

Ghana Nutrition Improvement Project (GNIP)

Background and History



The Ajinomoto Foundation (TAF)

THE
AJINOMOTO
FOUNDATION

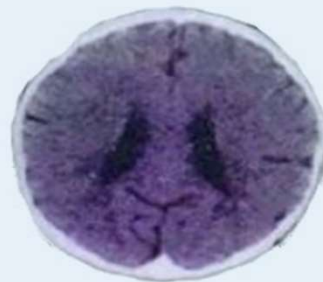
- Malnutrition causes unhealthy growth of **body and brain.**
- Missing “**First 1,000 days**” are not **reversible.**



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



Normal

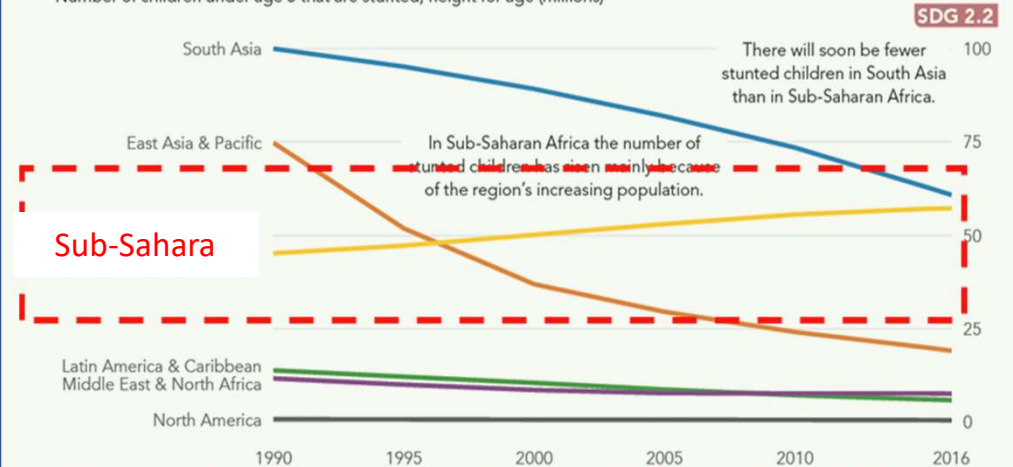


Malnourished

¹UNICEF, WHO and World Bank, 2018

No. of malnourished children under 5 years

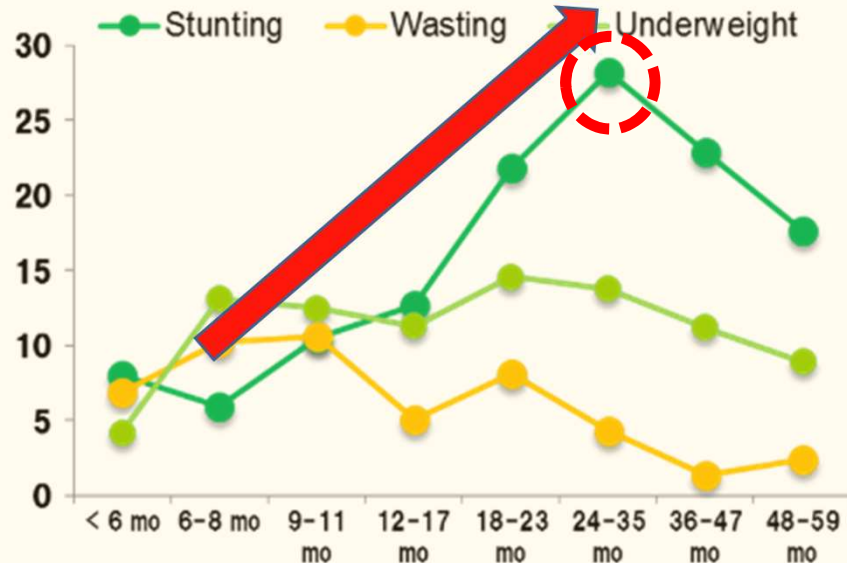
Number of children under age 5 that are stunted, height for age (millions)



Increasing only in Sub-Saharan Africa

Note: Estimates not available for Europe & Central Asia due to poor data coverage. Source: UNICEF, WHO and World Bank. WDI (SH.STA.STNT.ZS); Health Nutrition and Population Statistics (SP.POP.0004.FE; SP.POP.0004.MA).

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.



2. Project History

Phase 1 : 2009-2012 Start up

Product Development

1. Concept

- (1) Supplement to balance nutrients
- (2) Improve nutrition & deliciousness

2. Feature

- (1) Affordable: 0.1\$ (0.50 cedis) /sachet / day
- (2) Utilize Local Food Value Chain

Local Material (soya) , Local Manufacture, and Local Distributor



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Phase 2 : 2013-2015 Pilot study

Evidence Base : Efficacy study and Distribution model development

Efficacy Study

Grow with KOKO Plus?

➔ Evidence published with Good Result to improve nutrition

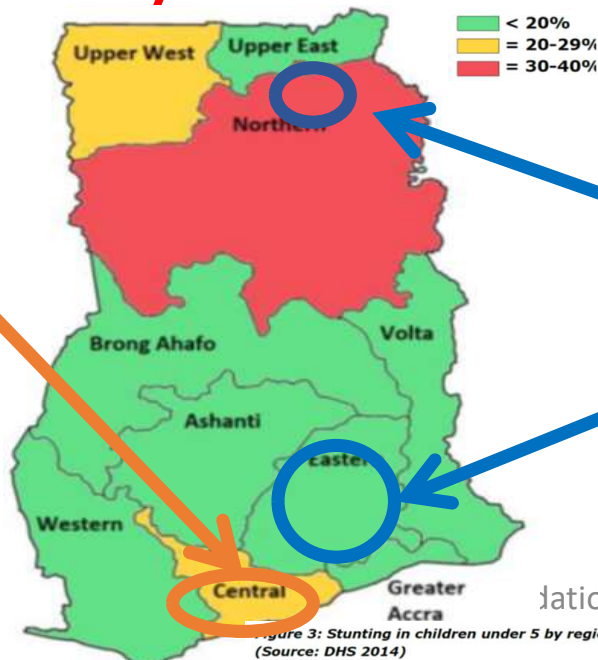


Figure 3: Stunting in children under 5 by region (Source: DHS 2014)

Distribution Model

Mothers buy it?

① Rural (Northern) VSLA, VBE



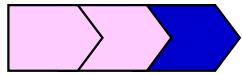
② Urban (Southern) Nutrition education sell in provisional shops



➔ buy if Mothers understand product benefits



3. 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**



3. Collaborations with Public Sectors

Project orientation for nurses
(By The Ajinomoto Foundation and Local Partner)

Gather nurses by district, and have sessions to introduce education tools and KOKO Plus.



The orientation in Agona Swedru (10th Jan 2019)



Practice session (Role play)

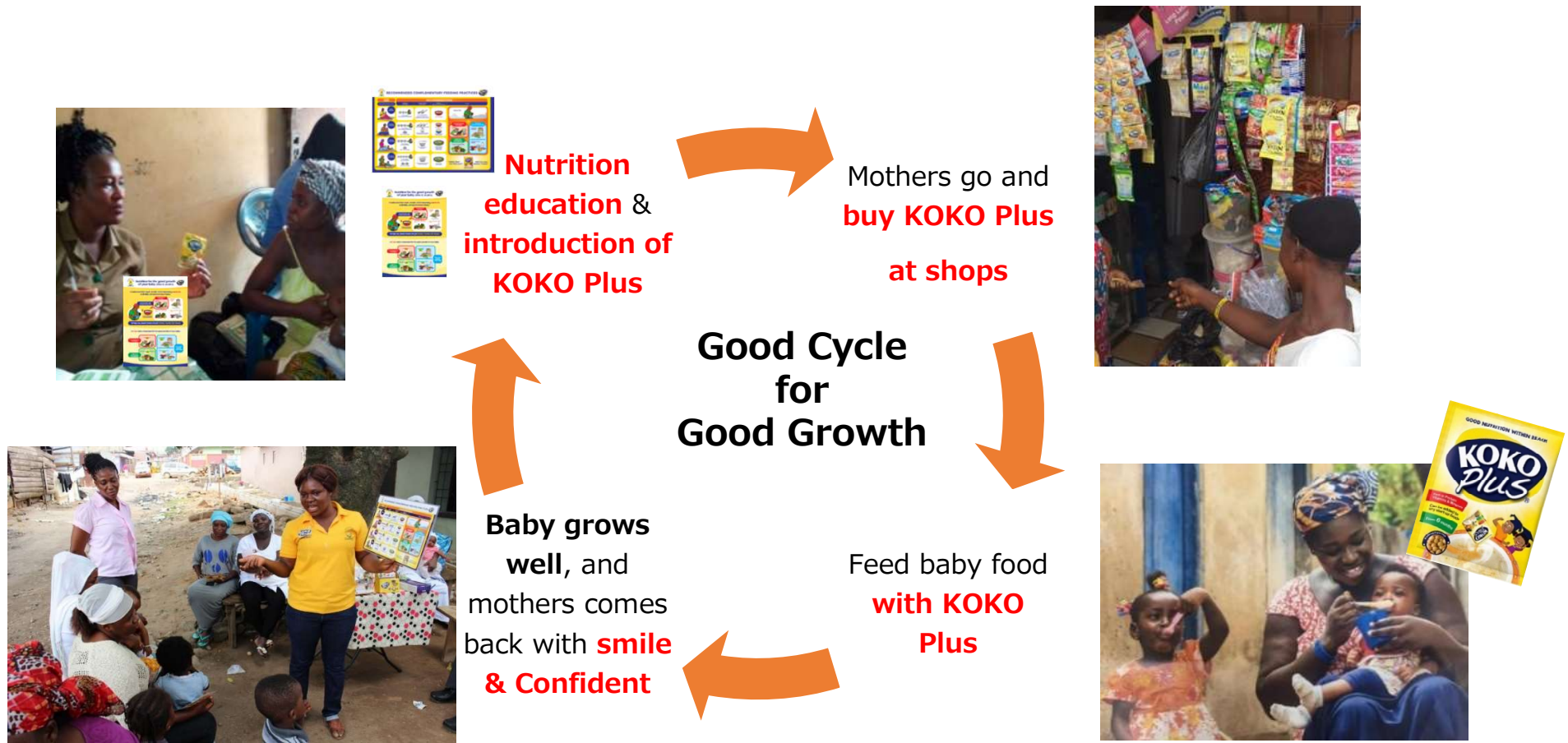
3. Collaborations with Public Sectors

Nurses come back from the orientation to their fields, and educate mothers about the importance of balanced diet with the new education tool.



3. Collaborations with Public Sectors

Creating a good cycle for baby's good growth!!



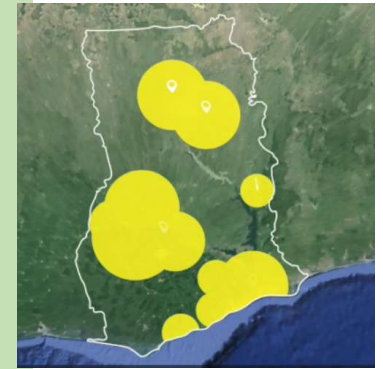
3. Collaborations with Public Sectors

Multi-Sector Collaboration speeds up the progress of the project



3. Collaborations with Public Sectors

- ✓ Collaboration with GHS by nutrition education 90 districts & 6,000 Nurses (≅35% of nationwide)
- ✓ Distributing in over 5,500 retailers
- ✓ In 2021 : Negative effect due to COVID but shift to emergency support to Northern areas collaborating with WFP



- 150 (2022)
- 107 (2021)
- 57 districts (2020)

Distribution Trend of KOKO Plus (Year 2018 - 2020)

