

# THE CHOICES RE-LAUNCH WEBINAR

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July 21st, 2020



**CHOICES** INTERNATIONAL  
FOUNDATION

# Webinar Program

## Choices re-launch webinar



## Programme



**Clémence  
Ross**



**Gerda  
Verburg**



**Rokiah  
Don**

- 10.00** Rutger Schilpzand - Opening & Welcome
- 10.05** Clémence Ross - The shift in orientation of the Choices International Foundation
- 10.14** Video: The new face of Choices International
- 10.18** Rokiah Don – The need for healthy diets around the world to end the double burden of malnutrition
- 10.29** Video: Testimonials from African nutritionists
- 10.33** Clémence Ross – The commitment of Choices International to the SUN movement
- 10.40** Gerda Verburg – Unveiling of the Choices new logo and Response to Choices' commitment on behalf on the SUN movement
- 10.47** Questions & Answers
- 10.58** Video on the double burden of malnutrition

# Choices International is more than a logo

As Board President of the Choices Foundation, Clémence Ross explained the fundamental changes in the Choices way of working. As a token of the new strategy, she voiced a commitment to work together with the Scaling Up Nutrition Movement. This was highly welcomed by Gerda Verburg, UN Assistant Secretary General and SUN Movement coordinator. The webinar has been attended by almost 150 persons from 30 countries worldwide.



# Choices new identity



- Choices is continuously responding to the changes in the global arena of food and nutrition
- The greatest changes in food and nutrition take place nowadays in middle income countries. Choices is more and more active in Africa and East-Asia. In these areas, a double burden of malnutrition manifests: both obesity and non-communicable diseases as well as micronutrient deficiencies, underweight, wasting and stunting take place, often within the same family.
- Choices always wants to work with front runners of the food industry. But it also keeps its independence. Therefore, the funding industry members are no longer included in the governing Board.
- While Choices started as a logo program, we have learnt that multiple national nutrition policies and actions are needed to make the difference. Eventually, it is not the success of a logo program that counts, but a healthier daily diet for all consumers.

# Here's what Choices is

You may wonder, what does this mean in practice? What is Choices really going to do differently? The video 'Here's what Choices is' answers that question. Take a look yourself.

**Click on the picture below to watch a video that describes our philosophy on our YouTube channel.**



# Healthy diets to end the double burden or malnutrition

Rokiah Don, co-chair of the Choices International Scientific Committee, explained the importance of addressing the double burden of malnutrition. While the figures of obesity and non-communicable diseases rise globally, micronutrient deficiencies, underweight, wasting and stunting remain persistent in many regions. Dietary habits have to be improved. More than 20-30% of school children in low- and middle-income countries do not eat fruit and vegetables daily. About 4-15% of these school-aged children are hungry almost every day while more than 50% drink a soda every day.



Based on data of the Global Nutrition Report 2020, Rokiah showed that the consumption of prepackaged foods is increasing globally, but that 69% of these products are not aligned with healthy diets. To address this alarming situation and to contribute to the attainment of the Sustainable Development Goals , coherent national nutrition and related policies at all levels are urgently needed.

# A call for better nutrition from African nutritionists

Working in Africa, Choices has started a community of young African nutritionists who want to contribute to a better diet in their continent. Here is what they aspire.

**Click on the picture below to watch the statements of young African nutritionists.**



*HOW MEMBERS OF THE  
CHOICES AFRICAN  
NUTRITION COMMUNITY  
WANT TO FIGHT THE  
DOUBLE BURDEN OF  
MALNUTRITION*



# Choices' commitment to the SUN movement

Choices' new strategy is serious business. Therefore, Clémence Ross voiced the following Choices' commitment to SUN, represented during our webinar by Gerda Verburg.

*Choices International commits to working together with SUN towards a healthier daily diet for consumers in six African and Asian SUN countries: Indonesia, the Philippines, Vietnam, Nigeria, Kenya, Ghana, with a total number of more than 750 million inhabitants. We will do so in the next three years by bringing together scientists, industry and national health authorities to support implementing a coherent set of nutrition policies to relieve the double burden of malnutrition.*

# Response from Gerda Verburg

Gerda Verburg welcomed this commitment with thumbs up. She underlined the need for long-term, multi-sectoral and multi-stakeholder collaboration to generate a real impact on a national level. Gerda highlighted the specific role Choices can play in reaching out to the private sector: "As Choices once has been initiated by food companies, you have something of the food industry in your genes that can help shape effective and credible partnerships with them."



Gerda Verburg also unveiled the new Choices logo, that reflects the new identity of the organization. The Choices 'tick', as used in different forms in different countries, remains and Choices continues to fully support this. The new logo shows that the organization has added more high-impact actions to its agenda next to the on-pack logo.

# The double burden of malnutrition

Are you curious to know how Choices wants to address the double burden of malnutrition?

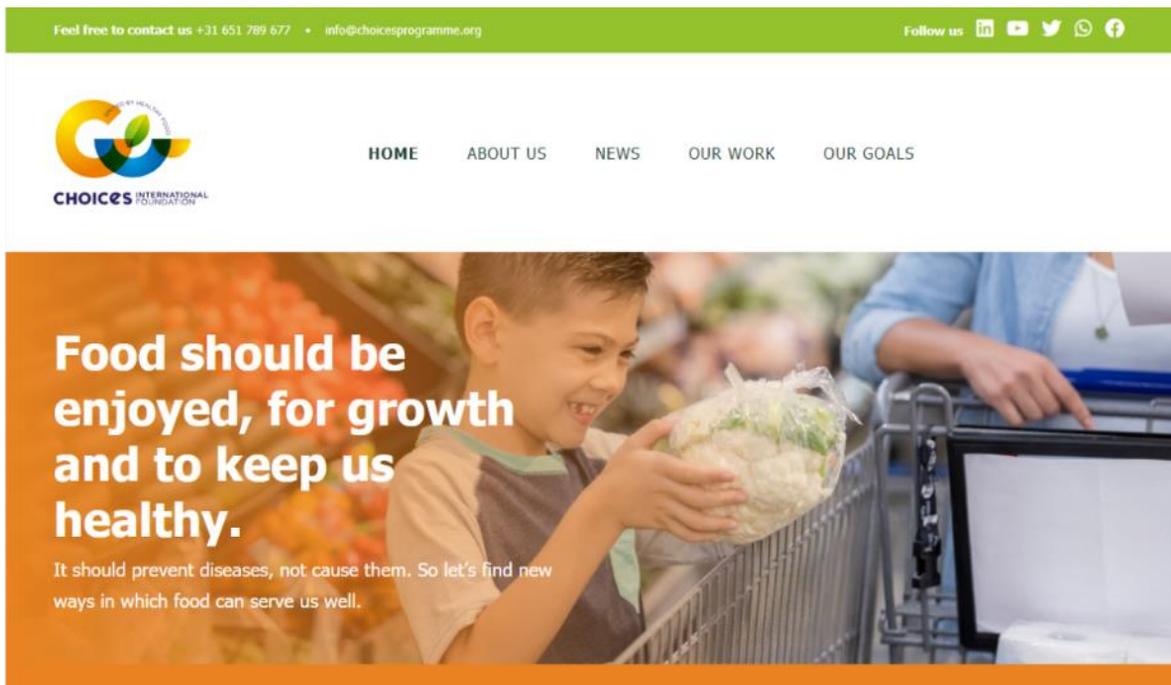
**Click on the picture below to watch the video on this topic, on our YouTube channel.**



**The double  
burden of  
malnutrition**

# Our new website

Finally, do not forget to visit the fully renewed website at [www.choicesprogramme.org](http://www.choicesprogramme.org), to learn more about what Choices can offer.





# THANKS!

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[www.choicesprogramme.org](http://www.choicesprogramme.org)

