

2023 Annual 2024 Report



about colansa



The Latin American and Caribbean Nutrition and Health Community of Practice (Colansa) is a collaborative space where professionals and organizations come together to promote healthier, more sustainable, equitable, and inclusive food systems. We believe in the power of exchanging ideas, collective learning, and the development of public policies that really make a difference. As a bridge to strengthen the dialogue between different sectors of society, we act with the incentive and exchange of experiences and the development of effective strategies to face the challenges of the region's food systems. Our commitment is to ensure that the scientific evidence generated is

accessible, relevant and applied in the construction of concrete solutions that benefit all populations, especially the most vulnerable.

Colansa focuses on producing, exchanging and disseminating evidence that can be used to advance food and nutrition policies, without conflicts of interest, and to support governments and political actors who can work towards this progress. Our aim is for Colansa to be a point of reference in the construction of practices and knowledge common to all people, whether physical or legal, interested in actively contributing to the improvement of food systems in the region.



Your participation
is essential to
build, together, a
healthier and
more sustainable
Latin America and
Caribbean region.



**Count on Colansa.
Let's continue this
mission together!**

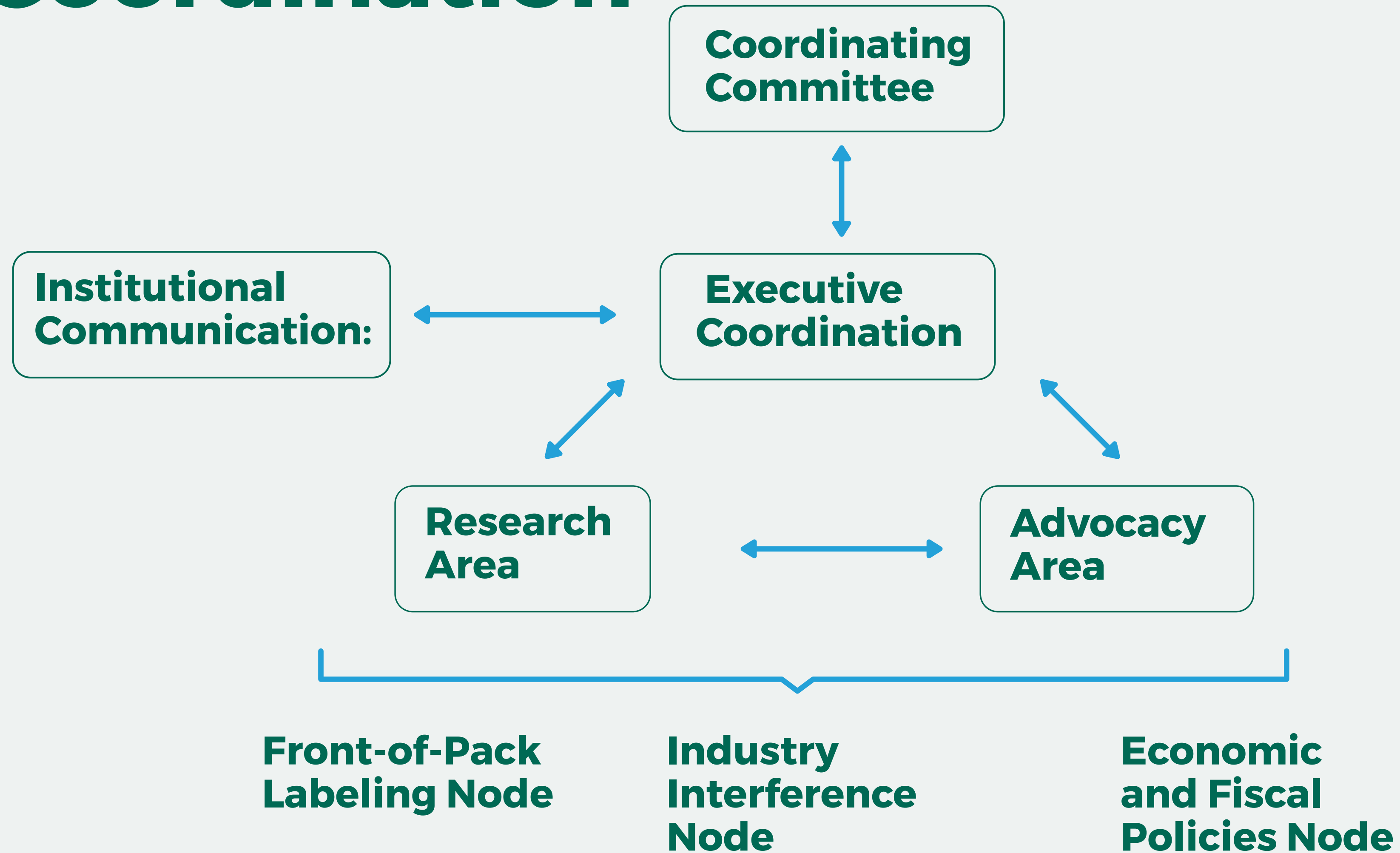
colansa structure





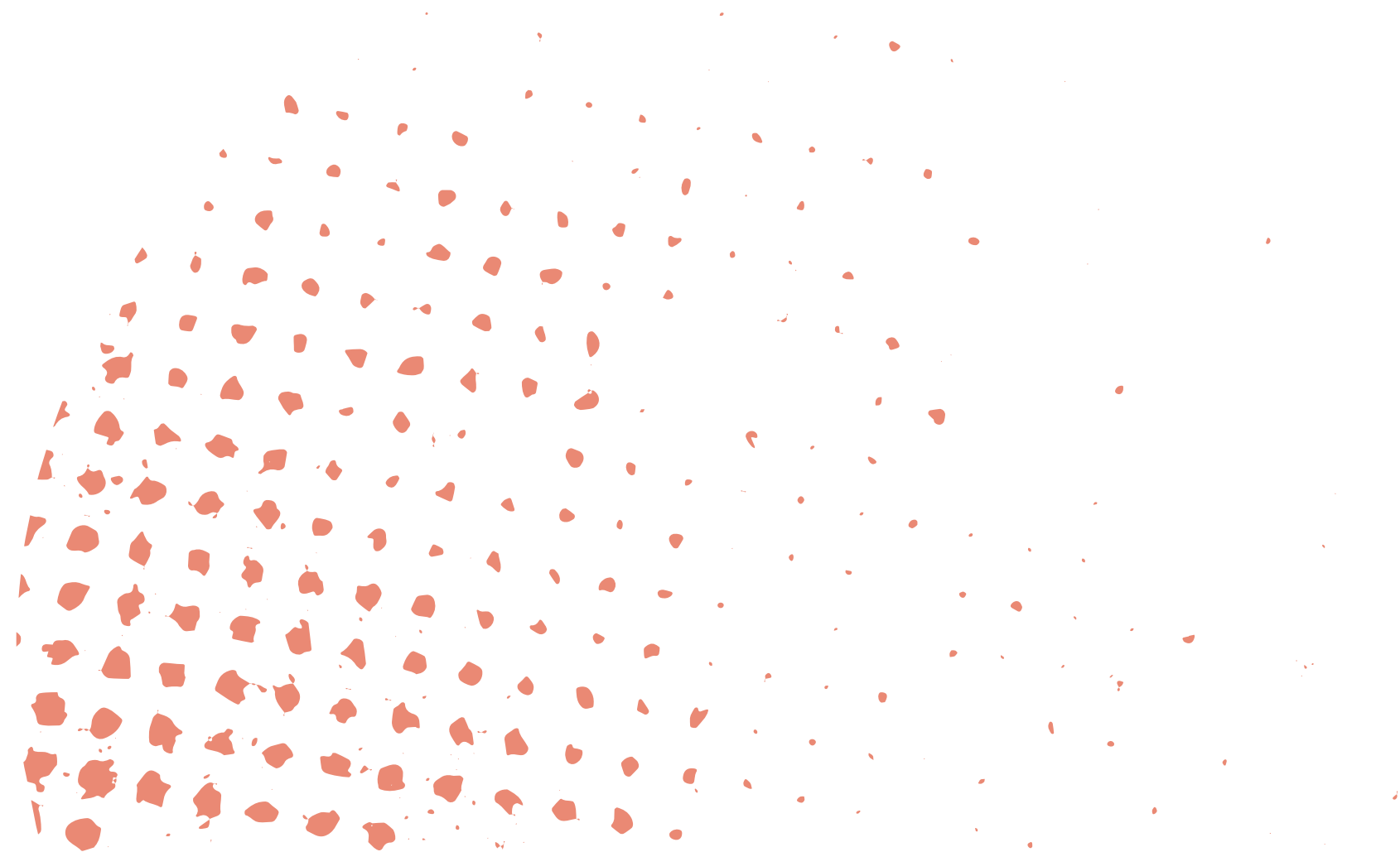
Colansa is made up, at the first level, of a Coordinating Committee, an executive coordination and an institutional communication area. In addition, there are two main areas: Research and Advocacy, which are supported by three hubs. Below is a diagram and a brief explanation of Colansa's organizational structure.

1. Coordination



Coordinating Committee (CC):

Responsible for leading the Community, defining priority issues, approving new members, raising funds for institutional communication and governance, and coordinating communication with the other areas. The CC is made up of 7 organizations (CLAS, IAHF, Idec, IECS, INSP, INTA, and Nupens/USP), with a 2-year mandate, and the possibility of being reappointed.



Executive Coordination:

Reports to the CC on institutional demands and activities in other areas, coordinates the activities of the areas and hubs, represents the organization, accompanies the development of projects, and leads the acquisition of financial resources.

Institutional Communication:

Works exclusively with the executive coordination and is responsible for internal and external communication, organizing events and preparing the annual report.



2. Lines of Action



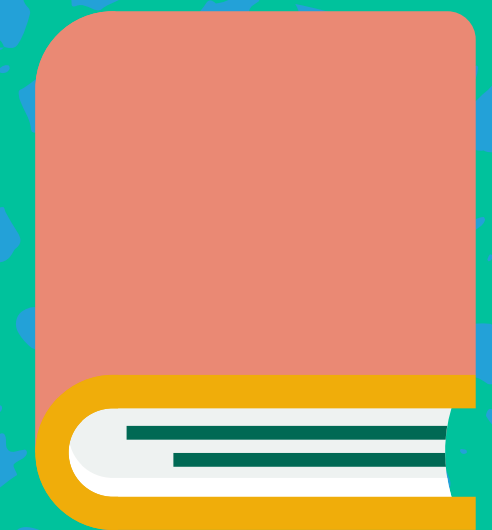
Colansa's lines of action are divided into two areas:

Research Area: Coordinates research activities, including scientific studies and the research agenda, in collaboration with the advocacy area and the hubs.

Advocacy Area: Plans, implements and coordinates Colansa's advocacy activities at the national, regional, and international levels.

There is a third line of action that cuts across both:

Courses and training: Coordinates, plans, and implements training activities, including workshops and courses, to strengthen the skills and knowledge of Colansa members.



3. Areas

Advocacy



The advocacy area is responsible for planning, implementing and coordinating all Colansa advocacy activities at the national, regional, and international levels, besides coordinating political advocacy with the hubs and the CC. During 2024, it carried out the following actions:



National Advocacy

- Support for the advancement of front-of-pack nutrition labeling policies in Ecuador, Costa Rica, Guatemala, El Salvador, and Panama, in conjunction with the Global Health Advocacy Incubator (GHAi).
- Support for the elimination of trans fats in Bolivia, Ecuador, and Panama, in collaboration with Resolve to Save Lives (RTSL).
- Coalition building and strategic support to strengthen healthy food policies in these countries.

Regional Advocacy

- Mapping of public policies and analysis of the situation in each country, identifying the main actors.
- Development of a regional advocacy plan to integrate efforts and align actions across

the region.

- Strengthening of relationships with organizations such as UNICEF, ALSANNA, and PAHO to promote the regional food health agenda.

Multilateral Advocacy

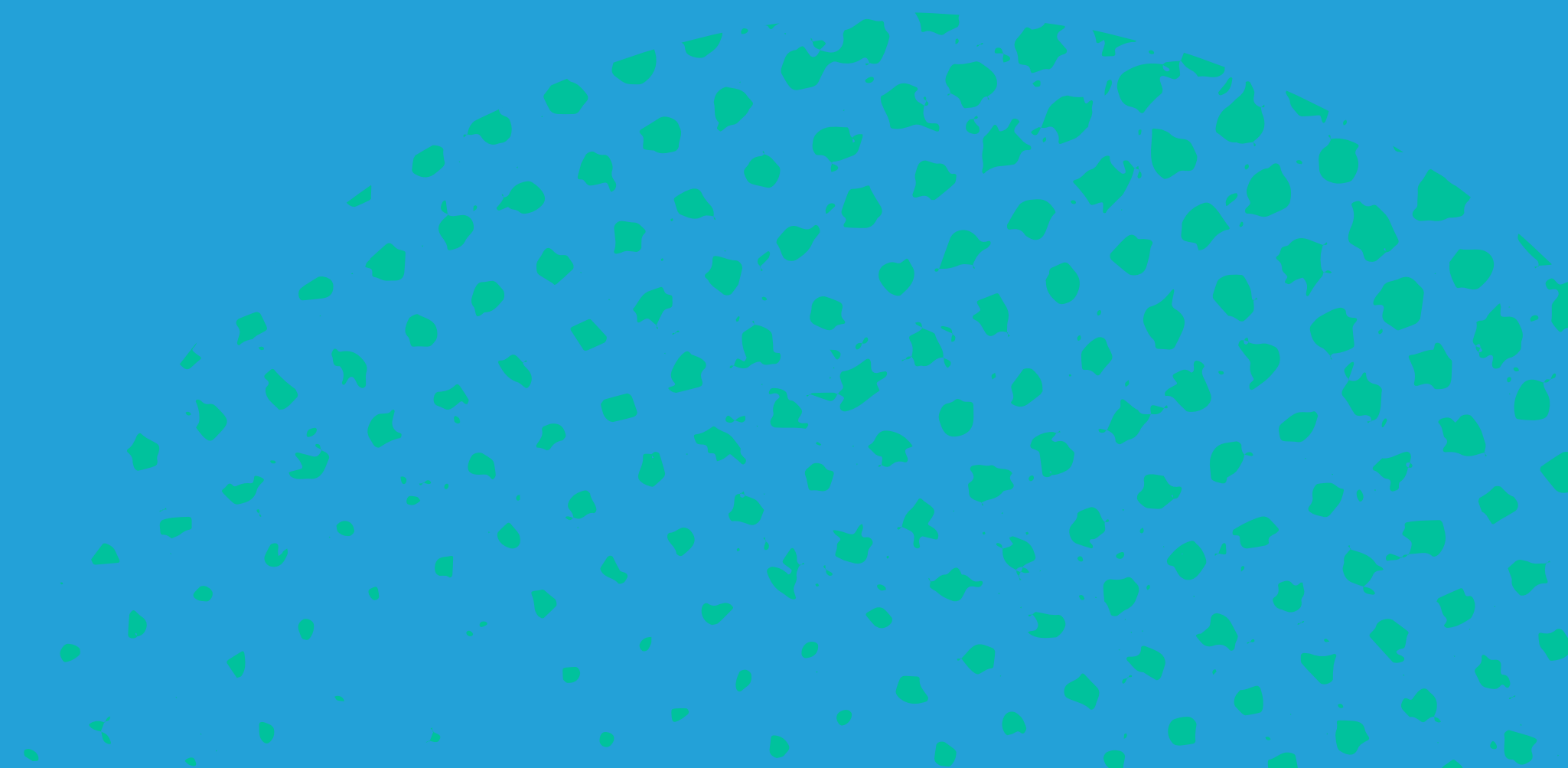
- Advocacy for the presentation and approval of a draft resolution on the regulation of digital marketing of breast milk substitutes at the World Health Assembly (WHA).
- Participation in international and multilateral forums, such as the G20 and Codex Alimentarius, to influence positions on relevant issues.
- Mapping of policies, situation by country, and actors.
- Relations with UNICEF, ALSANNA, and PAHO.



Research



The research department is responsible for the coordination, progress, and production of all Colansa's research activities, developing scientific research and generating scientific articles of interest, as well as coordinating the research agenda with the advocacy department and the hubs.



Studies in Progress



- International Study on the Impact of Front-of-Package Nutrition Labelling on the Purchase Intentions of Latin American Consumers (ENFA research).
- Interference of the Food Industry in the Public Policy Cycle to Improve Food Environments in Latin America and the Caribbean.
- Identification of research needs to improve the implementation of national policies aimed at improving food environments in Latin American and Caribbean countries.
- Gender perspective in scientific articles and products developed for advocacy related to national policies aimed at improving food environments in Latin American and Caribbean countries.



4. Thematic Hubs



What are they?

A hub is a space for discussion and exchange on specific topics for researchers, experts, and advocates. The mission of the hub is to support the advancement of regional policies in specific areas related to food systems using the best available evidence.

These are our hubs:

Front-of-Package of Processed Food and Beverages

Industry Interference in Public Policies on Food and Nutrition

Fiscal and Economic Policies for Healthy Food and Nutrition

Front-of-Package of Processed Food and Beverages Hub

Colansa Coordinator: Ariadna Villalobos
Coordinating Committee: CLAS, INSP e INTA



The Hub currently has 96 registered members from 16 countries (Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Ecuador, USA, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela). They belong to 43 civil society organizations, universities, and institutions.

The Hub's mission is to support the promotion of the policy, in its proper implementation, and to warn of threats to its weakening. In addition, it collaborates in the development of joint advocacy strategies with its members and other civil society actors and government agencies.



Outstanding Results

- **Response to regulations in public consultation (Paraguay)**

In Paraguay, Colansa contributed to the response to regulations in public consultation, offering technical analysis and evidence-based recommendations to strengthen policies aimed at promoting healthy food environments. This participation seeks to support the development of more robust regulations that are aligned with the public health needs of the country.

- **Participation in public consultation and social media campaign to confront the industry (Ecuador)**

In Ecuador, Colansa actively participated in a public consultation, contributing technical positions to strengthen regulations aimed at promoting healthy food environments. At the same time, it supported a social media campaign that sought to raise public awareness of the negative impacts of the food industry's strategies, reinforcing the importance of policies based on scientific evidence. These actions helped to broaden the public dialogue and push for legislative progress in the country.

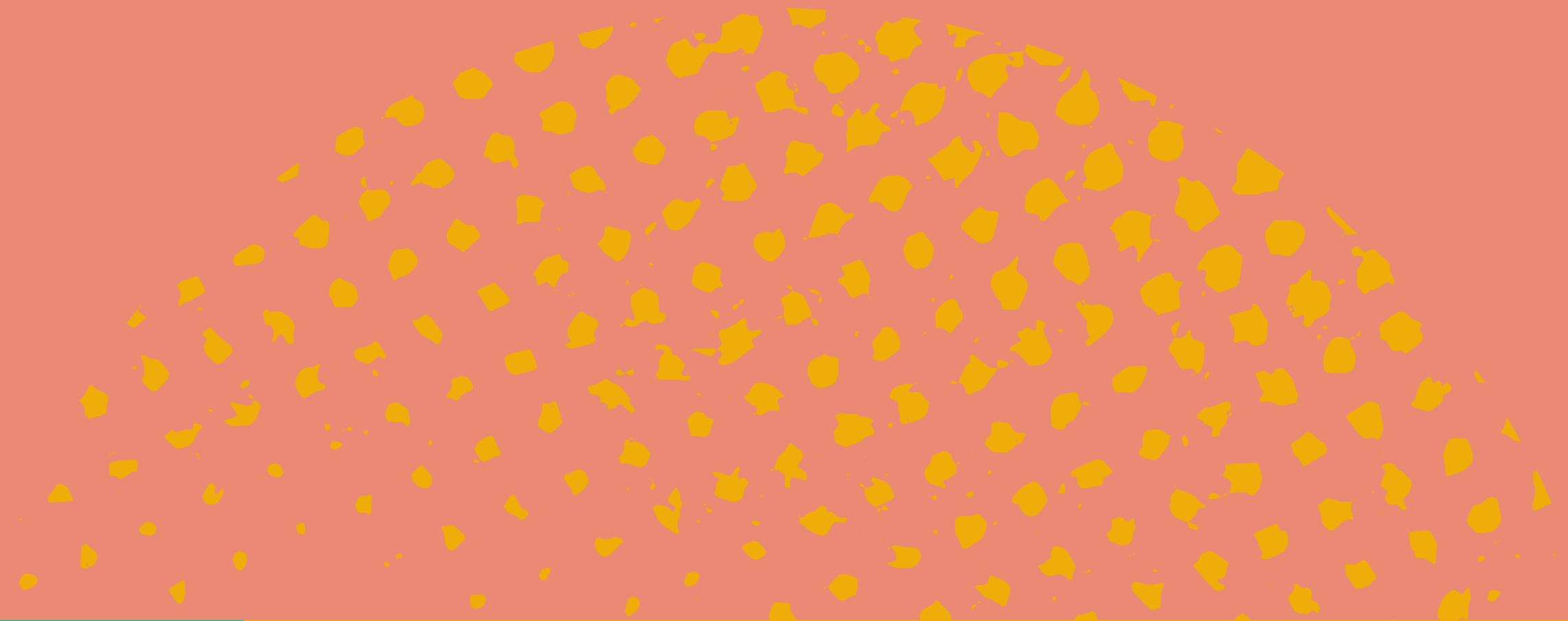


- **Mobilization of civil society to increase awareness and legislative support (Bolivia)**

In Bolivia, Colansa promoted the mobilization of civil society to raise awareness of the importance of healthy food policies and strengthen legislative support. Through joint actions and campaigns, it sought to engage different social actors, creating a cohesive movement for the advancement of initiatives that promote healthier and more sustainable food environments in the country.

- **Sending letters of support for the regulation (Peru)**

In Peru, letters of support for the proposed regulation were sent, reinforcing the importance of measures that promote healthy food environments. This action sought to raise awareness among the authorities and strengthen the implementation of public policies based on scientific evidence, contributing to the advancement of health and nutrition in the country.



Industry Interference in Public Policies on Food and Nutrition Hub

Coordination Committee: El Poder del Consumidor, IDEC e INSP
Colansa Coordinator: Luana Lara

The Hub has 70 members from 13 countries (Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, the United States, Guatemala, Mexico, Panama, Peru, the Dominican Republic, and Uruguay).



Outstanding Results

Repository of documents on industry interference

The Hub produced a database of documents on the issue of industry interference so that members can easily access this information.

[Click here to access it!](#)

Digital Security Guide

A Digital Security Guide was produced to instruct Hub members in the use of the digital tools adopted by the Hub:

[Click here to access it!](#)

Alert System

This is a collective and collaborative space for sharing situations involving conflicts of interest and attempts at industry interference. A guide for using this space was produced for the organization of the System's activities. The Alert System is also a space in Hub member meetings to discuss cases of conflicts of interest in Latin American and Caribbean countries.

[Click here to access it!](#)

Governance Document

The governance document was produced by the Hub's coordination committee and approved by the members:

[Click here to access it!](#)



Fiscal and Economic Policies for Healthy Food and Nutrition Hub

Coordination Committee: IAHF
Colansa Coordinator: Ignacio Drake

The Hub has 25 members from 7 countries (Mexico, Peru, Uruguay, Argentina, Colombia, Paraguay, and Costa Rica).



Member Meetings

Held on a quarterly basis, the meetings aim to exchange ideas and approaches. In addition, regular meetings are held with member organizations to follow up on the different lines of work being developed on the following topics:

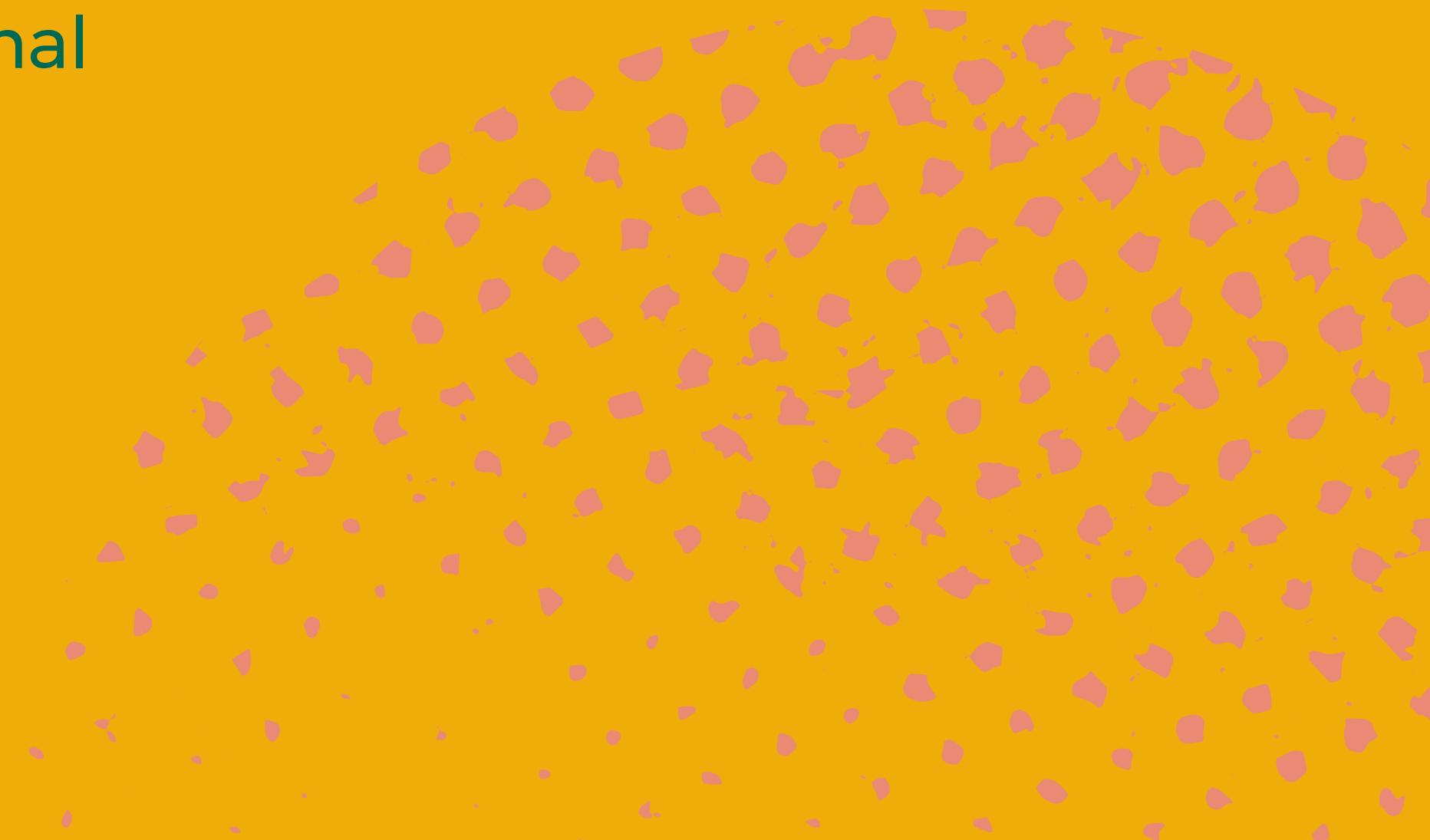
- Addressing research related to economic and fiscal policies for healthy eating.
- Identifying the best global and regional experiences in fiscal and economic policy that improve food environments.
- Promote sustainable and timely policies for healthy food systems.
- Share the progress of research and interventions in each of the countries.



5. General Communication



As a strategic axis, communication supports the strategies of the hubs and, in addition to disseminating newsletters, internal communications, and other communication materials, it produces graphic materials, texts, translations and manages suppliers, in order to keep Colansa's website and social networks up to date, to continuously enhance institutional development and fundraising activities.



Dissemination of studies

Through the website and social networks, studies and research are disseminated, both produced by Colansa and its members, which address nutrition labelling, the promotion of healthy and adequate nutrition, and the interference of the food industry in LAC. Reflections on food systems are also disseminated in publications and events to broaden the public debate on the subject, always in the light of scientific evidence.

Mobilization of Colansa members

Colansa supports the production of technical documents, content and mobilizations of associated entities, with the aim of strengthening researchers, public managers and organized civil society committed to the promotion of healthy and adequate food. Through the communication channels (email, website, LinkedIn, X (formerly Twitter), and the newsletter), it disseminates studies and actions, as well as optimizing internal communication with members through an email group.



Dissemination and content creation - Saludable Saberlo



Saludable Saberlo is a Regional Communication space free of conflict of interest to strengthen communication for advocacy, with information of interest and relevance on health, healthy eating and related topics.

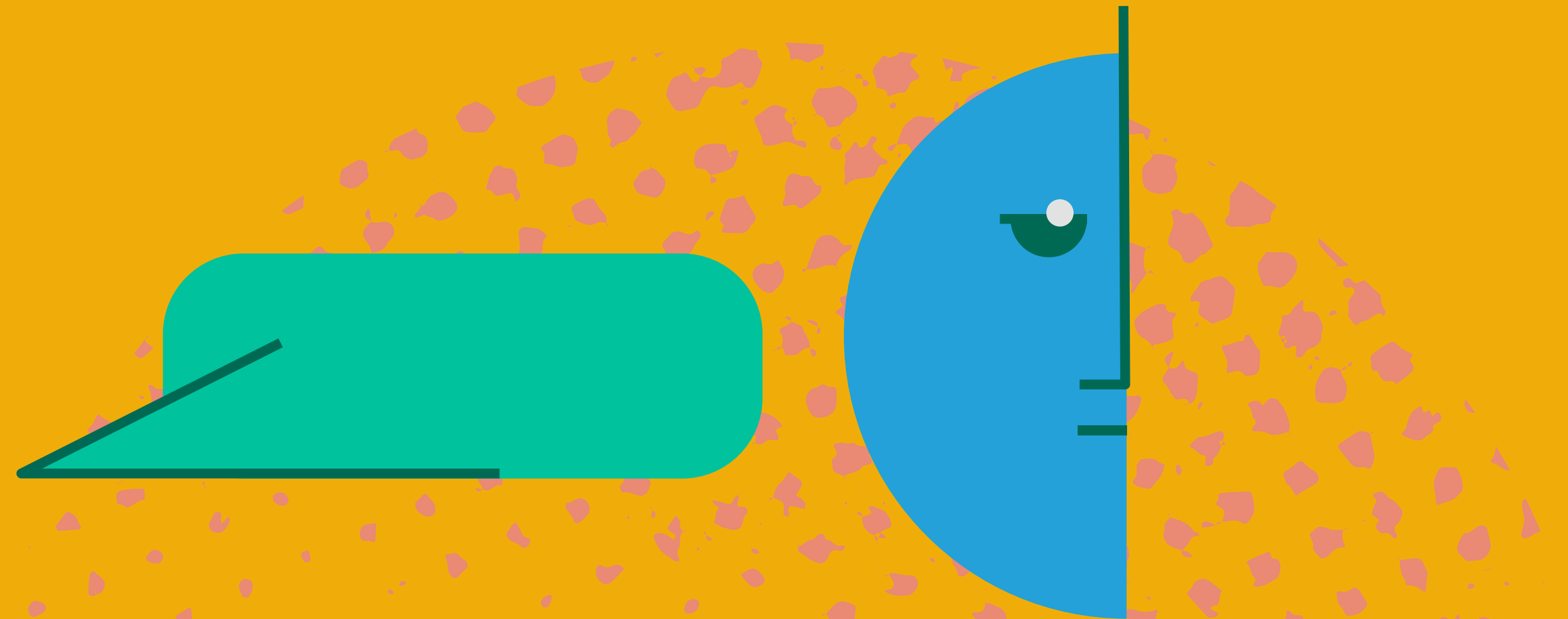
The topics to be covered, the approach, and the quality control of the content is supervised by an editorial committee made up of people of different ages and profiles from various countries (Ecuador, Argentina, Uruguay, Costa Rica, Mexico, Peru, the Dominican Republic, Ecuador, and Brazil) with expertise in different areas related to food systems, health, communication and consumer rights. The content is produced by the content team, made up of two long-standing



investigative journalists and a social media manager (with experience in managing content on social media and extensive training in nutrition and public health). It also receives contributions from people with expertise in the topics it covers who contribute content on a voluntary basis, especially specialists who are members of Colansa or its member organizations. Furthermore, it carries out, promotes or participates in collaborations with other media or organizations. Currently, Saludable Saberlo shares its content through a website: www.saludablesaberlo.org, a monthly newsletter that is sent to subscribers' emails, and social media accounts, especially Instagram but also X (formerly

Twitter), and Facebook.

During 2024, more than 10,000 people consulted the contents of Saludable Saberlo, visiting 11,147 pages of the portal. On Instagram, 1,143 followers were achieved with a reach of 192,016 accounts.



6. Media and networks



Currently, Colansa has the following communication channels:

Website: colansa.org

Contact email:
contacto@colansa.org

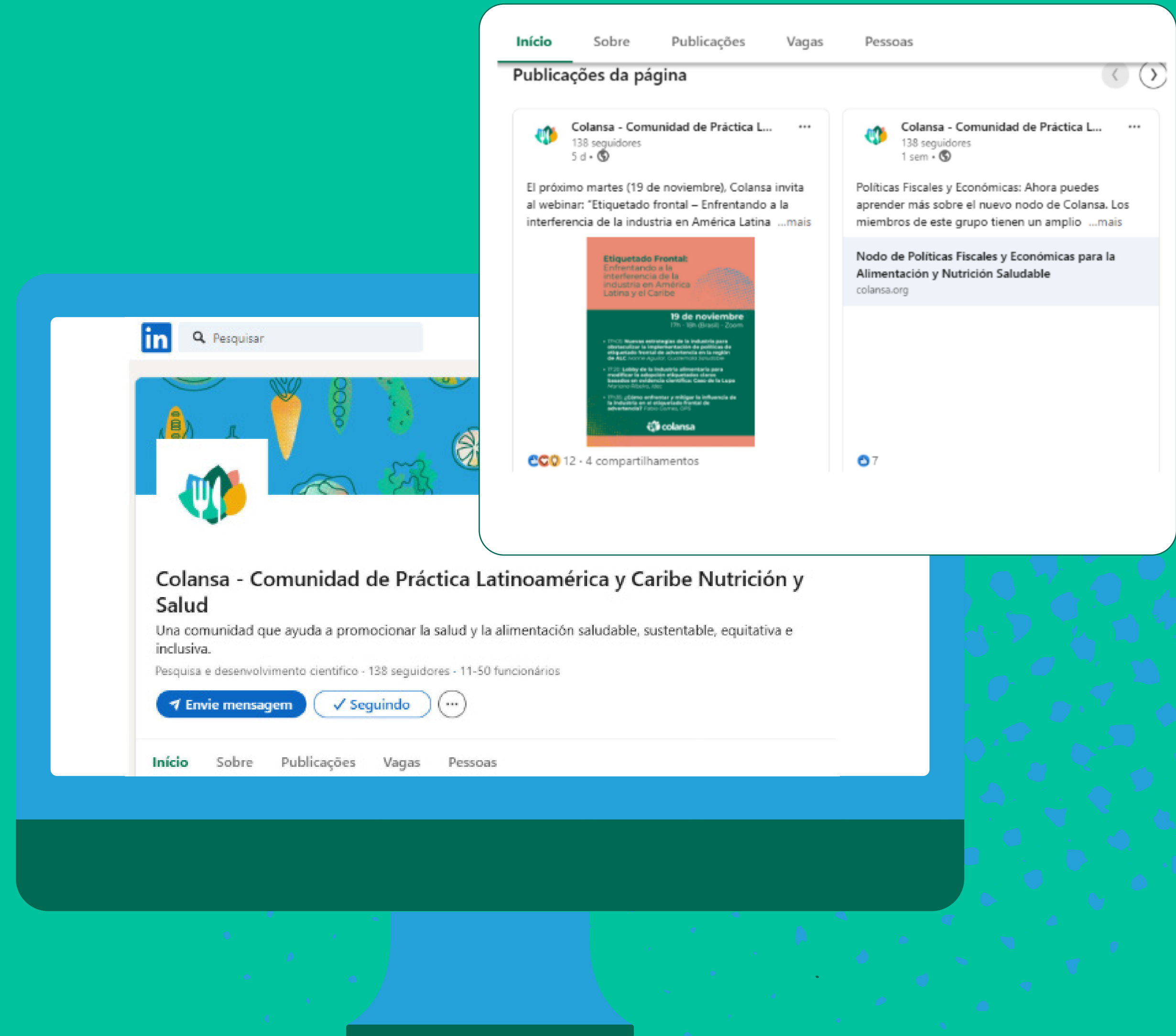
Bimonthly newsletter:
[Click here!](#) - 568 contatos

Twitter/X: [Twitter/X Colansa](#)
[Click here!](#) - 502 seguidores

LinkedIn: [LinkedIn Colansa](#)
[Click here!](#) - 155 seguidores



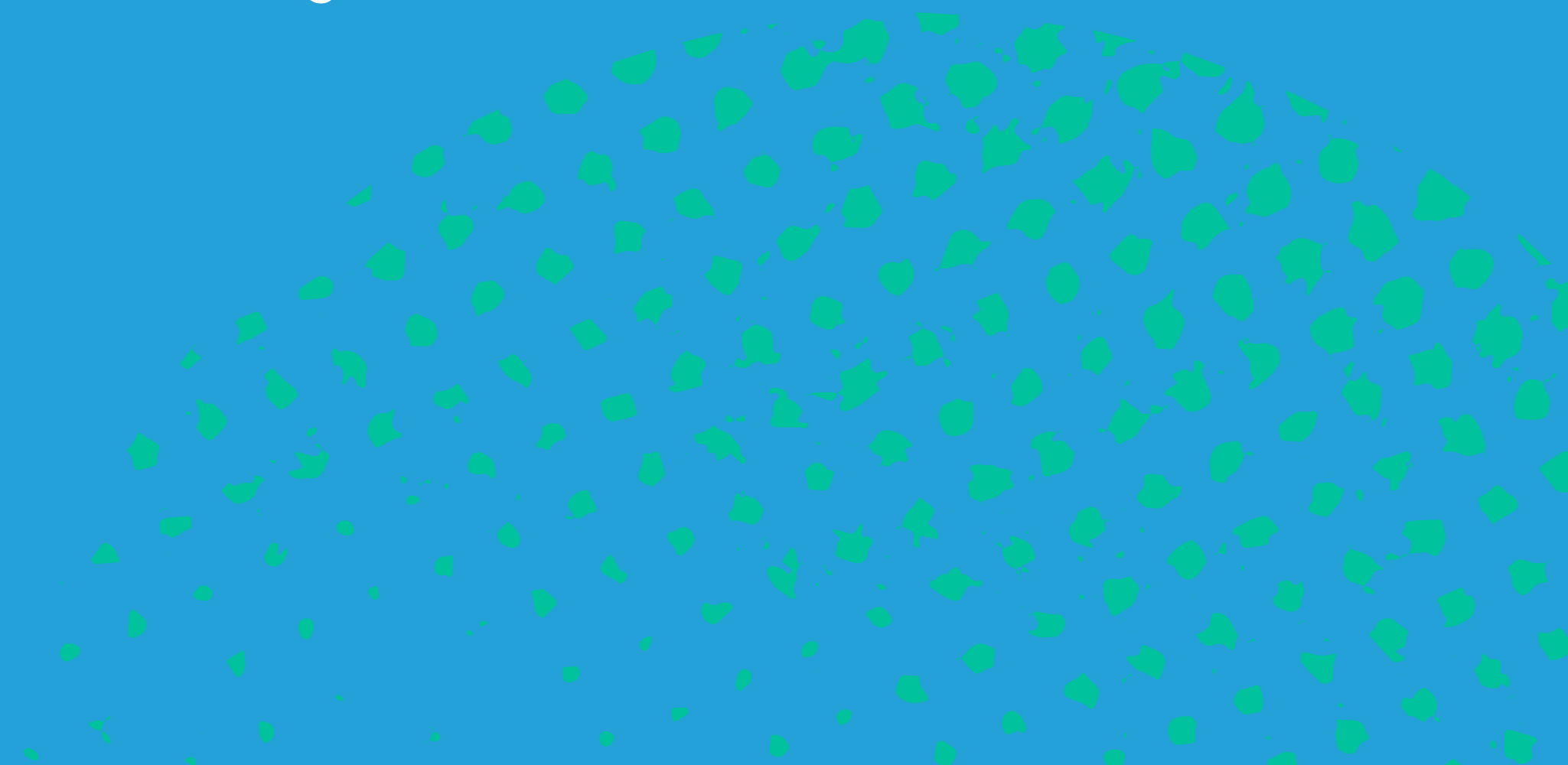
To expand the mobilization of Colansa members, in 2024 the community profile was created on the professional network LinkedIn, with the aim of disseminating events, studies, research, and vacancies, as well as promoting articulation with the pages of the associates. The institutional presence on the web is compatible with the profile of the organization, since the users and followers are academic professionals and researchers.



7. Colansa members



Colansa currently has a diverse and growing network of members dedicated to promoting healthy, sustainable, equitable and inclusive food systems in LAC. The community is made up of 257 individual members and 35 organizations, representing different areas of knowledge, sectors of civil society and academic institutions. It brings together individual members from 24 countries, demonstrating its level of expansion and diversity.



In addition, there are representatives from countries with only one member, such as Australia, El Salvador, Guyana, Honduras, Puerto Rico, the Dominican Republic, and Trinidad and Tobago, broadening the plurality of the community.



8. Alliances

Global Alliance for the Healthy Diet of Girls, Boys and Adolescents (ALSANNA)

Participation in the ALSANNA workshop “Healthy Food Environments in Latin America and the Caribbean”, during which actions were defined such as the development of an advocacy plan, the exchange of scientific evidence, support against interference from the food industry, an alliance with UNICEF LACRO/Mexico, the sending of letters of

support to countries and the unification of the mapping of public policies between ALSANNA, CLAS, and Colansa.



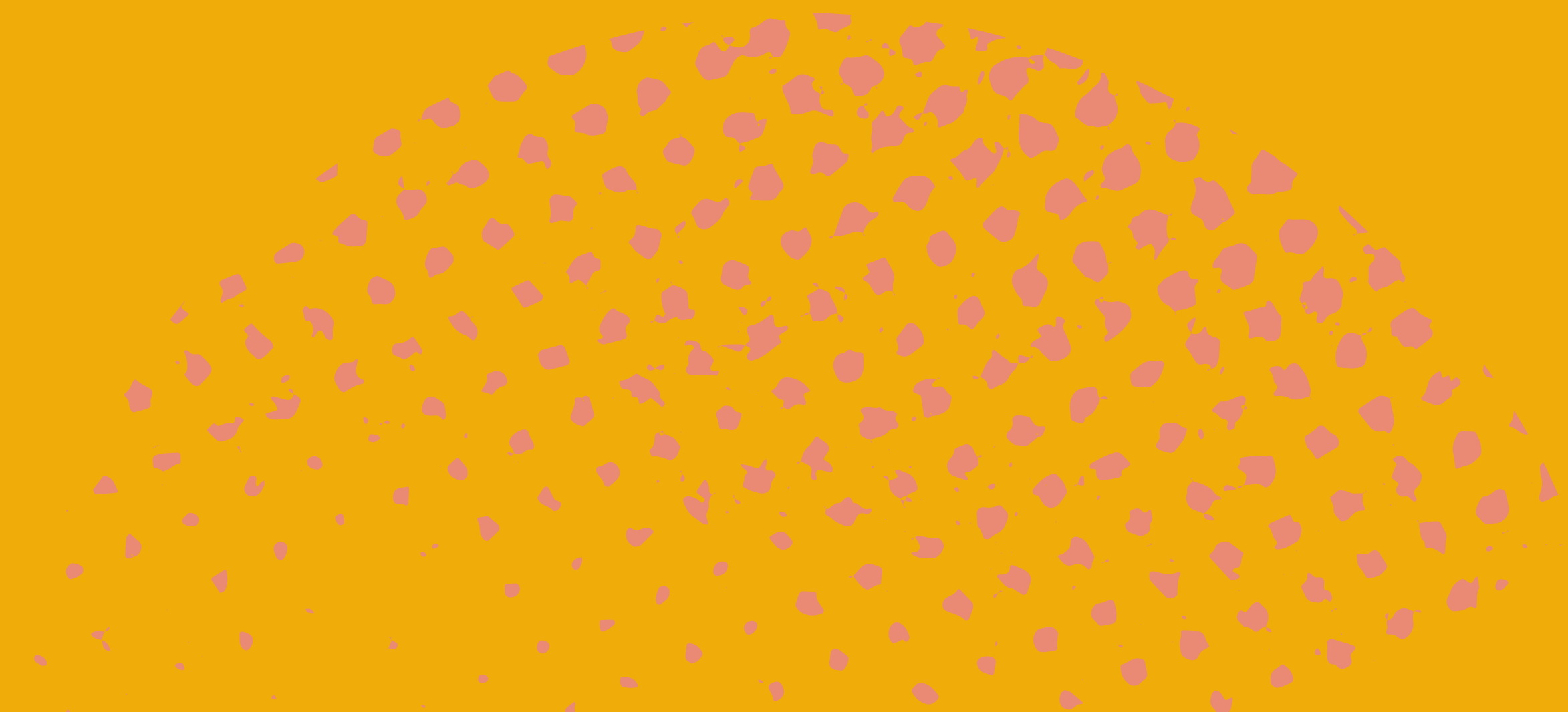
Next Gen(D)eration

Memorandum of understanding with the Next Gen(D)eration Leadership Collective (NGLC) in November 2024, formalizing an alliance to co-create and implement initiatives aimed at transforming food systems, promoting greater justice, equity, and sustainability.

Ministry of Health and Institute for Consumer Defense (Idec)

Organization of the event to mark 10 years since the publication of the second edition of the Dietary Guidelines for the Brazilian Population, which brought together specialists, public administrators, and representatives of civil society in a fruitful dialogue about the impacts and challenges of the guidelines over the last decade. In this remarkable event, the progress made was presented, such as international recognition and influence on public health policies, as well as debates

on the main challenges faced, including attacks on the guide and the need for its continued defense. The meeting provided valuable reflections on lessons learned and perspectives for strengthening healthy and sustainable eating in Brazil, reaffirming the commitment to the promotion of conscious and accessible eating practices.



9. Financial Resources

Colansa is funded by Bloomberg Philanthropies, an organization that focuses on creating lasting change in five main areas: Arts, Education, Environment, Government Innovation, and Public Health.

Grants

In order to strengthen actions in the region, Colansa supported other organizations in the development of various activities through two grants

totaling U\$60.000,00. The calls focused on research and on advocacy.



Advocacy Grant

The advocacy grant aimed to support projects that contribute to transforming the processes of food production, commercialization, and consumption into healthy and sustainable food systems, especially for vulnerable populations.

Twelve proposals were received. The selected ones were:

Title: “Promotion of Healthy and Sustainable School Environments”

Organization: Foundation for the Development of Sustainable Policies - FUNDEPS

Country: Argentina | Duration: 12 months

Title: “Promotion and Strengthening of Agroecology through Political Advocacy and the Dissemination of Information”

Organization: Civil Society Association for Socio-Environmental Health - ACSSA.

Country: Argentina | Duration: 12 months

Title: “Obesogenic Environments: From School to Home”

Organization: (Multidisciplinary Organization for Social Integration - OMIS)

Country: Uruguay | Duration: 12 months

Title: “Citizen Advocacy Strategy for Healthy Nutrition for Ecuadorian Children and Adolescents”

Organization: Food Market Users Committee - CUUM | Country: Ecuador

Duration: 12 months



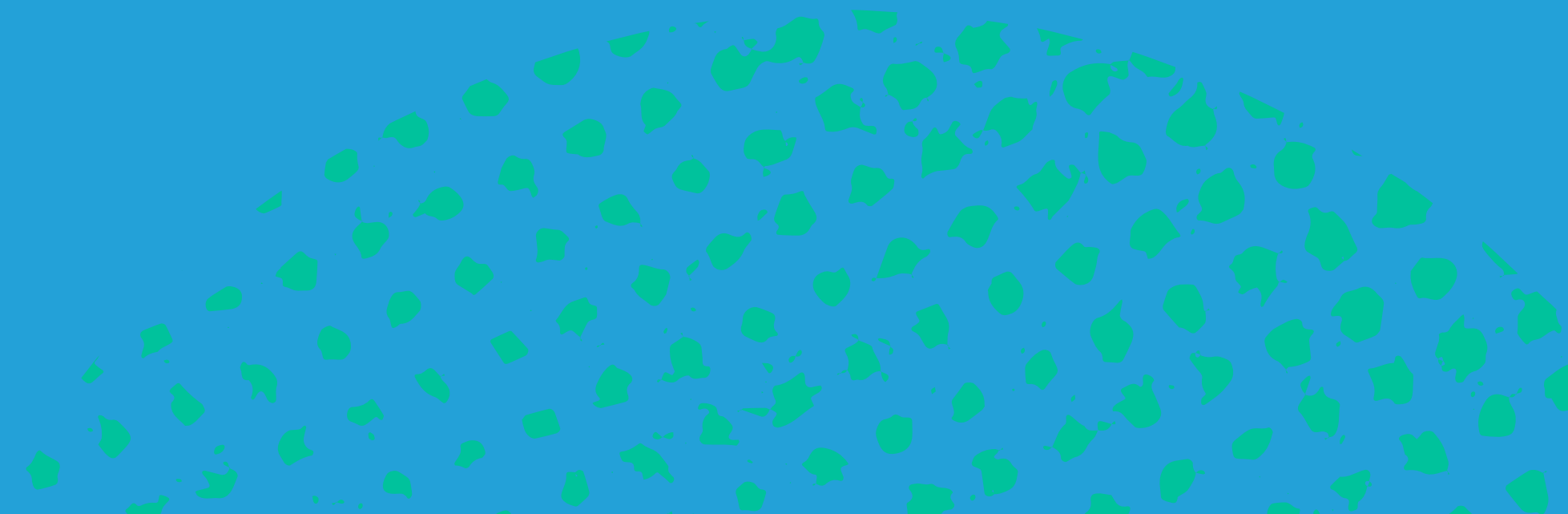
10. Closing

In summary, the activities carried out throughout the period demonstrated significant progress in the achievement of each objective proposed by area. The team endeavored to carry out the established tasks and the results obtained reflect the collaborative work and dedication of all those involved. However, there are still challenges to be overcome and areas that require continuous monitoring.

In the coming months, it will be essential to continue with the implementation of the planned actions, paying special attention to (complete with Colansa's

highlighted topic). The team will focus on consolidating the strategies adopted and on the search for (complete). In addition to this, it is essential to strengthen communication with members and stakeholders to ensure that actions are carried out in a coordinated and integrated manner.

During this period, progress has been made in the consolidation of Colansa. In recent years, the number of members has increased, as has the participation of members from various institutions, both academic and civil society organizations, from different countries in the region.





colansa