

NEWS UPDATE

HEALTHY DIETS CAMPAIGN



We've Been Talking About Healthy Diets for Half a Year Now – Are You Listening?

For the past six months, from September 2024 to February 2025, the Kenya Legal and Ethical Issues Network on HIV and AIDs (KELIN) been running the #KulaFitiKe Campaign—an all-digital advocacy push to get Kenyans talking (and acting!) about healthy eating.

Why it matters?

The consumption of foods that are high in nutrients of concern (Sodium(salt), sugar and Fats) often in processed foods, are fueling the rise of Non-Communicable Diseases (NCDs) in Kenya. Large food corporations also continue to exploit weak policy regulations to market harmful processed foods.



What We Set Out to Do

The #KulaFitiKe Campaign has three broad objectives:



People before Profits

It's time for policies that put public health before corporate profits! Today's generation and the generations to come deserve to be protected. To do this, we took the fight online, using digital platforms as a powerful tool to reach thousands of people. With seven Digital Health Champions leading the charge on TikTok, Instagram, LinkedIn and X, we built a movement that engaged over 100,000 people in just a few months! To give you a sneak peek we had posts on [Introduction to NCDs](#), [Choosing Healthier options](#), [Why we need front-of-pack warning labels](#), and [How often are children exposed to predatory marketing?](#)



What has Worked



What's Next?

This campaign is just the beginning. We will not stop until we see:

- Mandatory front-of-package warning labeling (FOPWL) for all ultra-processed foods
- Stricter laws to stop predatory marketing of unhealthy foods to children
- More people making informed food choices for their health and their families

Your Role in This Movement

The fight for healthy food environments in Kenya isn't just ours—it's yours too! Here's how you can help:

- Stay informed – Follow pages that share credible nutrition information.
- Speak up and play a part – Join us in calling the government to action, including passing laws that facilitate an environment for you to make healthier food choices by passing Mandatory Front of Pack Warning Labels regulations and restriction of marketing of unhealthy foods to children.
- Make the switch – Small changes in your diet today can save your health tomorrow.

The power of change is in your hands—and in your feed! Let's keep the conversation going.
#KulaFitiKe #HealthyDiets

To contribute to the discussions on this forum, follow KELIN on our social media platforms:

Twitter: @KELINkenya

Facebook: <http://www.facebook.com/kelinkenya>

For more information, contact:

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