

Coalition Building for push forward to the public policies related of Healthy and Adequate Diets in Brazil

The year 2016 was marked by the building of a network of the organizations of civil society, professionals, associations and social movements to push forward the public agenda related to food and nutrition issues in Brasil in order to protect the human right to adequate and healthy food.

Several people from these organizations were already part of a Task Force together with strategic partners from government agencies. In the task force a lot of issues were discussed, but, due to need to create some spaces to debate and press the Government, the need of a alliance composed only by civil society and academics arose as an important part of this process.

This report will focus on describing the steps for this coalition building, the Advocacy trainings for the Alliance members and the main goals achieved after 1 year of the Alliance. All activities will be described in a timeline.

1. First Meeting - Rio de Janeiro, 25th April 2016

Around 20 organizations attended (NGO's, Social Movements, Academy, Government Agencies): ACT, AAO (Associação de Agricultura Orgânica), ASBRAN, CAPA pelotas, CETAB, CFN (Federal Nutrition Council), Consea, FIAN Brasil, Fórum Brasileiro de Soberania e Segurança Alimentar e Nutricional, ABRASCO, FRENTE RPPAN, UERJ, IBFAN, Instituto Alana, MDS, Milc, OPSAN – UnB, PÕE NO RÓTULO, Rebrinc, Slowfood.

The main objective of this first meeting was the building of a collective knowledge based on the expertise of the civil society organizations that already work with diverse aspects around food issues and systems, creating a unified voice and reducing duplication of efforts.

In addition to ACT's experience with the tobacco control and mobilization network, it was presented a Mexican experience led by the Alianza por La Salud Alimentaria.

This Mexican Coalition created a manifesto with focus on malnutrition and obesity reduction due to the power of the food industry in the country. (<http://alianzasalud.org.mx/manifiesto/>).

The Manifesto includes eight major themes as food labeling and sugary drinks tax and, this last theme was the fundamental one to promote a broader visibility of this coalition in Mexico.

After tis presentation, four working groups with different profiles discussed and built up a consensus around some topics. The key findings were:

- a. The Brazilian population is far from the access to healthy food in the current scenario. The growing number of obese and overweight people and the country been recognized as 5th largest worldwide user of pesticides are some examples that support the previous sentence. Therefore, it is extremely important that the civil society leads a coalition that advances in this discussion for a promotion of a sustainable and healthier food system.
- b. A wide range of the themes related to healthy food systems (family farming, organic production policy, public schools' meals, breastfeeding)
- c. Multiple players from the production and consumption side
- d. Different agendas already being discussed with the Government and many contradictions among them
- e. Industry food quite heterogeneous
- f. Need to prioritize all issues and build a ladder of the objectives

A first Manifesto's draft was submitted to the audience by ACT and IDEC to guide the subsequent discussions as well as a brainstorming about the name and the governance model for the Brazilian Coalition, including the membership criteria.

As next steps of this meeting were defined the need to have a vision and mission, values and the recommendation that the manifesto must be clear and straightforward to communicate with the society



2. Second Meeting - São Paulo, 3rd August, 2016

47 participants from Civil Society organizations, Academy and some partners from Government agencies attended. See the list of institutions below:

Civil Society Organizations and Associations: ACT, IDEC, Instituto Kairós, IDEC, Põe No Rótulo, Instituto Alana, IBFAN, AAO – Associação de Agricultura Orgânica, Rebrinc, Movimento Saúde dos Povos, Agendha, CAPA, FIAN Brasil, Sindicato dos Nutricionistas de SP, ASBRAN, FBSSAN, ABRASCO

Academy: UERJ, UFSC, OPSAN – UnB, Nupens/USP, UFMG

Government Agencies: PAHO, CETAB/Fiocruz, Ministry of Health Food Department, INCA, Social participation in Councils: CONSEA

The main objectives were:

- a. Refine some agreements (already initiated in the meeting in April) as the validation of the Manifesto and the Cover Letter to the society, Membership criteria and Name of the Coalition
- b. Present and discuss collectively the main differences in the roles and responsibilities of the existing Network “Task Force” (this network includes people from Government agencies) and the new coalition that we have been forming that we are calling “Alliance” (only members from civil society and Academy)
- c. Forward actions for the first mobilizer projects of the network.

Key Findings and Results:

- a. Difference between “Task Force and Alliance”: In 2014 a Task Force was created between Key actors of: Civil Society Organizations, Government, Academia and International organizations as an informal forum to discuss the promotion of the Healthy and Adequate Diets. As result, a series of joint actions such as public letters, contributions for regulatory agendas and public consultations and a series of complaints about abusive advertising were carried out by the group. The “task Force” is a forum of articulation with key civil servants, and not with the Government in itself. Therefore, the emergence of a new coalition, formed exclusively by Civil Society and Academia was identified as necessary when the pressure on the Public power and Government agencies is required and also to present its actions and projects to the society and invite the population to call to action .
- b. Manifesto: 9 main topics were defined and agreed among the participants. The final text was finalized in the meeting of the Alliance in September and released to the society in October, 2016
- c. Name: by voting, it was confirmed the name “***Aliança pela Alimentação Adequada e Saudável***”

- d. Next in-person meetings of the Alliance. It was defined 3 meetings (2 meetings in 2016 and 1 in 2017) with the main target to provide a training in Advocacy for coalition members in order to share knowledge acquired in Advocacy based on ACT's experience with Brazilian anti-smoking policy and, additionally, to create regular meetings to elaborate a strategic planning for the Alliance, to harmonize and integrate actions and initiatives that are already conducted by the organizations and to promote engagement and commitment among Alliance members.



3. Third Meeting- Maiaporã, SP, 15th- 17th September, 2016

43 participants from around 20 different organizations (NGO's, Universities, Researchers, Associations and Social Movements) from different regions of Brazil attended.

Since the Alliance was emerging with several issues still to be discussed with the group, we decided that this meeting should focus on this important pillar of the Advocacy that is Coalition Building and interinstitutional relationships, by consequence, the main objectives of this meeting were:

- a) Strengthen the relationships, mutual engagement and trust between members of the Alliance and to build a sustainable coalition culture that can translate ambitious strategies into long term action towards common goals
- b) Strengthen the individual participation and co-creative innovation and leadership capacity to increase a concrete impact
- c) Consolidate the Manifesto of the Alliance, define its guiding principles, a governance structure and plan the launching of the Alliance
- d) Share agendas and actions planned by each organization in order to identify synergies, gaps, and prioritize goals related to the Manifesto.

The activities were led by 2 partners: The Global Academy Foundation (www.globalleadership.tv) and PactoPlan (<http://www.pactoplan.com.br>)

The Global Academy Foundation was responsible for the development of personal skills, communication skills and reflexive exercises about how to work in collaboration, with diversity and an introduction to the discussion of theory of change



The activities of mapping actions and projects (planned and ongoing ones) and prioritizing goals were conducted by the Pacto Plan team.

The main results were:

- a. The participants of the meeting elected the School Environment as a priority theme for the beginning of the activities of the Alliance and selected 4 topics to detail the actions: Federal Incidence, Municipal Incidence, and launch of the alliance and Governance.
- b. School Environment - Municipal Incidence
 - Take the opportunity of Municipal Elections in 2016 (Mayors and Parliamentarians) and prepare a kit of Advocacy) to make political incidence to push this issue in the political agenda
 - Mapping of best practices and laws about food in the school environment
- c. School Environment - Federal Incidence through monitoring relevant bills
- d. Governance: a steering committee was defined with the following organizations: ACT, IDEC, Opsan, Abrasco, UERJ, IBFAN, Slow Food and Asbran



4. Launch of the Alliance – Porto Alegre, 27th October, 2016

The Alliance was officially launched at CONBRAN. The panel discussion had the participation of Aliança's members and many other members attended the event.

Aliança also had a stand at the exhibition area where visitors were invited to answer a QUIZ about questions that involves health nutrition and Aliança's agenda and winners received a gift. At the stand visitors left their contacts to be invited for Aliança and receive newsletters. Folders and stickers were distributed as well.

All the pictures and video recordings of Aliança's launching are posted at Aliança fanpage on Facebook at: <https://www.facebook.com/aliancapelaalimentacao/>.

The launching was also transmitted live through facebook live.



5. 4th Meeting – São Paulo, 27th and 28th November, 2016

43 participants from around 20 different organizations (NGO's, Universities, Researchers, Associations and Social Movements) from different regions of Brazil attended.

The main focus of this meeting was to continue the development of the behavior skills initiated in the previous meeting, to begin training in Advocacy and to elaborate a work plan for the Alliance for next months.

The overall agenda follows bellow:

- a. Development of behavioral skills and theory of change.
- b. Conceptualizing Advocacy and Good Practices in the Alliance, mapping key stakeholders and using evidence and formulating messages in Advocacy

- c. Presentation to identify key government agencies related to food issues and their responsibilities
- d. Conflict of Interest Workshop – How to identify and manage COI situations.
- e. Direct Advocacy: Sharing experiences by ACT with Brazilian smoke-free policy laws and the approval of organic food law in the school canteens in the city of São Paulo by Instituto Kairós.
- f. Elaboration of the work plan for next months – A work plan was designed based on four main topics: Conflicts of Interest in School Environment, Promotion of the purchase of organic food in the Municipal Schools, Actions in Communication and Governance of the Alliance, Monitoring of relevant Bills



6. 5th Meeting – São Paulo, 20th February, 2017

20 Participants attended from the following organizations: ACT, IDEC, OPSAN, IBFAN, UERJ, AAO, Instituto Polis, Slow Food

Facilitators: Global Academy Foundation – Walter Link and Renske van Grinsen

The overall agenda was:

- a. Creating awareness and understanding of the several nuances of communication to become more effective in collaboration and communication with several publics
- b. Further deepen the Theory of Change and explore the Theories of Change of the different organizations in the Alliance
- c. Discussion of the Governance and other operational issues

The key findings were:

- a. Communication: the facilitator presented several nuances of communication and, for each one, a recommendation on what should be done for effective communication and what should be avoided.
- b. Theory of Change : ToC is a specific type of methodology for planning, participation, and evaluation that is used in the philanthropy, not-for-profit and

government sectors to promote social change. Theory of Change defines long-term goals and then maps backward to identify necessary preconditions, being a process necessarily inclusive of many perspectives and participants in achieving solutions.

- c. Governance: in order to maintain the transparency and engaged member, it was agreed that webinars for all members must be organized in a regular basis.

7. 5th Meeting – Brasilia, 8th-10th May, 2017

42 participants from 18 organizations (Academy and Civil Society organizations) attended.

The main goal of this meeting was to train the members for an practical Advocacy with political incidence in the National Congress. This training was facilitated by ACT and GAF and we had preparatory activities as rehearsals and simulation of different possible real situations were made with comments from all participants and improvement points pointed out by coach Walter Link.

The visit in the National Congress took place on 10th. The result was very positive because it demystified the difficulty of access with the parliamentarians. Other points also important that were discussed in this training was the beginning of the development of each item of the agenda of the Alliance to bring information and context so that the public has more awareness on the subject and knows our goals for each point in the agenda.



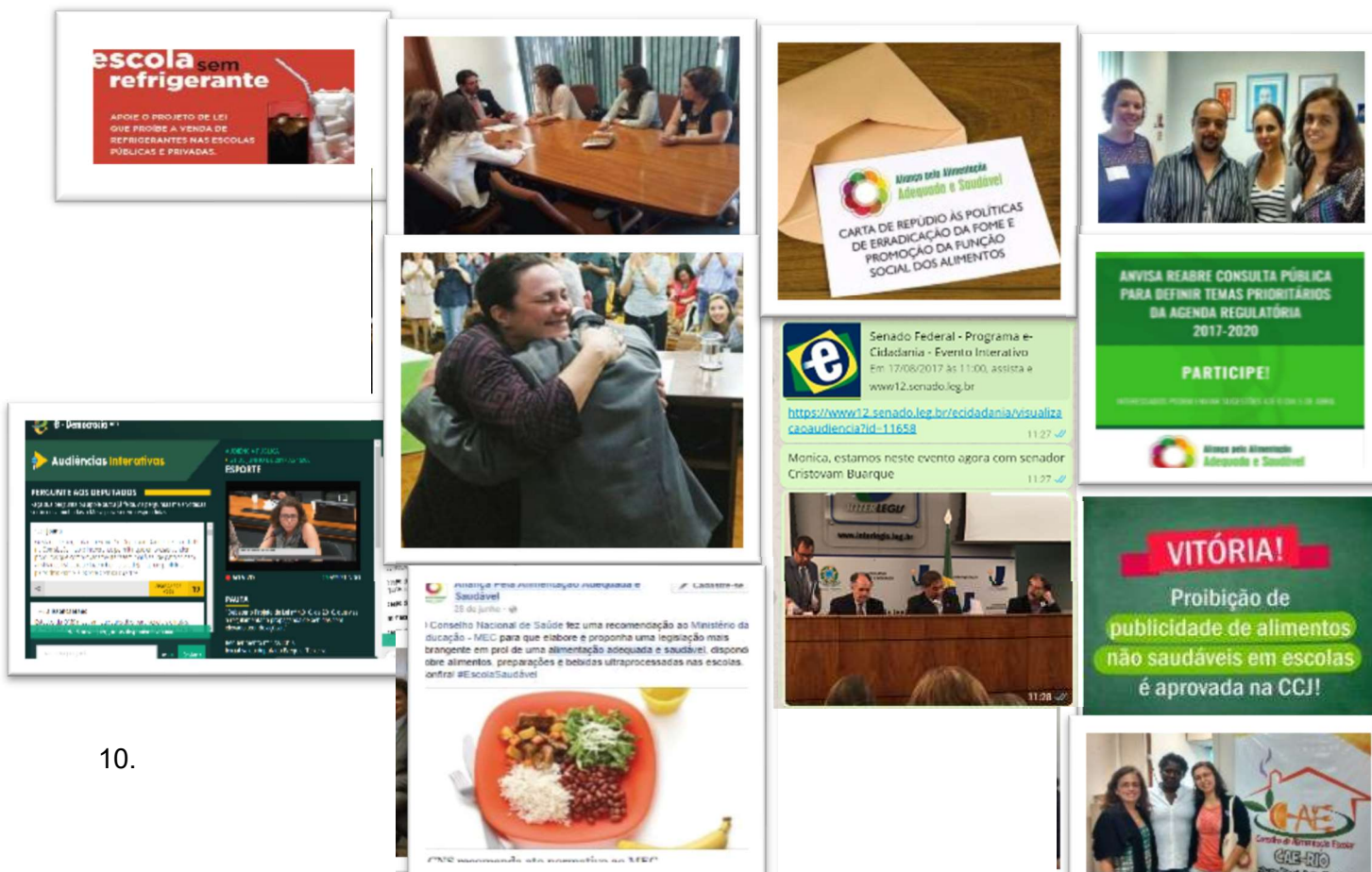
8. Webinars

Five webinars were realized throughout this first year of the alliance with various topics being discussed in order to harmonize information, priorities and decisions with all Alliance members.

9. 1st year of the Alliance- Key Milestones – Political Incidence

Several activities were developed to push forward the political agenda related mainly to following issues: human right to adequate and healthy food, taxation of sugary drinks, labelling, marketing, school environment and agrotoxics.

The political incidence took place at the National Congress, in the Executive agencies as Anvisa, in the Ministries of Health, Education, Social Development, and Federal Revenue and the National Health Council and National Council for Food and Nutrition Security.

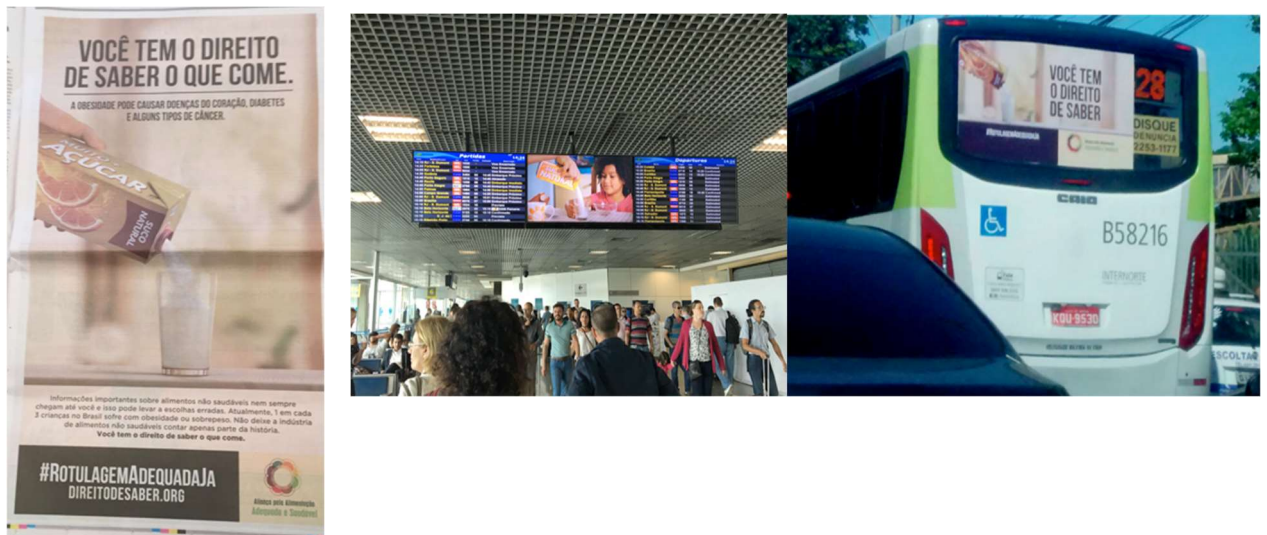


10. 1st year of the Alliance- Key Milestones – Campaigns

The social media was the tool extremely used by the members of the Alliance. Beyond the website (www.alimentacaosaudavel.org.br), the Alliance is on facebook , twitter and instagram.

During the celebration of the 1st Anniversary of the Alliance, it was announced a mass media campaign: You have the right to know what you eat.

The mass media campaign took place during November, 2017 and reach the following channels: TV (<https://www.youtube.com/watch?v=FC6eWYBYsSQ>) , radio, newspaper, outdoors, airport , tvs on subways, Bus door / Back bus, bus station and others.



11. Monitoring of the Interference of the Industry

One of the first actions of the Alliance was to publize a letter addressed to Jaime Oliver due his partnership with Sadia (a large ultraprocessed food industry) specifically about the educational projects within schools where this brand of products would be associated with educational activities.



CARTA ABERTA AO CHEF JAMIE OLIVER

Nós, cidadãos e organizações da sociedade civil comprometidos com a saúde e o direito humano à alimentação adequada, vimos através desta manifestar nosso repúdio à parceria estabelecida entre o senhor e a Sadia para o projeto "Saber Alimentar". O programa prevê a realização de supostas "atividades educativas" em escolas e não queremos que nossas crianças sejam transformadas em promotoras de produtos de qualquer marca. Esperamos que reconsidere sua decisão de vincular sua imagem a esta parceria.

A alimentação adequada e saudável é um direito humano, reconhecido em inúmeros documentos internacionais, nacionais e incluído na constituição brasileira. Não queremos que nossas crianças sejam transformadas em promotoras de produtos de qualquer marca. Esperamos que, diante de nossas considerações expostas ao longo desta carta, o senhor tome as medidas necessárias para impedir a exposição de crianças aos produtos e aos programas da Sadia e reconsidere sua decisão de vincular sua imagem a esta parceria.

Brasil, agosto de 2016.

Leia a carta completa



<http://www.actbr.org.br/cartajamieoliver/>

Other activities as seminars were also carried out to discuss the interference of the industry and the conflict of interest.



The movie Tigers was shown in Rio de Janeiro and São Paulo in public sessions. Tigers is a 2014 international movie and is based on a real-life story, about a salesman working the pharmaceutical industry in Pakistan, discovers its truths, while selling baby formula products (Nestlé), and tries to fight against the system.



12. Indicators

To monitor the evaluation of the strategy defined by the Alliance to achieve its goals, we can say that the Alliance got some advances in

- a. progress of the legislative proposals selected by Alliance
- b. level of participation of coalition members in the discussions, meetings, public hearings and other regulatory process.
- c. quality and quantity of media coverage
- d. public opinion and participation in social debate and social media campaigns
- e. higher monitoring and interference of the F&B industry in our advocacy actions