

The Food Warrior Bulletin

PACIFIC ISLAND FOOD REVOLUTION
NEWSLETTER

A health crisis, a Pacific solution

Bula, talofa, malo and halo!

Welcome to our very first Pacific Island Food Revolution (PIFR) newsletter called 'The Food Warrior Bulletin'. PIFR is a behaviour change project that uses the power of reality television, radio and social media to change the eating behaviour of Pacific Islanders and, thereby, contribute to reducing the NCD risk of unhealthy diets in the region.

NCDs are the leading cause of death accounting for 75 per cent mortality in the Pacific, according to WHO.

This is a crisis as well as a sustainable development threat in the Pacific. We cannot do this alone. Together, we can 'flatten the curve' of the NCD rates and return our region to what it should be: the Garden of Eden of the world.

We will keep you informed on PIFR's achievements and plans as we work together to promote local healthy food to the Pacific communities. Throw on your apron and come join us!

ROBERT OLIVER
Executive Director





OUR REACH



- Over 5 million weekly TV viewers
- Screened in 12 Pacific Island Countries
- Screened on 24 Pacific TV networks
- PIFR's COVID-19 awareness TV ad aired regionally



- Fijian radio show titled Sureti Se Maqa with Viti FM reaching 80% of Fiji
- 379 local healthy recipes received from Fiji's radio show
- Ni-Vanuatu radio show titled Island Kakai with Radio Vanuatu reaching 100% of Vanuatu
- Radio show in Tonga coming soon



- 52,186 page likes as of 31 August 2020
- 71,262 engaged users for August
- 667,456 Facebook reach for August 2020
- 707% increase in Facebook post reach for August 2020
- 87% increase in website traffic for August 2020

A recipe of hope

How PIFR saved Leonid Vusilai

Growing up in an informal settlement in Vanuatu's capital, Port Vila, Leonid's parents tirelessly worked odd jobs to give their son and his siblings a decent education. His parents' sacrifices fueled Leonid's resolve to make a better life for himself and his family. Leonid knew that creating local food was his dream

and with his father's support, he worked long hours to upskill himself. But it wasn't easy. When the opportunity to be a contestant on the inaugural PIFR TV show presented itself, Leonid jumped at the chance. And the rest is history.

Read more, click [here](#).

New PIFR TV show airs

A new season of Pacific Island Food Revolution returned to our screens last month (August). Produced by international chef and award-winning author Robert Oliver, the reality TV cooking show features teams from Fiji, Samoa, Tonga and Vanuatu who compete to prepare local recipes which are judged by Oliver and his co-hosts. The TV show is a product of its namesake, Pacific Island Food

Revolution, a behaviour change program that aims to combat the disturbingly high rate of NCDs in the Pacific by promoting local healthy food. PIFR's TV show will be distributed to Australia, New Zealand, Asia, Europe and North America showcasing local food and Pacific culture to a global audience.

For your local TV listing, click [here](#).



WHAT WE DO

Innovative
Approach

Global
Reach

Local
Partnerships

PIFR's COVID message

The relevance of PIFR during COVID-19

Pacific Island Food Revolution is even more relevant today with the threat of COVID-19. Eating local healthy food boosts immunity and fosters the strengthening of resilient local food systems at community levels. The Pacific Island Food Revolution produced a public service announcement on COVID-19

which features Pacific leaders promoting COVID-19 health messaging in a relatable way. This video is screened alongside the PIFR TV show and aired across 24 Pacific TV networks in 12 Pacific Island countries.

To watch the PIFR COVID-19 PSA, click [here](#).

Fiji and Samoa launch

The new season of Pacific Island Food Revolution was celebrated during its Fijian launch in Suva on 20 August. The event was attended by the Fijian Health Minister, Hon Dr Ifereimi Waqainabete, along with the Australian High Commissioner to Fiji, HE John Feakes, and his New Zealand counterpart, HE Jonathan Curr. Both Heads of Missions reaffirmed their countries commitment and

friendship to the Pacific, and remained dedicated to working with the region to improve health of the Pacific people. "PIFR has shown how good our local food is and how we can put it to good use," said the health minister, Dr Waqainabete.

The Samoan launch is planned for late September.

Read more, click [here](#).



Does PIFR work?

The effectiveness of PIFR and our community work

The short answer: a resounding yes! Pacific Island Food Revolution's monitoring and evaluation partner, the Busara Centre for Behavioural Economics, conducted an experimental lab survey in 2019, which showed that respondents are 147% more likely to choose healthy food after exposure to PIFR than respondents who were not exposed to PIFR. PIFR has recently undergone an independent Mid-Term

Review, which found PIFR is progressing towards achieving its short-term outcomes of increasing:

- 1) interest in local food, and
- 2) knowledge of how to prepare local food.

Busara is currently planning an end-line survey in the four countries of implementation to measure knowledge, attitudes, and practices pre- and post-exposure to the Pacific Island Food Revolution.

Community engagement coming soon!



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