

*For Immediate Release*  
*June 17, 2025*

**PRESS RELEASE**

**The Coalition for the Promotion of Healthy Diets in Cameroon  
Bamenda**

**The Coalition for Promoting Healthy Diets in Cameroon Calls for Increased Taxes on Sweetened Beverages and Ultra-Processed Products to Reduce Consumption and Prevent Non-communicable Diseases.**

Today, a Coalition of civil society organizations has joined hands to embark on a significant policy advocacy campaign to mitigate the growing consumption and the negative impact of unhealthy diets from packaged food products in Cameroon. This will be done through a tax increase on sweetened beverages (SBs) and other ultra-processed products (UPPs), besides other measures, including raising awareness, regulating advertising, more educative, simple, and clear warning labels, etc.

This call to action mainly aims to address the alarming rise of non-communicable diseases (NCDs) such as diabetes, heart disease, obesity, and certain cancers, which are currently responsible for 7 out of 10 deaths (WHO-2022).

Their risk factors, including tobacco use, alcohol use, unhealthy diets, physical inactivity, and pollution, are increasing by virtue of globalization, urbanization, demographic aging, and technological advancements. In 2016, unhealthy diets took over from tobacco as the number one risk factor for NCDs (WHO-2016). Today, about 74,000+ people die from NCDs annually in Cameroon, making up 43% of annual deaths and rising.

About 50% of Cameroonians drink more than 3 cans of sweetened beverages weekly (RADA 2025). SBs are associated with developing overweight, obesity, diabetes, and other Cardiovascular conditions. "We need to act now and act fast. As a country, taking care of your own people, no matter the cost, can never be a burden to you or the economy," said Ferdinand M. Sonyuy, CEO of the Reconciliation and Development Association-RADA.

If we tax these sweetened beverages, it will reduce consumption. This is just one of many important regulatory measures. A consequence is that a reduction in consumption will prompt manufacturers to reformulate products with excessive amounts of nutrients of health concern. As a Coalition, we are calling on the President of the Republic, the Legislature, the Minister of Public Health, and Minister of Mines, Industries and Technological Development, The Minister of Finance, the Minister of Economy, Planning and, Regional Development and the Minister of Agriculture, Ministry of Trade to prioritize public health and development through the adoption of healthy food policies including taxation for SBs and other unhealthy packaged food products, as well as complement this measure with other policies that promote healthier choices for Cameroonians. Healthy Food Choices Matter!, Save the Next Generation!, Regulate Unhealthy Foods!.

We invite community leaders, the relevant private sector, and citizens to join this educative and policy request by visiting our website, where we share what the government is doing and also provide resources to support you to engage positively on the work using this link: [HERE](#)

Further information on this campaign can be found: <https://recdev.org/resources-and-actions-for-taxssbs-and-upps/>.

S/N	Name of Organization
1	Reconciliation and Development Association -RADA
2	Health of Population in Transition-HoPiT
3	CBC Health Services
4	Humanity At Heart Organization
5	Foundation Maguy-Pierre
6	Lachofit
7	Goofirm
8	FAHEDEF
9	Eshcol Valley for Sustainable Development
10	Health Research Foundation Buea
11	AgriFood Safety and One Health Agency (AFSAMA)
12	Biovitol Association
13	Community Sustainable Health Solutions (COSUHS)
14	CATUC Diabetes Club Association
15	SOPISDEW
16	Rural Doctors
17	Value Health Africa
18	C3T
19	C.C.C
20	FOTENON