



NCD MEDIA TRAINING

NUTRITION

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The Why Nutrition?

- Good Nutrition = Good Health
- Health is a basic need for quality of life.
- Good nutrition is important for physical and mental development.
- We require a strong immune system to protect us from both communicable diseases and NCDs.
- Malnutrition is the lack of sufficient nutrients in the body.
- Under nutrition is the insufficient intake of nutrients to meet a person's body needs.
- Obesity is the accumulation of excess body fat.

(healthy) food is medicine

- There are one in three NCD-related **preventable** deaths in Kenya.
- A healthy diet can help to prevent and manage NCDs such as diabetes, heart disease, stroke, obesity, and some cancers; i.e. high fibre foods e.g cereals or pulses.
- The fibre reduces the levels of LDL ('bad' cholesterol) in one's blood, hence lowering your risk of heart disease.
- Good nutrition can help reduce blood glucose and insulin levels, which is crucial for people who are diabetic or pre-diabetic.

Nutrition & Health

- Select a diet that is high in fibre or specific foods which are locally available and acceptable in the community.
- Nutrition has an associative link with NCDs(World Food Security and Nutrition Report, 2019) shows increasing obesity and related NCDs....
 - Children: From undernutrition(wasting and stunting) and over nutrition (micronutrient deficiency and obese)...
 - Adults: 1 in 3 people globally



CHILD STUNTING

Low height for age

159 MILLION
CHILDREN WORLDWIDE



CHILD WASTING

Low weight for height

50 MILLION
CHILDREN WORLDWIDE



CHILD OVERWEIGHT

High weight for height

41 MILLION
CHILDREN WORLDWIDE



ADULT OVERWEIGHT & OBESITY

BMI \geq 25

2 BILLION
ADULTS WORLDWIDE



MICRONUTRIENT DEFICIENCY

Iron, folic acid, vitamin A, zinc, iodine below healthy thresholds | **AFFECTING 2 BILLION PEOPLE**



NONCOMMUNICABLE DISEASES

Diabetes, heart disease, and cancers

1 IN 12 PEOPLE WORLDWIDE HAS DIABETES



THINK YOU KNOW WHAT MALNUTRITION IS? **THINK AGAIN.** #NUTRITIONREPORT

Soil Health is within...

- We require radical food systems' transformation for real progress in preventing diet related NCDs.
- Use of inorganic fertilizers and synthetic agrochemicals destroy the soil's microorganisms and bind essential minerals making them inaccessible to plant root systems.
- Soils are increasingly getting damaged and are deficient of key minerals that are essential for human health and key metabolic processes leading to increasing NCDs.
- Glyphosate, popularly called Roundup Weed Killer, is a major food safety threat through soil contamination and overused antibiotic in animal rearing.

Where is the Evidence?

- Since transgenic foods aka GMOs were introduced, around 1996, in the USA, the use of PESTICIDES, especially Glyphosate has increased 15-fold!
- From a nutritional point of view, there is need for a precautionary approach to introducing transgenic seeds and related food products because they often lead to **MORE** use of harmful agrochemicals, like glyphosate in Roundup...

Carcinogenicity of tetrachlorvinphos, parathion, malathion, diazinon, and glyphosate: Kathryn Z Guyton et al...Lancet Oncology: Volume 16, No. 57, pg490-491, May 2015.(Published Online: 20 March 2015). Evidence used by WHO to classify glyphosate as type 2A carcinogen...explain...

Challenges

The challenges of achieving policy coherence and implementing

- **Competing** priorities for multisectoral action across governments
- Budgetary **constraints**
- Political **gain**
- **Lack** of Accountability

COVID 19 & Nutrition

- Good nutrition is an essential part of COVID-19 management as it presents symptoms that require different types of nutrition.
- The 2020 Global Nutrition Report highlights the need to integrate nutrition into UHC for improving diets, saving lives and reducing healthcare spending, leaving no one is behind.
- Income effects due to widespread unemployment resulting from COVID-19 mitigation measures

Transformative Media role...

1. **Highlight** findings from the mainstream nutritional research on use of synthetic pesticides through investigative expose.
2. Nutrition media advocacy **share evidence** for policy advocacy and awareness creation, including policy makers, media, farmers and consumers.
3. **Continue** providing NUTRITIONAL education and involvement of everyone
4. Media editors to **create** regular nutrition programmes
5. Identify nutrition **media champions** in the media who will increase the profile of nutrition

Eat mindfully... Mind your environment, soil health and soil regeneration alongside the wellbeing and livelihoods of small-scale farmers... Eat naturally grown organic foods...

A close-up photograph of a wooden bowl filled with fresh, vibrant green leafy vegetables, likely spinach or kale. The leaves are piled together, showing their natural texture and veins. The bowl's rim is visible at the bottom, showing a natural wood grain. The background is softly blurred, focusing attention on the fresh produce.

"LET FOOD BE THY MEDICINE
AND MEDICINE BE THY FOOD."

HIPPOCRATES

