



Food & Nutrition

The Global Health Advocacy Incubator (GHAi) advances policy advocacy campaigns to create healthy, sustainable food systems and defend everyone's right to nutritious food.

Our Work

GHAi works with civil society organizations to promote and protect mandatory policies that reduce consumption of ultra-processed products. At the same time, we promote policies that increase the availability and affordability of nutritious food, particularly for the most vulnerable communities.

We support advocacy efforts to:

- **Enact taxes on sweetened beverages and ultra-processed products** to reduce consumption and generate sustainable funding for health-promoting investments.
- **Implement mandatory front-of-package warning labels** to help consumers identify unhealthy foods and make healthier choices
- **Ban the marketing and availability** of ultra-processed products and beverages in schools
- **Strengthen school meal programs** to support healthy, equitable and sustainable food systems for all children and adolescents
- **Implement mandatory, comprehensive restrictions** on the marketing of ultra-processed products and other unhealthy food and beverages
- **Eliminate industrially produced trans fatty acids** from the food supply
- **Regulate mandatory maximum sodium content** in manufactured food
- **Promote procurement of healthy and nutritious food** in the public sector
- **Advocate for sustainable budget allocations** in public institutions to increase access to nutritious food

Where we have worked: **Argentina, Bangladesh, Barbados, Botswana, Brazil, Cameroon, China, Colombia, Costa Rica, El Salvador, Ethiopia, Gambia, Ghana, Guatemala, India, Indonesia, Jamaica, Jordan, Kazakhstan, Kenya, Nigeria, Pakistan, Panama, Philippines, Rwanda, Saint Kitts and Nevis, Senegal, South Africa, Tanzania, Turkey, Uganda, Uruguay, Vietnam, Zambia, Zimbabwe**

Poor diets and ultra-processed products contribute to:



12%

of deaths globally



31%

of deaths from cardiovascular disease in 2021



20-40%

of daily calories in middle-income countries



Program Profile

Our Impact

We have supported civil society organizations to pass 42 food and nutrition policies in 17 countries.

- **2026:** Uganda passed one of the strongest nutrient profile models in the world.
- **2025:** Vietnam passed its first tax on sweetened beverages as part of a comprehensive tax reform to reduce the burden of noncommunicable diseases.
- **2021:** India adopted a policy eliminating industrially produced trans fatty acids across all food products.



Success Story

The Challenge:

In Colombia, rising obesity and other noncommunicable diseases are fueled by the overconsumption of ultra-processed foods and beverages high in sugar, sodium and unhealthy fats.

GHAI's Role:

The Global Health Advocacy Incubator supported Colombian partners—including RedPaPaz, CAJAR (Colectivo de Abogados “José Alvear Restrepo”), Dejusticia and FIAN Colombia—as they advocated for stronger food policies. GHAI provided technical assistance on advocacy, research, legal strategy and communications to build public support, engage policymakers, mobilize civil society and counter industry tactics.

Results:

In 2021, Colombia enacted one of the world's strongest front-of-package warning label laws, requiring clear octagonal warnings on products with excessive amounts of sugar, sodium and unhealthy fats and with sweeteners. In 2022, Congress approved taxes on sweetened beverages and ultra-processed products, making Colombia one of the first countries in the world to tax ultra-processed foods. Together, these victories established Colombia as a global leader in healthy food policy.

“GHAI’s sustained support through evidence generation, technical expertise, and global experience has contributed to informed discussions that led to the adoption of Vietnam’s first excise tax on sweetened beverages—an important step toward creating healthier food environments and reducing the burden of obesity and noncommunicable diseases. HealthBridge deeply values GHAI’s long-standing partnership and continued support.”

– Dr. Nguyen Thi An
Country Director
HealthBridge Foundation of
Canada, Vietnam Office

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The **Global Health Advocacy Incubator** uses the power of advocacy to tackle critical public health challenges across the globe – including food and nutrition policy, injury and overdose prevention, and building resilient and equitable health systems.

We are an initiative of the **Campaign for Tobacco-Free Kids**, which is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world.

Our vision is a healthier and more equitable future for all.