



ETHIOPIA: UNHEALTHY DIET CONTROL PROCLAMATION

Food policy for non-communicable disease (NCD) prevention

WHY DO WE NEED A POLICY?

~54,000 deaths each year due to unhealthy diet



Unhealthy diets have increased by 18% between 2009-2019 in Ethiopia



Ethiopians on average consume almost 2x the recommended of salt



Ethiopians on average consume about 1.5x the recommended of sugar

No mandatory policy regulates unhealthy foods, but proven, cost-effective solutions exist

WHAT IS THE UNHEALTHY DIET CONTROL PROCLAMATION?



Front-of-package warning labels
Clear, interpretive labels empower consumers to quickly identify foods high in sugar, salt, and/or healthy fats.



Restrictions on marketing unhealthy food
Regulation of unhealthy food marketing and promotion including the prohibition of child-appealing characters on packaging.



Healthy public food procurement
Bans packaged food with warning labels from being served or sold in public institutions like schools and public hospitals.



Artificial trans fat ban
Partially hydrogenated oils ban protects everyone from the unnecessary harms caused by trans fat consumption.

FRONT-OF-PACKAGE WARNING LABELS

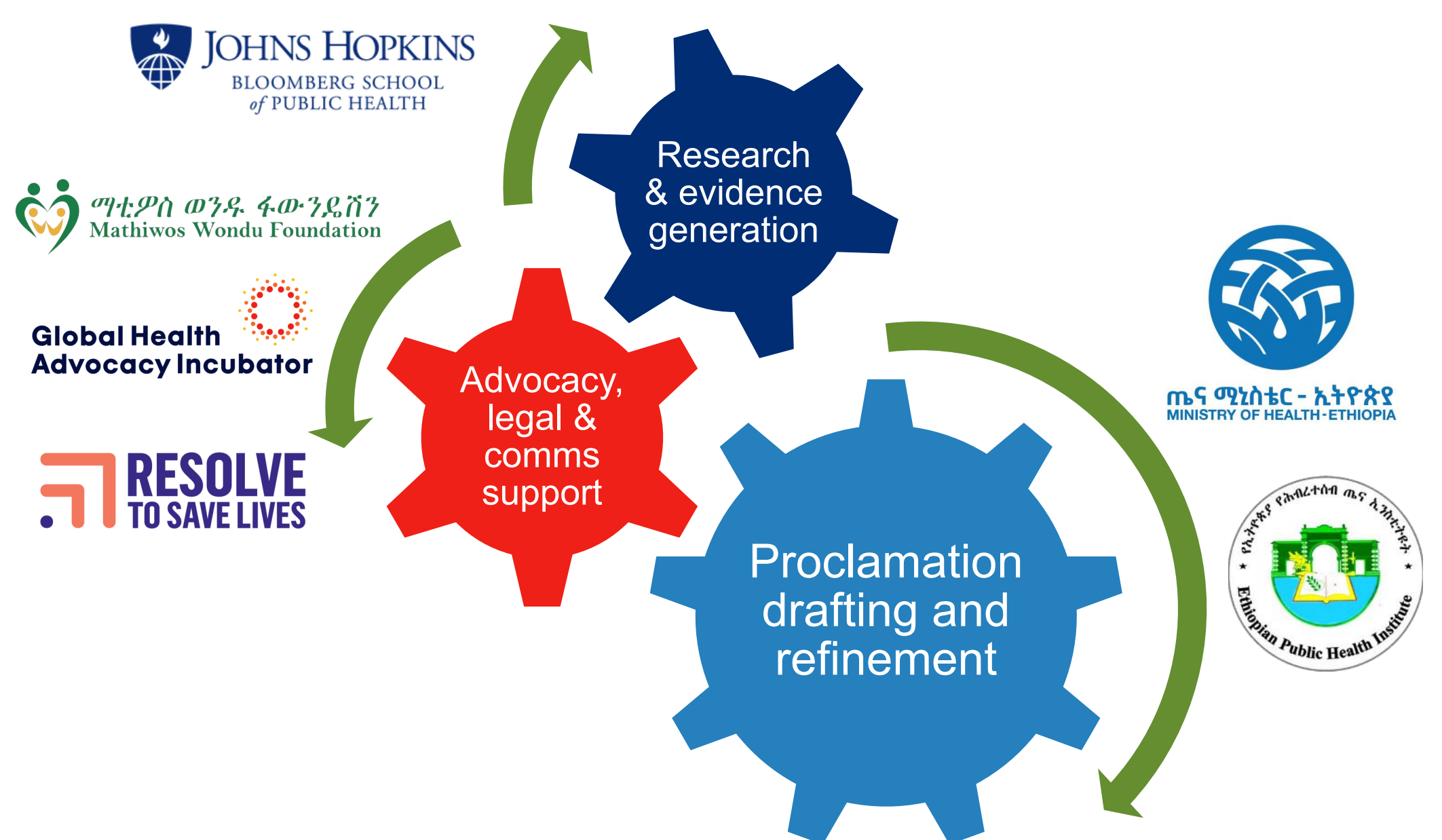


EVIDENCE-BASED & COUNTRY LED

The Proclamation is grounded in Ethiopian data, research, and consultation, including:

- Substantial political support, buy-in, and leadership secured from the **Ethiopian Ministry of Health, Food and Drug Authority, and Ministry of Justice.**
- Ethiopian Nutrient Profile Model—a key tool that determines thresholds for excess sodium, sugar, and unhealthy fat in food—developed and tested by the **Ethiopian Public Health Institute.**
- Consumer research (focus group discussions and randomized control trial) to determine design of front-of-package warning labels conducted by **Addis Continental Institute of Public Health** and the **Ethiopian Public Health Institute**, with support from Johns Hopkins University.
- Health and economic study conducted by the **Ministry of Health** and **Johns Hopkins University** (supported by Resolve to Save Lives).

OUR SHARED ADVOCACY MODEL



TIMELINE

