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Topic: The impact of food systems on nutrition, diet and health

Title: Green Monday South Africa: Innovative tools and partnership to promote healthy diets.

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South Africa is undergoing a “nutrition transition,” a shift from a traditional diet to a more Westernized eating habits with greater fat and sugar intake, often with a significant increase in animal products. In fact, 69% of adult females and 39% of adult males are overweight. Alarmingly, almost one-quarter of children aged 2 to 5 are overweight. Rates of diabetes, heart disease and other non-communicable diseases related to diet are also on the rise. While about 80% of South Africans eat meat, poultry or fish daily, less than 20% eat a Vitamin-A rich fruit or vegetable.

The Green Monday South Africa campaign encourages schools, restaurants, hospitals and other institutions to adopt plant-based menus one day a week. The campaign relies on innovative social media marketing, outreach events in local communities and celebrity and corporate partnerships to create awareness about the benefits of eating plant-based foods. Green Monday is a global movement, introduced in South Africa by Humane Society International. In addition to highlighting the health benefits of plant-based eating, this poster will showcase some of the successful tools and outreach materials Green Monday’s public and private sector partners are using to promote more plant-based diets.