

# The Generation H Project

A multi-intervention project to combat unhealthy diets and physical inactivity among adolescents in Sub-Saharan Africa

## Background



The rising burden of non-communicable diseases (NCDs) is a global health concern



To reduce the burden of morbidity, mortality and disability due to NCDs, the WHO developed 'best buys' and other interventions for prevention and control of NCDs



Their implementation and evaluation is suboptimal in Sub-Saharan African countries

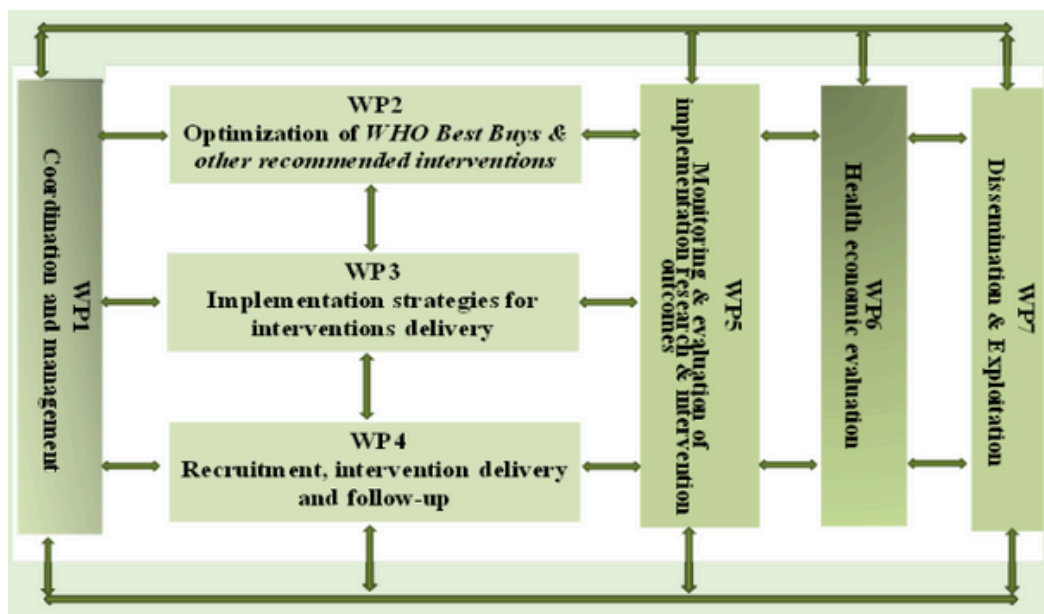


**Goal Gen H project:** reduce unhealthy diets and physical inactivity and their underlying social determinants among adolescents in Ghana & Kenya by designing, deploying, and evaluating the strategies for implementation of evidenced interventions mapped on to the WHO 'best buys'

## Objectives

- To adapt and optimise evidence-based interventions for unhealthy diet & physical inactivity with the relevant stakeholders
- To co-create effective implementation strategies and tools with the relevant stakeholders for the delivery of the interventions
- To recruit the target population from different socio-economic backgrounds & deliver interventions focusing on three settings: school environment, family/community/ faith-based environment & digital environment using social media and follow them up in months 6 & 18
- To determine whether the implementation strategies developed for the delivery of optimised interventions influence implementation level outcomes and uptake of promoted healthy behaviours in 6 and 18 months
- To conduct a cost-effective analyses of the intervention
- To disseminate the study findings to stakeholders and the general public

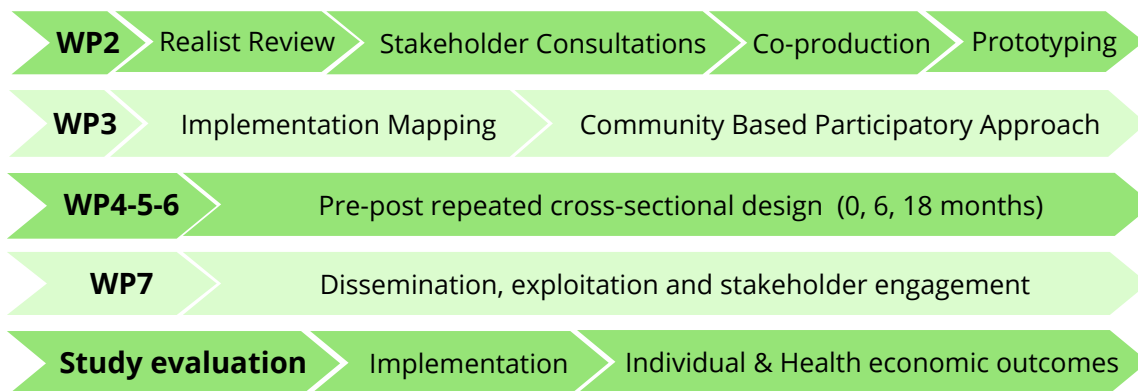
## Work Packages (WP)



## Study location

- |                      |                 |
|----------------------|-----------------|
| <b>High SES</b>      | <b>Low SES</b>  |
| Westlands (Nairobi)  | Kibra (Nairobi) |
| Ayawaso west (Accra) | Ga East (Accra) |

## Study Design



## Population



Adolescents 10 to 19 years in primary and secondary schools & Faith-Based Organizations

Stakeholders in education, health and community leadership in Accra & Nairobi

