

PROMOTING HEALTHIER LIFESTYLES FOR BETTER LEARNING

NESTLÉ S.A.
(SWITZERLAND /
FOOD PRODUCERS)

SUMMARY:

The Convergence of Health and Education

Nestlé, as a one of the largest nutrition, health and wellness companies, is well versed in the health-related challenges affecting billions of children around the world ranging from malnutrition to obesity. In 2009, Nestlé launched the Nestlé Healthy Kids Global Programme, which aims to raise nutrition and health knowledge and promote physical activity among school-age children. Healthy Kids is implemented in partnership with a wide range of stakeholders at the school and local level and it reached more than 7 million children in 2014 alone.



Photo: Nestlé Philippines

TYPE OF IMPACT

ON SOCIETY

- Access to educational opportunity
- Learning outcomes
- Strengthened education systems

ON SOCIETY AND BUSINESS

- Development of a skilled workforce
- Efficiency of education collaborations
- Community social and economic development

ON BUSINESS

- Brand differentiation
- Employee retention and morale
- Profitability
- Business resilience

TYPE OF INVESTMENT

- Direct Programming
- Educator Training
- Product Development
- Infrastructure
- Policy Change

INTENDED BENEFICIARIES

- Children, youth and adult learners
- Educators
- Community
- Government
- Business

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THE EDUCATION ISSUE

Education and health outcomes are inextricably linked; a child's nutrition levels affect learning outcomes, and levels of education have a dramatic impact on access to health, wellness and life expectancy. Poor nutrition can affect brain development and the ability to learn. Conversely, in high-income countries, childhood obesity is viewed as one of the largest public health challenges.¹ Educating children and parents about nutrition and health not only improves education outcomes, it can save millions of lives.²

THE BUSINESS CASE

Nestlé strives to be a trusted leader in nutrition, health and wellness and its motto, "Good Food, Good Life," is rooted at the core of its strategy and operations. Nestlé commits to creating shared value by providing nutrition education to address malnutrition and promote healthier lifestyles in its communities. Nestlé also aims to enhance trust in the communities of its consumers and **improve its corporate reputation.**

THE INVESTMENT

The Nestlé Healthy Kids Global Programme delivers nutrition and health education to school-age children around the world while promoting physical activity. Healthy Kids works with partners worldwide, typically with about three in each location, including national and local government, nongovernmental organizations, nutrition and health institutions, and sport federations. The local partners co-design Healthy Kids, help to decide the immediate needs and implement the programme in the schools. In many developed economies the health issue being addressed is childhood obesity, whereas in developing economies the initiative often focuses more on malnutrition.

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PLANNING FOR IMPACT

To act on its commitment to promote nutrition and health, Nestlé initially explored ways to invest in communities where malnutrition and or obesity were prevalent. Approximately fifteen years ago, it launched projects focused on improving nutrition education in a few countries including Brazil, Russia and Portugal. Over the next decade these programmes expanded to over 20 countries.

Building on the positive results from these local projects, Nestlé executives decided to grow the education programme into a global initiative and launched the Nestlé Healthy Kids Global Programme in 2009. Nestlé designed the Programme to change children's behaviour around nutrition and health with a desired long-term impact of improved **learning outcomes** and **social and economic development of communities.** As of 2014, the Healthy Kids Programme is active in 73 countries and is aiming to reach 80 countries by the end of 2015.

Nestlé partners with local health and education authorities as well as experts in nutrition, health, sports and education to implement its Healthy Kids Programme.

Although Healthy Kids can differ greatly between locations, in most instances government, a university or research institution, and civil society organizations work with schools to train teachers and sometimes even school cafeteria staff about nutrition and health in theory and in practice. These lessons are brought back to the classroom where children and youth are taught how to lead a healthy lifestyle. Healthy Kids invests in teacher training and learning materials, as well as monitoring and evaluation (M&E), and often engages families and communities to help promote good nutrition and healthy behaviour.

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BE SMART

To meet the specific needs of local communities and to maximize the impact of the Programme, Nestlé **partners with local health and education authorities as well as experts in nutrition, health, sports and education.** In addition to local partnerships, Nestlé has two long-term partnerships: one with the International Association of Athletics Federations and another with the EPODE International Network, an organization that addresses childhood obesity by using a proven methodology. Ministries of education often support the Healthy Kids Programme, allowing for widespread integration into school curriculum.

Nestlé uses an extensive set of Key Performance Indicators to collect information on activities at the national level to inform global progress as part of its global monitoring and evaluation (M&E) scheme. 5% of the Healthy Kids' total budget is allocated towards M&E and has been **outcomes-oriented and results-driven** from its onset. In fact, Nestlé decided to scale the programme because it demonstrated early positive results.

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OUTCOME & IMPACT

In 2014 alone, Nestlé reached 7.6 million children through Healthy Kids. With 294 implementing partners in 73 countries worldwide, the Nestlé Healthy Kids Global Programme has a strong network working to increase children's knowledge of the importance of good nutrition and physical activity. In turn, Healthy Kids has improved **brand recognition** by helping Nestlé build its corporate reputation as a nutrition, health and wellness company.

Nestlé has committed to support the UN Secretary-General's Global Education First Initiative, which aims to boost child and youth education worldwide. In 2011 Nestlé made a public commitment to the Secretary-General's global movement *Every Woman Every Child* to strengthen business-related activities in support of the initiative, which includes the expansion of Healthy Kids. Nestlé's decision for this commitment and broader alignment with UN goals is based on the company's shared value approach of promoting **communities' social and economic development.**

An indirect impact of Healthy Kids is **strengthening education systems** through the work it undertakes with education authorities, schools and its partners. Nestlé found that Healthy Kids helps build capacity within schools; it also improves the **efficiency of education collaborations** through the partnerships it helps create.

LESSONS LEARNED

As the Nestlé Healthy Kids Global Programme has expanded, one of the keys to its success is remaining locally relevant by including the community in design and implementation to address specific community needs. Nestlé has also learned to set targets that balance the aspirational and the realistic, adapting to the opportunities and limitations of each context. Significantly, Nestlé presumes from related research and understands anecdotally that its programmes have resulted in increasing enrolment and attendance in school and improving learning outcomes. Although improving learning outcomes was not an intended impact of the programme, Nestlé may consider ways to use indicators to formally measure this impact in its existing M&E scheme.

¹ World Health Organization. Childhood overweight and obesity. Geneva: WHO, 2015.

² UNESCO. Sustainable Development Begins with Education. Paris: UNESCO, 2014.



Educating children and parents about nutrition and health can improve education outcomes save lives.