

## **HEALTHY FOOD MATTERS! SAVE THE NEXT GENERATION!**

### ***ENGAGEMENT EXPECTATIONS FOR MEMBERS OF THE COALITION FOR THE PROMOTION OF HEALTHY DIETS IN CAMEROON***

Non-communicable diseases (NCDs) are the leading causes of death and disability worldwide. According to the WHO, in 2021, at least 43 million people died from NCDs, equivalent to 75% of non-pandemic-related deaths globally, recording about 18 million deaths before age 69.

In Cameroon, NCDs are responsible for approximately 75,000 deaths annually, which represent 35% of all deaths. The estimated probability of dying from a major NCD before 69 years in Cameroon stands at 22% (WHO 2018 Country Profile). Contributing factors include rapid urbanisation, increased exposure to processed foods and sugary drinks, and traditional dietary habits rich in starch, oils, and sugars. Unhealthy diets with higher than acceptable amounts of sugars, salt, fats, and calories are associated with the rise in the burden of NCDs in Cameroon.

RADA and other Civil Society organizations have been advocating for the adoption of healthy food policies, such as a health tax increase on SBs and UPPs, together with other stakeholders, leading to the establishment of the coalition for the promotion of healthy diets in Cameroon.

This engagement brief is for Civil Society Organizations (CSOs) across the national territory interested in actively participating in the Campaign, **“Healthy Food Matters, Save the Next Generation Campaign”**, aimed at joining forces with the need for better health to address the high consumption of sweetened beverages and ultra-processed products together and to advance the different solutions including Front of Package Warning Labelling, health taxes, regulation of advertisement, and more in addition to awareness creation and sensitization for healthier choices by the population.

By joining this coalition, you'll become part of a dynamic network of Civil Society Organizations working together, and we expect you to;

- Commit and massively engage in the Digital Advocacy Campaign that will run from June to September 2025.
- Establish a plan to host, attend, or co-host the monthly webinar series, where updates and information on this project advocacy will be shared, and mainstream messages into your activities and events
- Use campaign materials to further raise awareness on the dangers of SBs and UPPs and the importance of healthier options.
- Participate in the research agenda for the Promotion of Healthy Diets in Cameroon
- Understand and respond strongly to Industry interference by making use of the RADA Industry Interference Monitoring and Response Orientation Platform (RIIMROP)

These expectations will be done through strategic and impactful digital/onsite engagements. The Reconciliation and Development Association (RADA) has prepared a host of campaign materials to ensure your successful engagement for the campaign that can be found on the website [HERE](#) for use.

For any questions or engagement with Communications, please write to [info@recdev.org](mailto:info@recdev.org) or ask questions in the WhatsApp group of the Coalition.

You can access the digital campaign here site: <https://recdev.org/resources-and-actions-for-taxsbs-and-upps/>

Link to the Coalition for the Promotion of Healthy Diets in Cameroon: <https://chat.whatsapp.com/DqfZmCRKim14PW8LNhtCxc>