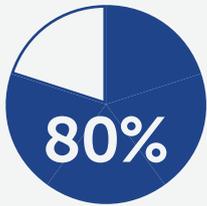


Scaling up food policy implementation in Fiji

Here's why it's in Fiji's interest:



80% OF ALL DEATHS IN FIJI are caused by preventable, non-communicable diseases (NCDs).

Some reasons for this include:

- 2 in 3 adults are overweight
- 1 in 3 has high blood pressure
- 4 in 5 adults consume inadequate amounts of fruit and vegetables

Poor diet contributes to NCDs like:

- Heart disease
- Kidney disease
- Type 2 Diabetes



Making policy changes to improve diet

CAN SAVE LIVES AND MONEY.



The cost treating of NCDs in Fiji are over **\$400 MILLION EVERY YEAR**



Equal to 3% of GDP!



COVID and NCDs:



OBESITY WORSENS THE IMPACTS OF COVID19 ON RESPIRATORY OUTCOMES

COVID19 also impacted on diet and NCDs through:

- Food affordability and fresh food access
- Packaged food consumption
- Demand on health services
- Physical activity levels

Why support for implementation is important now more than ever.

Too much salt:



Fijians eat more than twice the recommended intake of daily salt.

WHO recommends 5g per day.



Consuming too much salt is the main cause of high blood pressure

Reducing salt availability by just 10% a day could avoid 131 deaths per year, and save the Fijian Government 1.8 million dollars each year.

Too much sugar:



2 out of 3 Fijian teenagers consume sweetened beverages every day.



Most carbonated beverages contain close to 10 teaspoons of sugar.



Reducing availability of sugar sweetened foods will prevent weight gain and diabetes

Research has shown that Fijian consumers feel powerless to protect themselves from exposure to unhealthy foods and beverages

Fiji has policy goals to:

Promote healthy school food environments

Adopt pricing policies to promote healthier food consumption

Improve community food and nutrition awareness

Reduce salt, sugar and trans fat in the food supply

Restrict marketing of non-alcoholic beverages and foods to children

Next steps for policymakers and advocates:

Build priority of food and nutrition policy by all implementing agencies

Amplify the voices of consumers to regain control of healthy food supply

Operationalise multisectoral governance structures for nutrition policy implementation

Scale-up budgetary and resource allocation for policy priorities with the highest impact

Build further evidence to support implementation of food and nutrition policy commitments

Next steps for the Scaling-up food policy interventions project:

The Scaling-up food policy interventions project aims to improve implementation of evidence-based interventions to reduce salt and sugar intake in Fiji. It is a partnership between Fiji National University, The George Institute for Global Health and Deakin University. We will continue to support the evidence-based development and implementation of food policy commitments in Fiji.

For further information please contact Assistant Professor Gade Waqa at Fiji National University at gade.waqa@fnu.ac.fj

Design: The George Institute for Global Health