

Universal 'Nutrition' and Health coverage through business by African Health and Wellbeing Initiative (AfHWIN) with Japan



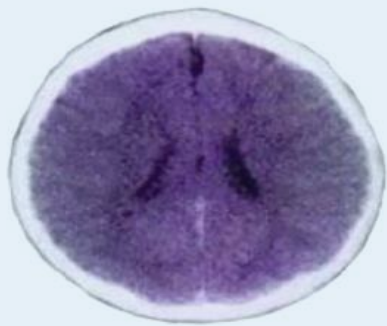
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1. Background : Why Nutrition improvement is important?

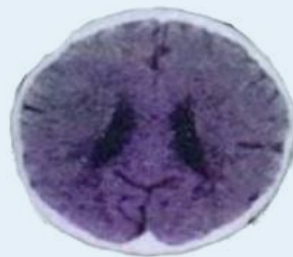
- Malnutrition causes unhealthy growth of **body** and **brain**.
- Missing “**First 1,000 days**” are not **irreversible**.
- Support for nutrition has a **high return to society** → **U’N’HC** (16\$ economic growth for 1\$ input)



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



Normal

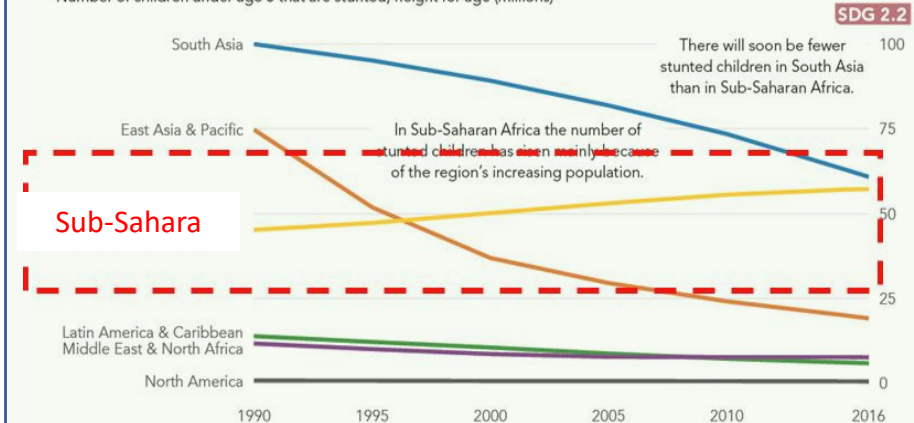


Malnourished

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)



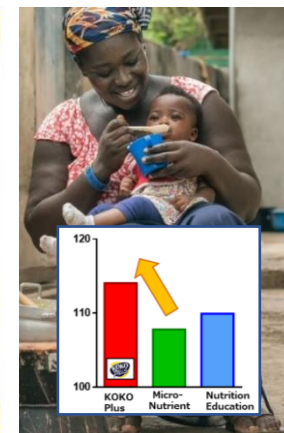
Increasing only in Sub-Saharan Africa

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


2. Ghana Nutrition Improvement Project


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.



Source: Journal of Nutritional Science.

- **Distribution:** 
 - **By local sales & marketing organization** ” EXP social marketing foundation (ESM)”.
 - Affordable price with **US\$ 0.1 (0.50 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.



3. Effectiveness of Collaboration through the AfHWIN FY2019

Delegation from the African Business Council to Ghana
(January 2020)

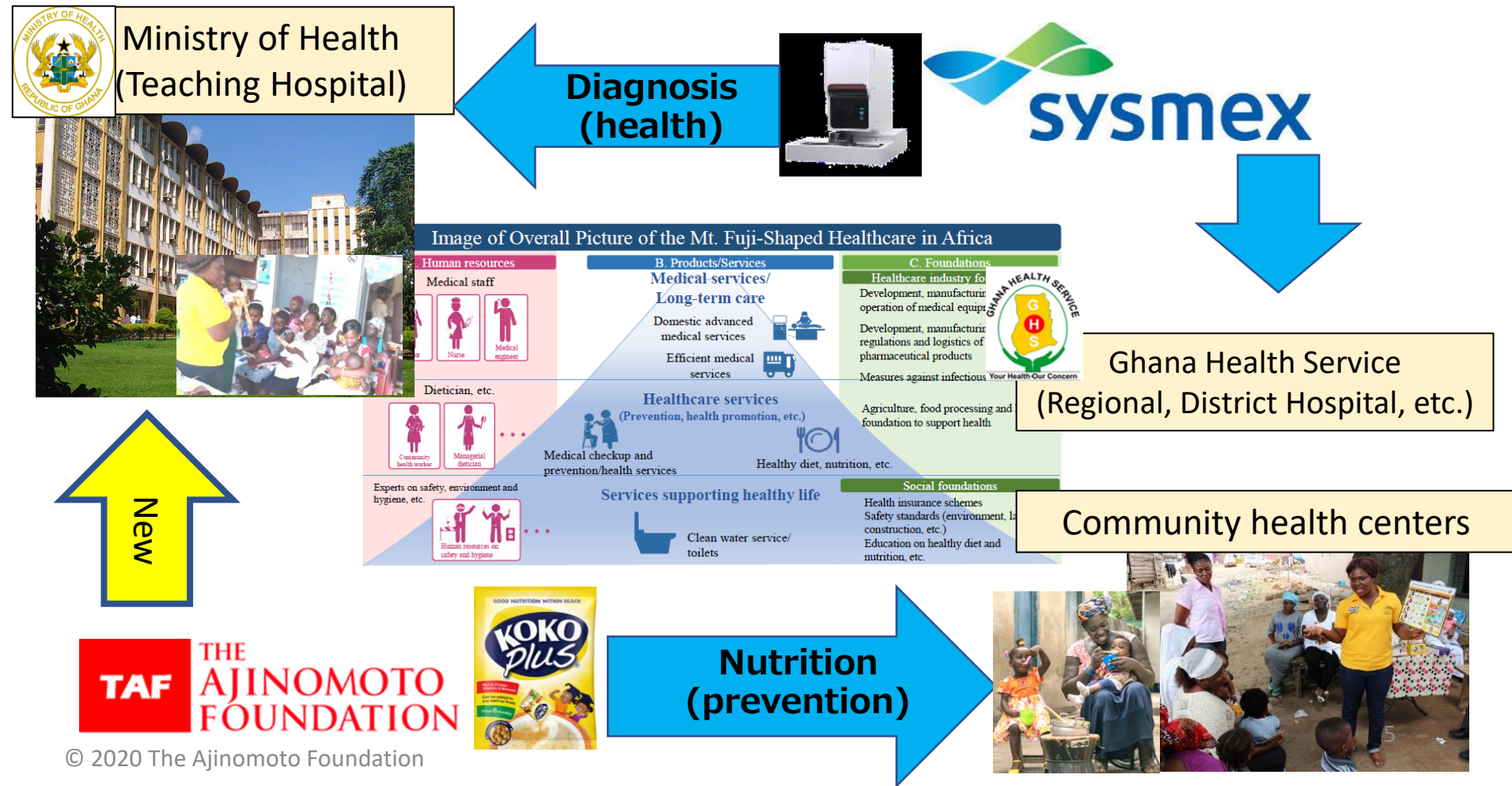
<Arranged and supported by Japanese government>



- We were able to meet with people we would not have been able to meet with at a single company or organization.
- **We could discuss how to solve health and nutrition issue in Ghana, and move forward smoother by synergetic approach.**

3. Effectiveness of Collaboration through the AfHWIN FY2020

Collaboration with TAF&Sysmex (Japanese manufacturer Diagnostic Medical Equipment and services)
Contributed to synergetic approach to nutrition and health
by building new partnership through AfHWIN



3. Effectiveness of Collaboration through the AfHWIN FY2021 (ongoing)

Collaboration with TAF&Sysmex& **NEC** (Japanese IT solution company)

Contributed to synergetic approach to nutrition and health
with **IT tools for strengthening behavior change of beneficiaries.**

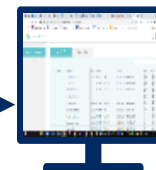
Public health nurses
execute health checkup with
the digital guidance
according to user attribute

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NEC

Data is
uploaded
to Cloud



A. Nutritious food distribution

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B. High quality diagnosis

sysmex



Capacity building in hospital

3. Future : Achieve Universal 'Nutrition' and Health coverage (UNHC) through business from Ghana as a gateway of Africa

TAF share over 10 years' experience in Ghana with Public and Private sectors, and release the information and network to be utilized for contributing UNHC



Training of beneficiaries (mothers)



Human resource development



Training of trainers (nurses)

PPP for nutrition education
Signed in 2018



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Economic growth with local industries



Fostering Partnership & Initiative



Signed in TICAD 7 YOKOHAMA 2019



Utilization of Japanese knowledge & current technology

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Let's dive into AfHWIN!



Maternal and Child Health Book



We can actualize Universal Nutrition and Health
Coverage by speeding up businesses
through genuinely synergetic partnership

Thank you