

CSOs ENGAGEMENT WORKSHOP

On the Taxation of SBs and other UPPs In Cameroon

*This session is Supported Financially and Technically
by the Global Health Advocacy Incubator*

June 2, 2025
CBC, Mvan, Resource Center



AGENDA- 9:00am



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WELCOME & OVERVIEW OF THE SESSION AND OBJECTIVES

By

Claris Chenwi

**Project Coordinator/Grant Writer,
RADA**



TAXATION OF SUGAR SWEETENED BEVERAGES AND UNHEALTHY PACKAGED FOOD PRODUCTS IN CAMEROON



Goal: This project aims to advocate for an evidence-based health tax increase on sugar-sweetened beverages and other unhealthy packaged food products by 2025.

Objectives:

1. To advocate for a change in tax law to introduce an evidence-based health tax on sugar-sweetened beverages and unhealthy food products progressively within two years.
2. To raise awareness and capacity of the community and relevant stakeholders, including decision-makers, about the health risks associated with consuming SSBs and unhealthy diets and the benefits of taxation to ensure buy-in and technical capacity engagement and to foster the promotion of access to healthier food options.

WHERE ARE WE?

➤ Research and Evidence Compilation

- Conducted five health economic analysis on a tax increase on SSBs and UPPs in Cameroon
- Conducted a policy landscape analysis of SSBs and UPP taxation in Cameroon
- Conducted a Knowledge, Attitudes and Behavior study regarding UPPs and their taxation

➤ Developed a proposed tax design

➤ Developed communications and health educational material



WHERE ARE WE...?

Developed the RIIMROP site to monitor industry interference

The screenshot displays the RIIMROP web application interface. On the left is a dark green sidebar with the RADA logo and RIIMROP title. The sidebar menu includes: Dashboard, Industry Actions (expanded), Companies, Industries, and Years. The main content area is titled 'ACTIONS' and features a search bar, '+ Add Action' and 'Import' buttons, and a table of actions.

ID	TITLE	COMPANY	TYPE	SOURCE
1	women month	Boissons du Cameroun	Indirect Action	facebook
2	celebtating birthday parties of their artists	Boissons du Cameroun	Indirect Action	Facebook
3	33 Export opens a platform to vote the best player of the weekend	Boissons du Cameroun	Direct Action	Facebook
1	women month	Boissons du Cameroun	Indirect Action	facebook
2	celebtating birthday parties of their artists	Boissons du Cameroun	Indirect Action	Facebook
3	33 Export opens a platform to vote the best player of the weekend	Boissons du Cameroun	Direct Action	Facebook
4	celebrating bigday of mutzig	Boissons du Cameroun	Indirect Action	facebook
5	33 Export Cameroun nominated players to be voted	Boissons du Cameroun	Direct Action	Facebook
6	33 Export Cameroun gave bonuses to supporters of female football	Boissons du Cameroun	Direct Action	Facebook
7	33 launches a game of Chance to win cameroun Jerseys	Boissons du Cameroun	Direct Action	Facebook

SESSION GOAL AND OBJECTIVES



- **GOAL:** To strengthen the capacity and raise awareness of civil society organizations on the importance of the health tax and its impact on the population's health, as well as their role and power in this advocacy and campaign as part of the coalition for the promotion of healthy diets in Cameroon by September 2025.

- **SPECIFIC OBJECTIVES**
 1. Strengthen capacity, awareness, and understanding of CSOs on the negative effects of unhealthy diets and the importance of the tax in reducing the risk of developing NCDs.
 2. To provide CSOs with relevant information including evidence, knowledge and tools needed to support the advocacy on SBs and UPPs in Cameroon.
 3. Engage and build a strong coalition within civil society to support the development of healthier food policies and campaign for them in Cameroon.

OPENING REMARKS

By

Ferdinant M. Sonyuy

President/CEO, OF RADA



Session Outcomes

By the end of this session, we should be able to:

Establish clear advocacy goals and CSOs commitments

Establish a foundation to raise awareness to the public on the negative impacts of unhealthy diets and the importance of their mitigation through evidence-based interventions like taxation

Secure CSOs Commitment towards advocacy to national leaders for taxation of SBs and UPPs

Engage CSOs to Understand and join force to respond to Industry interference

Engage CSOs in the Research Agenda for the promotion of Healthy Diets in Cameroon

Establish a Plan to Co-host Webinars and Workshops for the promotion of Healthy Diets in Cameroon



Q & A



QUESTION and ANSWER SESSION



A stack of colorful sticky notes is pinned to a corkboard. The top note is yellow and features the text "HEALTH BREAK" in bold, black, sans-serif capital letters. A white pushpin is visible at the top edge of the yellow note. Below it, several other sticky notes in various colors (pink, orange, blue, green, purple) are visible, creating a layered effect. The corkboard has a natural, textured appearance.

**HEALTH
BREAK**

1st Presentation



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**



Dr. CLARISSE MAPA

Public Health Expert,
Lecturer at the University of
Dschang, Epidemiologist,
Researcher at HOPIT.



PRESENTATION ON THE CONTEXT ANALYSIS OF SBs AND other UPPS IN CAMEROON.

BY

DR. MAPA CLARISSE



ANALYSIS OF SUGAR SWEETENED BEVERAGES AND UNHEALTHY DIETS POLICY LANDSCAPE IN CAMEROON

PLAN



Introduction



Objectives



Methods



Results



Conclusion



Recommendations

PLAN



Introduction



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Recommendations

INTRODUCTION

According to the World Health Organisation (WHO):

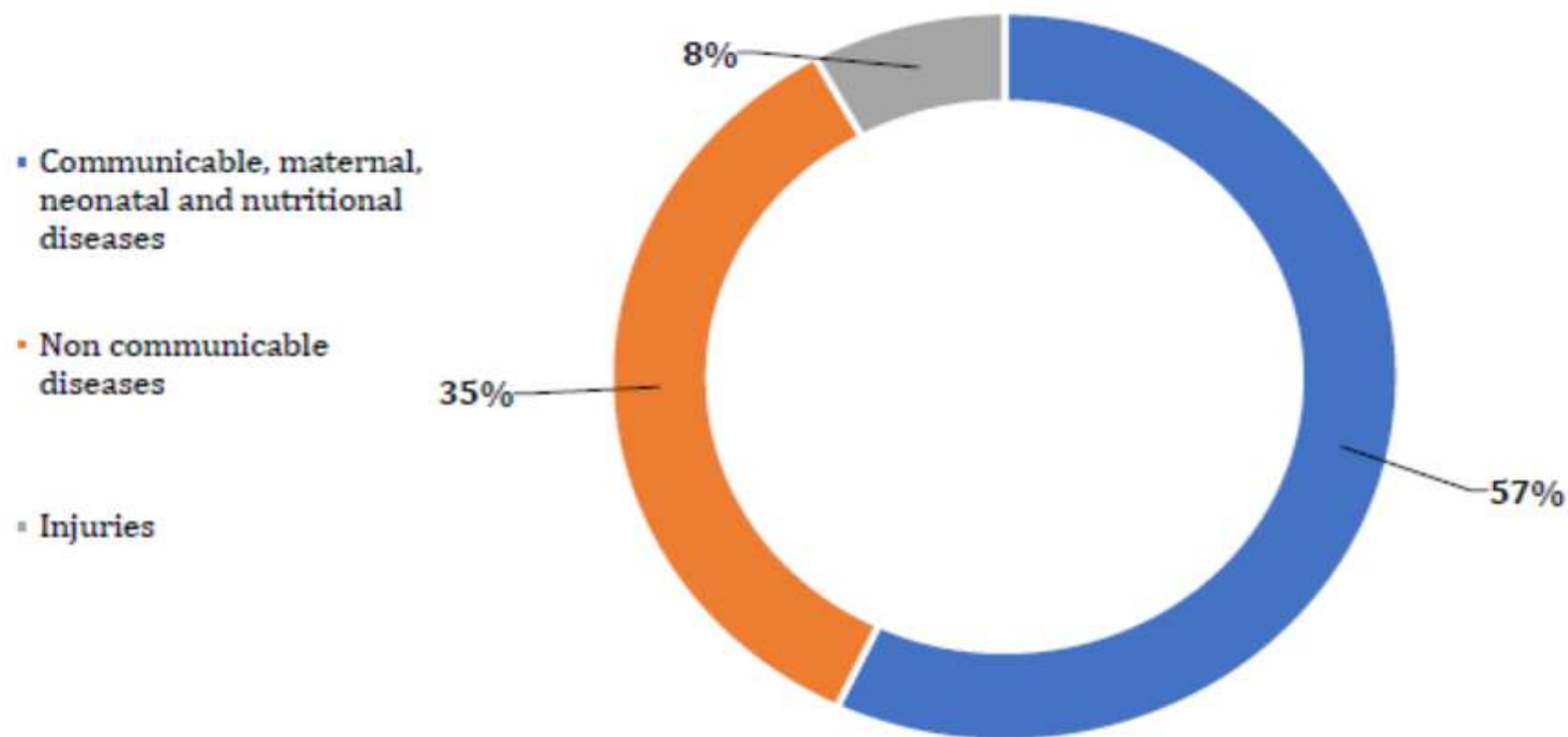
NCDs are the leading cause of death worldwide with **71% of all deaths**
(WHO, 2021)

Of all deaths attributable to NCDs, 77% occur in Low and Middle-income countries (LMICs), including Cameroon.

17 million deaths before the age of 70; 86% of these premature deaths occur in LMICS including Cameroon

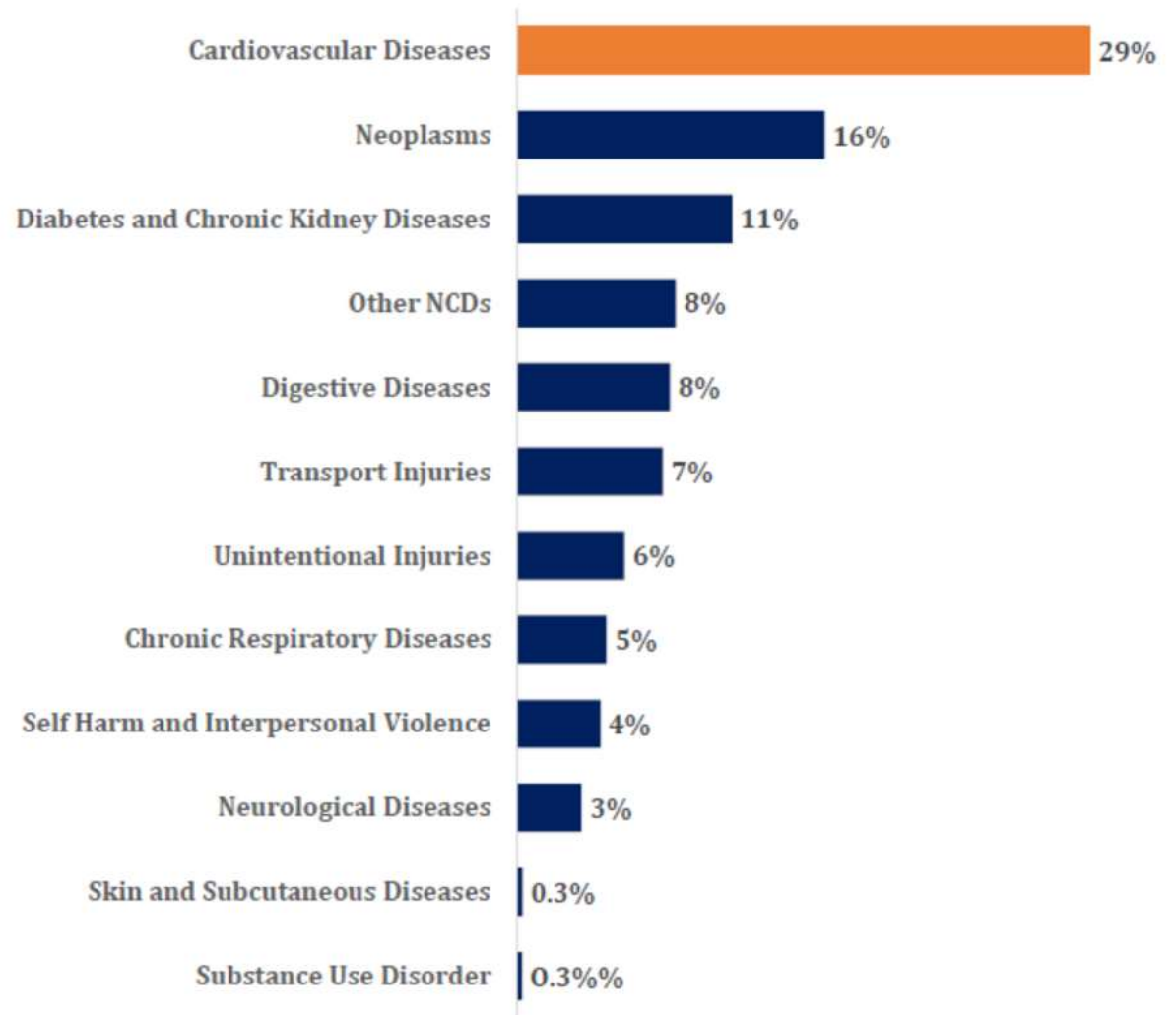
INTRODUCTION

Mortality for major disease conditions in Cameroon for all age groups (GBD 2019)



INTRODUCTION

Causes of NCDI mortality in Cameroon (GBD 2019)



INTRODUCTION

5X5

DISEASES



Cardiovascular
Disease



Chronic Respiratory
Diseases



Cancer



Diabetes



Mental and
Neurological Conditions

RISK FACTORS



Unhealthy Diet



Tobacco Use



Harmful Use of
Alcohol



Physical Inactivity



Air Pollution

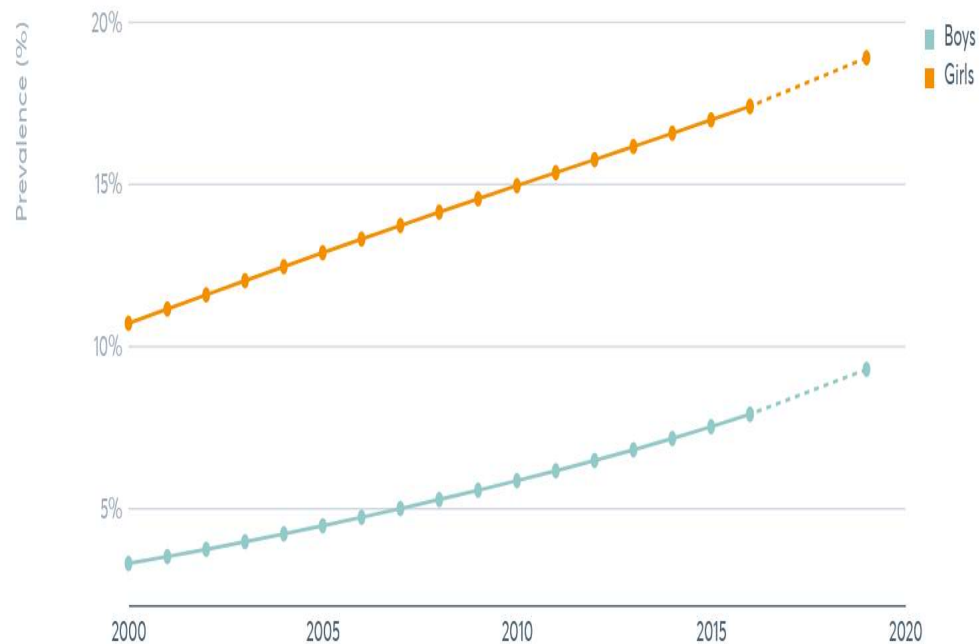
NCD Alliance, 2018

INTRODUCTION

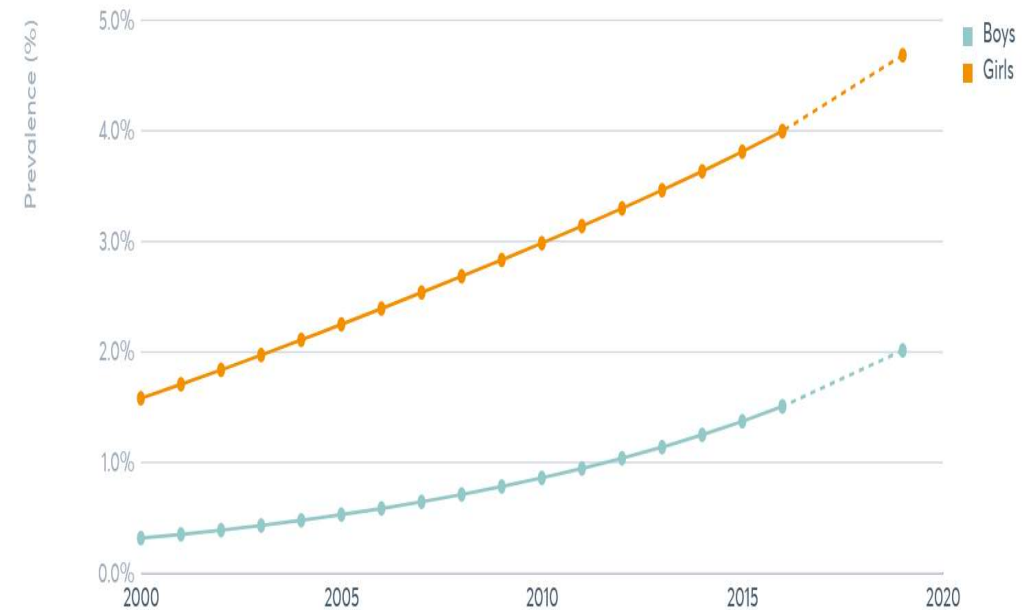
- In 2016, unhealthy diets took over from tobacco as the #1 risk factor for developing NCDs.
- NCD drivers in recent decades are changing dietary and physical activity patterns worldwide and in LMICs.
 - Unhealthy diets: = high in calories, sugar, salt, and fats, have contributed to excessive weight gain in local populations, increasing the risk of NCDs.
- The consumption of free sugars (added to manufactured food and beverages) leads to excessive energy intake, resulting in an increase in body mass, overweight and obesity, and many other health conditions.



INTRODUCTION



Prevalence of overweight in children and adolescents aged 5–19 years



Prevalence of obesity in children and adolescents aged 5–19 years

INTRODUCTION

Evidence and experience from around the world show that the following interventions are cost-effective to decrease the consumption of SBs and other ultra-processed foods:

1. Sugar tax,
2. Regulation of food advertising,
3. Front of Package Warning labelling,
4. Awareness campaigns, and
5. Subsidies for healthy food products.

Which ones do you believe they have a crucial responsibility to ensure?

PLAN



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Recommendations

OBJECTIVES

General objective: To explore how cost-effective interventions are integrated in the policy landscape for the reduction of SBs and unhealthy diet consumption in Cameroon.

Especially :

- To gather information on the consumption of SBs and their health impact in Cameroon.
- To describe existing policies for the control of SB and unhealthy diet in Cameroon.
- To propose policy interventions based on potential barriers and facilitators.

PLAN



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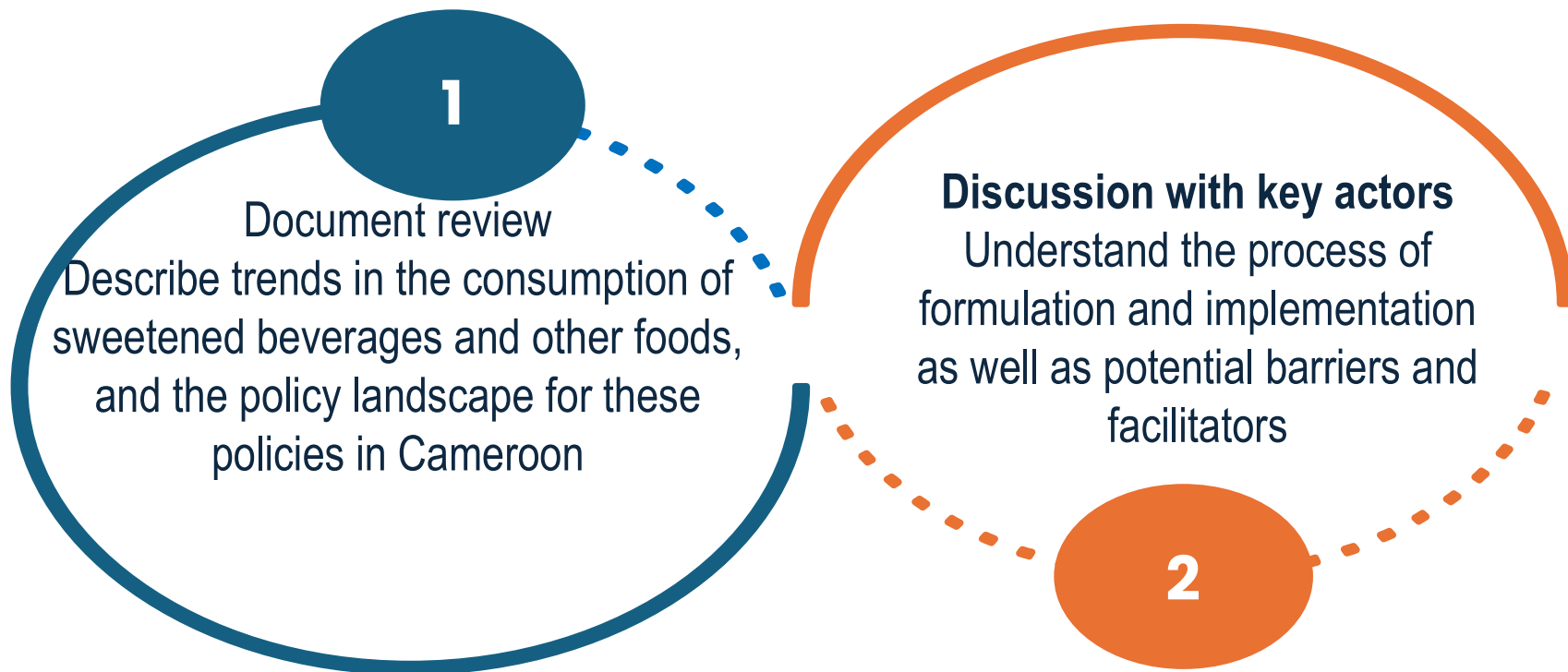
Conclusions



Recommendations

METHODS

- Study design : case study design using an integration of data from two sources



PLAN



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RESULTS

The soft drinks market in Cameroon is characterized by a diversity of products, most of which are produced domestically.

According to Statistica's report :

- the global soft drinks market was estimated at **around 1,210,000,000 L at the end of 2023**, and
- the **average volume per person** at home in the soft drinks market is expected to amount to **20.67 L in 2024**.

The main competitors in the market are **Boissons du Cameroun, Source du Pays, and UCB**.

RESULTS

- **Policy landscape for reducing SB and unhealthy diet consumption in Cameroon:**
 - Sugar tax: Existence (+)
 - Regulation of food advertising: Non-existent (-)
 - Front of Package labelling: Policy Formulation is ongoing (delayed).

RESULTS

Evolution of excise duty on sugar-sweetened

Policy	Excise duties on SB	Ad valorem tax	Specific excise duties	Discount
	SSB			
GTC 2010-2012	Yes	12.5%		-
GTC 2013-2016	Yes	25%		-
GTC 2017-2018	Yes	25%		25%
GTC 2019	Yes	25%	The rate of 2.5 CFA francs per centilitre for imported drinks	25%
GTC 2020	Yes	25%	The rate of 2.5 CFA francs per centiliter for imported drinks	25%
GTC 2021-2023	Yes	25%	The rate of 2.5 CFA francs per centiliter for imported drinks	25%
GTC 2024	Yes	25%	The rate of 2.5 CFA francs per centiliter for imported drinks	10%

RESULTS

Evolution of excise duty unhealthy diets

Policy	Excise duties on unhealthy UPF	Ad valorem excise duties
		UPF
GTC 2010-2012	No	-
GTC 2013-2016	No	-
GTC 2017-2018	No	-
GTC 2019	No	-
GTC 2020	Yes	12.5% for some sugar-sweetened products
GTC 2021-2023	Yes	12.5% for some sugar-sweetened products -25% for imported food products
GTC 2024	Yes	-12.5% for some sugar-sweetened products -25% for imported food products

RESULTS

Evolution of excise duty unhealthy diets

We can observe that:

Compared to SSB, a 12.5% ad valorem excise duty was introduced on some sugar-sweetened products in 2020.

In 2021, a 25% rate was introduced on various imported food products, including fruits, vegetables, bread, biscuits, and ice cream, without any health-based discrimination.

- Here, we can observe that the ad valorem system is used first; secondly, this system is applied to imported food products, both healthy and unhealthy, **showing that no public health perspective is behind and only the increase of tax collection.**

RESULTS

Other countries experiences on SSB taxation

- **Excise duty introduction:** Excise duties have been applied to at least one type of SSB in at least **108 countries**, with 105 of them using these duties for sugary soft drinks, the most widely sold type of SSB.

Of the 6 WHO regions, **the African region has the highest coverage, with 78.7% of countries applying excise taxes to sugar-sweetened soft drinks**, followed by the Americas region (60%).

However, as in Cameroon, most countries have not used excise duties as a public health policy; they have been applied primarily as a revenue-raising tool (47).

RESULTS

Other countries experiences on SSB taxation

- **Excise duty design:** Half of the excise tax systems applied to sugary soft drinks are ad valorem, suggesting that public health is not a significant consideration in most countries' design of these systems.
- In general, specific excise duties are preferred from a public health perspective to reduce consumption of sugar-sweetened soft drinks, as they tend to target cheaper products more effectively,
- For example, specific excise duties based on sugar content have been applied in four countries (Cook Islands, France, Mauritius, and South Africa):
 - South Africa has introduced a specific excise tax of 0.021 rand for each gram of sugar above an initial threshold of 4g sugar/100ml.

RESULTS

Other countries expériences on SSB taxation

Automatic adjustment: Only 16.4% of countries with *specific excise duty* systems provide for regular automatic adjustment. Specific excise duties need to be adjusted periodically in line with inflation to avoid erosion of their actual value over time

PLAN



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Recommendations

CONCLUSION

- The implementation of excise duties specifically on imported SSB, as well as both imported healthy and unhealthy food products, highlights a strategic decision within Cameroon's fiscal system **to strengthen and protect the local industry.**
- This approach signals a shift in focus, indicating that the primary aim is not to prevent Cameroonians from consuming SSB or unhealthy food options.
- Instead, the underlying goal is **to broaden the government's tax base by generating additional revenue from imports.**

PLAN



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RECOMMENDATIONS

1. **Eliminate the 10% discount:** Cancel the 10% reduction prior to the implementation of ad valorem excise duties on sweetened beverages will ensure that the intended fiscal policies are effectively enforced.
2. **Implement a Specific Tax:** Establish a specific tax on sweetened beverages and processed unhealthy food products based on the excessive presence of specific harmful nutrients, such as added sugars and unhealthy fats, in these items.
 - This measure will discourage consumption and motivate manufacturers to adjust their product formulations.
- 3. **Assess Consumption Levels:** Measure and analyze the population's consumption of sugars and other detrimental nutrients to provide valuable insights into dietary trends over time from this effort.

Proposed sweetened beverages Tax

- The tax rate is proposed to be progressive as follows:
 - **Less than 5%** of the total energy input by free sugars to the product : **no additional tax** to VAT and existing abated ad valorem. That is, 15%.
 - **From 5% to less than 25%** of the total energy input by free sugars to the product: **tax of 20%** of the taxable value of the product;
 - **From 25% to less than 50%** of the total energy input by free sugars to the product: **tax of 30%** of the taxable value of the product;
 - **From 50% to less than 75%** of the total energy input by free sugars to the product: **tax of 40%** of the taxable value of the product.
 - **From 75% to 100%** of total energy input by free sugars to the product: **tax of 50%** of the taxable value of the product
 - **SBs with Presence of Taurine, Caffeine or Cocaine with:** **tax of 50%** of the taxable value of the product.
- The taxation of the use of these artificial sweeteners as follows : **50 FCFA per 100 ml (regardless of its nature).**

Proposed Ultra Processed Products Tax

- **Tax rate for Unhealthy Sold Packaged Food products Per Nutrient of Concern:**

- (a) For **solid salted (sodium)** food products :

- **Less than 250mg of food per 100g of the packaged food product:** no additional tax;
- **From 250mg to less than 400mg per 100g of the packaged food product :** tax of **30%** of the value of the product;
- **From 400mg and more per 100g of packaged food product :** tax of **40%** of the value of the product.

- (b) For **liquid salted (sodium)** food products:

- **Less than 40mg of sodium per 100ml of food:** no additional tax ;
- **From 40mg to less than 65 mg per 100ml of food:** tax of **30%** of the value of the product;
- **65 mg or more per 100ml of food:** tax of **40%** of the value of the product.

Proposed Ultra Processed Products Tax

❖ For **sweetened Solid food** products:

- **Less than 10% of the total energy of product per 100g, contributed by free sugars:** no additional tax ;
- **From 10% to less than 50% of the total energy of the product** contributed by free sugars, **tax of 40%** of the value of the product.
- **50% or more of the total energy of the product contributed by free sugars: tax of 50%** of the value of the product.

• For products with **saturated fats**:

- **Less than 10% of the total energy contribution to the product**, no additional tax;
- **From 10% to less than 50% of the total energy contribution to the product: tax of 30%** of the value of the product.
- **50% or more of the total energy contributed to the product: tax of 40%** of the value of the product .

• For products containing **trans fats**: a tax of 50% on **the value of the product**.

Acknowledgements

- Global Health Advocacy Incubator – Funder
- Ministry of Public Health – collaboration
- RADA Team and Partners

MERCI !

Q & A



QUESTION and ANSWER SESSION



2nd Presentation



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**



Professor Ndamsa Dickson T.
Development Economist,
University of Bamenda/ LoRDA
Research Center



**PRESENTATION ON THE HEALTH
ECONOMICS OF TAXING SWEETENED
DRINKS AND OTHER UNHEALTHY
PACKAGED FOODS IN CAMEROON**

BY

Prof. Ndamsa Dickson

**Working Session with the CSOs on Taxation of SSBs and UPPs to
reduce their consumption and prevent NCDs in Cameroon**

**HEALTH ECONOMIC ANALYSIS OF A TAX INCREASE ON
SWEETENED BEVERAGES (SSBs) AND UNHEALTHY FOOD
PACKAGES (UFs) IN CAMEROON**

By

RADA & LoRDA Research Center

Presented by **Prof. Ndamsa Dickson** (on behalf of the Team)

YAOUNDE, 2nd June 2025

Background

➤ **Your (the CSOs) Role? Our Role? SAME.**

- Health economic evidence is increasingly being used to inform health policies and interventions. **Informed Advocacy** Vs to **Empty Advocacy**.

Informed Bill Vs **Uninformed Bill**

- The ability of health taxes in raising the cost of manufacturing, distributing, retailing and/or consuming unhealthy products, and therefore reducing their consumption is established in the literature (WHO, 2006).
- Around the world, a number of countries (Ethiopia, Rwanda, Colombia, Denmark, Hungary, Finland, France, Mexico and the United Kingdom) have introduced new or higher taxes on a variety of unhealthy products,
 - or have structured taxes in new ways with the aim of increasing the cost of manufacturing, distributing, retailing and/or consuming such products.
- To provide concrete economic evidence to support the advocacy for a health tax increase on sugar-sweetened beverages and unhealthy foods in Cameroon, we conduct the following health economic analyses:

Background

- *Fiscal impact analysis (FIA),*
- Analysis on the potentials of the tax to increase the Fiscal Space for Public Health
- *Cost-benefit analysis (CBA),*
- *Cost utility analysis (CUA),*
- Social cost-benefit analysis (SCBA) of the tax increase,
- *Elasticity analysis,*
- *Demand for healthier food options.*
- Economic impact analysis of increasing the demand for healthier substitutes.

Methodology

➤ **Fiscal Impact analysis (FIA):**

- For the FIA, based on our elasticity calculations (relative inelasticity observed) and empirical evidence, we assumed a health tax pas on rate of 100%.
- The current 25% excise duty on SSBs in Cameroon was considered the base tax.
- We calculated the extra government revenue for the proposed tax rate options of 30% and 40% compared to the current tax rate of 25%.
- Similar analyses were done for UPPs. Data on SSBs expenses was obtained from Statista (2024) and data on processed foods, from Euromonitor (2024).
- **Cost to Administer & Enforce Tax Vs Marginal State Revenue**

➤ **Cost Benefit Analysis (CBA):**

- The **costs** of the tax policy represented the monetary costs the government needs to administer and enforce the tax increase, and

Methodology

- The **benefits** were calculated in terms of money individuals would have used in treating obesity related illnesses (diabetes, cardiovascular diseases, hypertension, and cancer) (i.e., **health cost savings**),
 - and the resources that would have been lost from work absenteeism and presenteeism (productivity loss) resulting from poor health attributable to the consumption of SSBs and Unhealthy foods. (**reverted productivity loss**).
 - Secondary data on Cameroon was obtained from the Global Obesity Observatory (GOO) and the Cameroon's National Institute of Statistics.
 - **Net Benefit: Benefits Vs Costs**, to ascertain net benefits to our society.
- **Social Cost Benefit Analysis (SCBA):**
- For the SCBA, we employed a qualitative research design to assess the nonfinancial costs and benefits in order to provide a more holistic evaluation of the policy. Semi-structured interviews were used for groups and individuals.

Methodology

- For individual respondents, a systematic sampling technique was employed where the first client for the day was considered as the random starting point and then every 3rd client was selected for the interview. For groups, focus group discussions were organized.
- The study area was the Northwest, Littoral and Centre Regions of Cameroon, specifically the Bamenda, Douala and Yaoundé Municipalities
- Data collected were transcribed verbatim and analyzed using thematic analysis.
- **Cost Utility Analysis (CUA):**
 - It was done using the Quality adjusted life years (QALYs) and the Disability adjusted life years lost (DALYs).
 - Secondary data from the GOO and field data from the KAB survey were used.

Methodology

➤ **Elasticity of demand analysis**

- We employed two types of elasticities; price elasticity of demand and cross elasticity analyses to ascertain the effect of the tax increase.
- Data on SSBs was obtained from the Statista data hub, data for UPPs was obtained from Euromonitor.

➤ **Economic impact analysis of increasing the demand for healthy substitutes**

- Finally, the economic impact analysis of increasing the demand for healthy substitutes was conducted to track the industry's response to our intervention.
- Existing literature and real evidences were used to support our arguments.

FINDINGS

(our **advocacy/bill** should be informed and backed by facts)

FIA findings

- **What should we tell the government?**
- The FIA results showed that increasing the tax on SSBs to 30% is expected to generate additional state revenue of 118.42 million USD, and increasing the tax on sugar sweetened soft drinks to 40% is expected to generate additional state revenue of 355.27 million USD.
- For UPPs, with a new tax option of 25% (targeting to increase the reduced excise duty of 12.5% on processed foods listed in Section 142, sub 1.b of the Cameroon GTC), the government will generate additional state revenue of 3.64 XAF billion.
- With a 30% tax rate on UPPs (targeting to increase the general tax rate of 25% on processed foods listed in Section 142 of the Cameroon GTC). This will generate 5.0967 XAF billion (about 8.6 million USD) additional state revenue.
- Worthy of note, comparing the overall government tax revenue for these two options to the implementation and enforcement costs of the new tax, estimated at 18.09 million USD by WHO estimates for legislative change:
$$\text{SSB + UPPs: } 118.42 + 8.6 \text{ million USD (30\%)} > 18.09 \text{ million USD}$$
$$: 127.02 \text{ million USD (30\%)} > 18.09 \text{ million USD}$$
- It can be observed that the tax increase policy is **LARGELY BENEFICIAL** or/and **COST EFFECTIVE** to the government

CBA findings

- **What should the advocacy/bill do to our society?**
- The CBA results showed that the average yearly benefit of obesity treatment cost savings for an individual stands at **2,670,900 CFA** francs considering that obesity exposes people to all four diseases. Thus, reducing the consumption of SSBs and unhealthy foods will lead to averting such treatment costs, hence a benefit.
- Results indicate that absenteeism and presenteeism costs associated to obesity according to the Global Obesity Observatory (2024) stand at **\$70,000,000 and \$150,000,000** respectively. These values represent the loss to the economy/businesses. **Our advocacy/bill will transform these losses into gains.**
- The **Net Benefit (NB) stood at 1298.97 million USD**, with our own estimates of obesity treatment cost savings in the calculations. **It stood at 882 million USD** when we consider the Global Obesity Observatory estimates of obesity treatment cost savings, without benefits in government revenue.
- So, the health tax increase on unhealthy beverages and foods will **inject more benefits to the Cameroon society than the costs** of its implementation and enforcement (18.09 million USD).

SCBA findings

- SCBA findings acknowledged the integral role of sugar-sweetened beverages (SSBs) in social gatherings, celebrations, and traditions and underscored **difficulties in adopting healthier alternatives for same** (which can lead to **socio-cultural resistance** with the application of the tax increase on SSBs and even advocacy).
 - To minimize socio-cultural resistance, promoting local and unsweetened substitutes like natural sweet palm wine, folere, ginger and fruit-based drinks etc can serve as culturally aligned alternatives.
- The SCBA indicated that the Health (30%) and Financial (15%) dimensions have the highest contributions to decision-making. **Advocacy should emphasis on health and financial benefits of reducing consumption of unhealthy foods/beverages.**
- SCBA highlight the benefits to the environment of this health tax.
- This is a call for the government, through our MPs, to strengthen and support the tax increases on SSBs & UPPs, along side measures aimed at creating healthy food environments, reducing the negative influence of marketing on unhealthy consumption decisions.
- **Let the marketing of healthy products beat that of unhealthy products. The CSOs should militate against the public marketing of products harmful to our health.**

Cost utility analysis

- The estimates of the QALY indicated that the potential gains in human related quality of life resulting from implementing the health tax increase on SSBs to discourage their consumption is 6.61 years,
- and the potential gains in human related quality of life resulting from implementing the health tax increase on unhealthy foods to discourage their consumption is 5.11 years.
- From our results, we are curtailing our life span by about 6 years 7 Months as we take SBs in excess and by about 5 years 2 months as we take UFs in excess.
- Should we (you, your relatives and love ones) continue like this?
- So, what should we do? From TODAY, prepare to move into action!

Elasticity of demand findings

- Concerning elasticity of demand results, the mean own price elasticity of soft drink was 0.08 (for the period 2018 – 2023), and that for UPPs, was -0.68 (for the period 2018-2024). Showing relative inelasticity.
- - Cross elasticity of bottled water WRT price of SBs stood at 0.10 and that of fruit juice at 0.27. Cameroonians will increase demand for fruit juice and bottled as the price of SBs rise due to the tax. **Reinforcing the effectiveness of our intervention.**
- Worthy of note, this result is in line with the evidence that only a strong tax increase can reduce the consumption of sugar sweetened soft drinks, as a low tax rate might only be effective in raising government revenue.
- **Don't focus on the tax**, but tax on unhealthy food products; **the health and financial benefits that our society will enjoy as a consequence of the tax.**

Economic impact analysis on the increasing demand for healthier substitutes

- The analysis indicated that well-designed sugar-based and tiered volume based SSB/UFs taxes are effective **to incentivize product reformulation**,
- as well as other industry responses aimed at minimizing tax burden.
- Additional evidence underlined that companies around the world have used reformulation **to evade taxes** and maintain market shares in response to the implementation of taxes on SSBs and unhealthy foods.
- Reduced litter, plastic pollution; healthier environment, and
- Build food security with quality (healthy food security)

Conclusion and Recommendations

- Based on our analyses, we will recommend a **content-based tax** with a **graduation of tax rates on SSBs and UPPs**, increasing subtly over the years, say three years (Year 1, Year 2 and Year 3).
- To maximize the effectiveness of SSB and UPPs taxes, they should ideally be implemented as part of a broad set of fiscal policies aimed at discouraging and reducing consumption of goods that are harmful for health, and incentivizing or subsidizing the consumption of those that promote and support health.
- **DON'T FORGET:**
 - ...Your Role should be Our Role... ? **What is this Role about?**
 - Cameroonians depend on us to live long and healthy lives. **What if the industry see you (the CSOs) to lobby?**
 - **Content-based Tax on unhealthy foods is the rule**
 - Let's push the society and our government to align and take action, **NOW**.

Assessing Baseline Knowledge, Attitudes and Behaviors Regarding Taxation of Unhealthy Processed Packaged Food Products in Cameroon

June 2, 2025

CBC Resource Center

Promotion of Health and Taxation Project

Professor Ndamsa Dickson Thomas

Overview of results presented On Behalf of RADA and the LORDA Research Center.

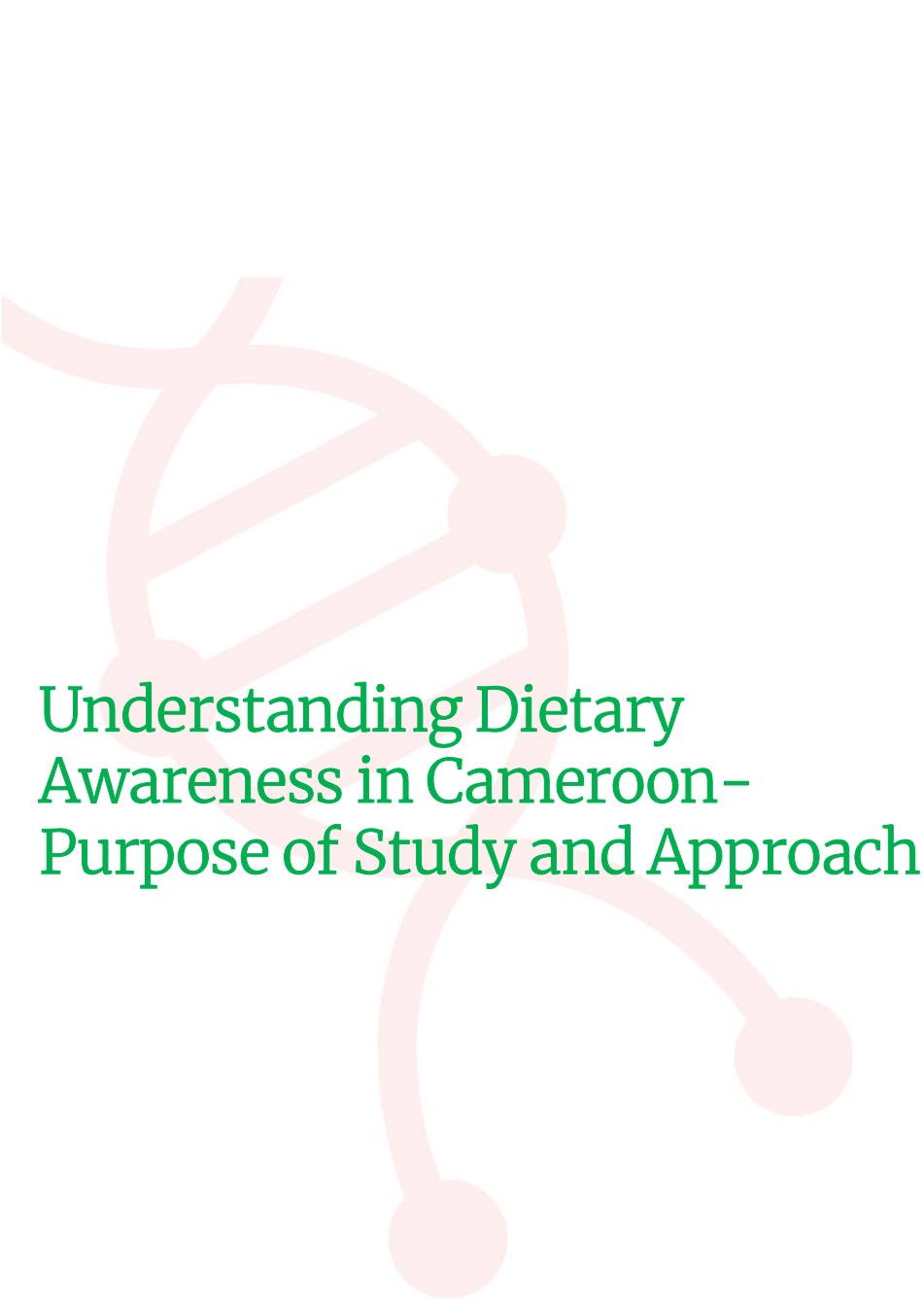


Study Background

- Non-communicable diseases (NCDs) are increasing in Cameroon. A rise from 31% to 38% in 2022 (WHO, 2022).
- Leading cause of deaths in Cameroon; 43%. 9500 annual deaths in Cameroon. (IHME 2022).
- Poor diets are key drivers of these NCDs.
- Food taxation is being explored as a policy tool. There are other tools.
- This study evaluates public readiness for Taxation.

STUDY OBJECTIVE

- Assess knowledge, attitudes, and behaviors on unhealthy packaged food products (SSBs and UPPs).
- Assess readiness for taxing unhealthy packaged food products.
- Test Messages that resonate with the Public for awareness



Understanding Dietary Awareness in Cameroon – Purpose of Study and Approach

+ **Study Purpose**

To explore Cameroonian awareness of unhealthy diets and health impacts.

+ **Target Population**

Adults 18+ from all ten regions of Cameroon were surveyed.

+ **Sampling Method**

Stratified random sampling ensured diverse demographic representation in 10 regions. Systematic sampling was used to pick respondents.

+ **Data Collection Methods**

Utilized online and offline structured questionnaires for data gathering in 10 REGIONS – working with research assistants from CSOs in the regions.

+ **Data Collected**

The target sample size was 8,000. Using QuestionPro and Physical Surveys, **6,530** were finally analyzed..

Demographic Information of Study Participants

Survey Insights on Participants' Demographics

Demographic	Percentage
Age 18-24	27.0%
Age 25-34	27.6%
Age 35-44	21.4%
Age 45-64	22.7%
Age 65 and above	4.3%
Male	53.1%
Female	44.9%
Prefer not to disclose	2.0%
Christian	71.6%
Muslim	24.6%
Other religions	3.7%
West Region	13.9%
East Region	12.9%
Far North Region	12.6%

Demographic Information of Study Participants

Survey Insights on Participants' Demographics

Demographic	Percentage
Urban	56.2%
Semi-urban/Rural	43.8%
Self-employed	29.3%
Private sector	21.9%
Students	17.4%
Unemployed	14.6%
Retired	3.5%
Income 0-42,000 XAF	36.5%
Income 43,000-70,000 XAF	21.2%
Income above 200,000 XAF	< 5%

KEY FINDINGS: OVERVIEW

+ **Support for Taxation**

51.1% support unhealthy food product tax; increases to 94.1% if funds go to health.

+ **Beverage Consumption Patterns**

33% consume sweetened drinks 2-3 times a week, indicating high intake.

+ **Perceived Health Benefits**

50.1% see health and financial benefits from sugary drink tax.

+ **Identification of what unhealthy food is**

37% correctly identified unhealthy foods. Vs 60.5% who find it difficult to identify.

Support for Youth /Children Initiatives and purpose

- + 47.4% agree on taxing sugary drinks to combat childhood consumption.

Concerns Over Affordability

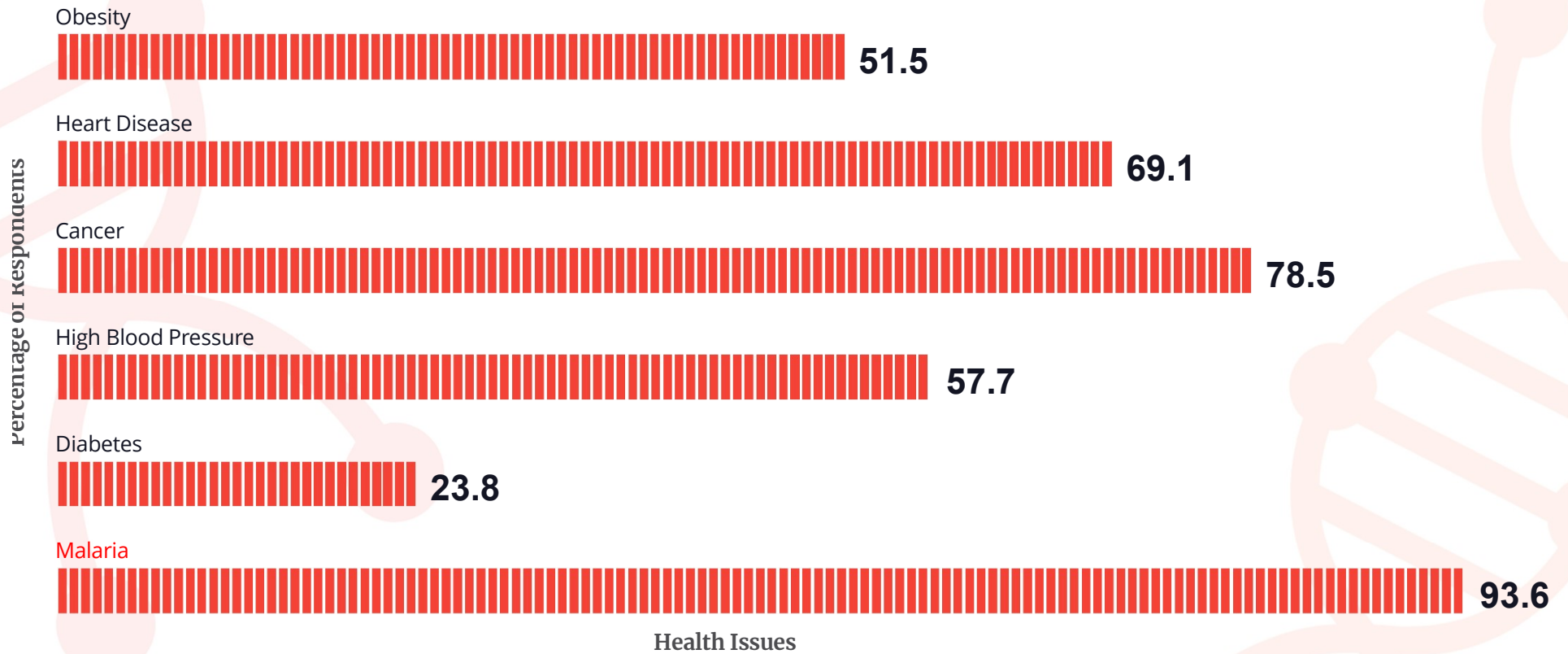
- + Concerns exist about job stability and impacts on low-income families.

Awareness of Health Risks of Unhealthy diets

- + Over 85% of respondents believe processed packaged foods and sweetened drinks can negatively impact health.
- The most commonly linked health issues include cancer (78.5%), heart disease (69.1%), and obesity (51.5%), and HBP (57.7%).

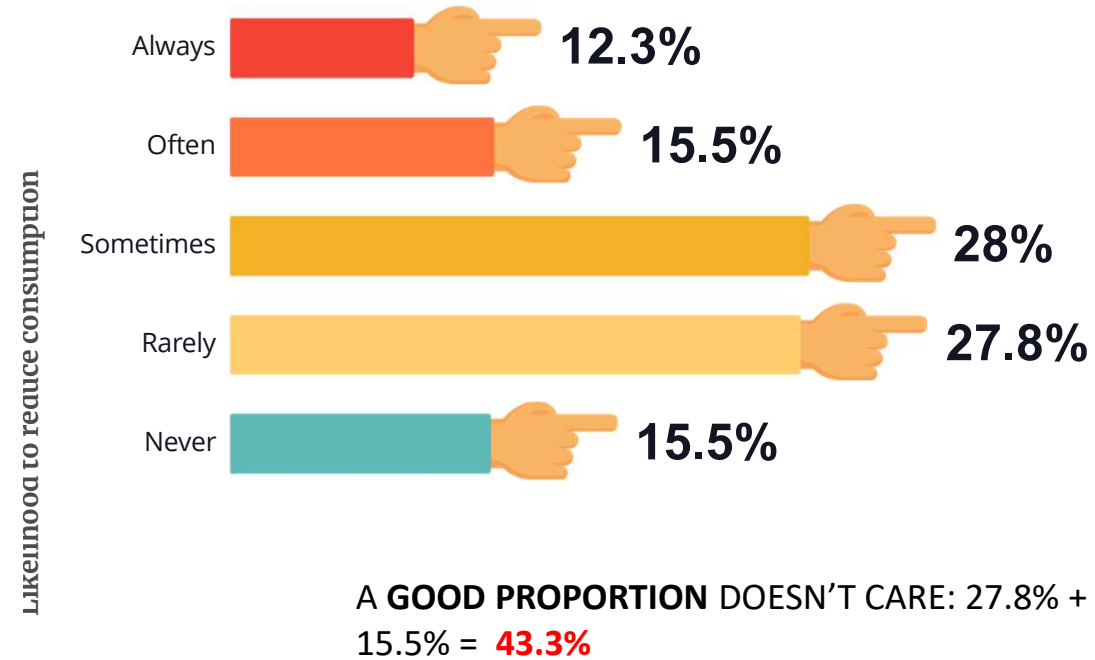
Implications: low food literacy and the need for clearer front-of-package labels and education campaigns.

Awareness of Unhealthy Diets and Health Risks (% of Yes)





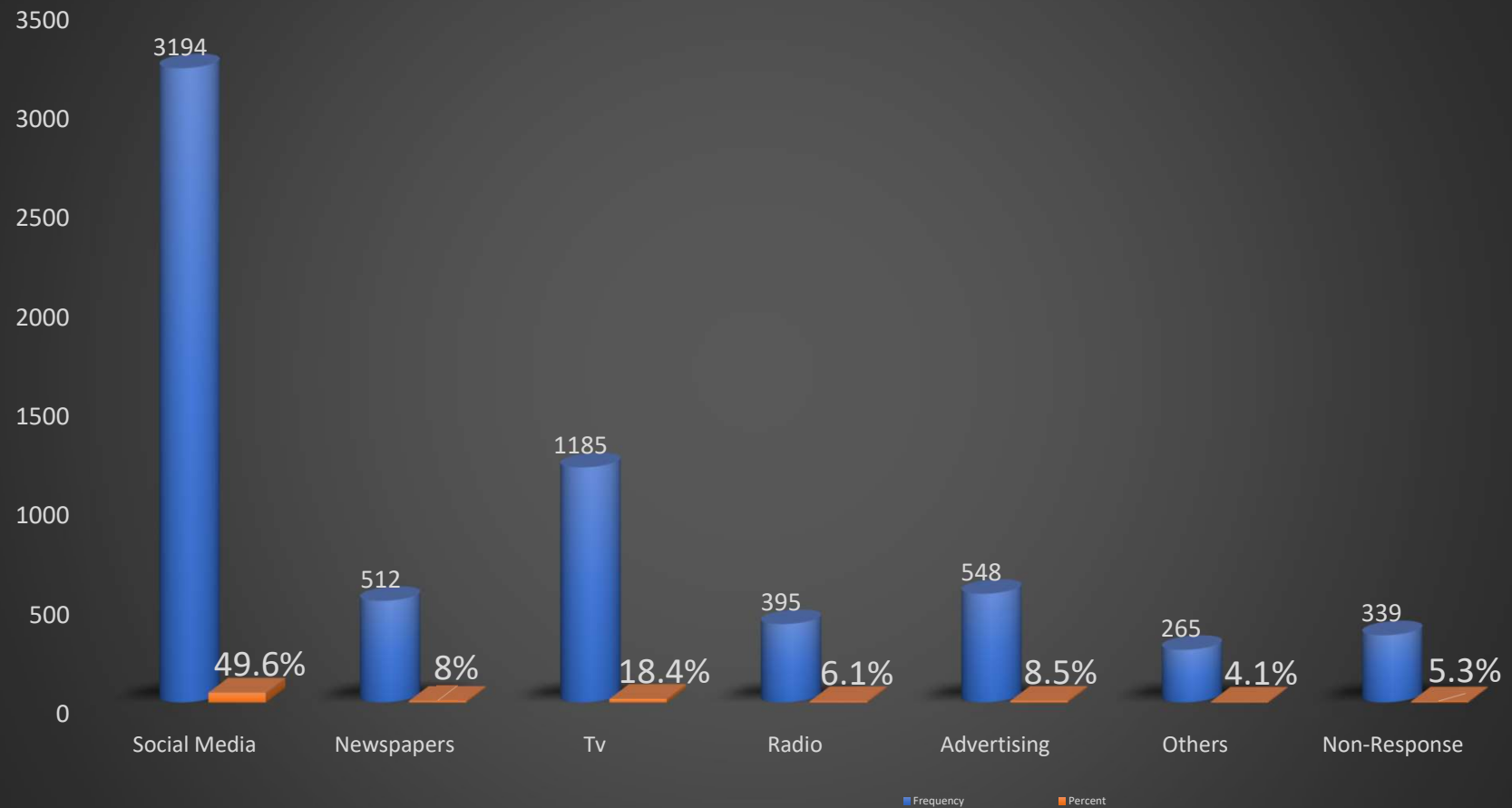
How often health effects are considered before purchase of packaged food products



THUS, even with clear Front of package labels, we still need to **sensitize Cameroonians, so they check them before buying.**

Source: Companies Market Cap

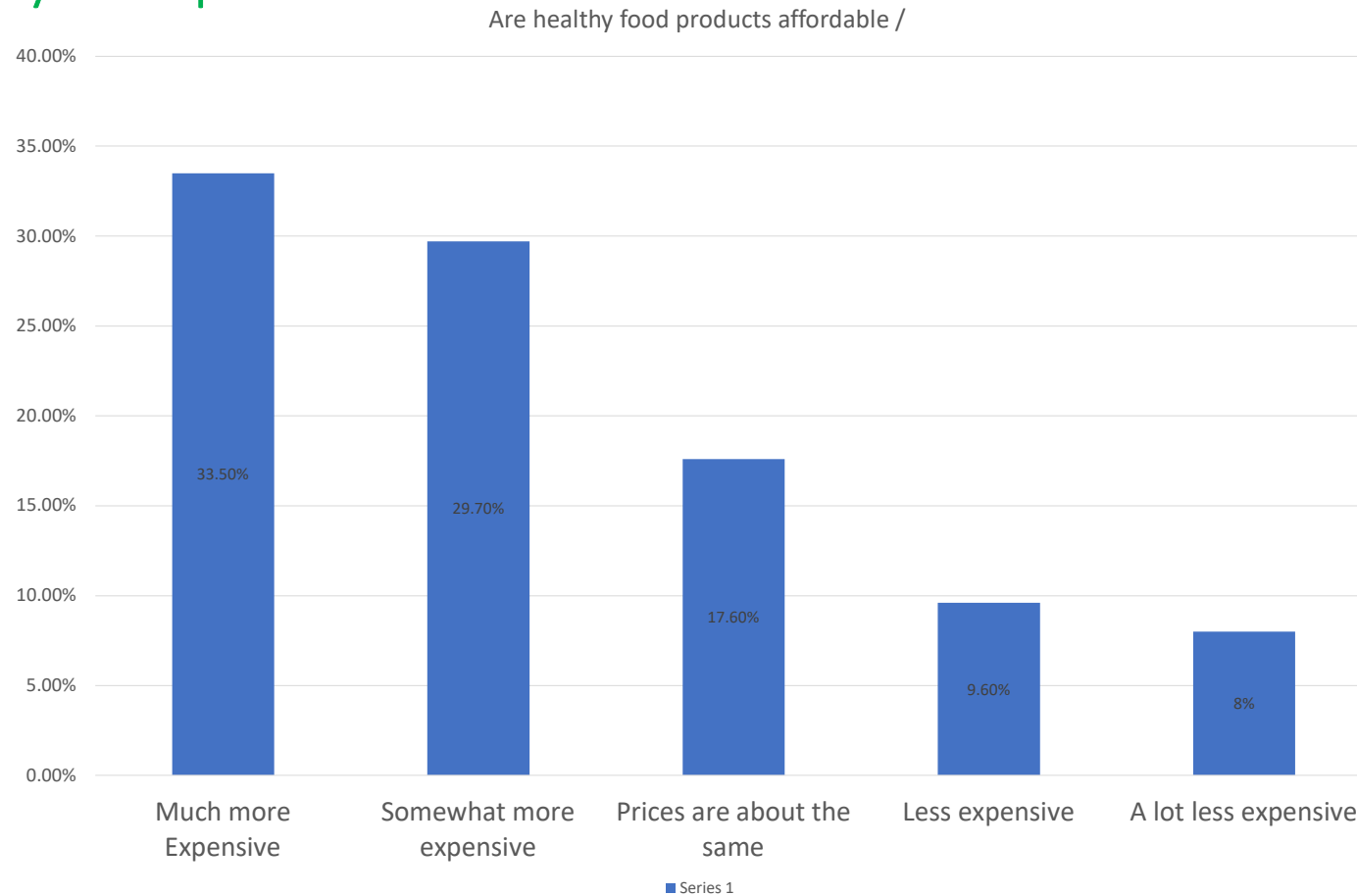
What is your primary source of information about healthy food options?



What other non-health issues do you think may be associated with consuming processed packaged foods and sweetened beverages?

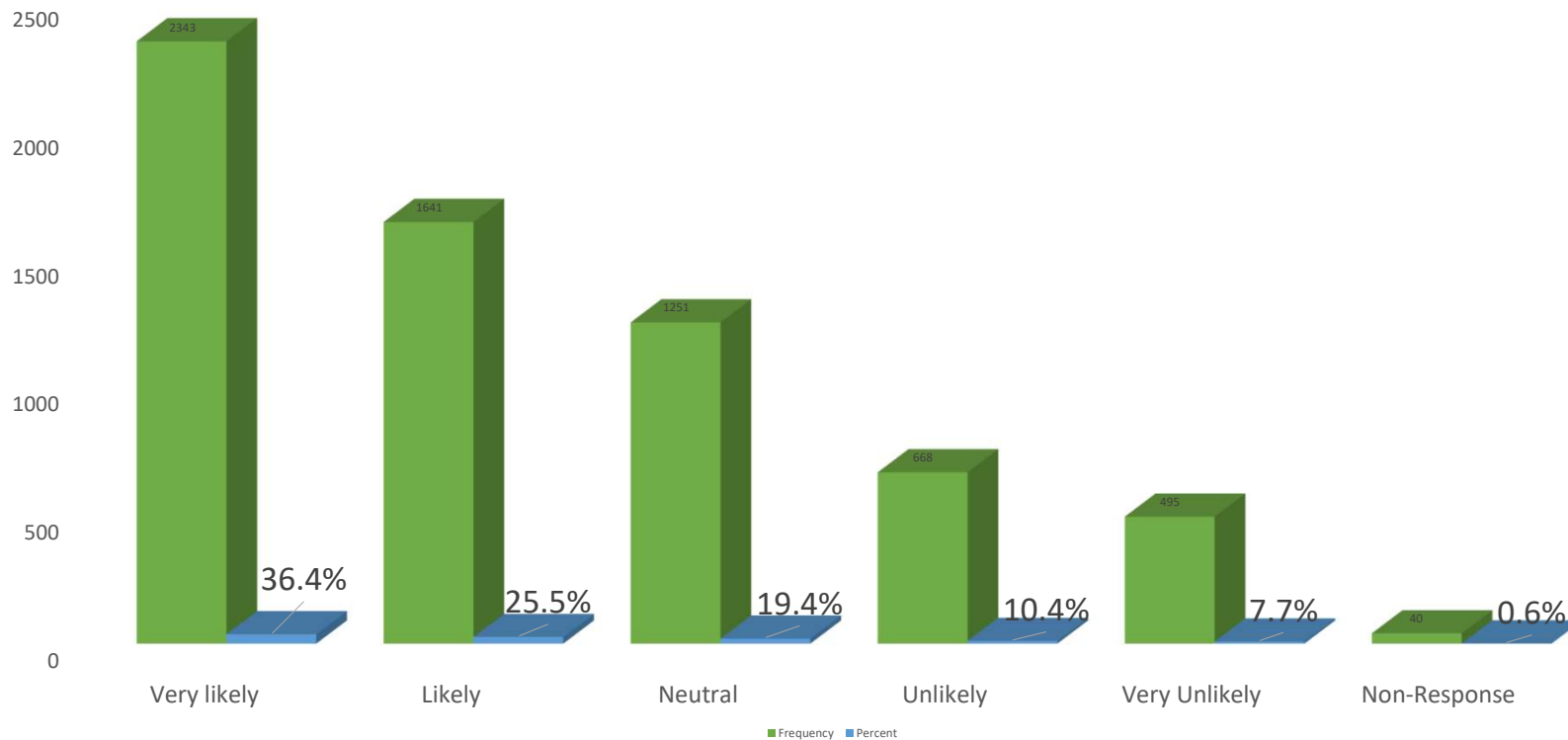
Options	Percent (of Yes)
Environmental damage (littering, plastic production)	42.70%
Healthcare spending and economic burden on individuals and families	67.20%
Reduced workforce productivity	85.50%
Cultural erosion	90.50%
Negative impact on small business and agriculture	87.50%
Social inequities as poor get poorer and rich get richer	88.20%
Food insecurity and dependency on industries	83.30%

Are healthy food products affordable?



Remark: extra state revenue from the tax should go to **subsidize** the production of healthy food products

If a tax were placed on sweetened beverages (e.g., sodas, flavoured juices, energy drinks), how likely would this reduce your consumption of these drinks?

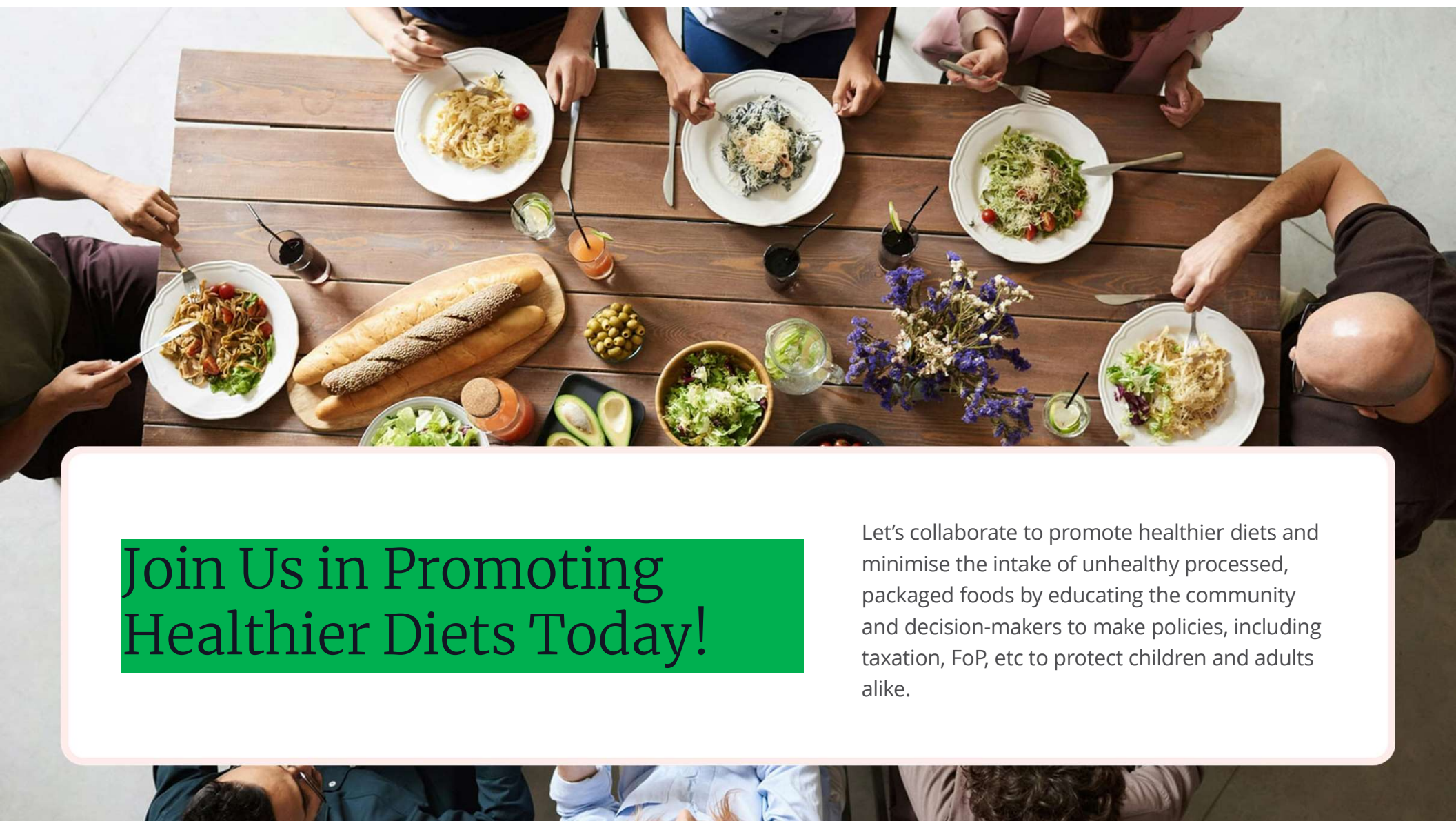


Tax will be effective: 61.9% readiness to reduce consumption of SSBs due to tax



Taxation of unhealthy food products will:

- + reduce their consumption in Cameroon,
- +improve health (reduce NCDs),
- +boost productivity, and
- +generate extra state funds for health initiatives/programs



Join Us in Promoting Healthier Diets Today!

Let's collaborate to promote healthier diets and minimise the intake of unhealthy processed, packaged foods by educating the community and decision-makers to make policies, including taxation, FoP, etc to protect children and adults alike.



THANK YOU!

Merci!

Danke!

Acknowledgements

- 1. GHAI for financial and technical support**
- 2. RADA project Staff for coordination and implementation**
- 3. LORDA Research Center**
- 4. CSOs we worked with for Data collection**

Q & A



QUESTION and ANSWER SESSION



ICE BREAKERS

3rd Presentation



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**



Mr. Mbiydenyuy Ferdinand
Public Health/ Health Economics
President/CEO, RADA,
S.G CNCDA,
Executive Director ANN.



PRESENTATION ON INDUSTRY STRATEGIC STAKEHOLDER ENGAGEMENT

BY

FERDINANT M. SONYUY



Global Health
Advocacy Incubator



STAKEHOLDER ANALYSIS

CSOs Engagement Session

CBC Mvan Resource Center

June 2, 2025

*Presented by: Ferdinand M. Sonyuy
President/CEO, RADA*

WELCOME to the COMPLEX BUT BEUTIFUL CAMEROON



ADVOCATE



Value the Power of Stakeholders

Project Goal:

Advocate for an evidence-based health tax increase on sugar-sweetened beverages and unhealthy packaged food products.

Approach

- ▶ The GHAI Advocacy Action Guide Resource which we learned about last year in this symposium as well as later on via engagement with GHAI's made available technical resources.
- ▶ The ADVOCATE approach's stakeholder analysis for the design of advocacy for human rights policies
- ▶ **Focused on two major categories:**
 - a. Priority/primary: Government decision-makers
 - b. Secondary: Key influencers, opposition, Non-governmental stakeholders, Academia, Media

Stakeholder Mapping: Session -1

Two Groups:- PT only

Group 1: Facilitator 1

Group 2: Facilitator 2



Understand your
goal

Make a List of
individual and Group
Stakeholders

Gain and Loss
Analysis

Power Level
Analysis

Consensus
Plenary

Validation

Stakeholder
Engagement
STRATEGY

Stakeholder Mapping: Session -2

Four Groups: External Allies/experts

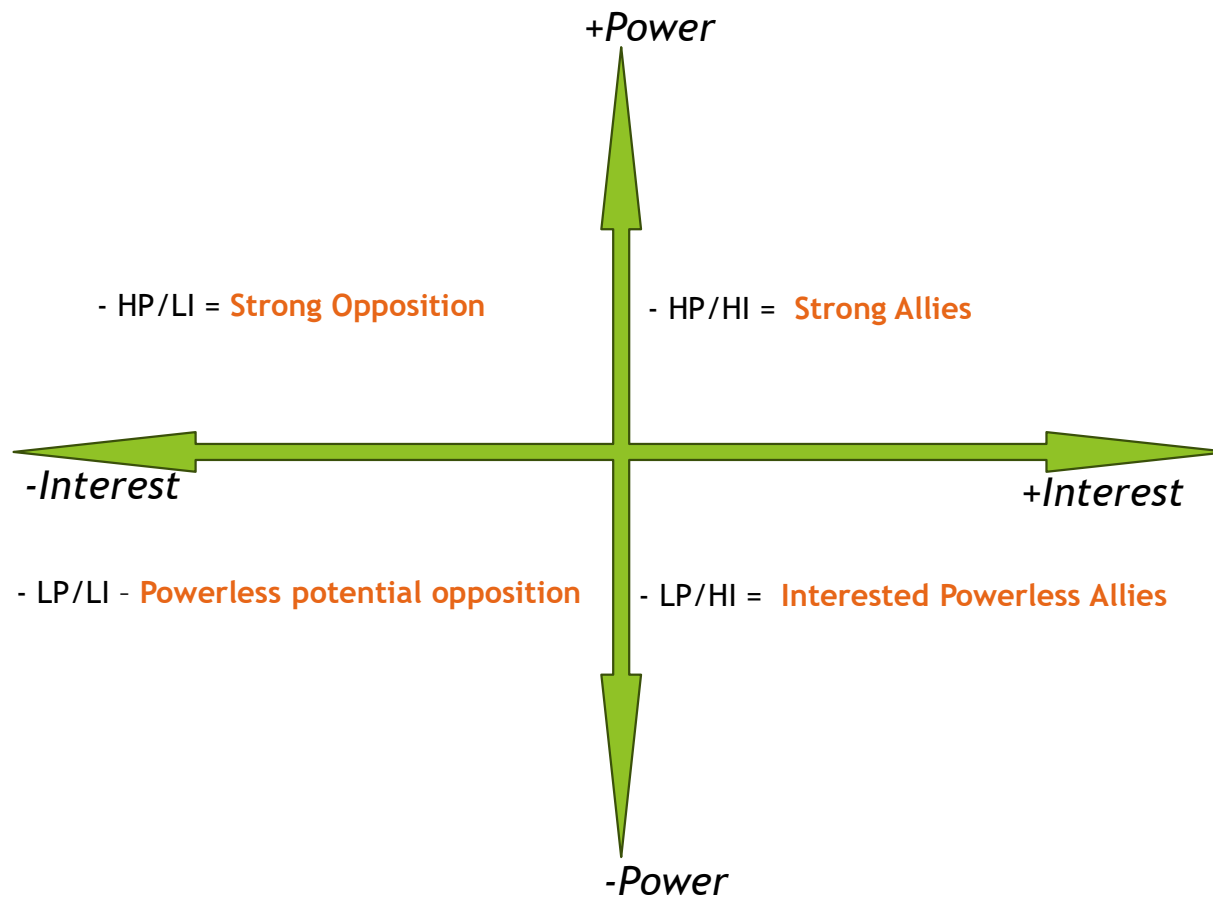
Group 1: Decision Makers

Group 2: Influencers

Group 4: Non-State Actors

Group 5: Media

STEP 5: Validation of Power and Interest Levels



- ▶ Four Segmented grid
- ▶ Stakeholders into segments
- ▶ General Guide and contextual knowledge to brainstorm

General Stakeholder Management Prompts:

- ▶ **Stakeholders with high power and high interest(HPHI): Must plan to** fully engage them and make the greatest efforts to satisfy them and work with them to achieve advocacy goals. = **Supportive Powerful Allies.**
- ▶ **Stakeholders with high power and low interest:** Put in enough work with these stakeholders to keep them satisfied, but not so much that they become bored with your message. = **Powerful Opposition**
- ▶ **Stakeholders with low power and high interest/support: keep these people adequately informed** and talk to them to ensure no significant complications arise. They can often be beneficial with the details of your project. Also, remember that these stakeholders might become powerful one day. = **Interested Powerless allies**
- ▶ **Stakeholders with low power and low interest/opposing:** Maintain contact with these people, but do not bore them (Waste your time) with excessive communication.

		Priority: Government decision-makers				
<i>Public Institutions</i>	<i>Policymaker</i>	<i>Role in the political process</i>	<i>Grid Power (High Interest, High Power, Little Interest, Little Power)</i>	<i>Position on the issue (for, against, neutral)</i>	<i>Values and interests (why interested)</i>	<i>Opportunities for engagement</i>
Ministry of Public Health	The MINISTER	Coordinating legislation, supporting, defending and promoting	HI HP	For	Population health promotion first	<p>Coordinate the development of an advocacy document with other stakeholders.</p> <p>Organise advocacy and technical meetings and webinars, and co-organize symposia to coordinate, promote, support, realize and sustainably defend legislation.</p>
Department of Finance	The MINISTER Director General of Taxes Director General of Customs	Insert the technical aspects of the health tax in collaboration with the Ministry of Health, as it should be in the finance law, be present in parliament, or support the Minister of Health in his presentation	HI HP	For	Revenue generation from taxes. Allocation of revenues to health or other government expenditures	Prepare relevant policy briefs for holding technical and advocacy meetings on the economic costs and benefits of taxation and the presentation by the Ministry of Health/Ministry of Economy, Planning and Land Use Development MINEPAT and RADA for the proposal to amend tax legislation.

<i>Public Institutions</i>	<i>Policymaker</i>	<i>Role in the political process</i>	<i>Grid Power (High Interest, High Power, Little Interest, Little Power)</i>	<i>Position on the issue (for, against, neutral)</i>	<i>Values and interests (why interested)</i>	<i>Opportunities for engagement</i>
Ministry of Trade	The MINISTER	Supporting and defending legislation	HP IP	Neutral	Ensure the availability of healthy products in the economy and support economic growth and development.	<p>Draw the attention of MINCOMMERCE to the presence of unhealthy food products, the negative impacts on the population and their role in discouraging the availability of harmful products through taxation. Justifying taxation, encouraging their support, protection and defence of legislation</p> <p>Attention to non-compliant labelling of food products.</p>
Ministry of Mines, Industry and Technology	The MINISTER	Supporting and defending legislation	HP IP	Neutral	To ensure the productivity of industries in the economy <i>without compromising the population's health</i> .	<p>Participation in technical meetings,</p> <p>Asking to put pressure on industries to reformulate products.</p> <p>Supporting taxation and encouraging industry to comply with it, stimulating innovation and a healthy economy</p>
Ministry of the Economy, Planning and Regional Planning	The MINISTER	Endorse inclusion by MINFI, and support and advocate for tax legislation.	HI HP	For	To make NCD-related public investments in human capital as well as sustainable	Prepare relevant policy briefs for advocacy and technical meetings on tax-related costs, economic benefits, and investment opportunities, which were submitted by the

<i>Public Institutions</i>	<i>Policymaker</i>	<i>Role in the political process</i>	<i>Grid Power (High Interest, High Power, Little Interest, Little Power)</i>	<i>Position on the issue (for, against, neutral)</i>	<i>Values and interests (why interested)</i>	<i>Opportunities for engagement</i>
					financial protection for the state	Ministry of Health and RADA for amendments to the proposed tax legislation. Ensure their participation in interdepartmental meetings.
Presidency	The President of the Republic	Enact the law (Sign it into the law)	HI HP	For	Ensuring good health of the population in accordance with the responsibilities of the State	Ensure the full support of ministries, parliament and the media so that the president can sign the law into law.
Prime Minister	Prime minister	Coordinating government action	HI HP	For	To ensure good health of the population in accordance with its constitutional mandate.	Ensure the full support of ministries, parliament, and the media so that the president can sign the law.
Parliament	President senate President of the National Assembly	Receiving, reviewing, supporting and validating legislation	HI HP	For	Promote legislation in parliament as positive legislation for the health and economy of the nation	Workshops with parliamentarians on the importance of taxing unhealthy products. Encourage the caucus to receive, validate and support the enactment of the law

		Secondary: Influencers				
Individuals	Affiliations	Role in the problem	Grid Power (High Interest, High Power, Little Interest, Little Power)	Position in the Problem (for, against, neutral)	Values and interests (why interested)	Opportunities for engagement
Chief Tax Officer	Department of Finance	Support/contribution to legislation and <i>support for implementation</i>	HI HP	For	Proposing and enforcing the law	Hold at least one or two technical and advocacy meetings to discuss the benefits of tax in the tax system
Director General of Customs	Department of Finance	Support/contribution to legislation and <i>subsequent support for implementation</i>	HI HP	For	Enforce the law	Hold at least one or two technical and advocacy meetings to discuss the importance of implementing the tax in the customs system and their responsibility to the tax
DELMEP	Ministry of Public Health	Support, contribute technically, advocate for legislation, and monitor the results and impact of implementation on health. Propose an increase in the health budget for non-culpritable diseases	HI HP	For	Promoting population health and preventing chronic NCDs to reduce the burden of disease and mortality from NCDs	Organize technical and advocacy meetings to present guidance notes on health impact assessment. Initiate, refine and present the DELMEP/RADA tax analysis to the Minister of Public Health and other ministries. Ensure their presence at interdepartmental meetings
Director of Health Promotion (Dr. Benachire Hassan)	Ministry of Public Health	Provide technical support and input, lead legislative efforts, advocate for legislation, promote education on the strategy,	HI HP	For	Promoting population health	Organize technical and advocacy meetings to present guidance notes on health impact assessment. Initiate, convene, refine and present the TEXTS related to taxation by the Minister

Minister of Communication	Ministry	Educating the masses about legislation and supporting legislation	HP IP	Neutral	Raise awareness and educate the public on key issues and regulate communications and networks	Organize advocacy meetings on the benefits of the health tax on the population, support and encourage education
Honorable Fongwe Cletus	Parliament	Supporting and defending the need for legislation	HI HP	For	Promoting legislation	Organize informal calls and meetings to encourage it to enact and support the passage of the law
Prof. Mbanya JC	CACSNA, UY1, HOPIT	Supporting and defending the need for legislation	HI HP	For	Promoting population health	Through CACSA technical and advocacy meetings, webinars and symposia, Review of guidance notes and support for the presentation of results
Professor Amanda	UY1	Supporting legislation	HI PP	For	Opportunity to continue research	Organize research meetings for supporting legislation with existing evidence-based research ;
Rebecca Enonchong	APPSTECH	Raising awareness and supporting legislation	HP IP	Neutral (for)	Promoting population health	Organise informal meetings via social media to enable it to raise awareness and support the legislation
Professor Anastase Dzude	CCS, CRENC	Support legislation and educate the population as well as contribute technically	HI HP	For	Promoting population health	Hold advocacy meetings to encourage the need to support legislation

Opposition: How to Deal with Industry

- ▶ **Stakeholders with high power and low interest:** Put in enough work with these stakeholders to keep them satisfied, but not so much that they become bored with your message. = **Powerful Opposition - Industry**
- ▶ Industry interference refers to **strategies/actions employed by corporate companies to shape, thwart, distort, weaken, influence and block progress on health interventions and policies.**
- ▶ Why is it a problem? What's the solution?

How do you spot industry interference?

Industry interference comes in many forms and through several methods

- ▶ Promoting junk science
- ▶ Disputing existing research to muddy the waters
- ▶ Threaten job losses
- ▶ Promoting self-regulation/voluntary guidelines
- ▶ Emphasizing personal or parental responsibility/fault
- ▶ Coordinated campaigns
- ▶ Challenging existing legislation



Workshop Session (10 minutes)

Industry interference comes in many forms and through several methods

- ▶ Who should we be talking to, to promote healthier food options in Cameroon
- ▶ What should be the focus of discussion with this person or group
- ▶ Who should we be talking to restrict access to unhealthy foods in Cameroon?
- ▶ What should be the focus of the discussion with that person or group of people?

RADA Industry Interference Monitoring & Response Orientation Platform

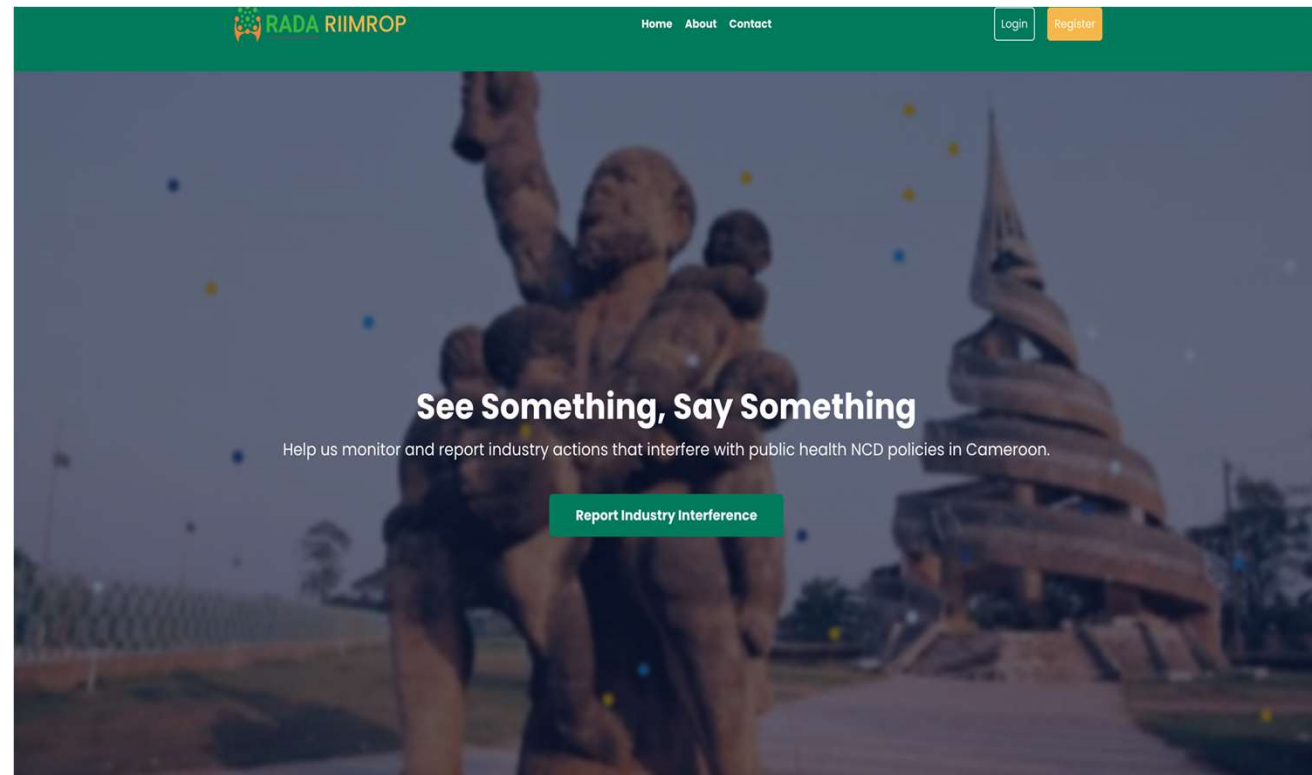
RIIMROP

Monitoring health-harming industries in Cameroon through digital solutions– Ferdinand M.
Sonyuy (President/CEO, Reconciliation and Development Association - RADA)

Application Access



- Open the application in your browser and enter the link <https://riimrop.recdev.org>. You will be greeted with the welcome view (landing page).
- This page contains information on monitoring NCD-related industry interference actions in Cameroon.
- Get a quick **introduction** and **overview of the RIIMROP platform's purpose**.
- It also contains the feedback form for contacting Recdev in relation to monitoring industry interference.

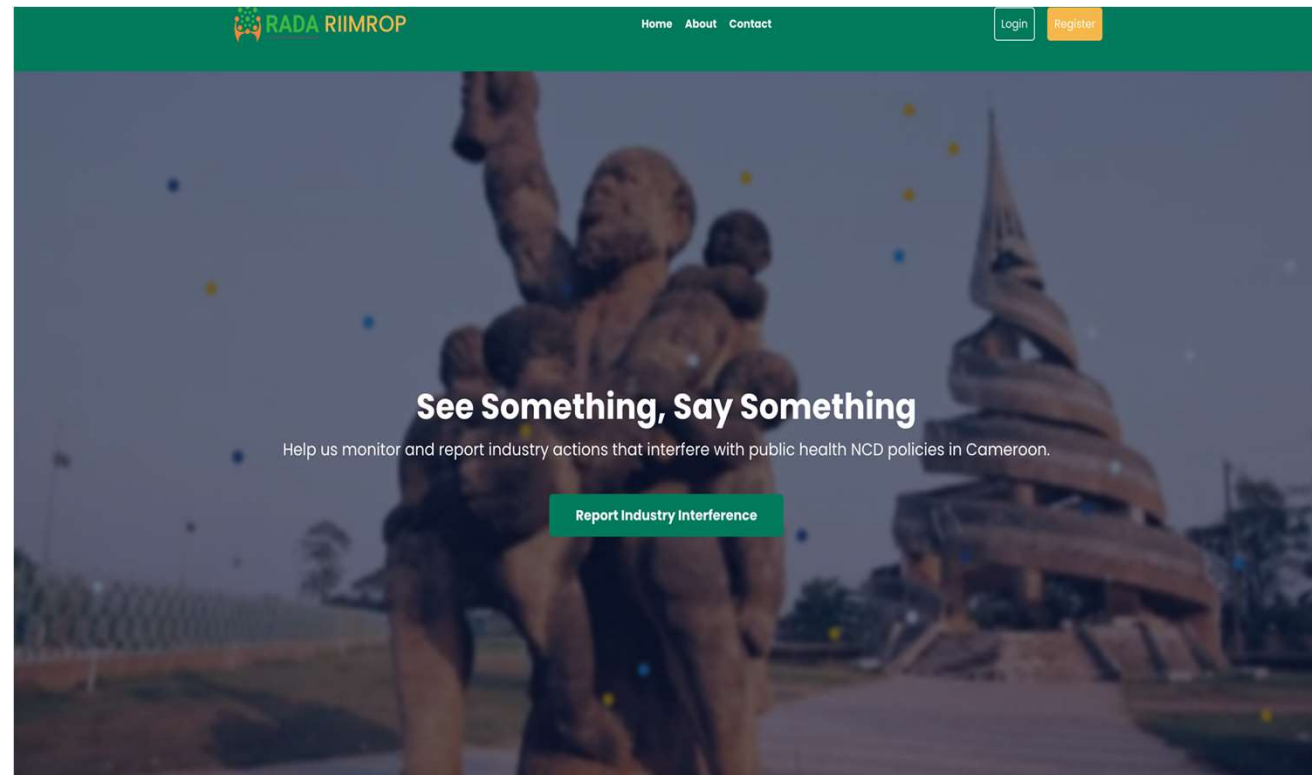


Landing Page

Application Access



1. **Access the application**
2. **Register on the Application- Action Reporter**
3. **Verify account using OTP verification**
4. **Log in to report an action**
5. **Dashboard – Create/Report**
6. **Search/Track reported actions**
7. **Validation of Actions – Back end**
8. **View/Edit Actions**
9. **Log out**
10. **Annual Reports Generation - RADA / MoH**



Landing Page

Send Us Feedback / Contact Us

- The "**Contact Us**" feature allows users to reach out to the RIIMROP team with any Feedback including for:
 - Technical Support
 - General Inquiries
 - Reporting Issues

What Happens Next?

1. You will receive a confirmation email.
2. The RIIMROP team will review your message.
3. You will be contacted via email or phone.



Contact Us

Send Us FeedBack

We'd love to hear from you! Get in touch with us using the form or contact details below.

riimrop@recdev.org

+237 672 863 051

Way-in Nkwere, Bamenda, Cameroon

Your Name

Your Email

Your Phone Number

Your Message

Send Message

Registration Process



Access the Registration Page

- Once you open the landing page, there is **Register button** on the navbar, click on the Register button to navigate to the login page.
- Fill in the fields on the registration form
- Click on the "**Sign In**" button

NB: all the form fields are Required

A screenshot of the RADA website's registration page. The background is a light blue gradient with a large, faint "RADA" logo. In the center, there is a white form titled "Create New Account". The form contains the following fields: "First Name *" (with placeholder "Enter first name"), "Last name *" (with placeholder "Enter last name"), "Phone Number *" (with placeholder "Enter Phone"), "Email *" (with placeholder "Enter email address"), "Password *" (with placeholder "Enter password"), and "Confirm Password *" (with placeholder "Enter password"). Below these fields is a small text line: "By registering you agree to the RADA's [Terms of Use](#)". At the bottom of the form is a green button labeled "Sign Up".

OTP Verification

- After signing in, an OTP (One-Time Password) will be sent to your registered email.
- Enter the OTP sent to your email in the designated OTP field.
- Click on "**Verify**" to complete the Registration process.

A screenshot of a web application showing an "OTP Verification" form overlay. The form has a title "OTP Verification", a subtitle "Enter Pin sent to your Email", a text input field labeled "Enter verification pin", and a green "Verify" button. The background is a light purple gradient with a large, faint "RADA" logo and a graphic of people in the upper left corner. At the bottom left, it says "Copyright 2022" and at the bottom right, it says "developed by Nextech".

Log –in to Report an Action



Access the Login Page

- Once you open the landing page, there is login button on the navbar, click on the login button to navigate to the login page .
- Enter your registered email address and password in the respective fields.
- Click on the "**Sign In**" button

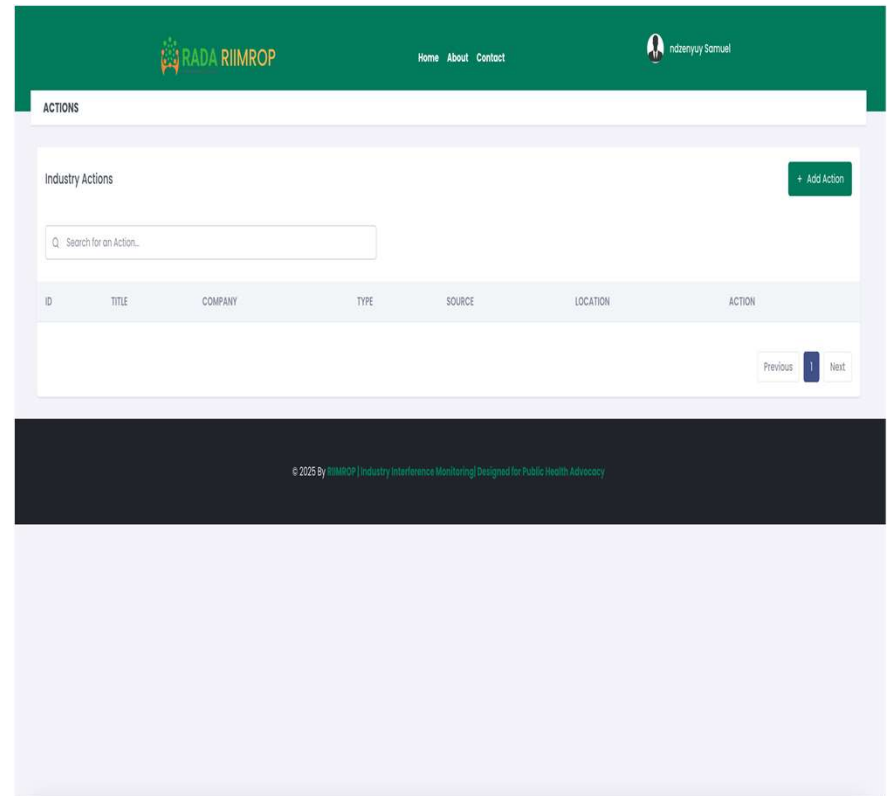
A screenshot of the RADA login page. The background is a light purple gradient with a large, faint "RADA" watermark. A white login form is centered on the page. The form has a "Welcome Back!" heading. It contains two input fields: "Email" with a placeholder "Enter email" and "Password" with a placeholder "Enter password" and a toggle icon. Below the password field is a "Forgot password?" link. A line of text states "By Signing In you agree to our terms and conditions". At the bottom of the form is a green "Sign In" button. Below the form, there is a link "Don't have an account ? Sign Up" and a link "Back to Home". The footer of the page shows "©RADA 2024" on the left and "R RECONCILIATION AND DEVELOPMENT ASSOCIATION" on the right.

Dashboard Overview

- Once you are logged into the RIIMROP platform, you will be directed to the **Dashboard**.

From the Dashboard, you can:

- View All unverified Recorded Actions** submitted by the Data Collector/Reporter.
- Search** and filter through your unverified registered actions using keywords or filters.
- Track and Monitor** all unverified actions created, along with their status.



Creating an Action

- On user dashboard (data collector) click on "+ Add Action" to navigate to the "Create action Form".
- Fill out the all the requested fields (as per the descriptions in the paranthesis all the fields are required apart from the source link.
- Optionally, attach relevant images or videos as per the requirements in paranthesis.
- Click "+Add Action" to create the action.

A screenshot of the RADA RIIMROP "CREATE ACTION" form. The form is titled "CREATE ACTION" and has a breadcrumb trail "Actions > Create Action". It contains several input fields: "Type" (a dropdown menu), "Title" (15 words max), "Company" (The name of the company carrying out the industry interference), "Region" (region where the industry interference was carried out), "Location" (location where the interference was carried out), "Year" (The year this interference was carried out), "Date" (Date when the interference was carried out), "Source" (Source of the interference), and "Source Link" (if the interference was online, provide the link to this information). There is a "Description" field with a rich text editor. Below the description field is a section for "Evidence Action Images" with instructions to upload files in accepted formats (Images: PNG, JPG, JPEG, GIF, WEBP; Videos: MP4, WebM, OGG). The form is designed with a clean, modern layout and includes a green header with the RADA RIIMROP logo and navigation links.

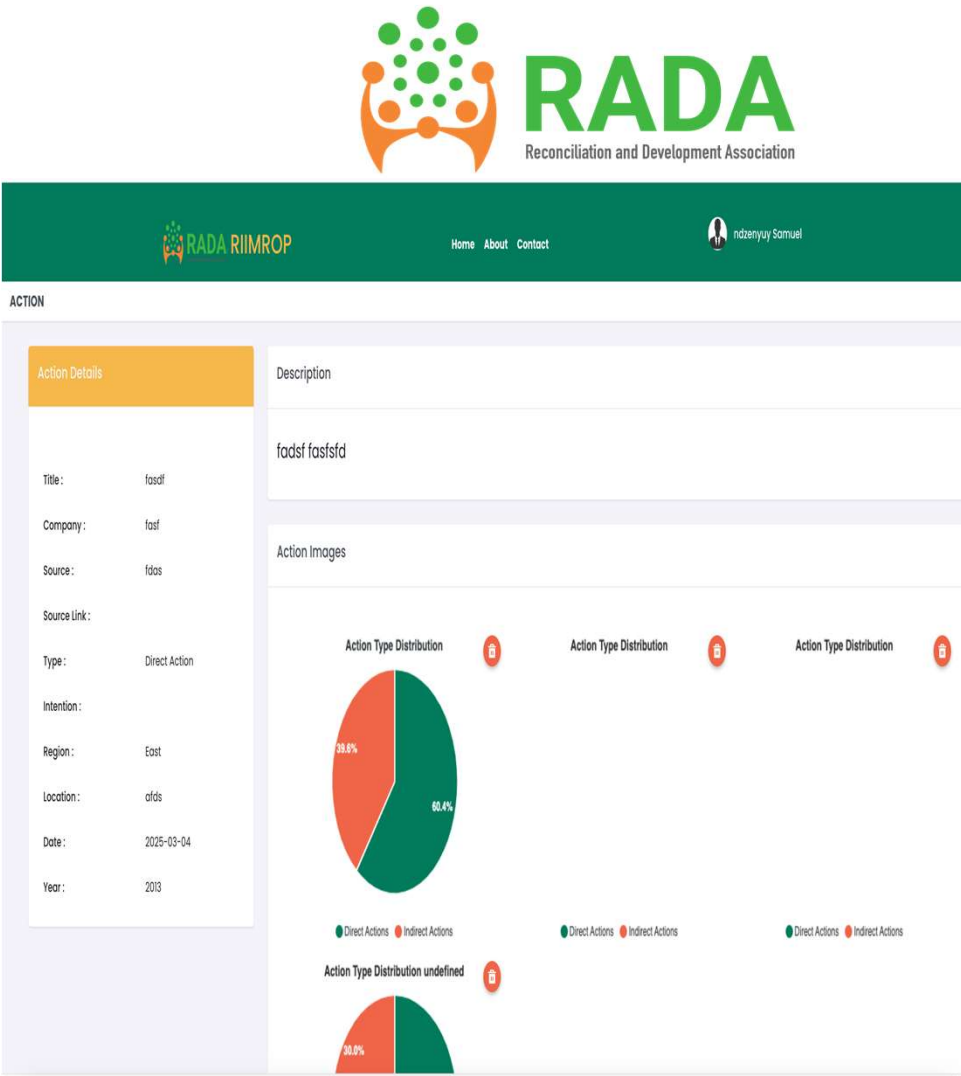
Action Submission & Validation Process



- When a **Data Collector** creates an action, it is submitted with the status "**Pending**".
- While the action is in **Pending** status, the Data Collector can **edit or update** the action.
- Once the action is **validated**, the status changes, and the Data Collector can **no longer edit** the action.
- If further corrections are needed after validation, the Data Collector must **contact the Administrator** to request updates.
- **Administrators** have the ability to **review and update** validated actions if necessary.
- Admins are the RADA industry Interference Focal Point Dedicated to II in the organization and with our partners

View an Action

- On the user dashboard (Data Collector / Action Reporter), click on **"view"** on the action entry to navigate to the full action with its description
- On this view, there is a full description of the action with its related evidence images.
- The images/Videos of the action can be deleted by clicking on the "bin icon" beside an image/Video



The screenshot displays the RADA web application interface. At the top, the RADA logo is visible, consisting of a stylized orange and green icon and the text 'RADA Reconciliation and Development Association'. Below the logo, a green navigation bar contains the 'RADA RIIMROP' logo, links for 'Home', 'About', and 'Contact', and a user profile for 'ndzenyuy Samuel'.

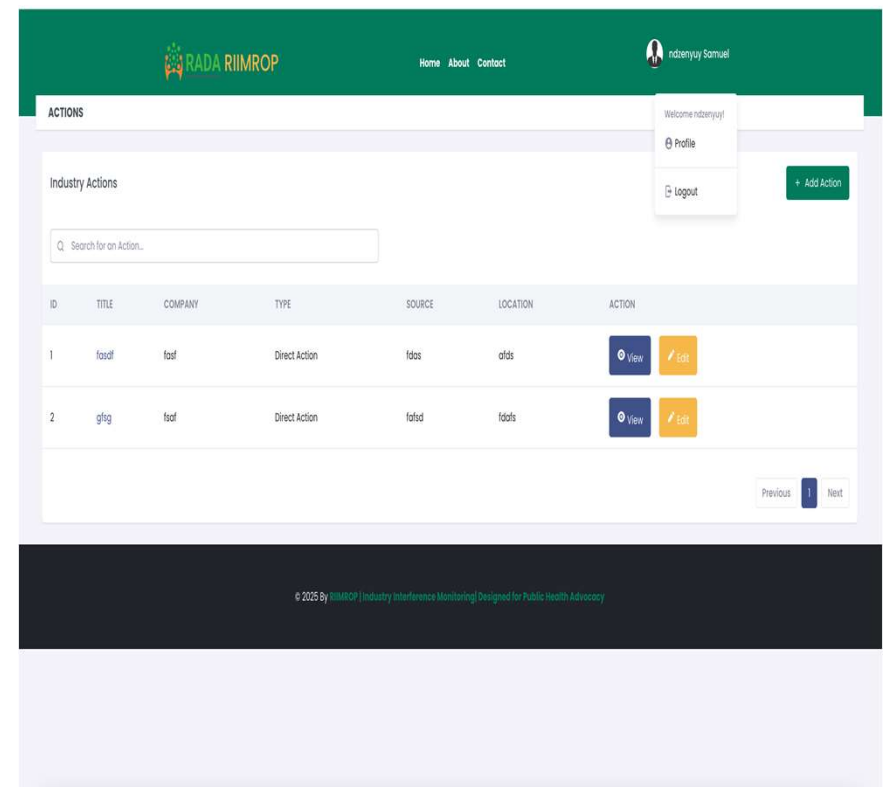
The main content area is titled 'ACTION'. It features a sidebar on the left with the heading 'Action Details' and a table of metadata:

Action Details	
Title:	fasdf
Company:	fasf
Source:	fdas
Source Link:	
Type:	Direct Action
Intention:	
Region:	East
Location:	afds
Date:	2025-03-04
Year:	2013

The main content area on the right includes a 'Description' section with the text 'fasdf fastsfd'. Below this is an 'Action Images' section containing three pie charts, each titled 'Action Type Distribution'. The first chart shows a distribution of 39.6% (red) and 60.4% (green). The second and third charts are identical but labeled 'Action Type Distribution undefined'. Each chart has a legend below it indicating 'Direct Actions' (green) and 'Indirect Actions' (red). A red bin icon is present next to each chart, indicating a delete function.

How to Logout from Application

- On the **Landing Page**, locate your **User Name** on the top **Navigation Bar**.
- Click on your **User Name** to open a **dropdown menu**.
- In the dropdown, click on the **"Logout"** option.
- You will be safely logged out of the application.



Conclusion

- ❖ Stakeholder Analysis is very important in your advocacy: No time, design, supervise, or use your team. Use templates.
- ❖ It helps you to engage stakeholders more pro-actively, planned and productively, increasing your chances of success at advocacy.
- ❖ You need to undergo a team-based analysis/brainstorming process and create an engagement plan/strategy to maximize the benefits of a Stakeholder Analysis and Engagement.
 - Less Stress
 - Less Impromptus
 - Ever Ready towards all stakeholders
 - Better Flexibilities
 - Higher success chances are dramatically increased

Acknowledgments



Q & A



QUESTION and ANSWER SESSION



4th Presentation



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**



Merveille Ngueubou
Communications Officer



COMMUNICATION CAMPAIGN AND ADVOCACY ENGAGEMENT

BY

MERVEILLE NGUEUBOU



COALITION
FOR THE PROMOTION OF
HEALTHY DIETS IN CAMEROON

OUTLINE OF THE PRESENTATION



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**

- Campaign Overview
- Campaign expectations
- Dos and Don'ts of the Campaign
- Campaign gadgets utilization
- *(Physical Campaign tools and Digital campaign tools)*
- Engagement and review of a few tools



OVERVIEW OF THE DIGITAL CAMPAIGN



Audience: Primary and Secondary Audiences for our Communications



❖ Timeline: June to September 2025

❖ Platform: RADA and the Coalition Members' Social Media Handles, as well as with mainstream media.

❖ Official Campaign Site: <https://recdev.org/resources-and-actions-for-taxssbs-and-upps/>

OVERVIEW OF THE DIGITAL CAMPAIGN



Campaign Title: “ Healthy Food Choices Matter, Save the Next Generation” campaign

Goal: To raise public awareness of the reality and negative impacts of unhealthy diets, support the promotion of healthier options, and reduce ultra-processed products consumption via WHO-recommended measures, such as taxation.

Specifically, to;

- Build capacity and knowledge among 2 million Cameroonians, stakeholders, and decision-makers concerning the health risks associated with consuming SSBs and unhealthy diets.
- Effectively articulate the advantages of taxing locally produced and imported SBs and ultra-processed products by 2025, leading to reduced resistance toward taxation.
- Advocate for increased access to healthier food choices, ensuring that nutritious alternatives are available and affordable.

DIGITAL CAMPAIGN EXPECTATIONS



RADA
Reconciliation and Development Association



During the **Healthy Food Choices Matter**, **Save the Next Generation campaign**, we expect the coalition members for the promotion of healthy diets in Cameroon to;

- Review and sign the Coalition Members Press Release
- Share Release with media houses in jurisdictions of operation.
- Put it on their websites for future reference and other media handles
- Use digital campaign tools prepared to engage with leaders who can positively support our common advocacy agenda and goals

DIGITAL CAMPAIGN EXPECTATIONS



During the **Healthy Food Choices Matter**, **Save the Next Generation** campaign, we expect the coalition members for the promotion of healthy diets in Cameroon to;

- Make use of the two main hashtags for social media posts, **#TaxSBsandUPPs** and **#HealthyFoodChoicesMatter**
- Share Key Messages, and other Campaign Materials to the public and in events to support the policy advocacy.
- Tag the following organizations on social media while uploading a campaign material; Reconciliation and Development Association, Minsante, Ministry of Finance, Global Health Advocacy Incubator, Campaign for Tobacco Free Kids, other CSOs members of this coalition and relevant policy makers, influencers who can support this campaign

Campaign Gadgets/Tools Utilization



RADA
Reconciliation and Development Association



**Global Health
Advocacy Incubator**

Digital Campaign Tools: The Digital campaign tools intended for this campaign are;

1. Social Media Toolkit
2. Brochure
3. Voices of Change,(generative template)
4. Standardized downloadable templates with key messages
5. Policy brief
6. General Press Release
7. Branding Guideline

About the Campaign

This campaign advocates for increasing taxes on sweetened beverages and ultra-processed products (UPPs) to promote public health and sustainable development in Cameroon. Led by RADA in partnership with the Ministry of Public Health (MinSante), the campaign includes online and onsite activities every Friday from June to September 2025.

Interactive Resources

Press Release Template

Customize and share announcements with the media and partners.

[Download](#)

Policy Brief

Key policy insights on UPP regulation and beverage taxation.

[Download](#)

Branding Guidelines

Includes colors, logo placement, fonts and official identity assets.

[Download](#)

Campaign Gadgets Utilization

Digital Campaign Tools- Social Media Toolkit

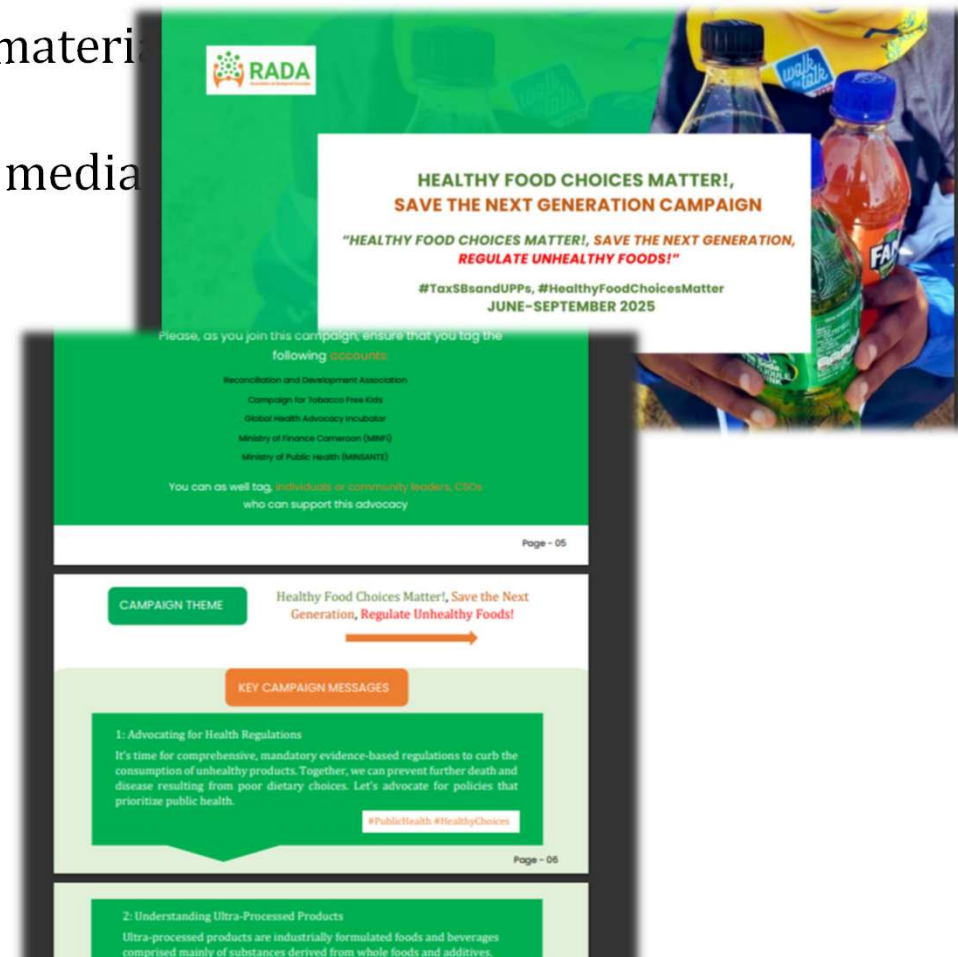


The Social media toolkit is a Key digital campaign material. It contains relevant information and key messages for members and individuals to make use of social media.

Purpose:

The toolkit is for CSOs to download, read, and Understand the campaign fully. Utilize the key messages to amplify RADA's voice on the policy for policymakers and the population to trigger Immediate actions.

Please do well to tag the organizations and make use of the hashtags



Campaign Gadgets Utilization

Digital Campaign Tools- Brochure



The brochure is another very useful campaign material. It contains relevant information such as statistics, the toll of NCDs in Cameroon and key messages.

Purpose:

The brochure is for CSOs is also available in hard copy. Members can download, read, and share with policy Makers, influencers, media who can positively support this policy advocacy.

Please do well to tag the organizations and make use of the hashtags



Campaign Gadgets Utilization

Digital Campaign Tools- **Voices of Change**



The voices of change is a generative template where, an individual, or an organization's representative can add their voice to the campaign.

Accessing this is quite easy, just click the link, provide relevant information such as your name, role and Location. Then type your key message, insert your picture and generate.

Click here: <https://recdev.org/share-your-voice/>

Purpose:

The voice of change template is meant for individuals /CSOs to share their personal messages to key audience for action. Also to join your voice to RADA's through several messages that supports this advocacy.

Please do well to tag the organizations and make use of the hashtags

The screenshot displays the 'Share Your Voice' web form and its preview. The form is titled 'Share Your Voice' and includes the following fields:

- Your Name***: Ngueubou Njantio Merveille
- Your Region***: North West
- Your Message***: #TaxSBsandUPPs #HealthyFoodChoicesMatter
- Upload Your Photo***: Choose File (pic5.png)

The preview on the right, titled 'Preview Your Voice Card', shows the generated output. It features a circular profile picture of a woman, the name 'Chenwi Claris', the role 'Youth Advocate', the region 'Northwest', and the message 'Let's all join the fight against NCDs now!'. The hashtags #TaxSBsandUPPs and #Healthyfoodchoices are also displayed at the bottom.

Campaign Gadgets Utilization



✓ Digital Campaign Tools- Standardized downloadable templates with key messages

These templates have been designed with key messages, ready for download and utilization of CSOs on Social Media. Please note that despite the hashtags on the flyer, the caption has to still have the campaigns hashtags.

Purpose:

The standardized downloadable templates with key messages is for CSO's to support and promote these messages to the public and the government.

Just download from the site

Please do well to tag the organizations and make use of the hashtags for more impact



Campaign Gadgets Utilization



✓ Digital Campaign Tools- **Policy Brief**

The policy brief is on the landscape analysis that was earlier presented. This is for organizations to have further insights on the analysis and results.

More policy briefs on the other analysis are currently being worked on as well.

Purpose:

The policy brief is to aid CSOs build their case when preparing relevant messages and fully supporting RADA with the concrete evidence for the adoption of this fiscal policy that promotes healthy eating.

Please do well to tag the organizations and make use of the hashtags for more impact

Campaign Gadgets Utilization



✓ Digital Campaign Tools- General Press Release

A General Press Release has been drafted and we want you to join us review this. Once you endorse this press release kindly add the name of your organization beneath the statement.

Purpose:

The press release is our joint effort as a coalition to make our voices heard when it comes to the urgent need for the adoption of this policy. Once filled and reviewed, each CSO will share with media in their region and will be on the site as well.

Please do well to tag the organizations and make use of the hashtags for more impact

*For Immediate Release
June 2, 2025*

PRESS RELEASE

**The Coalition for the Promotion of Healthy Diets in Cameroon
Bamenda**

The Coalition for the Promotion of Healthy Diets in Cameroon, Call for Increased Taxes on Sweetened Beverages and Ultra-Processed Products to Reduce Consumption and Prevent Non-communicable Diseases.

Today, a coalition of civil society organizations and concerned individuals, together with the Reconciliation and Development Association-RADA, has launched a significant policy advocacy campaign urging the key policymakers and stakeholders in the government to adopt and implement a tax increase on sweetened beverages and ultra-processed products (UPPs). This call to action aims to address the alarming rise of non-communicable diseases (NCDs) such as diabetes, heart disease, obesity, and certain cancers linked to the high consumption of these products.

Campaign Gadgets Utilization



✓ Digital Campaign Tools- **The Branding Guideline**

The team is currently still working on this document as more and more materials are being developed.

Purpose:

The branding guideline is a document that seeks to guide the usage of the campaign materials, the colors, dimensions of logos Etc. The document once ready will be uploaded on the site and a notification will be shared with CSOs on its availability.



Campaign Gadgets Utilization

Campaign Tools- other onsite campaign tools are;

- ✓ Folders
- ✓ Brochure
- ✓ Pens
- ✓ Poster
- ✓ Infographic
- ✓ Notebook
- ✓ T-shirt

These materials are all available in both French and English Language.

CSO's are encouraged to make use of these campaign tools, during trainings and engagement with the public or policy makers.





Thank You For Listening

Q & A



QUESTION and ANSWER SESSION



Closing Remarks

CALL TO ACTION



RADA
Reconciliation and Development Association

**Global Health
Advocacy Incubator**





THANK YOU

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