



PACIFIC ISLAND FOOD REVOLUTION



Robert Oliver, Founder & Executive Director
with special guest, Princess Salote
of the Kingdom of Tonga

ABOUT US

Pacific Island Food Revolution is more than just a television show. We are a social and behaviour change communication program that takes an innovative, evidence-based, and culturally grounded approach to addressing the non-communicable disease crisis in the Pacific.

We combine entertainment with insights from behavioural sciences to tailor messaging for impact. Our signature is a TV show (click here to watch the trailer) where contestants from Fiji, Samoa, Tonga, and Vanuatu compete using local food.

The goal is for Pacific people to choose local healthy food contributing to improved well-being by 2030.

Would you join us? Be a part of the Food Revolution today!



THE PROBLEM

The Pacific is in a throes of a health crisis. Data from the World Health Organisation reveals that 75% of deaths in the Pacific are related to diabetes, obesity, and other non-communicable diseases.

The economic toll of NCDs in the Pacific is significant, amounting to US\$200 million or 3% of the region's GDP.

A solution is urgently required. Turns out that the solution is in the Pacific backyards -- literally, our local healthy food.



THE SOLUTION

Pacific Island Food Revolution uses an innovative development model -- creating media products and engaging strategic partners to promote and restore Pacific cuisine to its rightful place.

We're drawing on traditional Pacific knowledge and food systems which are sustainable and equitable. Pacific food systems preserve rich biodiversity, provide nutritious food, and are climate resilient and low carbon. Through media and partnerships, we're reviving Pacific food systems and culture.



PACIFIC ISLAND FOOD REVOLUTION



IMPACT

Busara Center for Behavioural Economics undertook a survey to measure the impact of Pacific Island Food Revolution in Fiji, Samoa, Tonga, and Vanuatu.

The result of the survey is PIFR's Impact Assessment Report (which can be viewed here) which outlines the program's implications in the medium to long term.

Due to the high level of audience engagement with PIFR, the Report showed that the program is driving a shift in perceptions of social norms, a key importance for overall behaviour change and sustainability of impact.



- ➔ 33% of Fijians reported improved diet changes
- ➔ 38% of Ni-Vanuatu reported improved diet changes
- ➔ 146% of Samoans reported improved diet changes
- ➔ 262% of Tongans reported improved diet changes

On average, 42% of people in the four countries who have engaged with PIFR have reported a positive change in their diets over 2020.

This shows that PIFR's innovative development model does work! This important life-saving work needs to continue, and if so, over time thousands of Pacific lives will be saved.

NUMBERS



5 million
Pacific
viewers



4
radio
stations



6 million
reached on
Facebook



4
Pacific
governments



100
free
recipes



30 TV
networks
worldwide*



42% chose
healthy
food



165,839
impacted
in 5 years

*Fiji, Samoa, Tonga, Vanuatu, Papua New Guinea, Solomon Islands, Niue, Kiribati, Cook Islands, Nauru, Tokelau, Australia, New Zealand, United Kingdom, United States, South-East Asia

<https://www.pacificislandfoodrevolution.com/>