

Ghana Nutrition Improvement Project (GNIP)

Establishing sustainable nutrition intervention by “Market base approach with SBCC” through genuinely synergetic PPP



The Ajinomoto Foundation (TAF)

Yusuke Takahashi

yuusuke.takahashi.e4w@aji-foundation.org

THE
AJINOMOTO
FOUNDATION

Summary of today's presentation

- In urban/peri-urban areas with comparably adequate purchasing power, in low middle income countries, **Market base approach with SBCC** would be one of the best scenarios for **sustainable and cost effective (high SROI)** nutrition improvement.

SBCC (Social and Behavior Change Communication)

with special emphasis on dietary diversity and introduction of fortified products, like KOKO Plus

“Demand Creation”

Market base approach

Distributing KOKO Plus around mothers

Understand nutrition
And Select nutritious foods including KOKO Plus
“Behavior Change”

SBCC

Behavior change

Market Base

- This can be achieved through truly synergistic public-private partnerships in local.
- Furthermore, the Japanese government's topdown initiative through TICAD has **accelerated** our project and led to **high-quality co-creation** involving many different industries.

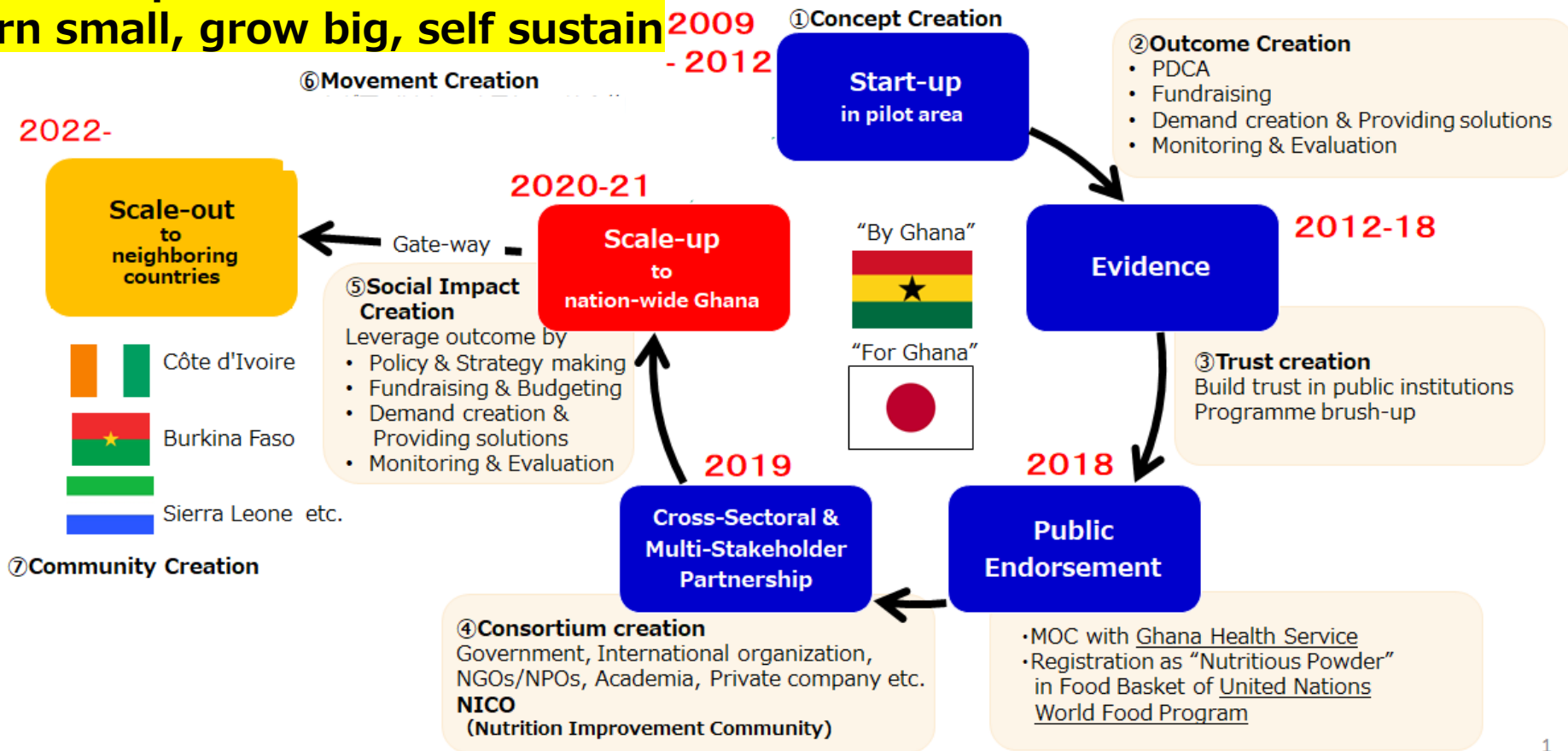
Our principle

1. Beneficiary First
2. Mutual Respect and transparent to partners
3. Durable concept
4. With Joy

GNIP's expansion model.

Born small, grow big, self sustain

2009 - 2012



The Ajinomoto Foundation (TAF)



Founded in year 2017, as Public Interest Foundation in Japan, focusing on 4 businesses related to **Food and Nutrition** to contribute to solve **Social Issues**.

Red Apron

Disaster reconstruction support project

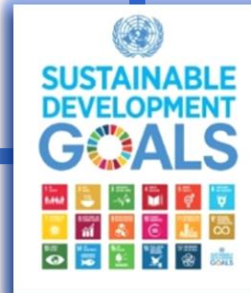


いっしょに作って、いっしょに食べよう！
ふれあいの
赤いエプロン
プロジェクト



"KOKO Plus™"

Ghana Nutrition Improvement Project



AIN



Ajinomoto foundation's International Nutrition program



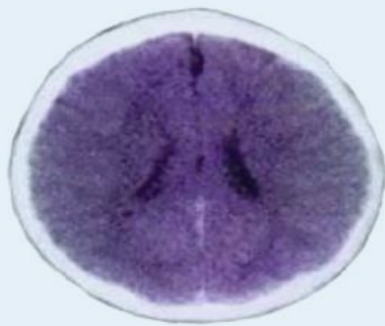
VINEP

Vietnam Nutrition System Establishment Project

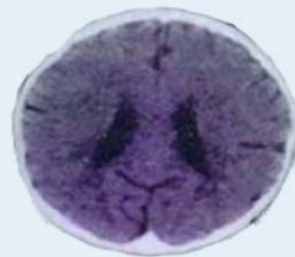
- Malnutrition causes unhealthy growth of **body** and **brain**.
- Missing “**First 1,000 days**” are not **reversible**.



Brain scans of normal / malnourished
1000 Days Brain scan - two 3 year old children



Normal

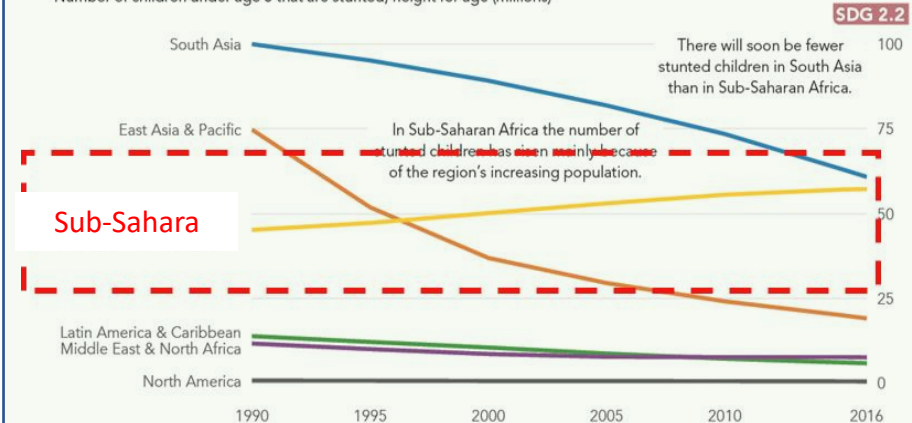


Malnourished

¹UNICEF, WHO and World Bank, 2018

No. of malnourished children under 5 years

Number of children under age 5 that are stunted, height for age (millions)



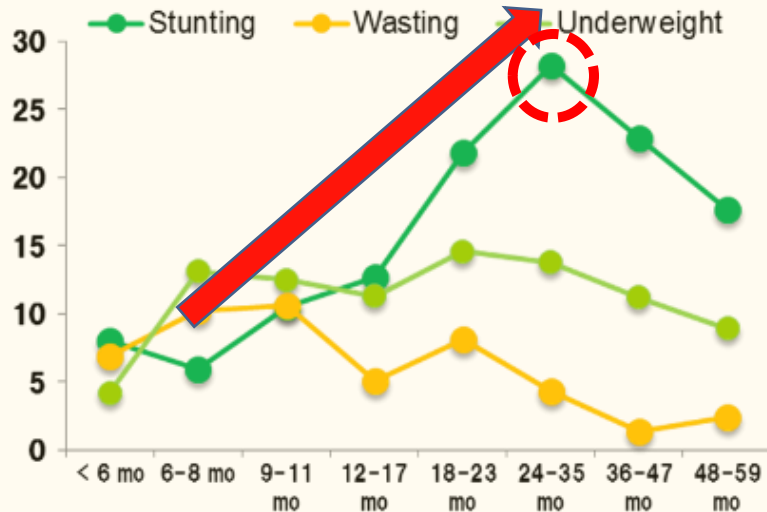
Increasing only in Sub-Saharan Africa

Source: UNICEF, WHO and World Bank. WDI (SH.STA.STNT.ZS); Health Nutrition and Population Statistics (SP.POP.0004.FE; SP.POP.0004.MA).

1. Background

Stunting issue in Ghana

30% of 2 years' infants are **Stunted**



Rapid increase **after 6 months** of birth, starting weaning period.

Reference: Ghana_Demographic and Health Survey 2014

Hypothesis: Complementary food cause it?



koko

koko sakora doesn't have enough nutrients like protein and micronutrients.

Respecting **Ghanaian Traditional Local Food Culture**,
(just add some necessary nutrients **as Supplement** to koko,)

The Ghana Nutrition Improvement Project was started with University of Ghana in 2009.



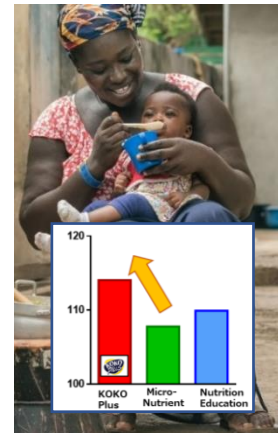
1. Background

Ajinomoto Co., Inc. started this project in 2009 to develop a **Social Business Model** to solve social issues in Ghana (stunting and anemia of the infants), and handed it over to The Ajinomoto Foundation in 2017. All the processes are carried out through **Public-Private-Partnership** with Ghanaian local people to make it **Sustainable**.

● Product :



- “**KOKO Plus**”: add to **traditional complementary food “koko (maize porridge)”** to avoid stunting and anemia.
- Developed with **University of Ghana**.
- Produced **by local company**, Yedent Agro Foods Processing, mainly **with local ingredients** of Soybean powder.



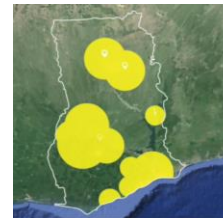
● Distribution:



- **By local sales & marketing organization** ” EXP social marketing foundation (ESM)”.
- Affordable price with **US\$ 0.1 (0.60 cedis) / sachet**

● Penetration / Education:

- Collaborate with **Ghanaian Government**.
- **Community Health Workers** of “**Ghana Health Service**” conduct **Nutrition Education** to mothers and introduce “**KOKO Plus**” as a **practical way to improve** their balanced complementary feeding to infants.



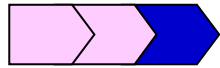
● Scale up

- Collaboration with GHS by nutrition education: 99 districts & 9000 Nurses (30% of nationwide), Distributing in over 10,000 retailers



Source: Journal of Nutritional Science.

2. Collaborations with Public Sectors

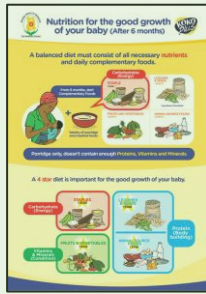


Phase 3 : 2016-2018 Feasibility study^① :
Behavior Change Communication, Pilot in 1 district in Ashanti



Create beneficiaries' behavior changes through nurses' daily nutrition educations. Build up a model of social business model with **Public Private Partnership**

1. Health check



Public

Acknow-ledge

Under-stand

Behavior

Private

2. Nurses' Nutrition education



② Introduce "KOKO Plus"

4. Utilize "KOKO Plus" feed babies



3. Mothers purchase "KOKO Plus"



Local Production and Distribution



2. Collaborations with Public Sectors

Officialize the **Public Private Partnership** Especially with Ghana Health Service

1. Collaboration with Ghana Health Service



THE
AJINOMOTO
FOUNDATION

2018 Jan

- ✓ Pilot Project started:
Develop **Nutrition Education Tools** together with GHS
- ✓ Nutrition Education & Introduce KOKO Plus



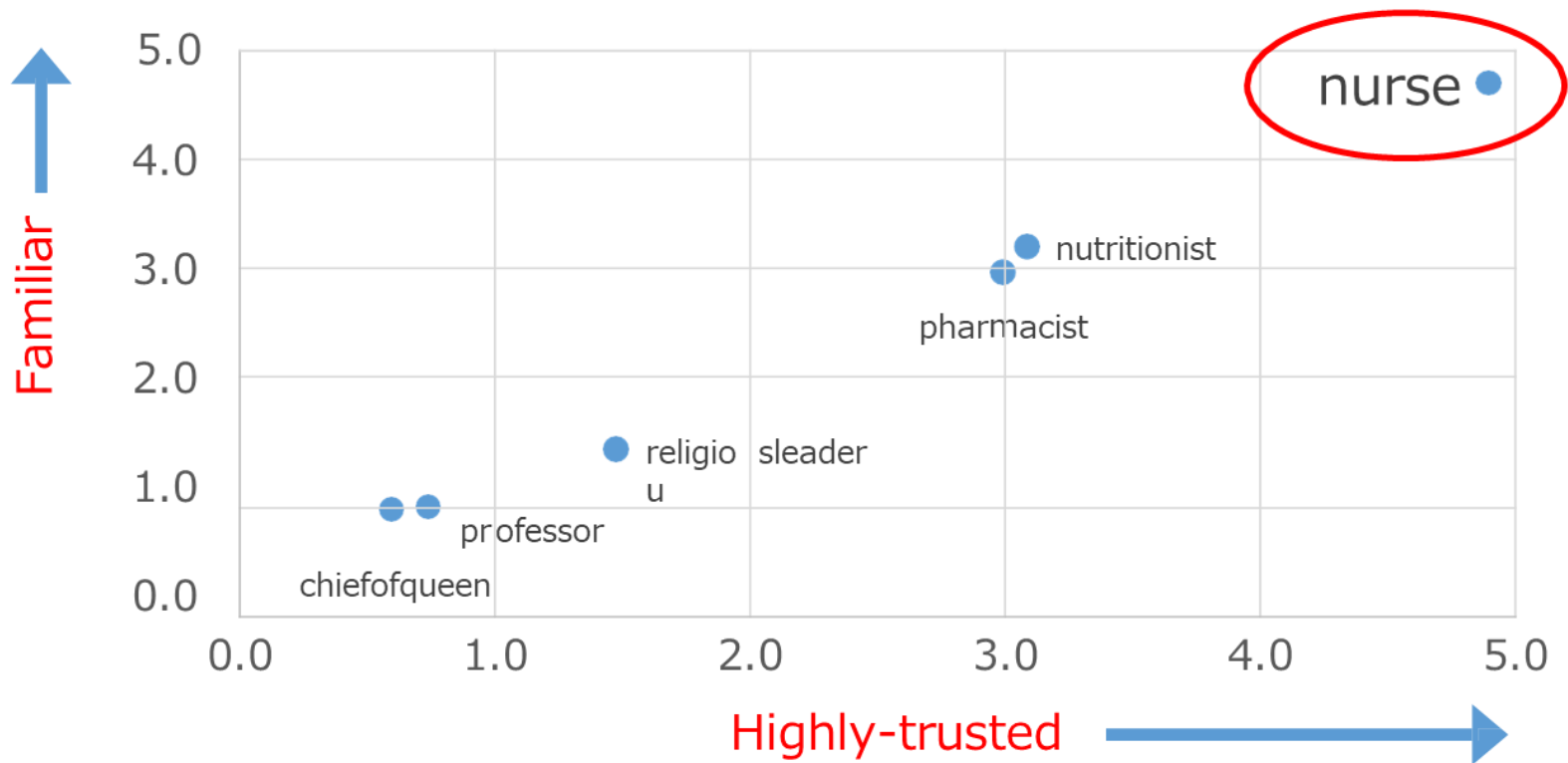
2018 Sep

- ✓ **Memorandum of Cooperation was officially signed with GHS**
⇒ **Expand Collaboration Activity Area officially**

2. Collaborations with Public Sectors

Why we need collaboration ?

Nurses are the most familiar and most trusted influencers for mothers

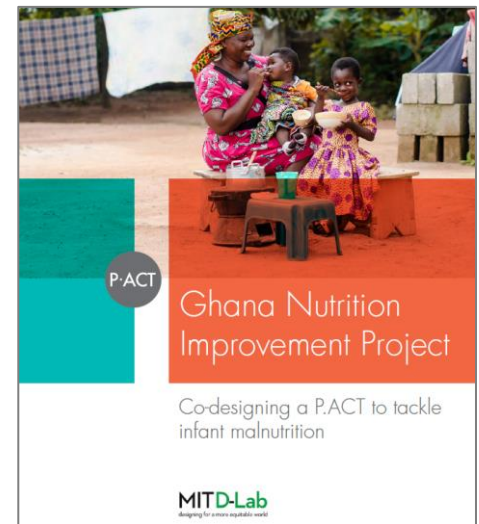
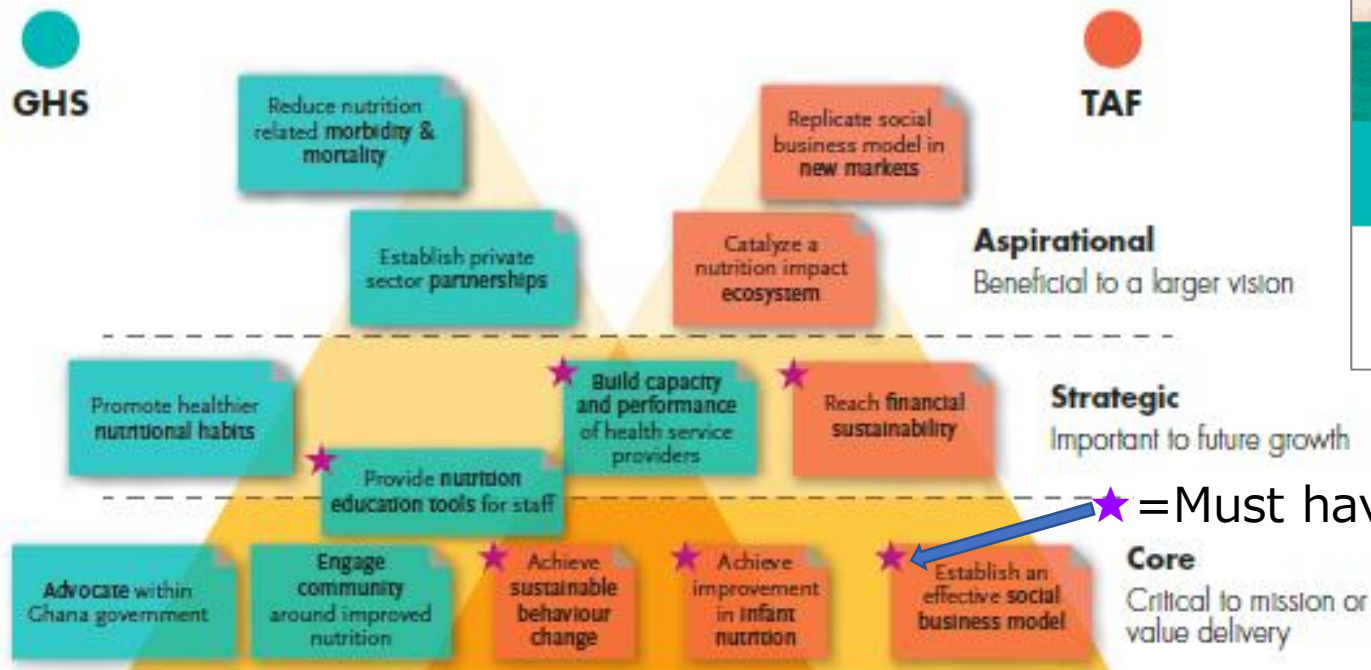


2. Collaborations with Public Sectors

Evaluated the **Public Private Partnership** Especially with Ghana Health Service

Third party (MIT) lead the dialogue, and through the several workshops by each frame, we had an opportunity to gradually bring out each other's real intentions and motives.

Drivers Pyramid – Individual Partner Goals



2. Collaborations with Public Sectors

Officialize the **Public Private Partnership** Especially with Ghana Health Service

1. Collaboration with Ghana Health Service



THE AJINOMOTO FOUNDATION

2018 Jan

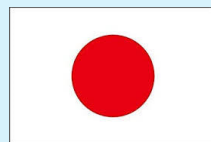
- ✓ Pilot Project started: Develop **Nutrition Education Tools** together with GHS
- ✓ Nutrition Education & Introduce KOKO Plus



2018 Sep

- ✓ Memorandum of Cooperation was officially signed with GHS
⇒ **Expand Collaboration Activity Area officially**

2. Collaboration with World Food Programme and Japanese Government



THE AJINOMOTO FOUNDATION



2019 Jul

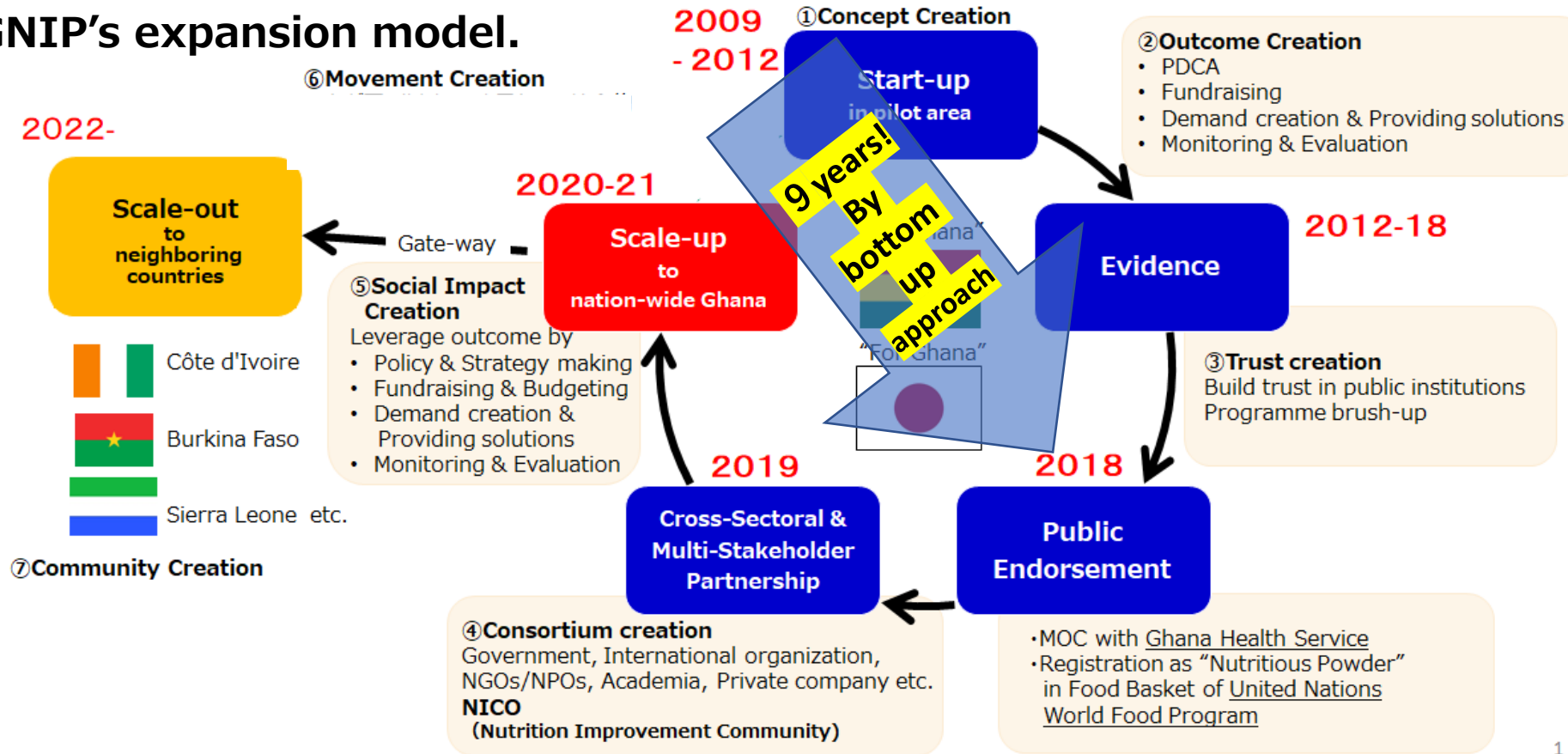
- ✓ Japanese Government funds WFP to start **"Public Private Partnership"** with The Ajinomoto Foundation

MoH

2. Collaborations with Public Sectors

PPP based on bottom up approach needs a lot of efforts and time and resources! >> Entry barrier for private sectors

GNIP's expansion model.



3. Collaboration approach by Top down initiative

African Health and Wellbeing Initiative (AfHWIN) by TICAD7

Signed in TICAD 7 YOKOHAMA 2019



Image of Overall Picture of the Mt. Fuji-Shaped Healthcare in Africa

A. Human resources

Medical staff



Dietician, etc.



Experts on safety, environment and hygiene, etc.



B. Products/Services

Medical services/ Long-term care

Domestic advanced
medical services



Efficient medical
services



Healthcare services

(Prevention, health promotion, etc.)

Medical checkup and
prevention/health services



Healthy diet, nutrition, etc.



Services supporting healthy life

Clean water service/
toilets



C. Foundations

Healthcare industry foundation

Development, manufacturing and
operation of medical equipment, systems

Development, manufacturing, safety
regulations and logistics of
pharmaceutical products

Measures against infectious diseases

Agriculture, food processing and logistics
foundation to support health

Social foundations

Health insurance schemes

Safety standards (environment, labor,
construction, etc.)

Education on healthy diet and
nutrition, etc.

3. Collaboration approach by Top down initiative

African Health and Wellbeing Initiative (AfHWIN) toward TICAD8

Signed in TICAD 7 YOKOHAMA 2019



Image of Overall Picture of the Multi-Fuji-Shaped Healthcare in Africa

A. Human resources

Medical staff



Dietician



Experts on safety, environment and hygiene, etc.



B. Products/Services

Medical services/ Long-term care

Domestic advanced medical services

Efficient medical services

Healthcare services

(Prevention, health promotion, etc.)

Physical checkup and health services

Services supporting healthy life

Clean water service/ toilets

C. Foundations

Healthcare industry foundation

Development, manufacturing and operation of medical equipment, systems

Development, manufacturing, safety regulations and logistics of pharmaceutical products

Measures against infectious diseases

Agriculture, food processing and logistics foundation to support health

Social foundations

Health insurance schemes
 Safety standards (environment, labor, construction, etc.)
 Education on healthy diet and nutrition, etc.



3. Collaboration approach by Top down initiative

New project: **UN Partnership PPP-type Grant in Government of Japan**



Project Title	The Project for Universal “Nutrition” and Health Coverage through Sustainable Systems for Nutrition Improvement
Project Goal	To make quality nutrition and health services accessible to all through resilience building, nutrition retail/market-based and innovative diagnostic and social and behaviour change communication (SBCC) approaches.
Term	March 31 st 2022 to March 31 st 2024 (24 months)

Summary of new project

Component 3 : created by African Health and Wellbeing Initiative by TICAD7

Toward TICAD 8, Fusion of TICAD 6 (IFNA*₁) and TICAD 7 (AfHWIN*₂)

~Co-creation and social implementation of nutrition, testing, and ICT solutions through
"Genuinely synergistic multi-sectoral collaboration" between Ghana and Japan



※ 1 Realization of one of the IFNA declarations:
"Genuinely synergistic multi-sectoral partnership"



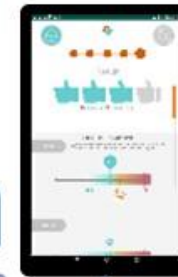
※ 2 African Health and Wellbeing Initiative



Collaborating with MCHRB
Advised by JICA



Social Behavior Change
Communication: SBCC of mother and
child with ICT tools



Orchestrating a brighter world

NEC



Raising awareness of maternal nutrition
knowledge to mothers and
Promotion of nutritional supplements through
market based approach

(prevent malnutrition)



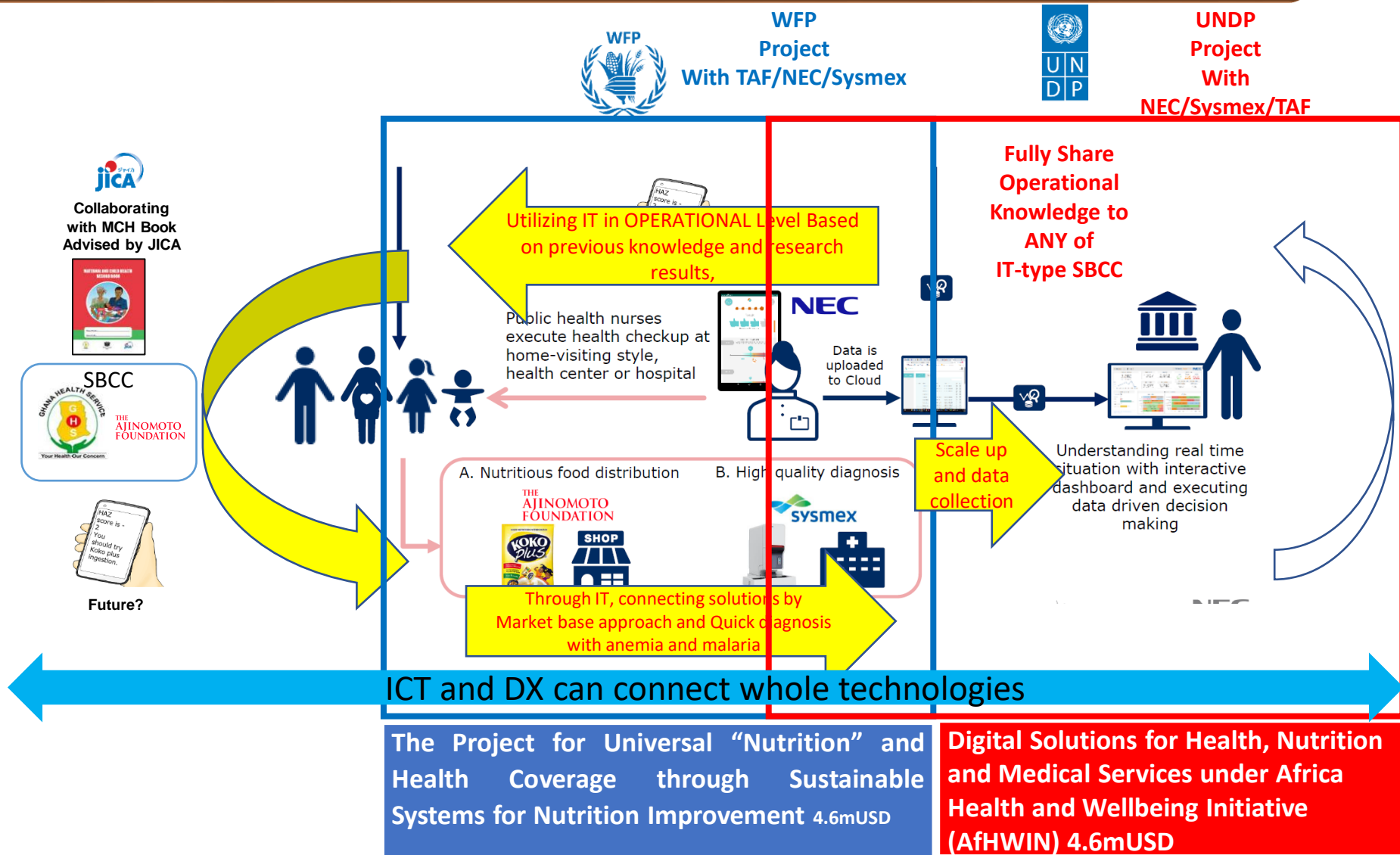
Disseminate diagnostics technology for
rapid anemia and malaria detection

(Human resource development/Capacity building in hospitals)

Hospitals



Further development through integration with other projects.

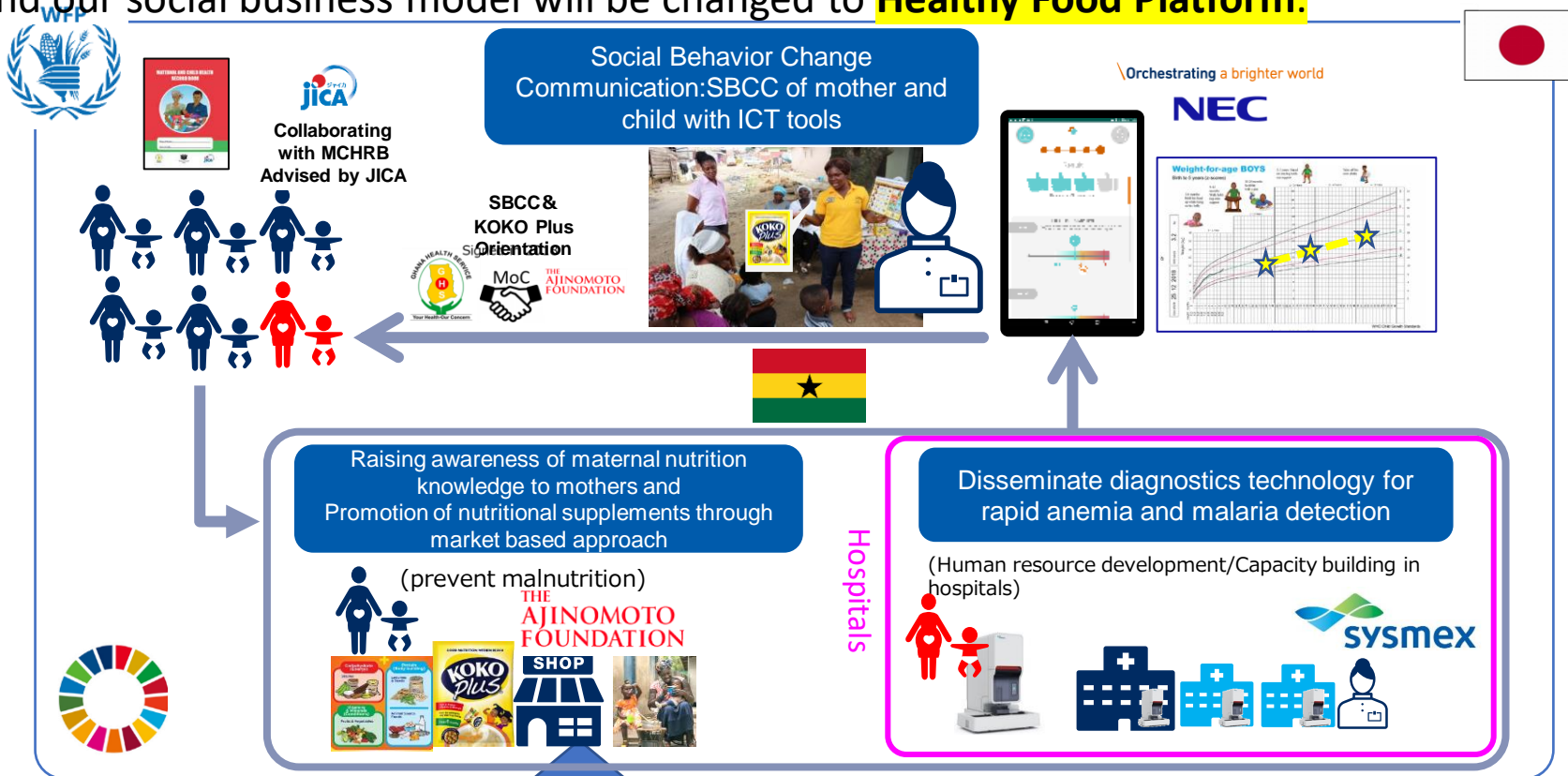


PPP has started horizontally,

A comprehensive and sustainable approach to maternal child health care and nutrition improvement will be possible with new DX technology

4. Collaboration in Future PPP

To contribute to improved nutrition beyond weaning children, the distribution network of KOKO Plus will be used to develop distribution of other nutritional products, and our social business model will be changed to **Healthy Food Platform**.



Fortified Foods for Adolescent women and mothers



Not only Japan, all stakeholders gather for same objective!!

Through TICAD, we will complete **quality and sustainability-oriented cooperation in Africa** through genuinely synergistic public-private partnerships, both bottom-up (our efforts) and top-down (governments' initiative). And actualize Universal "Nutrition" and Health Coverage (U'N'HC) in Africa.

Locally-led UHC, encouraged by Japan New AfHWIN!

2013
TICAD
IV
in
Yokohama

2016
TICAD
V
in
Nairobi

2019
TICAD
VII
In
Yokohama

2022
TICAD
VIII
In
Tunisia



◆ Prime minister Sinzo Abe said at the opening speech with KOKO Plus, "UHC as Japan Brand!"



◆ Realization of one of the IFNA declarations: "Genuinely synergistic multi-sectoral partnership"



◆ Business oriented UHC
◆ Topdown approach



◆ Realizing IFNA and AfHWIN and U'N'HC as Japan Brand!



New AfHWIN! From TICAD8

アフリカ健康構想のガーナ現地での共創・官民連携の事例を
 切り口に、「アフリカ健康構想」から、現地主導&実装の「新・アフリカ健康構想」へ！

私は、「UHC」を、これ
 から、「ジャパン・ブラン
 ド」にしてしまつつもりで
 す。(オープニングスピー
 ち)



TICAD7の成果としてスタートしたアフリカ健康構想。ガーナでの実装例を紹介します。
 (中略) 日本の3者がまさに「ジャパン・ブランド」として一つになり、アフリカの「UHC」実現を、ガーナ政府と官民連携かつ現地主導で進めています。このアフリカ健康構想で始まった「日本が後押しする現地主導のUHC」は、更に進化した、現地主導の「新・アフリカ健康構想」と言えるのではないのでしょうか。

「食と栄養のアフリカ・イニシアティブ(IFNA)」を始めることも申し上げます。栄養こそは、保健の基礎ですから、そこをNEPADと一緒に進める施策です。(阿部首相基調演説)
 (当時の外務大臣は岸田首相)

(阿部首相基調演説)
 私の政府は、来年開く「東京栄養サミット」をにらみ、「アフリカ健康構想」をスタートさせます。裾野から頂まで、日本が蓄えた知見と技術が、アフリカ諸国へ移転できるようにする試みです。まずはアフリカ数か国と、協力の覚書を交わします。

Integrated approach of nutrition, diagnostics and ICT solution for social implementation
 異業種による栄養・検査・ICTのソリューションを共創して社会実装していく

TICAD 8の概要

- 2022年に予定されている第8回アフリカ開発会議(TICAD8)をチュニジアで開催することについて、TICAD共催者間の協議を経て、正式に決定しました。アフリカでの開催は、2016年にケニアで開催されて以来、2回目となります。
- アフリカは、21世紀最大のフロンティアである一方、紛争や貧困など多くの課題に直面しております。中でも、新型コロナウイルス感染症は、保健・医療面を始めとして、アフリカが抱える脆弱性を浮き彫りにしています。
- こうした中で、四半世紀を超える歴史を誇るTICADは、保健分野を含むアフリカの開発課題に取り組む多国間の国際会議として、その意義を高めています。
- 日本としては、昨年8月に横浜で開催されたTICAD7の成果を踏まえ、TICAD8に向け、アフリカ自身が主導する発展を引き続き力強く後押ししていく考えです。



Summary of today's presentation

- In urban/peri-urban areas with comparably adequate purchasing power, in low middle income countries, **Market base approach with SBCC** would be one of the best scenarios for **sustainable and cost effective (high SROI)** nutrition improvement.

SBCC (Social and Behavior Change Communication)

with special emphasis on dietary diversity and introduction of fortified products, like KOKO Plus

“Demand Creation”

Market base approach

Distributing KOKO Plus around mothers

Understand nutrition
And Select nutritious foods including KOKO Plus
“Behavior Change”

SBCC

Behavior change

Market Base

- This can be achieved through truly synergistic public-private partnerships in local.
- Furthermore, the Japanese government's topdown initiative through TICAD has **accelerated** our project and led to **high-quality co-creation** involving many different industries.