

# Project Title: Measuring the healthiness of Ghanaian children's food environments to prevent obesity and non-communicable diseases

**Project Launch: 15th August 2019, Erata Hotel, East Legon, Accra**

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# The Project

**Project Title:** Measuring the healthiness of Ghanaian children's food environments to prevent obesity and non-communicable diseases



- **Project Name:** MEALS4NCDs Project-providing *Measurement Evaluation, Accountability and Leadership Support (MEALS)* for NCDs prevention

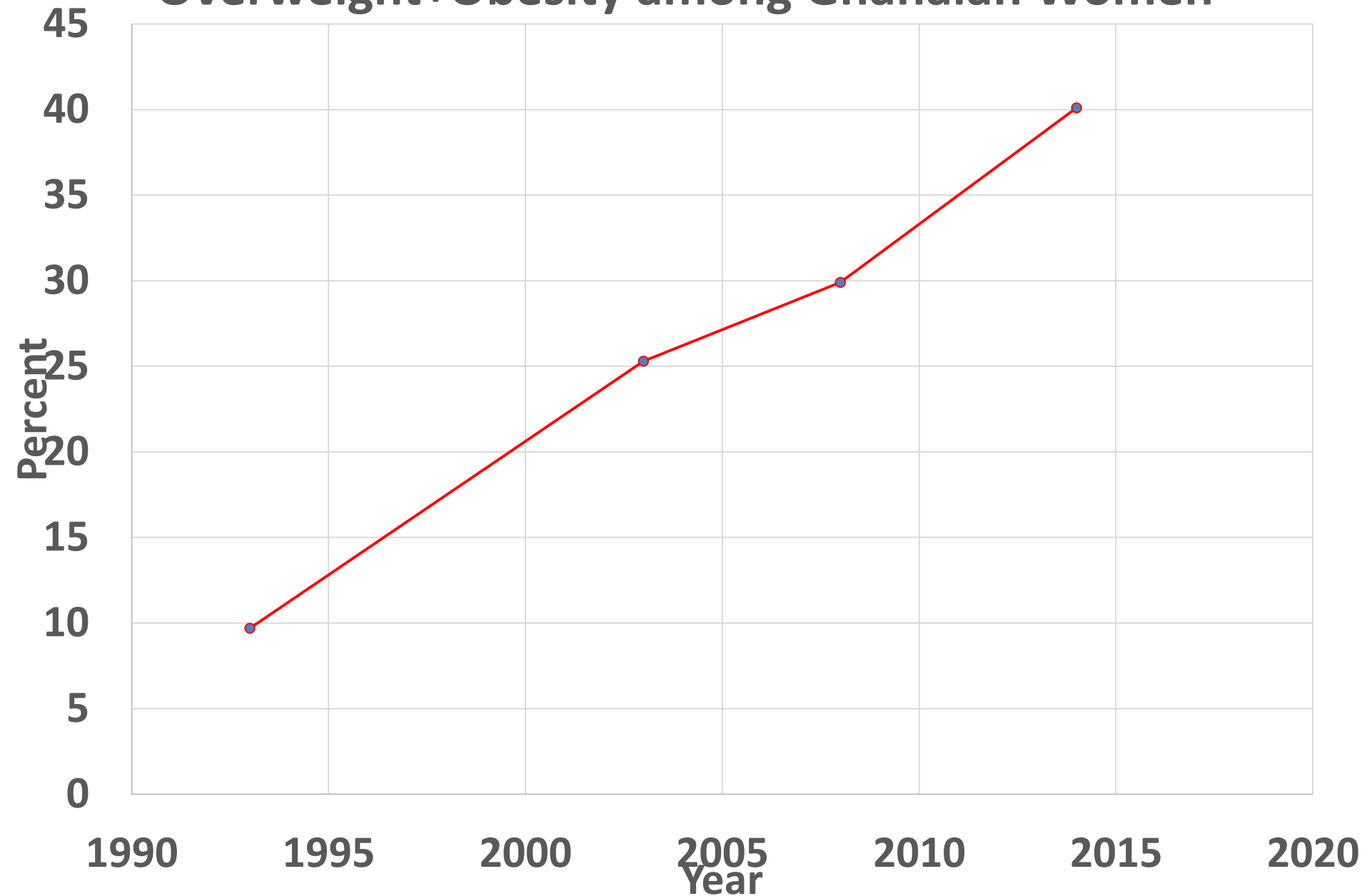
# What the project is about: Project objectives

- **Focus on restricting unhealthy food marketing to children and improving school nutrition environments**
  - describe the nature and extent of unhealthy foods promotion on television, in-stores, and in and around schools;
  - determine the nutritional quality of foods and non-alcoholic beverages provided or sold in child-serving institutions (primary focus on schools);
  - assess community stakeholders' readiness to, and capacity to implement interventions to improve children food environment

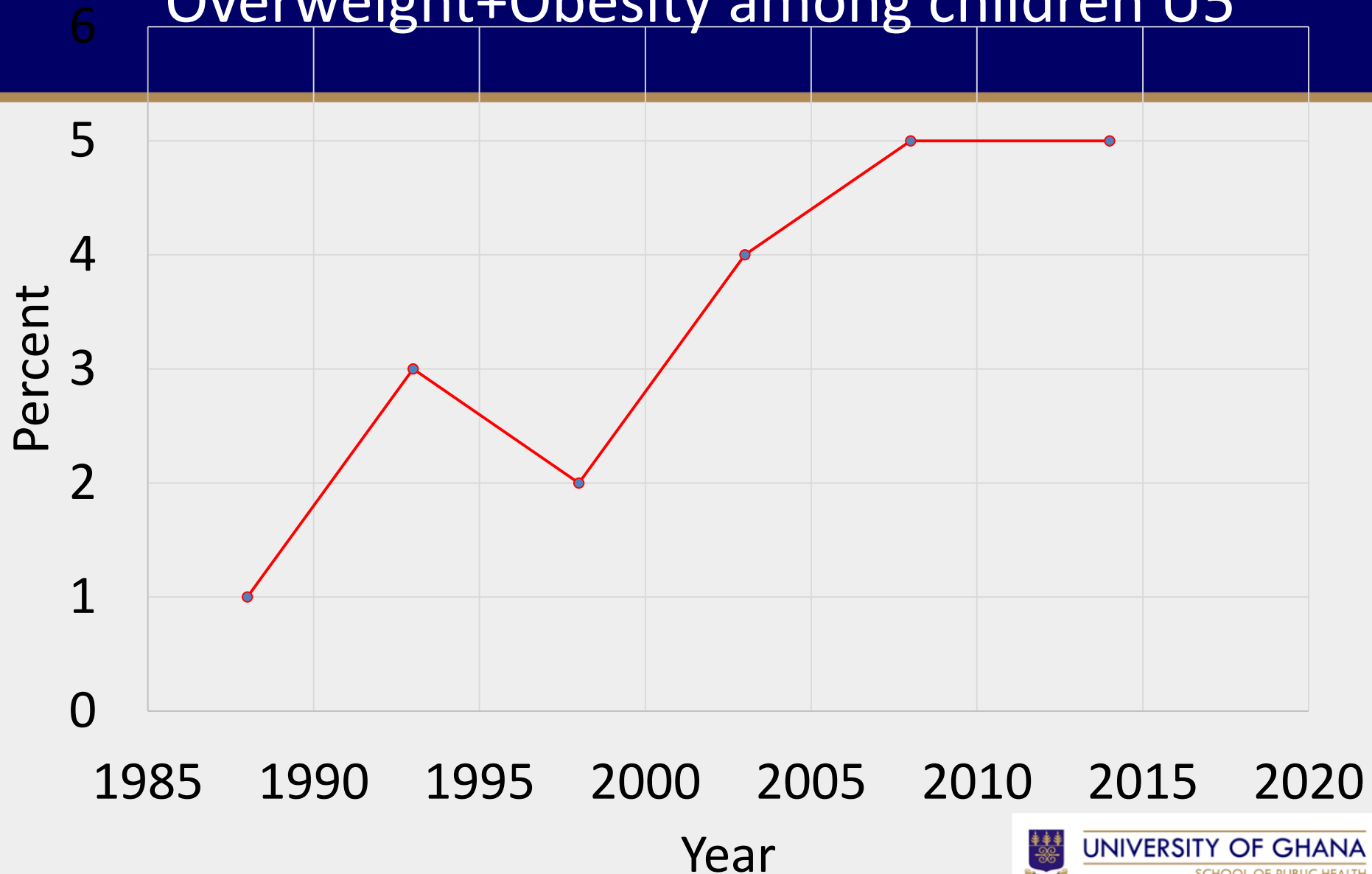
# Why the project is needed

- Currently, NCDs are a global public health problem, – responsible for several million deaths annually. In some African countries, NCDs cause over 50% of all reported adult deaths (43% in Ghana).
- Data from the IHME confirmed this – revealing a 1400% increase in rates of adult obesity in Burkina Faso, and over 500% increase in Ghana, Togo, Ethiopia and Benin – between 1980 and 2015.
- 8 of the 20 nations in the world with the fastest-rising rates of adult obesity are in Africa.

# Overweight+Obesity among Ghanaian Women



# Overweight+Obesity among children U5



# Why the project is needed

- **LOCAL DHS DATA:**
- Regarding dietary intakes, Ghanaian households report frequent consumption of bouillon cubes (70%), salted dried fish (36%), and foods processed with salt (84%); **however, fruits or vegetables consumption is reported at three times a week.**

# Why the project is needed

- There is evidence that the increase in obesity rates, is due in part to food system failures
- *No simple, single solution available....* The need for food environment/food systems-based solutions.
  - “In public Health, the concept of food environment embodies the collective physical, economic, policy, and socio-cultural surroundings, opportunities, and conditions that influence our food consumption patterns, and therefore our health....”



# Why the project is needed

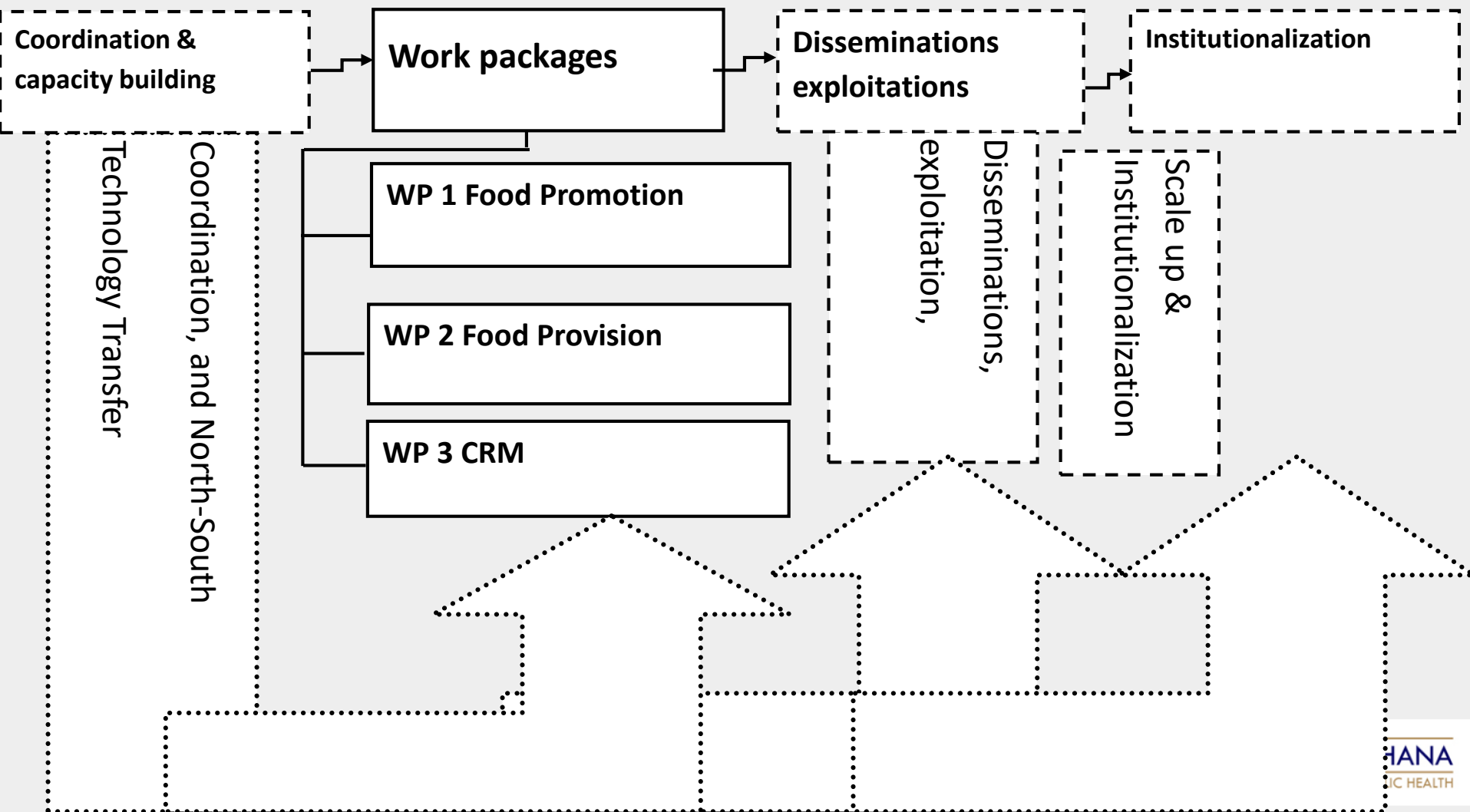
- The Ghana Food-EPI process, consultations found that tackling unhealthy food promotion and improving food provision would be the most likely actions to address the problem of obesity and NCD risk factors, especially in children and adolescents.
  1. “The Government should pass a legislation to regulate the promotion, sponsorship, advertisement and sale of food and drink with added sugars, and other nutrients of concern (saturated fatty acids/trans fats, salt) in the school environment and other child-laden settings, enforceable with fines.
  2. The Government should implement a requirement for caterers involved in the School Feeding Programme to pass a training course on healthy meal planning”.

# Why the project is needed

- Such are aligned with recent Global Political Declarations and Resolutions
- “In May 2010, the WHA, through resolution WHA63.14, aimed to guide efforts by Member States in designing new policies, or strengthening existing policies, on food marketing communications to children in order to reduce the impact of marketing foods high in saturated fats, trans-fatty acids, free sugars, or salt.
- The 2018 Political Declaration – “7. **Express grave concern** that the huge human and economic cost of non-communicable diseases contributes to poverty and inequities and threatens the health of peoples and the development of countries, **costing developing countries over the next 15 years more than 7 trillion United States dollars**”

# What we will do in this project:

## Methods/approaches



# WP 1

Objective/focus/sub-component	Key methods
<ul style="list-style-type: none"><li>describe the nature and extent of unhealthy foods promotion on television, in-stores, and in and around schools;</li></ul>	We will collect and analyse advertising, publicity and sales promotions of food to children via Television, in-stores, and outdoor advertising within school zones.
<ul style="list-style-type: none"><li>assess the frequency and level of exposure of children/adolescents to unhealthy foods</li></ul>	Both TV monitoring and outdoor advertising monitoring
<ul style="list-style-type: none"><li>estimate the prevalence of unhealthy food advertising within the area surrounding child-serving institutions (primary focus on public schools);</li></ul>	Assessing outdoor advertising (school zones). Outdoor advertisements will be observed and recorded manually, using geo-positioning systems 500 metres of the institution taking the main school entrance as the centre of those buffers.

# WP 2

**Objective/focus/sub-component**

**Key methods**

**determine the nutritional quality of foods provided or sold in child-serving institutions (focus on primary schools);**

Monitoring policy and programme implementation in public-funded school settings in a selected school.

# WP 3

**Community readiness assessment--to answer the question of how ready “the community” is to implement actions to improve food environment in the Greater Accra region of Ghana.**

In this exercise “the community” will be operationally defined both over geographic space (geographic community), and over stakeholder of interest (interest community).....individuals/key informants within the geographic community, adjudged to wield influence and/ or to play a leadership roles.

# The Project Team and Advisory Board



Project Team/ Partners		
Name	Institution	Role on Project
Dr Amos Laar (AL)	Department of Population, Family and Reproductive Health, School of Public Health. University of Ghana	Principal Investigator
Prof. Richmond Aryeetey (RA)	Department of Population, Family and Reproductive Health, School of Public Health. University of Ghana	Co-Investigator
Dr Kobby Mensah (KM)	Department of Marketing and Entrepreneurship, University of Ghana Business School	Co-Investigator
Dr Matilda Essandoh Laar (MEL)	Department of Family and Consumer Sciences, School of Agriculture, University of Ghana	Co-Investigator
Prof. Francis Zotor (FZ)	University of Health and Allied Sciences (UHAS), School of Public Health, Ho, Volta Region, Ghana	Co-Investigator
Dr Dennis Larvea (DL)	Non-Communicable Diseases Programme. Disease Control and Prevention Department, Public Health Division. Ghana Health Service	Co-Investigator



<b>Dr Gershim Asiki (GA)</b>	<b>African Population and Health Research Center (APHRC), APHRC Campus, Nairobi, Kenya</b>	<b>Co-Investigator</b>
<b>Prof. Michelle Holdsworth (MH)</b>	National Research Institute for Sustainable Development, France	Co-Investigator
<b>Prof. Charles Agyeman (CA)</b>	University of Amsterdam, Amsterdam	Co-Investigator
<b>Dr. Stefanie Vandevijvere (SV)</b>	Sciensano Research Institute, Belgium	Co-Investigator
<b>Dr Samuel Oti (SO)</b>	International Development Research Centre (IDRC), Canada	Designated IDRC representative
<b>Professor Mary L’Abbe (ML)</b>	Department of Nutritional Sciences, Faculty of Medicine, University of Toronto, Canada	Advisory Board Member (Chair)
<b>Professor Kaleab Baye (KB)</b>	Center for Food Science and Nutrition, Addis Ababa University, Ethiopia	Advisory Board Member
<b>Project staff (Graduate Students/Early Career Researchers/Graduate Research Assistants)</b>		
<b>Akua Tandoh, Project Associate/Doctoral student</b> <b>Gideon Senyo Amevinya, Monitoring and Evaluation Specialist</b> <b>Wilhemina Quarpong, Project Associate</b>		

Advisory Board	Institution
Professor Mary L’Abbe (1)	Earle W. McHenry Professor, and Chair, Department of Nutritional Sciences, Faculty of Medicine, University of Toronto, Toronto, Canada.
Professor Bridget Kelly (1)	University of Wollongong, Wollongong, Australia.
Professor Kaleab Baye (1)	Center for Food Science and Nutrition, Addis Ababa University, Ethiopia
Dr Namukolo Covic (1))	International Food Policy Research Institute (IFPRI), Ethiopia.
Civil Society (2) Dr. Beatrice Wiafe Addai &  Mr. Issah Ali	Ghana NCD Alliance  Vision for Alternative Development (VALD)
Government agency (3) Dr. Joe A. Odame  Mrs. Delese Mimi Darko  Ms. Mary Mpereh	Ministry of Health (MOH )  Food and Drugs Authority (FDA)  National Developmment Planning Commission (NDPC)
Joana Ansong (1)	WHO, Ghana Office
Lilian Selenie (1)	UNICEF



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# Project Partners



**African Population and  
Health Research Center**



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