



**Transfat Elimination
Promotion and Awareness for
SMEs in the Food Value Chain
(TEPAS) Project**

TECHNICAL REPORT

for

**1000 Healthy Choice Hampers
Campaign 2020**

AVE HEALTH SENSE LTD
Spreading health and research sense



Mission:

To add value extraordinarily to humanity through public health research, social enterprise and programs

Vision:

To be among the best organizations that brings health science to the people to make sense of public health approach to address their health and that of communities in Nigeria.

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TRANSFAT ELIMINATION PROMOTION AND AWARENESS FOR SMES IN THE FOOD VALUE CHAIN (TEPAS) PROJECT

TECHNICAL REPORT FOR 1000 HEALTHY CHOICE HAMPERS CAMPAIGN 2020





BACKGROUND

In May 2018, the World Health Organisation (WHO) called for the global elimination of industrially produced trans-fat by 2023, and released the REPLACE action framework which Nigeria has committed to.

High transfat intake increases the risk of death from any cause **by 34% and it is estimated that 540,000 deaths** each year can be attributed to intake of industrially produced trans-fatty acids. This is because Transfat increases LDL ("bad") cholesterol levels while lowering HDL ("good") cholesterol levels.

During the festive period many people travel to meet families and friends to exchange and pleasantries. Most people who share gifts at this time do not take into consideration the needs of the receiver and their medical conditions.

As part of the Transfat Elimination Promotion and Awareness for SMEs in the Food Value Chain (TEPAS) Project, we are embarking on a campaign tagged "**Healthy Choice Hampers**" to promote compliant products and create awareness in line with the WHO REPLACE Programme.

This is aligned with the World Health Organization REPLACE Module 2 and Module 4 which talks about promotion and creation of awareness respectively.

COUNTDOWN TO 2023

WHO REPORT ON GLOBAL TRANS FAT ELIMINATION 2020



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METHODOLOGY

TEAM BUILDING/TEAM MAINTENANCE

We sought for partnership with group of entrepreneurs under the umbrella of Entrepreneurship Network (eNetwork) and others affiliated to our organization. We also joined forces with a group called Business Visa who promote made in Nigeria products to harness the availability of products and promotion. Entrepreneurs selected were those whose products and vision aligned with that of our campaign. Two teams were created, one in Abuja and the other in Makurdi, Benue State. A social media platform was created to socialize, engage each other, share knowledge and provide up to date progress report about the project.

Product vetting and selection:

The team made sure every product used for the project was vetted and those selected were free from transfat and oil, made from natural ingredients and not laden with harmful additives. The major aim of the project was to promote healthy products that are available in Nigeria which was the basis for product selection. We also offered value for every product by buying them from the small holder producers (SME's) that were selected for the project.

Product packaging and design: One of the major points of product selection was the packaging and design. We made sure that the products used for the campaign were only those packaged in line with regulator standards and are in food grade packaging material.

Project launch:

The official launch of the project was done in City Bay Park, Makurdi Benue State by the President, eNetwork to kick start the sale of the Healthy Choice hampers on the 30th of November, 2020.

Another launch was done in Abuja during the 12th Meeting of the National Council on Industry, Trade and Investment where exhibitions were made and the Permanent Secretary for the Ministry of Industry Trade and Investment visited our Transfat Free Zone stand and introduced our products to the Minister. The Director General of the National Troupe of Nigeria also visited our stand together with his invitees and took pictures with our Transfat Free Zone frames.

Social media engagement:

After the official launch of the project, all project partners and affiliates, as part of the campaign, engaged in massive social media campaigns to create awareness about the dangers of transfat and to drive sales of the 1,000 healthy hampers. Affiliates also got engaged in an intense social media engagement where we made pictures carrying frames of Transfat Free Zone of all our advocates to not only sell the

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products but also to promote and sensitize people on the need for living healthy to maintain a healthy lifestyle.

Cost recovery for sustainability:

For every product bought, there was a discount gotten from the producers to enable products to be sold and run other logistics regarding the project and letters were written to different organisations to increase the awareness of the project.

Physical Promotion to Individuals:

Photo frames were made for all the advocates of the project and all the team members in turn promoted the project individually on their various social media handles and to individuals.

Exhibitions at Events:

We had two events where the Transfat Free Zone stands were showcased to people. One was at the 12th Meeting of the National Council on Industry, Trade and Investment and the other at the end of the year celebrations of the AMAC South East Forum.

Achievements:

An awareness team was created with sensitization done regarding elimination of transfat in the food supply chain. We also promoted healthy products of SME's that partnered with us bringing value to people and helping them REPLACE transfat in their diets. Advocates were encouraged to offer Healthy Choice Hampers as preferred gifts during the festive season for those who have medical conditions and also those who want to live healthy by eating healthy.

Challenges:

Like any other project, this project also had its own share of challenges. One of the challenges was the time frame for awareness as readable materials on the project was not available making it difficult for transfer of messages. Another was getting the buy in of consumers, many who did not know about transfat prior to the campaign were not interested because it was different from what they were used to. Another challenge was the weak purchasing power of consumers, occasioned by recession and inflation in the country.

Lessons Learned:

One lesson learned is to intensify campaign and awareness creation as many people did not even understand what industrial transfat is all about. Engagement of small holder food processors should occur regularly to ensure knowledge sharing and skills transfer.

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Next Steps and Recommendations:

Ave Health Sense Limited should seek grant to support small holder food processors to initiate the process of change and ensure quality food in the market place.

IMPLEMENTATION TEAM: ABUJA TEAM



Dr. Terfa Kene



Stephanie Usar



Catherine Agbo



Rita Terna-Makyur



Ave Health Sense Limited



Favour Ojonimi

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IMPLEMENTATION TEAM:

MAKURDI TEAM



Ngozi Ezeonyi,



Comfort Iye Ameh,



Micheal Shenge



Fidelia Agera



Entrepreneurs Network Nigeria

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1000 Healthy Choice Hampers Campaign 2020

Transfat FREE ZONE

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The Days of Transfat are Numbered - Tom Frieden
Nov 2020
President and CEO Resolve to Save Lives

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S/N	Affiliate Promoter	Contact Person	Product	Phone Number
1.	Lacedar Beauty World	Ngozi Ezeonyi	Dark Chocolate Lip	0706 5601 326
2.	Ave Health Sense Ltd	Office	Cura Crunch	0809 8935 269
3.	Veda Food and Beverages Ltd	Catherine Agbo	Grainnuts Cereals	0803 5146 373
4.	Meliorate Foods	Ojonimi Favour	Millet Ginger Food Pap Corn Ginger Food Pap	0806 5737 461
5.	Iye.com Agric Concept Enterprise	Comfort Iye Ameh	Honey	0803 8012 923
6.	Shenghait Global Ltd	Micheal Shenge	Shenghait Honey	0812 9964 195
7.	Fidnen Coco	Fidelia Agera	Unsweetened Coco Chips	0703 7182 815 0807 4779 377
8	Banatech Farms Ltd	Stephanie Usar	Benue Mango Flakes	0705 7336 313

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CORE FUNCTIONAL AREAS

- Public Health Research and Training
- Public Health Program implementation
- Design and development of digital tools for Public Health Program real time Monitoring and Evaluation
- Wellness and Public Health Nutrition
- Public Health Social Enterprise and Public Health Information Management

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Refine Sugar, Excess Salt and Industrial Trans Fatty Acids are the bane of quality health and well being of families.



When it comes to eating right and exercising, there is no I will start tomorrow; Tomorrow is disease.

- Terris Guillemets

Be a Transfat FREE Zone!!!