



**Eat BETTER  
SOUTH AFRICA!**



**THE NOAKES  
FOUNDATION**

## ABOUT US

**The Noakes Foundation**, established in 2012 by Prof Tim Noakes and his family, is a Non-Profit Corporation founded for public benefit which aims to advance medical science's understanding of the benefits of a low-carb high-fat (LCHF) diet by providing evidence-based information on optimum nutrition that is free from commercial agenda.

**Eat Better South Africa!** (EBSA) was created in 2014 by The Noakes Foundation, to help fix the future outlook of human health, by changing the way people eat and the food policies to enable this. EBSA's solution to effect change in this regard is intervention programmes aimed at educating people from lower income areas, teaching them to get better by eating better. Our mission is **to educate under resourced community members about the dangers of excessive sugar and carbohydrate consumption, and to teach them how to make better food choices through dietary education, meal and budget planning, and general nutritional awareness.**

You can view one of our success stories here:

[https://www.youtube.com/watch?v=TQSHoNu6Er0&feature=player\\_embedded](https://www.youtube.com/watch?v=TQSHoNu6Er0&feature=player_embedded)

EBSA is funded through the generosity of our donors and through proceeds from our affiliate program. The foundation is currently looking for funding to run these community intervention programmes based on the low carbohydrate eating science as EBSA.



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[www.thenoakesfoundation.org](http://www.thenoakesfoundation.org)

[info@thenoakesfoundation.org](mailto:info@thenoakesfoundation.org)

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## THE AIM OF OUR COMMUNITY INTERVENTIONS

- ❖ To educate under-resourced South Africans about healthier food alternatives and to provide them with the knowledge to make better food choices
- ❖ Helping South Africa eat better, for a happier, healthier nation

## THE HEALTH CRISIS IN SOUTH AFRICA: The Future is bleak

There is a double burden of malnutrition and obesity. This is due to poor diets largely consisting of carbohydrates, sugars, and processed foods with high calorie content but low nutritional value.

5 million people died from diabetes in 2015, that is 1 every 6 seconds. In South Africa, health is impacted by various social determinants i.e. poverty, chronic disease, poor public healthcare facilities and education, and gender inequality. It is estimated that by 2030, non-communicable diseases (NCDs) will account for five times as many deaths as communicable diseases in low and middle-income countries. South Africa has the 3rd highest obesity rate in the world with an average of 30% (10 million).

Sadly, the majority of South African citizens are faced with a public health care system which is chronically underfunded and understaffed. As a result of social inequalities, many people in need of proper health care to seldom get access to it.

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## WE ARE BECOMING PART OF THE SOLUTION

In an effort to create equality in health outcomes and address the crippling chronic disease epidemic in South Africa, EBSA has dedicated the last 3 years in developing a community based dietary intervention program focused on breaking the cycle of poverty, gender inequality, disease and poor access to proper nutrition, health care facilities and nutrition education programs, with particular focus on women from impoverished backgrounds. To date, each of our 10 intervention programs across various communities in South Africa have provided key evidence in addressing the various socio-economic factors that impact on health.

Our programs have proven successful in improving health markers, and in some cases, even reversing NCD's such as diabetes. By creating equal opportunity to health and wellbeing, we are significantly impacting mortality and morbidity rates in under resourced communities.

The intervention program will have far reaching effects within communities, a significant one being educating women to make healthier choices, thus empowering them to take an active role in addressing both their and their families health and wellbeing.

## BECOME PART OF THE SOLUTION BY DONATING TOWARDS A HEALTHY SOUTH AFRICA

The Foundation is currently looking for funding to run these community intervention programmes based on the low carbohydrate eating science as Eat Better South Africa!

**Account name: The Noakes Foundation**

**Bank: Standard Bank**

**Branch: Constantia**

**Branch code: 02530717**

**Account number: 271624914**

**Swift code: SBZAJJ**

**Public Benefit Organisation Number 930050677**

*The Noakes Foundation is registered as a Public Benefit Organization (PBO) in terms of section 30(3) of the Income Tax Act No 58 of 1962, therefore any contributions will have a tax benefit for businesses. Please contact us for a tax rebate certificate if necessary.*

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## CONTACT US



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<https://thenoakesfoundation.org/eat-better-south-africa>



The Noakes Foundation

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Eat Better South Africa

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