

EXECUTIVE SUMMARY



Helping Communities Thrive through Public-Private Partnerships

Impact Report on Healthy Lifestyles Programs

From the fields of rural China to the midlands of the United Kingdom, in 14 nations spanning five continents, the Mondelēz International Foundation (MIF)'s investment in school-based healthy lifestyles is transforming the lives of more than a million children around the world.

How we do it



Engage local leaders, and document impact on children and families. These are the two principles guiding MIF's support for high-quality, results-oriented, school-based programs in nutrition education, physical activity and access to healthy foods through gardening. Each program is based upon an innovative Private-Public Partnership (PPP) model widely regarded as crucial for fighting obesity and improving children's health globally, endorsed by such leading organizations as the National Academy of Medicine (NAM - formerly known as the Institute of Medicine), UNICEF, the World Health Organization (WHO) and the World Bank.

In a 2013 collaboration with its community partners and public health experts, MIF led the identification of consensus metrics critical to assessing the success of the programs in promoting healthy lifestyles among children. The three key metrics focus on the following areas: increase in nutrition knowledge; increase in physical activity, and increase in access and consumption of fresh fruits, vegetables, and other fresh foods.

Since the beginning of 2015, all 14 programs are implementing the metrics in some form. In this article, we focus on seven of these national programs – Brazil, China, Germany, India, Mexico, South Africa and the United Kingdom – which have been in operation long enough to have comprehensively implemented and tracked MIF's healthy lifestyle metrics, demonstrating positive program impacts. While the situation in each nation varies widely due to political, economic, social, ecological and geographic factors, leaders of these school-based programs all report significant progress in key metrics and behaviors regarding students' health and well-being.

Across all countries and programs, success is built on solid, transparent partnerships: close consultation with government officials, school principals and teachers, parents, the business communities, and other key stakeholders. The programs also rely upon continual monitoring of programmatic quality, effectiveness, and transparency – and a curriculum that connects in a meaningful way with primary-school children, their families and communities. To build on this success, MIF periodically brings representatives from the various programs together for workshops where organizers can share best practices.

“This is the first time in my life I have observed corporations, civil societies, public representatives and government officials join together on a single platform to ensure the health and development of children in the villages,” says Shiv Kumar Sharma, Joint Director, Ministry of Women and Child Development, Chambal Division, India.



MIF’s approach creates a platform for sustained improvement, with private-sector and community organizations fully engaged with local government officials, school principals, teachers and staff, students and parents, and other key stakeholders. As Gabriela Pen, Director of INMED Brasil, a key MIF partner in the South American nation, says: “Everyone feels they are part of the process, because they are part of the process.”

To build on this success, MIF periodically brings representatives from the various programs in different nations together for workshops where organizers can share best implementation and evaluation practices. These new approaches and ideas are then shared by partners and can serve as international models for best practices.



Although NAM, the American Society for Nutrition, and others have developed sound conceptual frameworks for designing effective PPPs, there is little documentation about how healthy lifestyle school-based PPPs get established and work in the real world. The efforts by MIF and its partners around the world – including metrics derived from hundreds of thousands of participating students – offers a unique window into how PPPs result in improved nutrition and fitness for children on five continents.



Focused approach achieves wide-ranging goals



The programs rely on continual monitoring of effectiveness. Hallmarks also include transparency and a curriculum that connects in a meaningful way with primary-school children, their families and communities. Building on years and decades of work “on the ground” in these nations, the MIF health lifestyles initiative measures standard performance indicators in all nations, yet is sensitive to local conditions and needs.

This framework spurs innovative new ways to promote healthy lifestyles for children – from creating gardens out of recycled automobile tires filled with soil on school rooftops in urban Birmingham, UK, to aquaponics and cultivation of potatoes that require little water in drought-affected areas of South Africa. Such flexibility and adaptability indicates alignment with one of the key objectives of the UN Sustainable Development Goals (SDGs), which is to improve child development worldwide by advancing health, nutrition, and educational opportunities.

“It’s so important that children are educated on the importance of being active and eating healthily now more than ever. The Health for Life program effectively engages young people in a fun and educational way,” says Adrian Phillips, MD, Director of Public Health, Birmingham.



Measurable results



Thoughtful strategic planning, meaningful and ongoing stakeholder engagement, and dedicated implementation of the programs' objectives have yielded dramatic results.

In Brazil, the program has established 300 school gardens in partnership with local government agriculture departments. "I like to work with the land. I love it when the teacher says it's time to visit the garden," says one first-grader in the town of Bauru in São Paulo State.

In Mexico, a 2016 survey showed that the percentage of children who knew they should exercise 30 minutes a day tripled, and almost twice the number of children reported eating three or more vegetables the previous day than before the program started.

In South Africa, initial training served a combined total of more than 250 school food preparers. "It's the first time ever that we received training on meal planning and healthy lifestyles. We'll make sure that we impart knowledge gained as we prepare meals for learners both in schools and at our homes," says Belinda Moonsammy, a food preparer at Malabar Primary School in the Port Elizabeth District.

Echoing a theme heard in many of the participating nations, the programs' impact is amplified by ensuring that information taught in the classroom is brought back to the students' homes. "We're investing in young children who can be ambassadors," says Mohini Venkatesh, Technical Advisor on School Health and Nutrition to Shubh Aarambh, the program in India.



The same is true in Germany, where 80% of parents surveyed say their children talked about the program at home, mainly about nutrition but also about relaxation and exercise. "Activity is not about competition. We want children to like movement and physical activities. Competition is only for those fast, quick and strong. That is not our objective," says Andrea Dokter, Grant Manager, Klasse 2000 – the German program.

MIF’s support of PPPs in the seven nations is having a profound impact on hundreds of thousands of students, their families, their schools and their communities. And the Foundation is grateful to all the partners who make this work possible.

As observed by Daniel Lombard, Managing Director of Mondelēz South Africa in 2015, “When children are better nourished and healthier, they will have the vitality to work and study to make their dreams come true.”

UN Sustainable Development Goals

The Mondelēz International Foundation and its partners are empowering communities to lead healthier lives through programs that offer nutrition education, promote active play and provide access to nutritious fresh foods to help address nutrient needs for at-risk populations – all of which help support of the following [UN Sustainable Development Goals \(SDGs\)](#).

