

Republic of  
**Indonesia**

Kingdom of  
**Cambodia**

Socialist Republic of  
**Viet Nam**

Republic of the Union of  
**Myanmar**

Nutrition Japan Public Private Platform

**Nutrition  
improvement  
in developing and  
emerging countries**



**NJPPP**

Nutrition Japan  
Public Private  
Platform

# Sharing our knowledge and experience with the world

## The Tokyo Nutrition for Growth (N4G) Summit 2021

The international Nutrition for Growth summit will be held in mid-December 2021 under the auspices of the government of Japan. This will be the third iteration of the summit, which was launched in conjunction with the London Olympics. Nutrition for Growth brings together a wide range of stakeholders from around the world to debate nutrition improvement strategies and outcomes. A number of related events will be staged in the lead-up to the 2021 summit.



N4G Summit 2013  
Nutrition for Growth—Beating Hunger through Business and Science

## SDGs in the last decade

There are many programs and initiatives underway all around the world designed to achieve the 2030 objectives of the United Nations Sustainable Development Goals (SDGs). The 17 SDGs include Zero Hunger (Goal 2) and Good Health and Well-being (Goal 3), and laid out 169 specific targets for achieving these objectives.

Nutrition improvement programs are contributing toward at least 12 goals including, most importantly, Zero Hunger. The N4G Summit 2021 will facilitate and accelerate these efforts.

### SUSTAINABLE DEVELOPMENT GOALS



## Tackling social issues while providing support for industry in developing and emerging countries

In years past, Japan experienced a period of malnutrition. We were able to overcome this through a combination of school lunch programs and nutrition awareness education campaigns, together with food development initiatives in private industry. Today, there are many countries and regions of the world that suffer from nutrition deficiencies or malnutrition, and this constitutes an urgent and pressing problem.

NJPPP was launched in 2016 in response to healthcare policy to promote the overseas expansion of nutrition improvement projects via public-private partnerships.

## Project background—workplace canteens as the start point

### Overview

Over 800 million people in the world are hungry, and a third of the entire global population suffers from poor levels of nutrition. At the same time, around 1.9 billion adults have poor diet or are overweight. The Nutrition Improvement In Workforce Nutrition has been shown to deliver substantial benefits to employers by improving the nutritional health and well-being of employees. Yet it has not been embraced at the global level.

### Working with Japanese companies

The NJPPP works directly with Japanese companies in Asia on workplace meal programs for nutrition improvement. Japanese companies traditionally take a keen interest in employee health and well-being. Accreditation of health management practices is becoming increasingly common in Japan, as a direct reflection of public expectations. So now is an ideal time for companies to consider ways to improve workplace meals. Several companies have already reported that meal programs have led to better relations with their employees, and have been asked to take part in research to validate their findings. NJPPP has identified a number of case studies in Southeast Asia and hopes to use the results to demonstrate effective approaches for improving nutrition levels.

### Sustainable corporate activity

In addition to healthier employees, nutrition improvement programs offer benefits to employers such as reduced absenteeism and higher productivity levels. Provided that the benefits of higher productivity are seen to outweigh the cost of providing nutritional meals to employees, then this initiative should be enthusiastically adopted. As well as delivering direct nutrition improvements in the workplace, the project has the added benefit of identifying fundamental obstacles to nutrition improvement that need to be addressed at the whole-of-population level. NJPPP works with private and public sector bodies to develop national strategies for tackling obstacles to nutrition improvement in developing countries, in order to maximize the benefits.

### Activities of the NJPPP

- Seminars, symposiums and discussion groups
- Field surveys and fact-finding studies in developing and emerging countries
- Project planning and implementation
- Collaboration with private industry, international organizations and academic and research institutes
- NJPPP website (including reports, updates and event information)
- Project consulting



Recent NJPPP projects in Southeast Asia are described on the following pages.





## Nutrition improvement through better workplace menus

**Target group** Factory workers in Karawang International Industrial City (KIIC)

**Background** Nutritional deficiencies have long been an issue in Indonesia. Excessive consumption of foods with a poor nutritional balance has led to a sharp increase in lifestyle diseases such as obesity and diabetes, in what is dubbed “the double burden of malnutrition” (see below). The Indonesian government, sensing the urgency of the problem, is committed to education and awareness programs centered around nutrition to encourage people (particularly in younger age groups) to adopt better dietary habits. Workplaces such as factories are seen as good starting points for programs designed to promote behavior change.

**Methodology** • A comprehensive study of meals provided to workers at Japanese factories in Karawang International Industrial City was used as the basis for designing more nutritionally balanced offerings and planning workplace nutrition awareness and education campaigns.

**Results** Several factories were keen to provide their workers with healthy, nutritionally balanced meals that would appeal to them, but only if it could be done for the same cost. Some of the catering companies that service the factories also expressed an interest in supplying healthy meals. Thus, it is important that both sides work together to this end.



### Typical employee meals

The healthy meal on the left has plenty of vegetables, while the standard meal on the right has a lot of fried foods in it. Most workers apparently prefer the standard meal.

### Double burden of malnutrition (DBM)

The double burden of malnutrition (DBM) refers to the existence of both undernutrition and overnutrition within the same country, place or organization. Sometimes these two states can even afflict the same individual at different points in their life. Many countries in Southeast Asia are now grappling with this problem following strong economic growth in recent years.

## Nutrition improvement through workplace meals

**Project partners** MIYAKOKYUSHOKU Co., Ltd., International Life Sciences Institute Japan (ILSI Japan) (NPO), IPB (Institut Pertanian Bogor) University

**Target group** Workers at Japanese companies in Kota Deltamas industrial township

**Background** Selected factories were inspected in November 2018. The inspections revealed that meals provided to workers were not nutritionally balanced, and also identified key health issues such as excessive weight levels and high blood pressure.

**Methodology** • Nutritional meal offerings were designed in consultation with IPB University. Nutrition and diet training was also provided. The previous meals had a low vegetable content with many fried foods. The menu was redesigned to provide a more appropriate balance of fats, proteins and energy. Vegetable content was increased, with an emphasis on vegetables high in dietary fiber, while fried foods were limited to one serving per meal. A nine-point checklist for menu design was introduced.

• Educational measures were used to encourage workers to change their dietary habits. These included an easy-to-use checklist\* for daily eating, designed to encourage diversity in food choices, as well as a smartphone app that provides important nutritional information.

\* Indonesian version of the Take 10!® Diet Checklist (see Page 6)

**Timing** Since February 2019

### Pilot project results and next stage

It would appear that the combination of healthier meal options and dietary education programs can be successful in influencing the dietary habits of workers, particularly with respect to diversity of food intake.

The next stage involves collecting data to demonstrate that providing more healthy meal options and improving worker health and well-being can boost overall productivity.



Before (typical Indonesian food)



After (new healthy menu): wider variety of food types, more vegetables and dietary fiber, limit of one fried food per meal, introduction of dairy products



Workers enjoying their new healthy meals



# Cambodia



## Nutrition improvement at workplaces through micronutrient-fortified rice

**Project partners** International Life Sciences Institute Japan (ILSI Japan) (NPO), RACHA (Reproductive and Child Health Alliance)

**Target group** Female factory workers of child-bearing age (18 – 45)

**Background** Low levels of folic acid in women of child-bearing age have been found to increase the risk of neural tube defects (NTDs) in newborn children. The Cambodian diet typically lacks diversity, with rice as the staple food, leading to low levels of key micronutrients in the general population. Nutritional awareness was observed to be quite poor, and regular health check-ups were uncommon. Significant numbers of workers were either overweight or underweight, which presumably is reflected in absenteeism rates and productivity levels.

**Methodology**

- One group of workers in the dining hall was given rice fortified with micronutrients, while another group was given the standard type of rice. A nutrition analysis found higher levels of micronutrients (folic acid, zinc and Vitamin B1) in the fortified rice group.
- Both groups attended dietary awareness sessions on good dietary habits and healthy food choices. Dietary diversity was monitored using the ILSI Take 10!® checksheet.

**Timing** 12-week period between November 2018 and February 2019

**Results** Folic acid concentrations in the blood showed a statistically significant increase in the fortified rice group, with the increase proportional to the number of meals consumed. This result suggests that the introduction of fortified rice is a viable solution for combating folic acid deficiency. Workers in the fortified rice group also demonstrated higher levels of motivation as reflected in improved presenteeism\* rates.

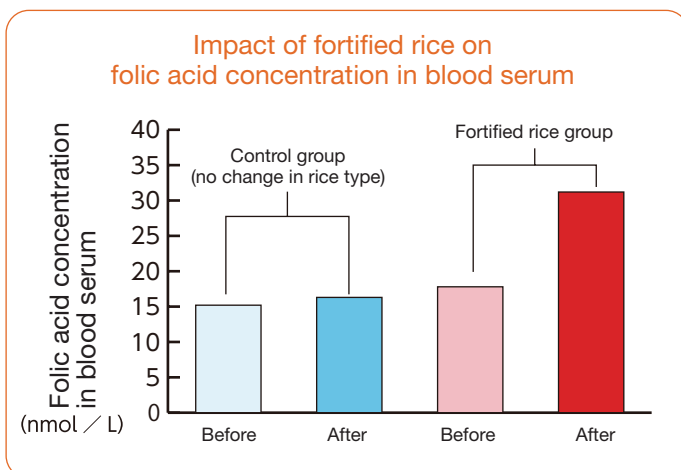
\* See Page 11



Typical lunchtime meals



Fortified rice project reporting team



## Using blockchain to educate workers about nutrition and improve nutrition levels

**Project partners** Ridgelinez Ltd., International Life Sciences Institute Japan (ILSI Japan) (NPO), RACHA (Reproductive and Child Health Alliance)

**Target group** Factory workers

**Background** In the previous project, the nutrition education sessions did not deliver the anticipated benefits. It was decided that in order to raise awareness of the importance of good nutrition and motivate people to change their behavior and steer them toward more nutritionally balanced foods, the education component would need to be modified by introducing a gameplay element. This project seeks to evaluate the chosen gameplay element, a token economy using blockchain technology developed by Ridgelinez Ltd. In the token economy, participants are rewarded for desired behaviors with remuneration in the form of tokens that have value within a defined marketplace.

**Methodology**

- Workers were encouraged to use a smartphone app to track their food consumption. The app also provides nutritional information and advice and dispenses tokens to incentivize good behaviors.

**Timing** From December 2019

**Next stage** It is hoped that the gameplay element of the app will help to raise awareness of healthy eating principles and motivate workers to get into the habit of monitoring their nutritional intake. The app will need to be rolled out at a larger scale, so that this can be scientifically validated. Given the benefits in terms of worker productivity, the next stage will involve rolling out the app to other workplaces.



### TAKE10!®

Take 10!® was developed by ILSI as part of a campaign encouraging people to take ten minutes off for exercise at least twice a day and eat from the ten food groups every day. Each piece of food consumed from one of the ten food groups (including meat, fish, eggs, and green and yellow vegetables, excluding staples such as rice and bread) earns a point. The aim is to get to ten points per day.



# Vietnam



## Educational QoL Health Check and nutrition improvement project

**Project partners** Kao Corporation, Hirosaki University COI (Center of Healthy Aging Innovation), vridge Co., Ltd.

**Target group** Workers at Japanese companies in Hai Phong

**Background** Hai Phong has experienced rapid economic growth and urbanization in recent years. With this has come significant lifestyle changes that have caused an increase in lifestyle diseases such as obesity, high blood pressure and diabetes. The local government of Kagawa Prefecture in Japan has been working closely with the city of Hai Phong to tackle these health issues. In FY2015, Kagawa launched a three-year project based around health check-ups, exercise instruction and information sessions at schools in Hai Phong. The project was a natural extension of an initiative set up by Kagawa Prefecture that combines the Educational QoL Health Check program developed by the Hirosaki University COI with a general nutrition improvement program. The program will initially be introduced on a trial basis at workplaces and worksites and the outcomes will be monitored. If shown to be successful, it will ultimately be rolled out as a permanent ongoing preventative measure run by local authorities.

**Topics** In December 2019, the Educational QoL Health Check program was trialed at two Japanese companies operating in Hai Phong. The aim was to identify implementation issues and evaluate acceptance of the program and understanding of the key messages among the target group. The trial group consisted of 61 Vietnamese workers across both worksites. Nine observation categories were recorded: height, blood pressure, body composition, grip strength, two-step, rise time, visceral fat, vegetable intake and saliva test results. Participants were informed of their results and the health implications of the results, then provided with health advice and suggestions for improvement. The senior managers in attendance were most impressed, as was a delegation from the Hai Phong Provincial Center of Preventive Medicine. The participants displayed a good level of understanding and were highly receptive to the program. As Table 2 shows, averages for the ten observation categories showed higher values for girth, visceral fat and blood pressure compared to similar workers in Aomori Prefecture in Japan, despite the Vietnamese workers being on average almost ten years younger (Table 1). These are highly significant findings because they point to the possibility of a rapid increase in lifestyle diseases in the near future.

**Next stage**

- In July 2020, the Japan International Cooperation Agency (JICA) launched a grassroots technology cooperation project\* that involves bringing Vietnamese delegates to Japan for training and assistance with the Educational QoL Health Check program and associated follow-up procedures.
- In parallel with the above, JICA will evaluate outcomes from the Educational QoL Health Check program and will work together with the Hai Phong Provincial Center of Preventive Medicine to expand the program from worksites to schools and communities. JICA will also work with local bodies such as the National Institute of Nutrition (NIN) on other dietary and nutrition improvement programs. This includes joint collaborations with local food suppliers to design healthy menus made from locally sourced ingredients.

\* FY2019 First Grassroots Technology Cooperation Project (support model):  
Title: Training for Hai Phong Education and Health Check Program



At the National Institute of Nutrition



At the Hai Phong Provincial Center of Preventive Medicine

### Educational QoL Health Check

The Educational QoL Health Check initiative aims to combine the three stages of health checkup, analysis of results, and health consultation and advice all on the same day. Instant feedback is important for identifying and preventing disease and illness and also in boosting awareness of health and well-being. The initiative was developed using Big Data from a longitudinal study of more than 20,000 residents in the Iwaki district of Hirosaki in Aomori Prefecture that involved detailed health surveys over a period of 15 years.



Educational Health Check session at Nichias Vietnam— explanation of findings and general health advice



Health check—two-step



Health check—body composition



Health check—visceral fat

Table 1 FY2019 Educational QoL Health Check program in Vietnam

	Company I (Vietnam)	Company N (Vietnam)	Company M (Aomori)
Date	14 December	17 December	May 28/29/30
Participants	20	40	191
Male	10	29	129
Female	10	11	62
Mean age	33.8	36.9	45.8
Standard deviation	7.2	8.8	10.1
Observations*	9*	9*	9*
Time required (min)**	90	100	-
Staff required***	10	10	14

\* Height (self-reported), body composition, saliva test, blood pressure, grip strength, rise time, two-step, visceral fat, vegetable check  
\*\* Iiyama Seiki used multiple venues so it took longer  
\*\*\* Excluding interpreters deployed at testing stations

Table 2 Results

Company	Height	Weight	BMI	Girth	Visceral fat	Systolic blood pressure	Diastolic blood pressure	Grip strength	Two-step	Vegetables
Company I (Vietnam)	163.5 8.6	59.3 12.5	22.1 3.2	81.1 9.6	73.4 46.4	120.0 12.4	79.8 10.0	34.7 9.3	1.6 0.1	5.8 1.2
Male	170.1 4.8	67.5 9.1	23.3 2.9	86.1 8.3	101.1 47.9	125.0 9.0	83.2 10.8	42.7 4.0	1.7 0.2	5.2 1.1
Female	156.9 6.2	51.1 9.7	20.6 2.9	76.2 8.0	45.6 21.9	114.9 13.3	76.4 7.7	26.6 5.3	1.6 0.0	6.4 0.9
Company N (Vietnam)	165.1 6.8	69.7 10.2	25.5 3.0	89.6 8.6	106.7 45.9	132.2 20.8	87.1 13.8	39.3 9.6	1.6 0.1	5.4 1.2
Male	168.1 5.4	72.0 9.5	25.4 3.7	90.6 7.7	116.2 44.7	138.7 19.7	91.2 13.3	43.8 7.2	1.6 0.1	5.1 1.1
Female	157.2 2.3	63.6 9.2	25.7 3.7	86.7 10.5	79.3 37.7	115.2 12.6	76.1 7.6	27.6 3.6	1.4 0.1	6.0 1.2
Company M (Aomori)	168.3 8.1	67.3 11.8	23.7 3.5	85.7 9.8	93.4 49.5	117.9 13.2	77.6 10.1	35.4 9.3	1.6 0.1	5.3 1.2
Male	172.4 6.1	72.0 13.2	24.2 3.1	88.5 8.2	110.4 46.0	121.3 12.8	79.7 9.4	40.5 6.2	1.6 0.1	5.0 1.0
Female	159.8 3.9	57.7 10.1	22.7 4.0	79.6 10.3	57.6 35.6	110.8 11.1	73.5 10.2	24.8 4.0	1.4 0.1	6.0 1.3

Upper figure in each cell is mean value, lower figure is standard deviation  
Figures in red exceed standard value

Subjects Company I (Vietnam): Males = 10, females = 10  
Company N (Vietnam): Males = 29, females = 11  
Company M (Aomori): Males = 129, females = 62



# Myanmar



## Study of nutrition improvement in the workplace through canteen meals

**Project partners** World Industry Co., Ltd., International Life Sciences Institute Japan (ILSI Japan) (NPO), Nakamura Gakuen University

**Target group** Thilawa Special Economic Zone and Mingaladon Industrial Park in Yangon

**Background** The Myanmar diet is said to be a classic example of the double burden of malnutrition: lacking in proteins and micronutrients and over-represented with fats, salt, carbohydrate and other elements that cause obesity, diabetes and high blood pressure. Although World Industry delivers around 1,000 meals per day from its industrial kitchen adjacent to the Thilawa Special Economic Zone, worker health is poor due to a lack of understanding and awareness around the importance of nutritional balance.

**Key issues** Local surveys conducted in January and March 2020 identified potential conditions for the double burden of malnutrition as described above. They also found evidence that workers may be skipping breakfast altogether and/or eating a light dinner, so that the workplace meal becomes the main meal of the day. This makes it particularly important to ensure that workplace meals are healthy and nutritious. The Myanmar government is encouraging the use of fortified rice in school lunches and at maternal child health centers. A trial study in Cambodia found that introducing fortified rice into workplace meals was an effective way to improve nutrition levels without encountering resistance.

However, consistency of food sources for meals may be impacted by issues at the production and distribution stages. Further research will be necessary in order to identify and address systematic problems with stability of the food supply.

**Timing** From December 2019



World Industry Co., Ltd. industrial kitchen



Mealtime at a Myanmar factory

### Next stage

#### Collaboration framework

- Design canteen meals that are both nutritionally balanced and appealing to workers in Myanmar, then provide diet and nutrition training to three Japanese companies operating in the Thilawa Special Economic Zone and Mingaladon Industrial Park on the outskirts of Yangon, which have a combined total of 1,080 employees.
- Work with counterparts in Myanmar—the Ministry of Health and Sports and the National Nutrition Center (NNC)—and JICA in Japan to evaluate the benefits of nutrition improvement.
- Promote the use of fortified rice in conjunction with Gold Power and Excel International Trading, local suppliers of fortified rice and fortified kernels.

The project is being keenly monitored by a range of stakeholders including the Ministry of Agriculture, Livestock and Irrigation, the World Food Programme (WFP), the Scaling Up Nutrition (SUN) Business Network and local universities. The ultimate aim is to develop a fully sustainable nutrition improvement program to improve worker nutrition standards that would involve a combination of environmental strategies (switching to fortified rice and phasing in nutritionally balanced meal options) and education strategies (boosting awareness around diet and encouraging behavior change). Such a program can be expected to deliver the following benefits.

- Many workers are women in the 18-29 age bracket, so the benefits of nutrition improvement will have a ripple effect extending to their immediate families and children.
- Nutrition improvement will contribute to worker health and well-being, in turn boosting productivity by reducing absenteeism and improving retention rates.
- Local meal producers will benefit from consistent ongoing demand, promoting the development of the farming and food production industries. This will serve as a template for healthy meal supply services in other sectors.



With Dr. Lwin (NNC)



Preliminary study of canteen meals



Canteen meals supplied by World Industry Co., Ltd.



Typical factory canteen in Myanmar



## Key project outcomes

### Diversity of nutritional status

#### Nutrition issues and dietary habits

- In Indonesia, there remains a common group of nutritional deficiencies. At the same time, Indonesian cuisine involves a great deal of frying in palm oil, which boosts the calorie intake, leading to a high incidence of obesity and overweight issues. This is the classic double burden of malnutrition. An almost complete lack of vegetables compounds the problem.
- In Cambodia, a preliminary survey of women of reproductive age revealed deficiencies of folic acid, zinc and key vitamins. Such micronutrient deficiencies can potentially lead to serious health problems for mothers and children.
- Myanmar has one of the highest levels of rice consumption in the world. While specific data on nutrient deficiencies are not available, an analysis of the Myanmar diet revealed a high oil content and heavy use of salt and pepper (the resulting salty oil liquid condiment is typically poured over a huge bowl of rice as a meal).

#### Dietary environment

The diversity of meal menu is poor, most notably the low intake of vegetables. This is attributable to a general lack of infrastructure in the food industry, particularly with respect to distribution and storage. After the vegetables are harvested and sent to markets, any that are unsold will be discarded. This creates a vicious circle that forces up vegetable prices and puts them further out of reach for many.

### Defined outcomes

#### Nutrition improvement

The obvious outcome of a nutrition improvement project is the fortification and intake of missing key nutrients. In Cambodia, the introduction of nutrition fortified rice was shown to boost the blood level of folic acid. Ideally, employers will achieve results such as increased productivity and improved absenteeism rate; the reality, however, has been that the direct outcomes of nutrition improvement projects are not so readily identifiable. The Ministry of Health in Indonesia has expressed an interest in evaluating behavior change in relation to dietary diversification (particularly vegetable consumption) as a key outcome. The Take 10!® checklist from ILSI Japan CHP has a specific focus on dietary diversification and, as such, serves as a tangible indicator of success.

#### Presenteeism

Presenteeism refers to the condition of workers who while present at work are considered unmotivated or underperforming due to physical or mental health problems. The Health and Work Performance Questionnaire from the World Health Organization (WHO-HPQ)\* quantifies this phenomenon by asking workers to answer a series of questions both before and after an intervention study. In the “Health promotion by micro-nutrient fortified rice in Cambodia” project, it was found that presenteeism rates among participants improved.

\* For more information about the WHO-HPQ go to <<https://www.hcp.med.harvard.edu/hpq/info.php>>.

### Future challenges

#### The challenge of changing dietary habits

- **Low motivation to “healthy diet”**
  1. Resistance to a new diet is to be expected. It is difficult to accept a nutritionally well-balanced diet as a countermeasure to dietary habits guided by eating experience from an early age.
  2. Even if it is initially accepted, it is difficult to maintain interest over the long term.
  3. In fact, many low-paid workers living in poor conditions rely on the canteen lunch as their main meal of the day. Satisfying with a restricted diet as a measure against overweight is quite reluctant. Thus, it is necessary to have a thorough understanding of health and nutrition.

- **Sticking to traditional dietary habits (Food culture, religion or other reasons)**

Dietary habits are generally born out of many years of food culture and religion-based eating experiences. It can be extremely difficult and challenging to switch to a whole new meal, “healthy diet.” A better approach is to introduce dietary diversity by making small, incremental changes to the canteen menu. Where certain food types are unavailable locally or are considered unpalatable, it may be necessary to find alternative ways to provide the required level of nutrition.





● Aiming for greater benefits

Systematic approach to nutrition improvement

Clarification of Performance indicators

**Performance indicators**

● Nutrition improvement

**Fortification and overnutrition measures**

A pilot study of nutrition improvement using fortified rice found an increase in blood levels of insufficient nutrients. In the future, there are plans to conduct validation testing on a larger scale. It is hoped that outcomes such as improved nutrition education will translate into better health checkup results and fewer frequency of use in the medical office.

Furthermore, in order to reach productivity improvement, the understanding of the introducing factory members is essential. Employees need to understand the importance of improving nutrition through a healthy diet, and employers need to understand the cost increases associated with project promotion. A sustainable project can only be achieved with mutual agreement.

Projects for overnutrition involve dietary (calorie) restriction. The challenge therefore is to ensure that the food is still adequately satisfying. The key is to design meals that use new and different ingredients. At the same time, it may be necessary to compensate for the decrease in satisfaction and to raise personalized motivations by “visualizing” the state of health.

● Proof of benefits to industry

**Increased productivity and corporate loyalty**

All ongoing projects are at the pilot testing stage and no direct evidence has been found to improve productivity. It is important to be able to provide empirical data to demonstrate the positive impacts of health and nutrition improvements on productivity.

**Sound development of catering business as a food system**

● Hygiene management

Hygiene management is critical from the perspective of being directly linked to health outcomes. If hygiene is poor, nutritional education cannot be expected to achieve the desired health outcomes. Helping to introduce techniques to improve hygiene should lead to great credibility.

● Nutrition management

In Japan, the presence of many nutritionists enables adequate nutrition management. But it can be said that it is difficult to entrust nutrition management overseas because many countries do not have qualifications for nutritionists. To this end, support by dispatch of specialists is also an important aspect of improving nutrition.

**Direct intervention—nutritional fortification and reduction of excessive intake**

Introducing non-invasive devices into the evaluation method of the fortified rice project will reduce the burden on participants. At the same time, we will “visualize” the results more easily. With respect to promoting vegetable intake in particular, we should adopt strategies that help to promote the use of measuring equipment used in validation testing.

**Indirect intervention Nudging and nutritional literacy improvement for independence development**

Improving nutritional literacy is fundamental to nutrition improvement. Even if you participate in the nutrition improvement project without understanding nutritional literacy, you cannot expect continuous participation.

In order to motivate people to alter their behavior, we employ nudge theory\*, a concept in behavioral economics. People need to be educated about health and nutrition so they understand the concepts involved, then they need to be provided with detailed nutritional information at the decision point where they are making a food choice or choosing a meal option.

NJPPP projects start with a preliminary survey conducted in the target country by utilizing the prior knowledge. The next step is to design an optimized nutrition intervention strategy, followed by a pilot study and evaluation. The findings from the pilot study can then be used as the basis for a larger validation study. The final stage involves rolling out the project at scale.

In order to validate the efficacy of this approach we need clear empirical data and evidence.

\* Nudge is a technique that guides people to voluntarily choose more desirable behaviors by means of ingenuity and mechanisms based on the knowledge of behavioral science rather than economic incentives.

**Behavior change**

In the Indonesian project, we are promoting “visualization” of health status by introducing non-invasive devices. By visualizing your health status, you will be able to independently select a well-balanced healthy diet.

**Suppression of Presenteeism**

It can be said that it takes some time for nutrition improvement projects to lead to direct productivity improvement data (quantification). As a preliminary step, the quantification of presenteeism by WHO-HPQ is considered to be significant as “visualization” of evaluation.

**Improving corporate loyalty**

Health and productivity management (HPM)—the idea that employee health and well-being is linked to productivity—is being promoted in Japan. The aim is to disseminate the HPM concept to NJPPP project partner countries and show how nutrition improvement programs for workers can enhance enterprise value.

**Evaluation of dietary habit Improvement**

Positioning the first step in improving dietary habits as “diversifying ingredients and improving cooking methods”, I plan to review the menu. First of all, eating a lot of ingredients and trying various cooking techniques is the key to improve dietary habits.



## Nutrition Japan Public Private Platform (NJPPP) member organizations and businesses

(In chronological order)

Japan International Cooperation Agency (JICA), Japan External Trade Organization (JETRO), National Institutes of Biomedical Innovation, Health and Nutrition (NIBIOHN), The Japan Dietetic Association (JDA), Japan Food Industry Association (JFIA), Ajinomoto Co., Inc., Kikkoman Corporation, Sakata Seed Corporation, World Vision Japan (NPO), RESULTS Japan (NPO), Save the Children Japan, Meiji Co., Ltd., NISSIN FOODS HOLDINGS CO., LTD., RDB Consulting, International Life Sciences Institute Japan (ILSI Japan) (NPO), Japan International Research Center for Agricultural Sciences (JIRCAS), MORINAGA & CO., LTD., Otsuka Pharmaceutical Co., Ltd., NTC International Co., Ltd., Kumamoto Flour Milling Co., Ltd., The Japanese Society of Nutrition And Dietetics (NPO), Vitae Co., Ltd., Bioversity International, IC Net Limited, Hasegawa Farm Co., Ltd., FUJI OIL HOLDINGS INC., Yakult Honsha Co., Ltd., DSM Japan K.K., HOUSE FOODS GROUP INC., Social Compass, Price waterhouse Coopers Sustainability LLC, Kagome Co., Ltd., Japan Platform (NPO), MORINAGA MILK INDUSTRY CO., LTD., Izuhara Solutions, Uzushio Shokuhin, Seibu Nosan Vietnam Co., Ltd., Japan Association for International Collaboration of Agriculture and Forestry (JAICAF), Kaihatsu Management Consulting, Inc., Yuki Manufacturing, WELLNESONE JAPAN, Taiyo Kagaku, TWF Japan, Kao Corporation, Japan Health Food and Nutrition Food Association (JHNFA), NH Foods Ltd., Foundation for International Development Relief (FIDR), entomo protein Inc., BSR Japan, The Ajinomoto Foundation, SGS Japan Inc., Alliance Forum Foundation, SHARE (NGO), Bubblestar inc., MIYAKOKYUSHOKU Co., Ltd., Dentsu Inc., Sun Smile, Nichirei Corporation, Sasakawa Africa Association, World Industry Co., Ltd., Yukashikado Inc., Koei Research & Consulting Inc., BugMo Inc., Oriental Consultants Global Co., Ltd., Deloitte Touche Tohmatsu, Toyo Foods Co., Ltd., Ridgelinez Limited, MEGMILK SNOW BRAND Co., Ltd., MiL Inc., Sanyu Consultants Inc, Shinmei Co., Ltd., AMDA Multisectoral and Integrated Services, Tottori Resource Recycling, Inc., United Nations World Food Programme, International Support and Partnership for Health, KENKO Mayonnaise Co., Ltd., Asahi Group Foods, Ltd.

As of the end of March 2021

### NJPPP co-chairs

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Japan International  
Cooperation Agency (JICA)

Nibancho Center Building  
5-25 Nibancho, Chiyoda,  
Tokyo 102-8012

Japan Food Industry  
Association

Sankaido Building  
1-9-13 Akasaka, Minato,  
Tokyo 107-0052

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Information and inquiries:

[njppp@shokusan.or.jp](mailto:njppp@shokusan.or.jp)

Inquiry submission form:

<https://fs223.formasp.jp/g263/form2>