EatSafe: Evidence and Action Towards Safe, Nutritious Food

is a five-year multi-country activity that works in local, traditional markets to improve food safety. The objective is to engage and empower consumers and market actors to demand safe, nutritious food.

UNLOCKING TRADITIONAL MARKETS

EatSafe conducts rapid market assessments to understand consumer characteristics, vendor practices, gender dynamics, commodity supply, food safety risks, and the enabling environment.

EVIDENCE-BASED FOOD SAFETY INTERVENTIONS

Drawing from the market assessments, EatSafe co-designs interventions with key stakeholders. They are tested for effectiveness, feasibility, and sustainability, with a focus on behavior change among market actors.

In Nigeria...

EatSafe is testing four interventions in two traditional markets in northwestern Nigeria:

- **RADIO SHOW**
  Dissemination of food safety messages via popular media

- **BRAND**
  Recognition of vendors who practice food safety behaviors

- **ASSOCIATION**
  Official state-based advocacy group for food safety

- **STAND**
  Staffed, in-market food safety information stand

For more information, scan the QR code or contact EatSafe@gainhealth.org.

In Ethiopia...

EatSafe is testing three interventions in one traditional market in southern Ethiopia:

- **CAMPAIGN**
  Dissemination of food safety messages via media outreach

- **TRAINING**
  Hands-on, practical food safety training for vendors

- **MARKET INITIATIVE**
  Convening of stakeholders to develop a market improvement plan