

EatSafe: Evidence and Action Towards Safe, Nutritious Food

EatSafe is a five-year multi-country program to enable lasting improvements in the safety of nutritious foods in traditional markets by focusing on the consumer. The Global Alliance for Improved Nutrition (GAIN) — a Swiss foundation working throughout Africa and Asia to increase the consumption of safe, nutritious foods — leads the program. Partners include the International Livestock Research Institute, Busara Center for Behavioral Economics, and Pierce Mill Entertainment and Education. EatSafe will achieve its objectives and expected results in two phases.

Phase I: Formative Research

In Phase I, EatSafe combines global evidence with target county situational analyses. By the end of Phase I, EatSafe and its partners will better understand food safety-related risks, attitudes, knowledge, and behaviors among consumers, food vendors and other value chain actors, and governing bodies in the target country and its traditional markets. This rich body of evidence is a valuable global public good. EatSafe learnings will be shared with USAID, national and local governments in the target countries and circulated widely.

Phase II: Intervention Implementation and Learning

In Phase II, EatSafe implements a series of experimental interventions to generate new knowledge on how to engage and empower consumers to demand safe, nutritious food. These

interventions are co-designed with stakeholders in the host country and draw from the rich body of evidence generated in Phase I of the program. The Phase II research will inform evidence-based recommendations for future consumer-focused food safety programming. Intervention types are designed to align with the context-specific needs and opportunities identified in Phase I as well as the priorities of local stakeholders for the given value chains, regions, and markets.

Program Participants

The program directly benefits consumers, vendors and other market actors in traditional food markets and it indirectly targets low-income consumers as a group, who are likely to purchase a significant share of their foods in traditional markets. We expect to reach both men and women, children and adolescents as consumers, vendors, and other market participants.



OBJECTIVES

Consolidate and generate knowledge and evidence about consumer values and perceptions related to food safety; gender roles and norms that may influence food related behavior among consumers, vendors and other actors; and quantified food safety risks in traditional markets.

Develop and test interventions and tools to support their implementation for consumers and traditional market vendors to communicate about and/or reduce food safety risks.

Generate evidence of the impact of these interventions to engage and empower consumers and market actors to better obtain safe, nutritious foods.

EXPECTED RESULTS

Expected Result 1. Increased and consolidated knowledge and evidence of food safety risks in traditional markets.

Expected Result 2. Novel interventions and tools to support intervention implementation developed to engage consumers, vendors, and other value-chain actors on food safety risks.

Expected Result 3. Increased evidence of the impact of these consumer- and value chain actor-driven interventions on food safety-related behaviors.

For more information on EatSafe program activities, contact EatSafe@gainhealth.org or visit gainhealth.org/EatSafe.

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