGROUND

Ghana is experiencing a nutrition transition with some evidence of transitioning dietary habits related to urban demographic change. As a consequence, obesity and diet-related

non-communicable diseases (DR-NCDs) are rapidly increasing and becoming an important public health problem, especially in cities.

Background

Overweight+Obesity among Ghanaian Women



Background

- Home to more than half of the world's 746 million acutely food insecure people, + rapidly increasing rate of obesity and other diet-related NCDs, Africa has a unique challenge.
- No African country is on track to meet global targets on obesity--of no increase in the prevalence of adult obesity between 2010 and 2025

WORLD
OBESITY

Obesity: missing the
2025 targets

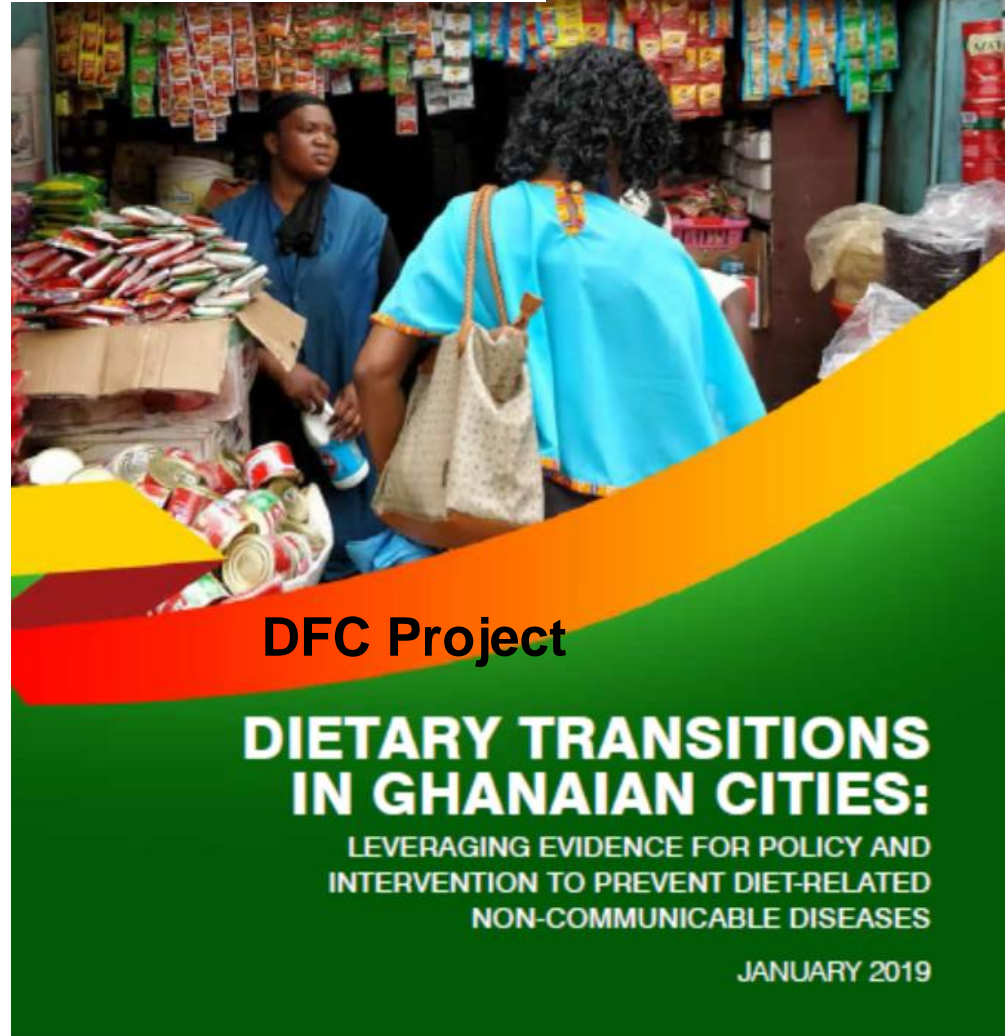




World
Obesity
Day 4 March
2022

**EVERYBODY
NEEDS TO ACT**

*& yes, we did
we continue to
ACT!*



DFC Project

DIETARY TRANSITIONS IN GHANAIAN CITIES:

LEVERAGING EVIDENCE FOR POLICY AND
INTERVENTION TO PREVENT DIET-RELATED
NON-COMMUNICABLE DISEASES

JANUARY 2019

Engaging individuals, communities, local and national stakeholders

1. People in their communities

- How are unhealthy food and beverages embedded in everyday life? **Dietary intake and time use study**
- What are the factors shaping dietary behaviours? **Photovoice study**
- What influences dietary behaviours in urban Africa? **Systematic review**

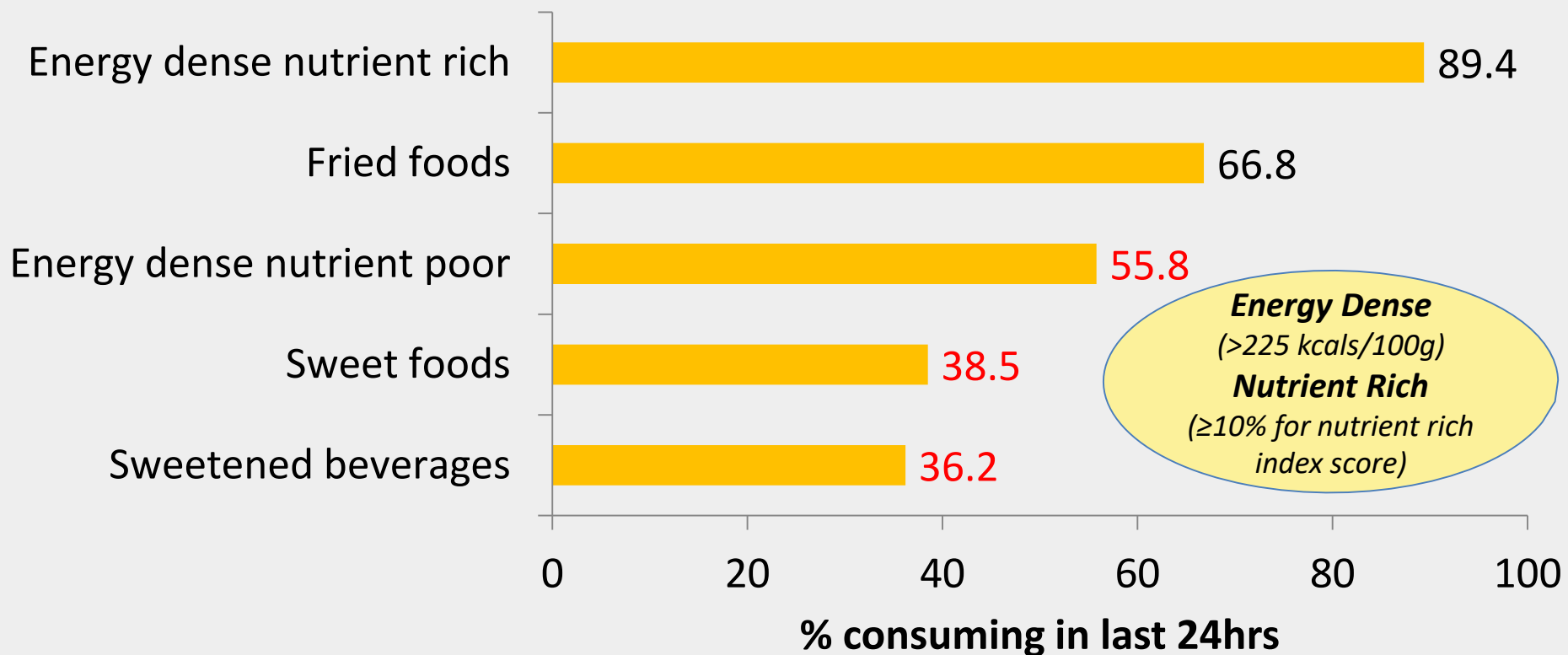
2. Communities and neighbourhoods

- How is food sold and advertised? **Geographical mapping study**
- How ready are urban Ghanaian communities to reduce unhealthy food and beverage consumption? **Community Readiness mapping study**

3. Priorities for national action

- What are the priorities for policy and interventions to improve diets at a national level? **Benchmarking food environments with Food-Epi**

Widespread consumption of energy dense foods in urban Ghana



WHAT ARE THE FACTORS SHAPING DIETARY BEHAVIOURS OF PEOPLE IN GHANAIAN CITIES?

We aimed to identify social and physical environmental drivers shaping dietary behaviours of individuals living in urban Ghana.

KEY FINDINGS

Physical environment factors influencing dietary behaviours...



Food hygiene was important when choosing where to eat

“They keep that place very well. They sell by a gutter but, when they come, they clean the gutter very well before they sell. They have glass covering all their food. And the place they give you to sit if you are eating the food there, is very neat, there is soap, to use in washing your hands. When you eat, you enjoy it, even if the food is not so nice at times, you will enjoy it because of how the place is kept. How the place is neat, makes me want to eat over there.”

(Female, 15-18 years, lowest SES, Ho)



Environmental sanitation was a key consideration

“As you can see the place is not neat... if you cook in a place like this and sell, I will not buy food from you to eat. That is why I took this picture. As you can see in this picture there are dirty rags on the ground and the place is littered with plastic rubbers. You can also see a bag full of empty sachet water rubbers.”

(Female, 19-49 years, lowest SES, lactating, Accra)

WHAT ARE THE FACTORS SHAPING DIETARY BEHAVIOURS OF PEOPLE IN GHANAIAN CITIES?



Food adulteration by street vendors was a common concern

“Some food sellers also go and buy rotten and spoilt items to cook. I have also seen at the milling shop were rotten tomatoes, pepper and onion with maggots all over the container being milled together to be used to prepare food for people to buy and eat. These are happening in the larger markets like Makola so I prefer to cook at home to avoid all these things.”

(Male, over 50 years, lowest SES, Accra)



Financial access was a barrier to a healthy diet

“when you have [money] then you can buy something to cook at home, and when you cook it, you can get some health from it. But if you don't have money, and you go to the roadside to buy something...people do not take care of how they cook their food, when you eat, you can fall sick. So when you have money and you buy the foodstuff and cook at home, you will have nothing to worry about with regards to your health. So money is needed, everywhere.”

(Female, 19-49 years, lowest SES, lactating, Ho)

WHAT ARE THE PRIORITIES FOR POLICY AND INTERVENTIONS TO IMPROVE DIETS AT NATIONAL LEVEL?

We assess the extent to which the Government of Ghana is implementing policies on the promotion of healthy food environments (FE).

BENCHMARKING GHANA'S FOOD ENVIRONMENT POLICIES

AGAINST INTERNATIONAL EXAMPLES AND PROGRESS WITHIN DEVELOPMENT CYCLE



The Ghana Healthy Food Environment Policy Index (Food-EPI) Evidence Paper

CONTRIBUTORS

Amos Laar, Amy Barnes, Akua Tandoh, Kristin Bash, Richmond Aryeetey, Kobby Mensah, Francis Zotor, Stefanie Vandevijvere, Michelle Holdsworth

SEPTEMBER
2018

Collaborating Institutions



Benchmarking Ghana's Policies for Creating Healthy Food Environments

Compared to international examples and in relation to stage of local policy action.

Ghana Healthy Food Environment Policy Index (Food-EPI) country scorecards and priority recommendations for action

January 2019

Laar, A.; Tandoh, A.; Barnes, A.; Bash, K.; Aryeetey, R.; Mensah, K.; Vandevijvere, S. Holdsworth, M.

Collaborating Institutions:



Top policy priorities- to promote healthier food environments in Ghana

Very important and feasible



Legislation to control promotion/advertising of unhealthy food and beverages in and around schools



Legislation to control advertising of unhealthy food and beverages in the media



Government support for nutrition advocacy esp for nutrition labelling



Guidelines and training e.g. healthy meal planning for school caterers



Mandatory front of pack labelling scheme



Subsidise cost of healthy foods

Very important but less feasible

Mapping Obesogenic Food Environments in South Africa and Ghana: Correlations and Contradictions

by  Florian Kroll ^{1,2,*†}  ,  Elizabeth Catherina Swart ^{1,3,†} ,  Reginald Adjetey Annan ^{2,†} ,
 Anne Marie Thow ^{4,†} ,  David Neves ^{5,†} ,  Charles Apprey ^{2,†} ,  Linda Nana Esi Aduku ^{2,†} ,
 Nana Ama Frimpomaa Agyapong ^{2,†} ,  Jean-Claude Moubarac ^{6,†} ,  Andries du Toit ^{5,†} ,
 Robert Aidoo ^{7,†}  and  David Sanders ^{1,†} 

- **The ROFE team correlated neighbourhood food provision with household consumption and poverty in South Africa and Ghana.**
- Small informal food outlets dominated numerically but supermarkets were key household food sources
- **Higher obesogenic food consumption suggests that risky food environments and poverty together promote obesogenic diets**

The logo for MEALS4NCDs features a stylized bar chart on the left with four vertical bars of increasing height, colored in shades of green and orange. To the right of the chart, the text 'MEALS4NCDs' is displayed in a large, bold, sans-serif font. 'MEALS' is in green, '4' is in a darker green, and 'NCDs' is in orange. Below the main title, the full name of the organization is written in a smaller green font: 'Providing Measurement, Evaluation, Accountability & Leadership Support (MEALS) for NCDs Prevention'.

MEALS4NCDs

Providing Measurement, Evaluation, Accountability & Leadership Support (MEALS) for NCDs Prevention

--measures & supports public sector actions that create healthy food marketing, retail, and provisioning environments for Ghanaian children

Evidence

- **Study one:** Assessing the nature and extent of unhealthy foods and non-alcoholic beverage **promotion on television**
- **Study two:** Mapping of **outdoor food advertising and outlets** within and around selected basic schools in the Greater Accra region
- **Study three:** Assessing the **healthiness of outdoor food advertising** within and around public sector basic schools
- **Study four : How healthy are our supermarkets?** Availability of ultra-processed foods in supermarkets of selected districts in the Greater Accra region
- **Study five: Analysis of Food Provisioning Policies and Programmes** in Ghanaian public sector basic schools
- **Study six:** The **nutritional quality of foods and beverages sold or provided** in child-serving institutions
- **Study seven: Network Mapping of Stakeholders** in Food Promotion and Provisioning among children in schools in Ghana
- **Study eight:** The **readiness of Ghanaians community to implement changes to improve children's food environments in the Greater Accra**

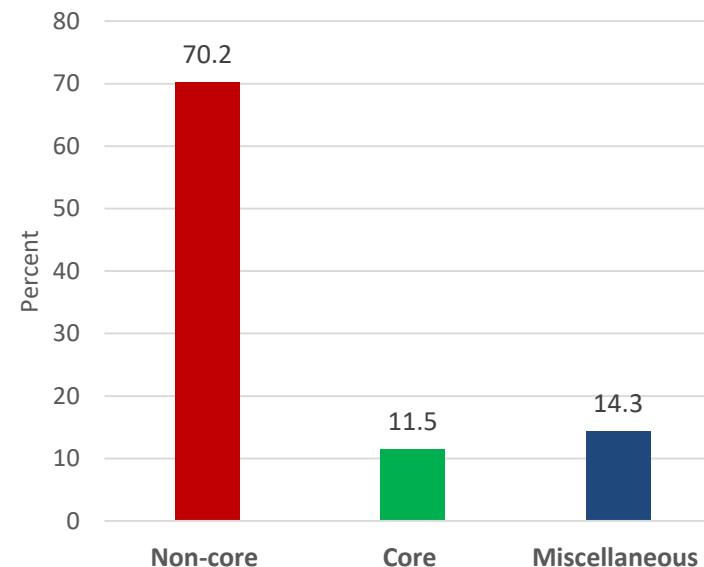
Assessing outdoor food advertising and outlets within and around selected basic schools in the Greater Accra region

❖ Total of 5887 advertisements were recorded, (42%) were food advertisements.

❖ Top four advertised food Products:

- Sugar sweetened beverages
- Locally prepared mixed dishes
- Alcohol
- Milks and yoghurts (> 3g fat /100g)

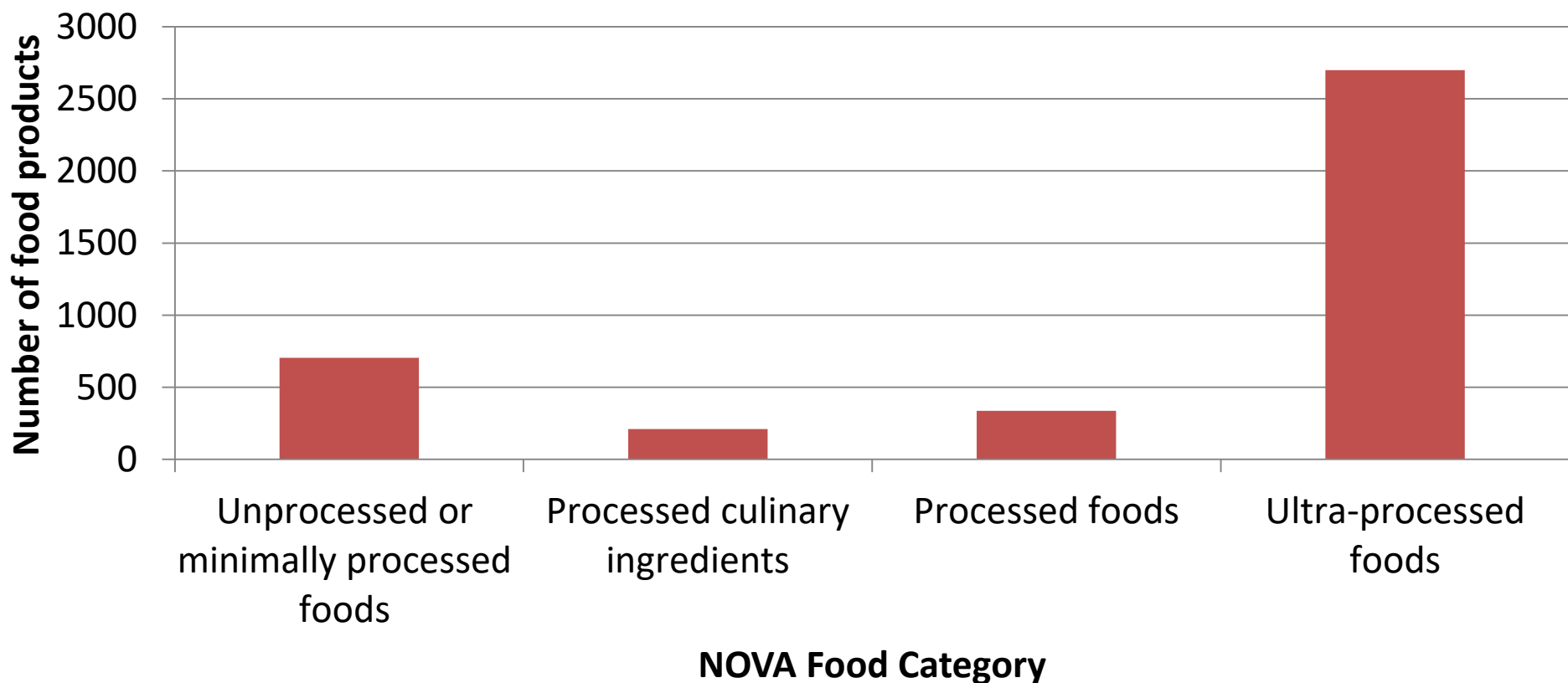
Food adverts by category



How healthy are our supermarkets/mini marts? Availability of ultra-processed foods in modern food retail outlets of selected districts in Greater Accra region, Ghana.

- For every 1m² of shelf area for a healthy food, there is 6m² of shelf area for an unhealthy food.

NOVA Classification of food products in all six districts



Commercial food advertising on the campus of Ghana's largest University

- Of 503 advertisements recorded, ~50% were food ads; → ~ 60% of food were unhealthy
- ~ 4 of 10 advertised food products were SSB

Healthiness of foods on promotional flyers of fast food outlets located within Accra-based shopping malls

- 100% of the foods (n=79) on the promoted flyers were unhealthy
 - comprising high sodium/saturated fats (n=36), high sodium exclusively (n=40) and high in added sugar foods (n=3).

2022
Report



STATE OF FOOD ENVIRONMENTS IN THE GREATER ACCRA REGION

An assessment and recommendations



Policy Briefs 1, 2, &3

Restricting the Marketing of Unhealthy Food to Ghanaian Children

Improving the Nutritional Quality of Sold and Provided Foods in Ghanaian Schools: Priority Recommendations for Policymakers and Key Stakeholders

How ready are community stakeholders to address marketing and availability of unhealthy foods and drinks in and around basic schools in Greater Accra Region?

Policy Recommendations



- Interventions should include strategies educating consumers about healthy diets and diet-related NCDs



- Comprehensive policy that regulates unhealthy food and beverage advertising across all media platforms



Policy Recommendations



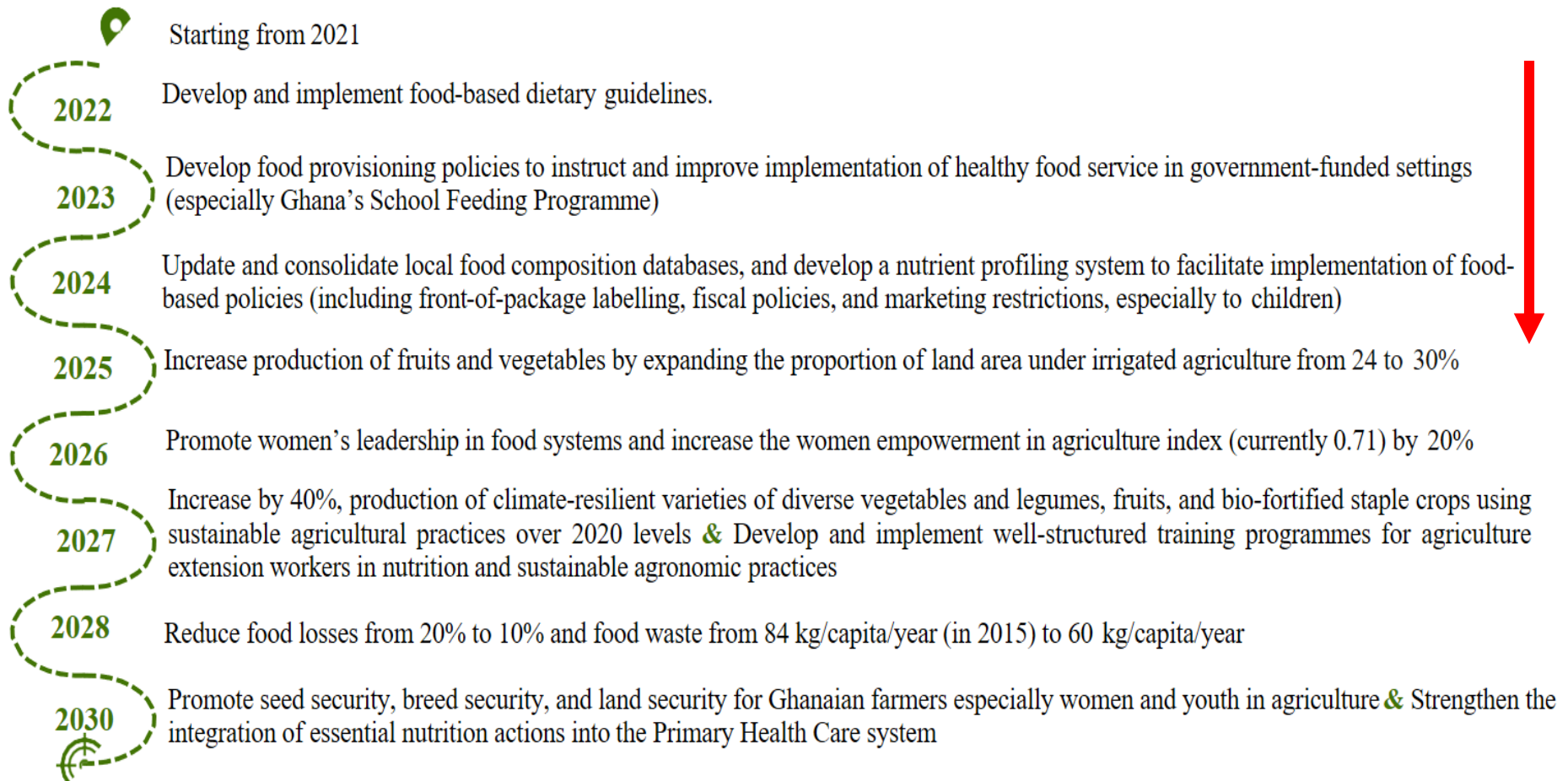
- Zoning regulations should be put in place in areas immediately around child-serving institutions like schools to protect children from exposure to unhealthy food (adverts, food outlets)



- Relevant actors (MOFA, MOH, Local government, FDA, private sector etc.) need to institute measures that improve availability of healthy foods within supermarkets.

Ghana's Commitment & pathways to Food Systems Transformation

Figure 5. Key milestones along the road to 2030





Project Name

Healthier Diets 4 Healthy Lives

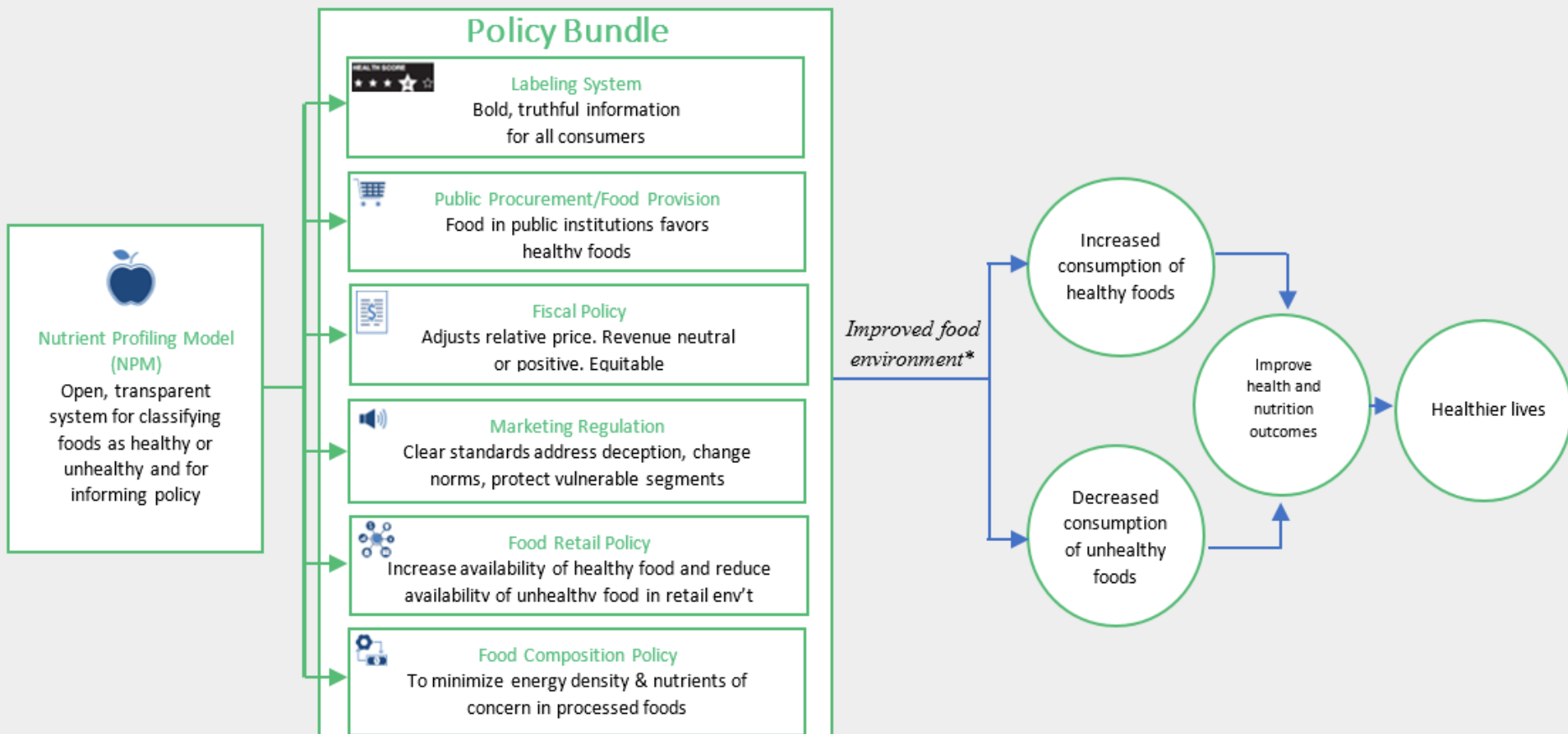
Project Logo



Project Specific Objectives:

- **Develop, validate and build consensus for a fit-for-local-purpose NPM** that allows for open, transparent categorization of foods and the determination of how policies will apply to locally available foods in Ghana.
- Generate and synthesize gender-responsive evidence on the impacts of **policy actions aimed at equitably shifting the relative price, availability, procurement and marketing of healthy and unhealthy foods.**
- Facilitate understanding of pathways for effective policy adoption, implementation and monitoring of outcomes for **changing consumer food environments.**
- Mobilise and strengthen capacity of a coalition of public, private and social sector stakeholders critical to the effective development and implementation of evidence-based **food environment policies.**

Developing evidence & action toward a double-duty food-based policy bundle to assure healthier diets in Ghana.



The
**ROCKEFELLER
FOUNDATION**



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International Development Research Centre
Centre de recherches pour le développement international

Canada

Potential Food Environment policies

- **Food composition policies** aim to minimize energy-density and nutrients of concern
- **Food marketing policies** call for comprehensive action by governments to reduce the impact of promotion of unhealthy foods particularly to children
- **Food labelling policies** are implemented to enable consumers make informed choices regarding the healthiness of their foods
- **Fiscal policies** (imposition of taxes on unhealthy foods and subsidies on healthy foods) align with health outcomes by helping to make healthy eating choices easier and cheaper. eg SSB taxes
- **Food provisioning and procurement policies** instruct implementation of healthy food service policies in government-funded settings to encourage healthy food choices

Potential Food Environment policies



Six Promoted Food Systems Actions



Public food procurement and service policies for a healthy diet sustainably produced

Food purchased with public funds, or served or sold in public settings: school meals, government canteens, food support programmes, hospital or prison meals

Front of pack labelling

Placing easy to interpret nutrition information on packaged food on the front of the package

Regulation of marketing of foods and non-alcoholic beverages including breastmilk substitutes

Regulating food and non-alcoholic beverages ads, or targeted campaigns, that negatively influence or limit choices among children or mothers

Fiscal policies for healthy and sustainable diets

Taxes on foods and beverages that are high in fats, salt and/or sugars is used to encourage healthy options. Subsidies on healthy alternatives make them more affordable to consumers

Food fortification

Increasing the nutrient value of foods by fortifying them with vitamins and minerals, like adding iodine to salt, or iron to wheat or maize flours

Food product reformulation

The reduction of salt, sugar or unhealthy fats in processed foods and beverages

Food environment policies

- Collectively, these policies have the potential to contribute to making healthy diets available, affordable, and accessible to all
 - *“limit the intake of free sugars;*
 - *shift fat consumption away from saturated fats to unsaturated fats*
 - *eliminate industrially produced trans fats;*
 - *limit sodium consumption and ensure salt is iodized;*
 - *increase consumption of whole grains, vegetables, fruits, nuts and pulses;*

Our “If-Then-Therefore” logic model

- **If** governments **implement comprehensive policy measures that regulate retail, restrict inappropriate claims** for health made for food, sets targets for composition of processed foods; **restricts the ability of** businesses to promote unhealthy foods/diets (e.g. **energy-dense nutrient-poor foods, foods that contain too much salt/sugar/saturated fats**); **have schools implement clear** and consistent policies on healthy food procurement/provision, disincentivize consumption of unhealthy foods (e.g. through taxes and tariffs), incentivize consumption of healthy foods/diets (e.g. through subsidies),
- **Then** food environment actors will make strategic decisions/choices that negate the import, production, processing, retail and/or marketing of unhealthy diets
- **Leading to** reduced availability, accessibility, and consumption of unhealthy diets

COMMENTARY | [VOLUME 36, 100908, JUNE 01, 2021](#)

PDF [263 KB]

The role of food environment policies in making unhealthy foods unattractive and healthy foods available in Africa

[Amos Laar, PhD](#) [Open Access](#) • Published: May 21, 2021 • DOI: <https://doi.org/10.1016/j.eclinm.2021.100908>

- The peculiar heterogeneity of the African FE and its variegated political economies are noteworthy....
- Facing a syndemic of undernutrition, overweight/obesity and other diet-related NCDs, enforcing policies that disincentivize consumption of unhealthy diets, but also those that avail healthy/nutrient-rich foods are important.

Project WPs & Strategies

WP
1

Landscaping and context analyses

- **Formation** of policy package **M3Ts**
- **Stakeholder mapping** and **desk-review of policies**
- Conduct Landscaping (**Political Economy Analysis, & Legal Feasibility Analysis**)
- Engage stakeholders to **prioritize number/specific policies to be included** in the policy bundle
- Conduct **Corporate Political Analysis (CPA)**

WP
2

Food Composition & NPM

- **Constitution** of a Nutrient Profiling & **policy bundle M3Ts**
- **Capability strengthening** of M3Ts
- **Compilation** of **food data base**
- Deliberation on **requirements for the NPM**
- **Development/adoption** of **NPM**
- **NPM is launched**

WP
3

Development of the food-based policy bundle

- **Constitution** of Ghana's **policy formulation team**
- **Review** and uptake of **findings/recommendations** from WP1
- Formulation of **policy options and recommendations**
- **Consultation** with relevant actors
- Selection of preferred policy option and **approval**
- **Development of food-based policy bundle** (a set of policies)
- Policy package **implementation**

WP
4

Advocacy, Scholar Activism, and capability strengthening

- **Mobilization, training /capability strengthening** of CSO coalition members
- **Sensitize the public** about the value of the food-based policy bundle
- **Advocate to decision makers** to develop equitable and gender-fair food-based policies

Opportunities

- **Data poverty** – address via research
- **Policy inertia** – address using **Advocacy, Scholar activism** (e.g. [ROFE](#), [MEALS4NCDs](#), [CAPHA](#), [FBDGs](#); [FSSD](#))
- **Policy focus** – we need a shift from feeding to nourishing
- **Policy coherence** - bundling policies for impact

Creating a Favorable Environment & Stakeholder Buy-in for Food-related Fiscal Policies in Ghana

- **Advocacy & Scholar activism (UG, NCD Alliance, GPHA, GAND)**
- **LFA** - Identify a realistic pathway to enact & implement food-related fiscal policies in Ghana
- **PEA**- Political Economy Analysis
- **CPA** – Corporate Political Analysis
- **ADVOCACY:-** Implement communication and media advocacy to create stakeholder buy-in for food-related fiscal policies in Ghana

2022.



Project title: Developing evidence and action toward a double-duty food-based policy bundle to assure healthier diets in Ghana

PROJECT LAUNCH BROCHURE
MARCH 9th 2022

Section Break (Next Page)



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3/28/2019

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