


**CONGRESS
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Community Measures to Affect Changes in Behaviour: Lessons for South Africa

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Abstract

My presentation provides a high-level overview of community intervention and programmes as tools to address consumer behaviour relating to nutrition and physical activity. I will discuss community programmes in places in various countries and explore the utility of such programmes within a South African context, given the socioeconomic landscape facing the country in 2021.

Biography: Dr Paula Armstrong

Paula Armstrong is a Director at FTI Consulting and is based in Cape Town, South Africa. She is in the Economics and Financial Consulting segment. Her work focuses on South Africa's policy and regulatory framework, with a special interest in healthcare policy.

Paula is a skilled communicator and engages with the media on matters relating to healthcare policy. She has also been involved in assisting clients with competition issues in the healthcare sector, as well as advising on the implementation of the Health Promotions Levy (HPL) – a tax on sugar sweetened beverages.