

# Universal 'Nutrition' and Health coverage through business by African Health and Wellbeing Initiative (AfHWIN) from Ghana with Japan



The Ajinomoto Foundation (TAF)  
Yusuke Takahashi  
[yuusuke\\_takahashi@aji-foundation.org](mailto:yuusuke_takahashi@aji-foundation.org)

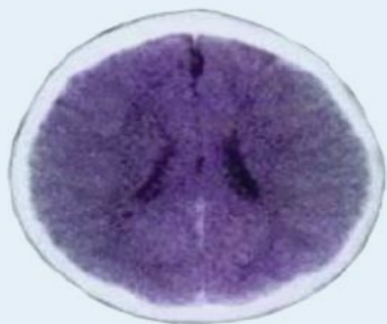
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# 1. Background : Why Nutrition improvement is important?

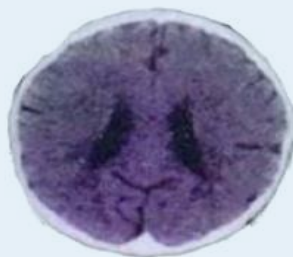
- Malnutrition causes unhealthy growth of **body** and **brain**.
- Missing “**First 1,000 days**” are not **irreversible**.
- Support for nutrition has a **high return to society** → U’N’HC (16\$ economic growth for 1\$ input)



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



Normal

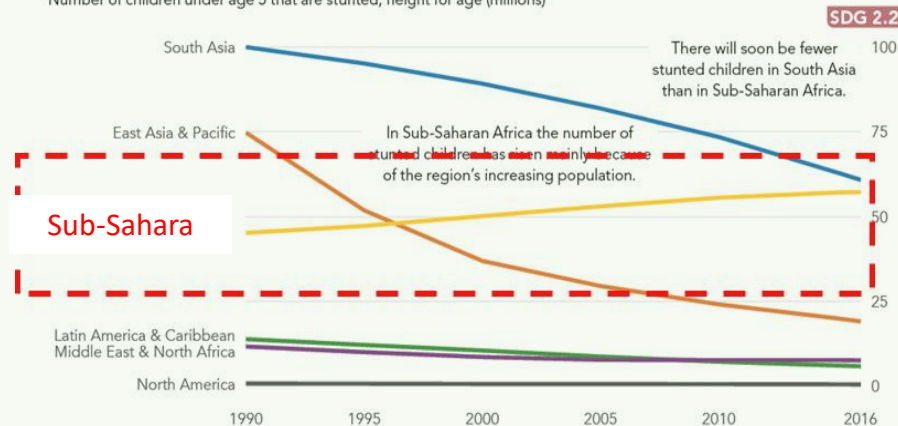


Malnourished

<sup>1</sup>UNICEF, 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)



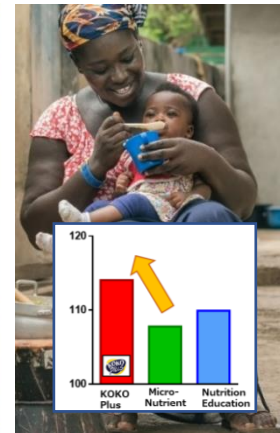
**Increasing only in Sub-Saharan Africa**

Source: UNICEF, WHO and World Bank. WDI (SH.STA.STNT.ZS); Health Nutrition and Population Statistics (SP.POP.0004.FE; SP.POP.0004.MA).

# 2. Ghana Nutrition Improvement Project




Ajinomoto Co., Inc. started this project in 2009 to develop a **Social Business Model** to solve social issues in Ghana (stunting and anemia of the infants), and handed it over to The Ajinomoto Foundation in 2017. All the processes are carried out through **Public-Private-Partnership** with Ghanaian local people to make it **Sustainable**.

- **Product :** 
  - “**KOKO Plus**”: add to **traditional complementary food “koko (maize porridge)”** to avoid stunting and anemia.
  - Developed with **University of Ghana**.
  - Produced **by local company**, Yedent Agro Foods Processing, mainly **with local ingredients** of Soybean powder.



Source: Journal of Nutritional Science.

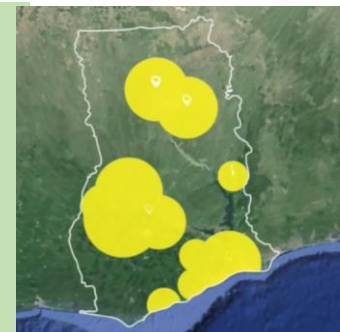
- **Distribution:** 
  - **By local sales & marketing organization** ” EXP social marketing foundation (ESM)”.
  - Affordable price with **US\$ 0.1 (0.50 cedis) / sachet**

- **Penetration / Education:**
  - Collaborate with **Ghanaian Government**.  Signed in 2018  
  - **Community Health Workers** of “**Ghana Health Service**” conduct **Nutrition Education** to mothers and introduce “KOKO Plus” as a **practical way to improve** their balanced complementary feeding to infants.



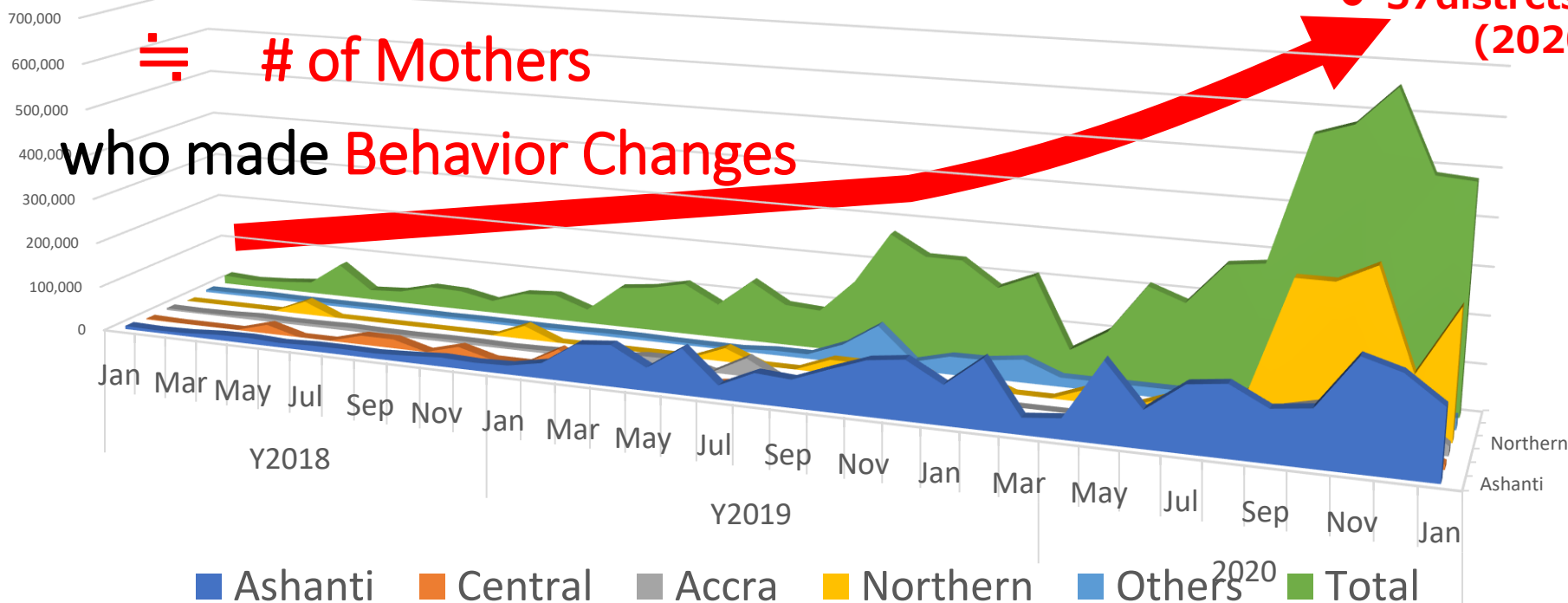
# 3. Scale up Social business model to be Sustainable through PPP

- ✓ Collaboration with GHS by nutrition education 57 districts & 4,000 Nurses (≅20% of nationwide)
- ✓ Distributing in over 4000 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)



# 4. African Health and Well being Initiative (AfWIN) from TICAD7>>>>TICAD8

Signed in TICAD 7 YOKOHAMA 2019



## Image of Overall Picture of the Mt. Fuji-Shaped Healthcare in Africa

### A. Human resources

#### Medical staff



#### Dietician, etc.



Experts on safety, environment and hygiene, etc.



### B. Products/Services

#### Medical services/ Long-term care

Domestic advanced medical services



Efficient medical services



#### Healthcare services

(Prevention, health promotion, etc.)

Medical checkup and prevention/health services



Healthy diet, nutrition, etc.



#### Services supporting healthy life



Clean water service/  
toilets

### C. Foundations

#### Healthcare industry foundation

Development, manufacturing and operation of medical equipment, systems

Development, manufacturing, safety regulations and logistics of pharmaceutical products

Measures against infectious diseases

Agriculture, food processing and logistics foundation to support health

#### Social foundations

Health insurance schemes

Safety standards (environment, labor, construction, etc.)

Education on healthy diet and nutrition, etc.

## 5. Effectiveness of Collaboration through the AfHWIN FY2019

Delegation from the African Business Council to Ghana  
(January 2020)

<Arranged and supported by Japanese government>

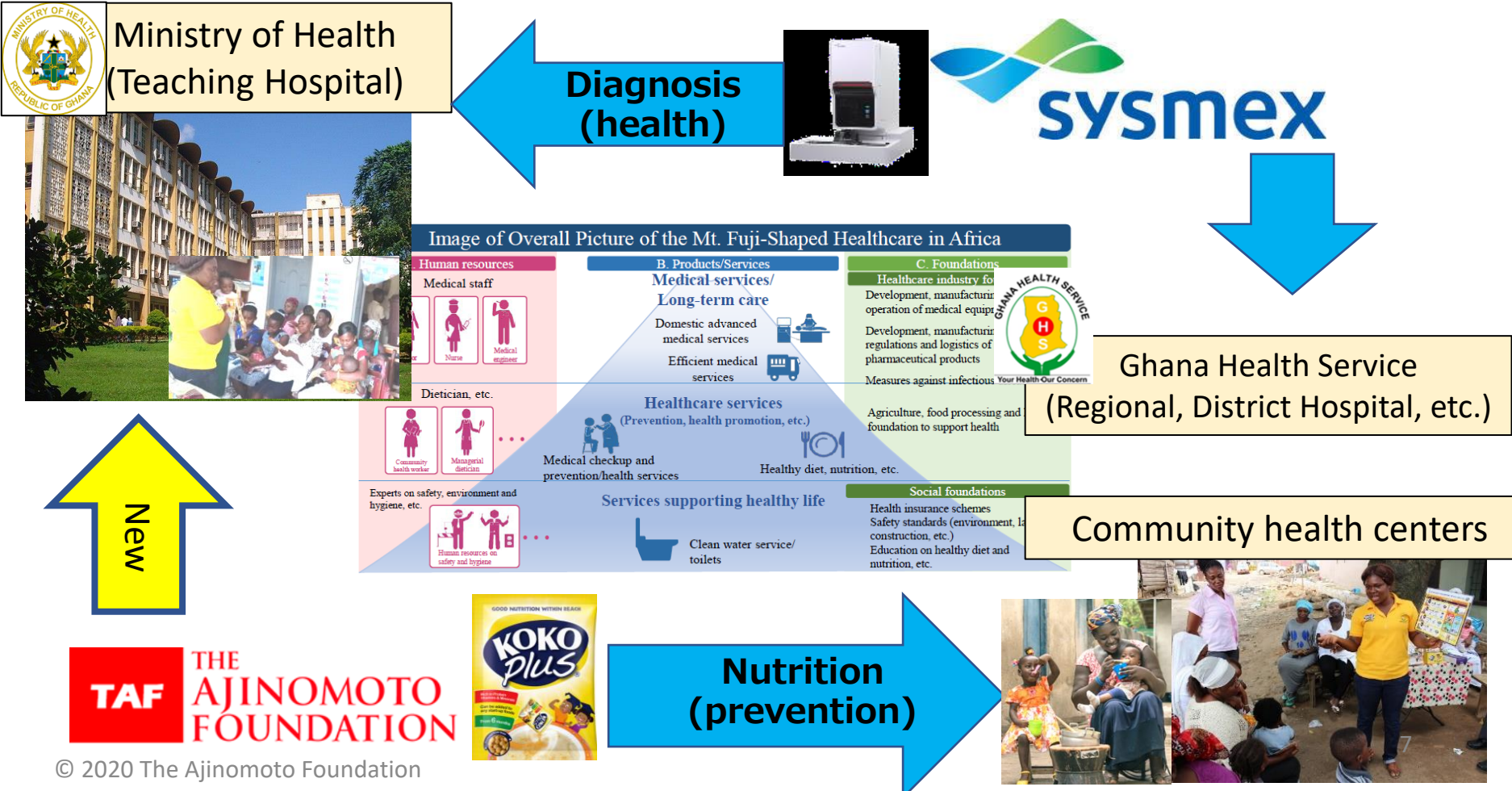


- We were able to meet with people we would not have been able to meet with at a single company or organization.
- **We could discuss how to solve health and nutrition issue in Ghana, and move forward smoother by synergetic approach.**

# 5. Effectiveness of Collaboration through the AfHWIN FY2020

Collaboration with TAF&Sysmex (Japanese manufacturer Diagnostic Medical Equipment and services)

Contributed to synergetic approach to nutrition and health  
by **building new partnership through AfHWIN**



# 5. Effectiveness of Collaboration through the AfHWIN FY2021 (ongoing)

**Collaboration with TAF&Sysmex& NEC (Japanese IT solution company)**  
**Contributed to synergetic approach to nutrition and health**  
**with IT tools for strengthening behavior change of beneficiaries.**

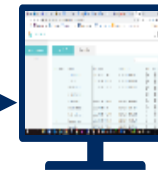
Public health nurses  
execute health checkup with  
the digital guidance  
according to user attribute

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NEC

Data is  
uploaded  
to Cloud



A. Nutritious food distribution

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B. High quality diagnosis

sysmex



Capacity building in hospital



# 5. Future : Achieve Universal 'Nutrition' and Health coverage (UNHC) through business from Ghana as a gateway of Africa

TAF share over 10 years' experience in Ghana with Public and Private sectors, and release the information and network to be utilized for contributing UNHC



Training of beneficiaries (mothers)



Human resource development



Training of trainers (nurses)



Economic growth with local industries



UNHC in Africa!

Fostering Partnership & Initiative

PPP for nutrition education Signed in 2018



Signed in TICAD 7 YOKOHAMA 2019



Let's dive into AfHWIN!

Maternal and Child Health Book



Utilization of Japanese knowledge &

current technology



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We can actualize Universal Nutrition and Health  
Coverage by speeding up businesses  
through genuinely synergetic partnership  
from Ghana!

Thank you