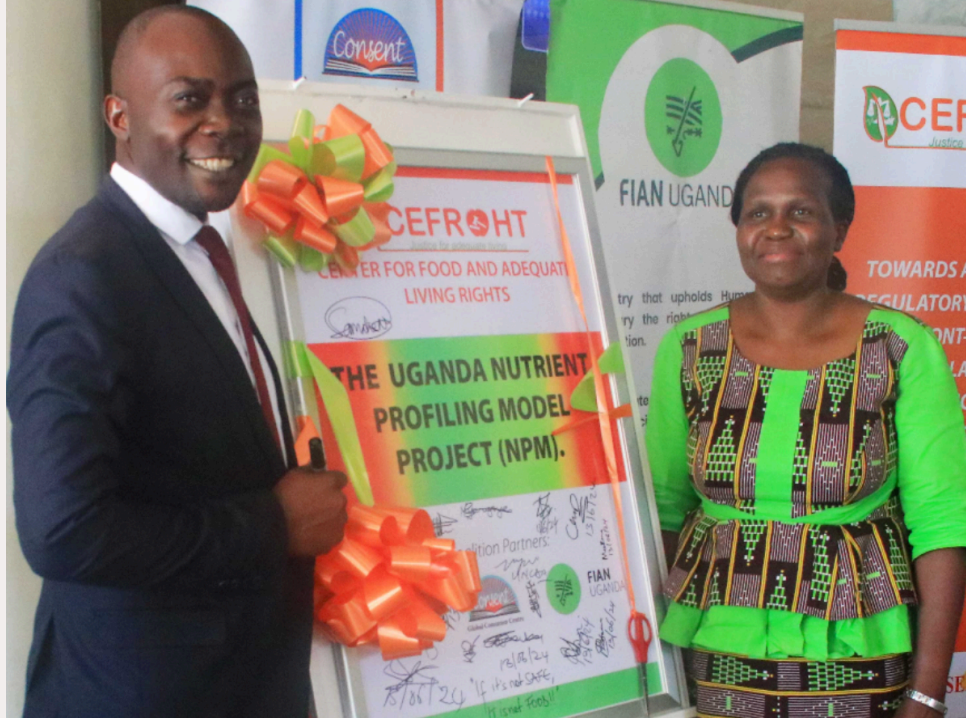




Exciting News for Uganda as **CEFROHT** kick starts the formulation of the Nutrient Profiling Model.

Welcome to the latest edition of our Advocacy and Partnerships Newsletter! At the Center for Food and Adequate Living Rights (CEFROHT), we are dedicated to driving impactful change through strategic advocacy and meaningful partnerships. In this issue, we are excited to share the significant strides we've made in promoting healthier food policies, empowering communities, and advocating for robust legal frameworks that protect and enhance the well-being of all Ugandans.

The new Uganda CSOs coalition on promotion of Front of the Pack Warning Labelling: Why Uganda Needs a Nutrient Profiling Model



**CEFROHT** is currently working with Ministry of Health and a coalition of Uganda CSOs on an evidence based Nutrient Profiling Model.

This is born out of a fact that food environments in Uganda encourage unhealthy diets. The market is flooded with products that are high in nutrients of critical concern ie salt, fat and sugar. What is more heartbreaking is that these companies are not held accountable for putting products on the market that are not only unsafe for human consumption but are major causes of diet related NCDs.

More to that, most products on the Ugandan market have unclear labels and uncertified nutritional claims which makes it difficult to choose healthy options. Therefore, there is an urgent need for an evidence based **Nutrient Profiling Model (NPM)** as tool for regulation in Uganda.

**CEFROHT** and coalition members are now working to ensure that consumers are empowered by having clear front-of-pack warning labelling so that they can make informed choices and can exercise their right by avoiding products, high in salt, sugar, and fats!

The good news for consumers in Uganda is that; this tool will set a threshold for food companies to follow when formulating and labelling their products and labels that translate complex nutritional information into clear warnings on packaging.

The government is also guided on areas and aspects of regulating the activities of third parties in the food sector. The State has a duty to protect and over see business to prevent adverse human rights impacts. With this NPM tool, the restriction of marketing to children will be enabled. Children too have a constitutional right to be protected by the government and their parents as per article 34(4) of the constitution of Uganda from social or economic exploitation.



*Technical working group meeting*

### CEFROHT Leads the Charge: National Policy Dialogue Paves the Way for The Nutrient Profiling Model!

The Center for Food and Adequate Living Rights (CEFROHT) held a historical event being the **National Policy Dialogue and Launch of the Nutrient Profiling Model Project** in Uganda! This initiative brought together a diverse range of stakeholders like the Ministry of Health, Ministry of Agriculture, Animal Industries and Fisheries, Ministry of Trade Industries and Cooperatives, Office of the Prime minister, the media and other key stakeholders which marks a significant step towards a healthier future for all Ugandans.

#### **The Power of Nutrient Profiling**

The Nutrient Profiling Model Project aims to establish an evidence-based system for:

- **Front-of-Pack Warning Labelling:** There is an urgent need to enhance healthy diets through promoting the Front of the package warning labelling, and supporting the food policy making process to also include provisions for restriction of marketing of un-healthy diets to children using legal and human rights-based approaches in Uganda. The impact of the nutrient profiling goes beyond labels and extends the development of effective school feeding programs that prioritise healthy food options for children.
- **Food and Nutrition Policies:** The model can serve as a foundation for broader policies promoting healthy eating habits across Uganda



Click the link down below to read an article on the National Policy Dialogue and Launch of the Nutrient Profiling Model Project in Uganda.

[Read More](#)

## CEFROHT Welcomes Key Partners!

CEFROHT, the Center for Food and Adequate Living Rights, places a high value on partnerships as integral to its mission of combating the burden of non-communicable diseases (NCDs).



Cefroht was delighted to have Mr. Mungure Elimani visiting and having a meeting with staff over the collaboration of GHAI and CEFROHT

## Government Collaboration

***Representatives from the Ministry of Agriculture, Ministry of Health, and the Office of the Prime Minister (Focal Office of Nutrition in Uganda).*** These key ministries play a central role in shaping food policy and nutrition strategies. Their active participation in discussions paves the way for an evidence based Nutrient Profiling Model.



*Joining forces with The Office of the Prime Minister at the National Dialogue and Launch of the Nutrient Profile Model Project in Uganda*

## Physical Exercise is Healthcare: Uganda on The Road to New Guidelines

**CEFROHT** in collaboration with *Ministry of Health* has developed **National Physical Activity Guidelines** tailored to the diverse needs of Ugandans.

### **Why Physical Activity Matters**

Did you know that Non-Communicable Diseases are estimated to account for **33% of total deaths** in Uganda? Regular physical activity is a cornerstone of good health. It helps prevent and manage diet related Non-Communicable Diseases (NCDs) like heart disease, stroke, diabetes, and certain cancers.

These NCDs are a growing concern in Uganda, making these guidelines even more crucial. Physical inactivity has slowly become one of the major risk factors for NCDs in recent years. Results from the recent Uganda NCDs risk factor STEP survey of 2023 showed that 3% of the adult population were physically inactive. Further, the study found 57.1% of the adults were engaging in inadequate physical activity.

[Read more](#)

These comprehensive guidelines will encompass age-specific recommendations that have tailored exercise plans for children, youth, adults, and older adults, ensuring safe and effective movement across all life stages.

### **Ways to get active**

- Walk briskly
- Jog
- Dance socially
- Ride a bike
- Ice skate
- Play softball
- Hike
- Garden

### **Benefits of exercise**

- Keeps your mind sharp
- Helps you feel better
- Fights weight gain
- Lowers your risk of disease

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## National day of Physical Activity in Uganda

On June 16th, 2024, **CEFROHT** joined forces with the *Ministry of Health* and other stakeholders to celebrate the **National Day of Physical Activity** at the *Makerere University Business School (MUBS) Sports Grounds*. The event was a vibrant display of Uganda's commitment to promoting healthy lifestyles. Hundreds of participants came together to embrace the joy of movement, showcasing the power of physical activity for everyone. **CEFROHT** was proud to have a dedicated tent at the event, offering a range of resources and services:

- **Policy Power:** Informative and educative policy briefs on the importance of physical activity were disseminated thus empowering Ugandans to advocate for policies that support a healthy lifestyle.
- **Know Your Numbers:** Our team offered free height and weight measurements, calculating Body Mass Index (BMI) for participants.
- **Expert Advice:** A qualified nutritionist was on board to provide personalised guidance on physical activity and nutrition tailored to individual BMIs.

The atmosphere was full of energy as participants enjoyed a variety of physical activities. From bike riding, running, walking, football and aerobics to group fitness challenges, there was something for everyone to get moving and have fun.



The event was graced by High-level government officials including the Minister of Health who participated, demonstrating the government's commitment to promoting physical activity. The *World Health Organization* representative also participated, highlighting the global importance of physical activity and Uganda's alignment with international health initiatives.

The *National Day of Physical Activity* was a resounding success. By collaborating with the Ministry of Health and other stakeholders, **CEFROHT** helped raise awareness about the importance of physical activity in preventing Non-Communicable Diseases (NCDs) and promoting overall well-being.



**CEFROHT Takes to the Airwaves: Protecting Children's Health and Promoting Well-being.**

**CEFROHT** recently embarked on a public awareness campaign through a series of television programs.

These programs tackled the critical issue of *restricting the marketing of*

*unhealthy diets to children.* Are you aware that the statistics suggest that approximately 70 per cent of the premature deaths that occur among adults stem from health-related behaviours that originate in childhood and adolescence in Uganda?

The campaign also called upon the Ugandan government to consider implementing *Sugar-Sweetened Beverages (SSBs) tax*. This tax would not only generate revenue for the government, but also serve as a powerful deterrent to excessive SSBs consumption.

By making ultra-processed food and sugar sweetened beverages less affordable, we can contribute to a reduction in Non-Communicable Diseases (NCDs) like diabetes and heart disease, cancer, ultimately lowering the burden on our healthcare system. Please find here attached a link to the video.



## CEFROHT rallies Members of Parliament at Parliamentary Nutrition Week!

The *Centre for Food and Adequate Living Rights (CEFROHT)* actively participated in the recent Parliamentary Nutrition Week, held from May 23rd to 28th, 2024, in Kamwenge District.

**CEFROHT** kicked off the week with a powerful **Press statement** delivered directly at Parliament. The statement highlighted the critical need for a Nutrient Profiling Model to combat unhealthy diets high in salt, sugar and fat to promote healthy eating habits.

### **Taking the Message to Tooro Subregion.**

CEFROHT's commitment extended beyond the walls of Parliament. The team travelled to Tooro Sub-region to engage with the local community through a series of impactful initiatives like **radio talk shows, local**



## government and community engagements.

The radio talk shows on Life FM, KRC Radio reached over 1225 listeners on the dangers of consuming ultra-processed foods. The CEFROHT team advocated for healthy diets and the need to apply legal tools and a human rights-based approach in promotion of healthy diets and prevention of NCDs. CEFROHT also obtained commitment and support from Local governments to come up with Bye Laws.



*Cefroht Participation in commemorating the Uganda Parliamentary Nutrition Week*

### Media Training on The Nutrient Profiling Model.

**CEFROHT** understands the power of the media in shaping public opinion on health. In an effort to empower journalists to become champions of informed food choices, CEFROHT held a media training on the *Nutrient Profiling Model (NPM)*. This training equipped media personnel with the knowledge to accurately report on the NPM's importance. From understanding how the model categorizes foods to explaining the benefits of clear front-of-pack labelling, journalists are now better equipped to inform Ugandans about this crucial initiative for a healthier future. One of the results from the media training was an article written by one of the participants.

This training raised awareness of the media on the burden of diet related NCDs as Ugandans consume unhealthy diets high in salt, fat and sugar and their role to sensitise the public. You can access the article [here](#)



*Coalition members team at the Nutrient Profile Model Media training*



*Media training of the Nutrient Profile Model*

**One Million Voices for Change: Support the Nutrient Profiling Model Petition!**

***[One Million Voices for Change: Support the Nutrient Profiling Model Petition!](#)***

We urge you to be part of CEFROHT's historical journey to empower Ugandans to make informed choices about their health! We've launched a nationwide petition urging the Ministry of Health to adopt the [Nutrient Profiling Model \(NPM\)](#). This paves way for clear Front-of-Pack Warning Labels (FOPWL).

By gathering one million signatures, CEFROHT aims to demonstrate the public's overwhelming support for the NPM. This strong call to action will not only influence policy change, leading to FOPWL regulations, but will also support a comprehensive food and nutrition policy framework that incorporates evidence-based practices related to FOPWL and complementary

policies, including marketing restrictions and school food policies, ensuring Uganda's children have access to safe nutritious meals and are shielded from unhealthy marketing influences. We urge you to support us by signing the petition on the link [here](#).



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