

3 hours 41 minutes

vs

5 minutes

Scrolling



A New Digital Campaign Urges South African Youth to #ChangeYourPlateSA and Make Their Screentime Count for the Planet

Target population Most active social media users are between 18–24 years.

This population also have a significant low intake of essential food groups (e.g.: vegetables and fruits). South Africans aged 15 years and older eat well below the recommended vegetables and fruits 400g.

State of SA health:

National prevalence of underweight was 10.3%, stunting 21.6% and wasting 3.7%. Malnutrition results from childhood dietary patterns have longlasting effects:

- Impaired cognitive & neurodevelopment
- Impaired physical growth
- Increased risk of chronic diseases
- Weakened immune system

SA's current diet is:

Low fruit and vegetable intake contributes 3.2% to total deaths in South Africa.

Breakfast: Bread/toast, Bread/toast & egg, porridge, cereal, oats.

A staple breakfast includes mieliepap or maize porridge. Depending on what is available, this is either eaten plain, or with sugar, butter, milk or cheese.

Lunch: Bread/sandwich, Pap & meat, rice & meat. Lunch is typically a 1/4 loaf of bread accompanied by leafy vegetables (morogo, or African spinach)

Dinner: Pap & meat, rice & meat. Dinner is mieliepap with morogo and a cheap cut of meat, or poultry (chicken feet is a popular choice – or even mopani worms). Rice is considered an occasional luxury.

Engage on “**What I Eat**” recipes and use **#ChangeYourPlateSA** to redirect youth empowerment to more meaningful development.

Call to action:










We South Africans are already spending nearly **4 hours online**, why not dedicate **5–10 minutes** of that screentime towards content that is **healthy for our bodies & more sustainable for the planet.**

Adjust your current diet

A healthy diet can decrease global dietary emissions by 17%
A healthy diet can prevent approximately 11 million deaths per year

What does a healthy diet look like?

What a diet look like?

	Food group label	Macronutrient intake (grams per day)	Caloric intake (kcal per day)	
	Whole grains	Enjoy a variety of foods	232	811
	Tubers/Starchy vegetables		0-100	39
	All Vegetables	Eat plenty of vegetables and fruit everyday	200-600	78
	All fruits		200-300	126
	Dairy foods	Have milk, maas or yoghurt every day	0-500	153
	Protein sourced foods	Drink lots of clean, safe water		
	-Beef, lamb, pork		0-28	30
	-Chicken & other poultry	Fish, chicken, lean meat or eggs can be eaten daily	0-58	62
	-Fish		0-100	40
	-Eggs	Use salt and food high in salt sparingly	0-25	19
	-Legumes	Eat dry beans, split peas, lentils and soya regularly	0-100	284
	-Nuts		0-75	291
	Added fats - Un/saturated oils	Choose vegetable oils, rather than hard fats	20-80 ; 0-11.8	354 ; 96
	Added sugars	Use sugar and foods and drinks high in sugar sparingly	0-31	120