

# Olu Akinkugbe Child Nutrition Center



## Who are we?

### Background:

- To honour our founding Chairman, Chief Olu Akinkugbe, the Olu Akinkugbe Child Nutrition Center was established and commissioned in November 2005 by Friesland Foods WAMCO Nigeria PLC.



## Vision & Objective

### Vision:

- To be a first class expertise centre on Child Nutrition by 2008

### Objective:

- To give credible, objective and trustworthy information as well as to educate people on nutrition in general and child nutrition in particular



## Target

- Health Care Practitioners (Dieticians/Nutritionists/Pediatrics/GPs)
- Educationists
- Mothers
- Children



## Broad Platforms

Three broad platforms which encompasses our key programs are as follows:

- Information
- Education
- Consultancy



What do we do?



## Information

### Nutrition Column:

- Press Nutrition educational: Nutrition columns written by Experts in key Newspapers

### Website:

- Website Nutrition education via [www.oluakinkugbechildnutritioncentre.com](http://www.oluakinkugbechildnutritioncentre.com)

### Nutrition centers in Hospitals:

- OACNC will be spread to 6 hospitals by end 2006
- In 2007, roll out to more than 50 Health Care Centres and clinics



# Education

## Nutrition Seminar:

- One Seminar will be held on an annual basis on key topical issues relating to nutrition
- In 2006: 'Good Toddler Nutrition – Key to a bright Future'

## Employee Nutrition Training:

- Employees are trained on a regular basis
- Vision to serve as nutrition information hub for other companies (facilitate training)

## Nutrition Materials: Food Pyramids/hand bills

- Distribution to both public and private primary schools
- Hospitals and Clinics/NGOs/Nutrition Centres



## Consultancy

### Call Centre:

- Call Center number: **01-2715111**
- Several calls received regarding how to breastfeed babies

### Visit:

- Mothers are received on a daily basis at the Child Nutrition Centre
- Attended to by a Nutrition Expert
- Over 300 people visited this year (average of 30 persons per month)



## Documentary

### Nutrition advocacy:

- To change the eating habits of Children to healthy ones, two documentaries were produced in conjunction with CFC, an NGO
- First documentary titled 'Healthy Kicks vs Junk Food Kings' targeted @ 6 – 10 years
- Second documentary 'Food for Thought' for 11 – 16 years
- To commence airing in the schools from **2007**



# Breastfeeding Campaign



## Breastfeeding Campaign

### Breast feeding Campaign:

- Commence a breast feeding campaign which is being developed
- Launch full fledged Breast feeding campaign in Q1 2007



## Conclusion

- Friesland Foods WAMCO Nigeria PLC through the Olu Akinkugbe Child Nutrition Centre is contributing positively to the nutritional development of the Nigerian Child

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development of a healthy nation



## Our Motto:

- Committed to the **healthy development** of the Nigerian Child

