



RIIMROP Action Analytics **REPORT**

Comprehensive Summary of Key Metrics
Industry Inteference in NCD Prevention & Control

Reporting Period

Jan 2026-Mar 2026

Generated: 01 May 2026



This report provides an in-depth overview of actions recorded within the specified period. The data highlights industry interference in the prevention and control of non-communicable diseases (NCDs). These insights are instrumental in assessing trends, identifying key players, and guiding future advocacy strategies.

This annex presents up to 20 recorded actions from the selected period



TOP COMPANY	TOP REGION	PEAK YEAR	MOST FREQUENT SOURCE
Boissons du Cameroun	Littoral	2026	Facebook

Top 5 Companies by Actions

The following companies recorded the highest number of actions during the period, reflecting their dominant role in industry interference activities targeting NCD prevention.

Rank	Company	Activity Volume	Actions
#1	Boissons du Cameroun		10
#2	Tanty Foods		4
#3	Azur S.A.		2
#4	OK FOODS		2
#5	Nohi's Chocolate		2

Top 5 Years by Actions

These years represent periods of heightened industry activity, potentially aligned with key regulatory developments, public health campaigns, or policy reform efforts in the NCD space.

Rank	Year	Activity Volume	Actions
#1	2026		24

Top Industries by Actions

Intention		Distribution	Actions
CSR and Cause marketing			9
Influence Policy Decision-Making Processes			3
Influence Science and Research			1
Create a strong narrative against healthy food policies.(Changing narrative)			1
Industry-level breakdown highlights which sectors are most active in interfering with NCD prevention and control policies.			
Rank	Industry	Activity Volume	Actions
#1	Food Processing Industry		13
#2	Beverages		11

Each entry illustrates an instance of industry interference in the prevention and control of non-communicable diseases (NCDs), including the type of action taken, the responsible company, the targeted region, and the underlying intention.

#	Title	Company	Type	Intention	Region	Year	Date	Description
1	Union the Brasseries supports mount Cameroon Race of hope	Union Camerounaise des Brasseries (UCB S.A.)	Direct Action	?International and Regional Influence	South west	2026	21/02/2026	UCB pledge their support to athletic mass while advertising their new products: - KIQ-Razzl- SpécialMadiba- K44-Bissé- KADJI
2	Castel Beer Celebrates women' day	Boissons du Cameroun	Direct Action	CSR and Cause marketing	Littoral	2026	08/03/2026	Using the women's occasion as a opportunity to subtly advertise Castel beer presenting it as the best to celebrate the day with
3	Castel Beer organized Festi237	Boissons du Cameroun	Direct Action	?International and Regional Influence	North	2026	14/03/2026	Festi237 is a concert that brought together young people and talents showcasing itself as a nation builder
4	Boisson du Cameroun organizes campaigns for community development.	Boissons du Cameroun	Direct Action	?International and Regional Influence	Adamawa	2026	24/03/2026	Boissons du Cameroun places themselves as the heart of community development, collaborating with local authorities leaders and health facilities to organize a campaign forr community development on the 24-27 march
5	Round table discussion for women and girls	Boissons du Cameroun	Direct Action	Influence Policy Decision-Making Processes	North	2026	11/03/2026	Beaufort organize a round table discussion for women and girls under the theme: right justice and action for all women and girls, showcasing themselves as influencers of key decisions regarding girls and women.

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6	Boissons du Cameroun commémorate international women's day visiting port Autonome of Douala	Boissons du Cameroun	Direct Action	Influence Policy Decision-Making Processes	Littoral	2026	05/03/2026	In commutation of the international women's day, women of B.D.C visited Port Autonome of Douala, in this visit they celebrated an inspirational woman, transformational actresses and great pillars of her performance
7	Director of Boissons du Cameroon inaugurated the rehabilitation of the cemeteries	Boissons du Cameroun	Direct Action	?International and Regional Influence	Littoral	2026	02/03/2026	The Director of Boisson du Cameroon and city mayor of Douala inaugurated the rehabilitation of the cemeteries and ngondi-akwa in the presence of traditional chiefs and the population presenting themselves as key actors in infrastructural...
8	Boisson du Cameroon receives an award	Boissons du Cameroun	Indirect Action	?Influence Science and Research	Littoral	2026	03/03/2026	Boisson du Cameroon received an award for the best CSE company in Cameroon highlighting its health and promotion initiatives whereas their products have a direct
								impact on the rise of NCDs in Cameroon.
9	Boisson du Cameroon handed Medical equipment to New Bell	Boissons du Cameroun	Direct Action	Influence Policy Decision-Making Processes	Littoral	2026	20/02/2026	Handed medical equipment consisting of Elisa chain and its equipment to the new bell district Hospital creating the notion they are out to support good health

	District Hospital							
10	Boisson du Cameroon organizes sport competition	Boissons du Cameroun	Direct Action	?International and Regional Influence	North	2026	15/02/2026	BDC organized sport competition for youths in Garoua during festi237 awarding one million francs as award for the winner of the tournament showcasing themselves as promoters of sport/Physical education for good health
11	Boisson du Cameroon support it's partners with tricycles to access remote areas	Boissons du Cameroun	Direct Action	CSR and Cause marketing	Littoral	2026	17/01/2026	Boisson du Cameroon support it's partners with tricycles to access remote areas as a marketing strategy to increase access to its products.

#	Title	Company	Type	Intention	Region	Year	Date	Description
12	Chococam organized conference to empower women	Chococam	Direct Action	?International and Regional Influence	Littoral	2026	10/03/2026	Chococam organized a conference on women's day for exchange learning covering topics like mental health and entrepreneurship implying they are more concerned about women

								entrepreneurship and their mental health
13	Azur partner with carton Rouge to educate and entertain children	Azur S.A.	Direct Action	?International and Regional Influence	Littoral	2026	10/03/2026	Azur partner with carton Rouge to educate and entertain children portraying themselves as very interested in children well being
14	Partnership to empower women	Azur S.A.	Direct Action	?International and Regional Influence	Littoral	2026	05/03/2026	Partner with Femme Relais diaspora to empower women and Development of Cameroonians diaspora creating a notion they very interested in the well being of Cameroonian women
15	OK Foods organized a OK Foods Excellence	OK FOOD S	Direct Action	?International and Regional Influence	Littoral	2026	16/02/2026	Ok food organized a Bilingual spelling competition for kids, finals in hotel SAWA awards were given to winners and their products shared to school children .
16	Ok Food talks about Bamendankwe Annual Festiva	OK FOOD S	Direct Action	CSR and Cause marketing	Northwest	2026	16/02/2026	Ok food talk about Bamendakwe Annual festival of Arts and culture that took place in the Fon Palace ,saying the celebration was one of its kind and the picture mentioned was a an advert of their products.

17	Nohi' Chocolate promo	Nohi's Chocolate	Direct Action	CSR and Cause marketing	Littoral	2026	18/03/2026	Nohi chocolate did a promo to customers, Each customer receiving 2 extra chocolate after buying one throughout the month of March to improve sales and gain more customers
18	Nohi uses the photo of school children in uniform to advertise their products	Nohi's Chocolate	Direct Action	CSR and Cause marketing	Littoral	2026	07/02/2026	Nohi use school children in uniform to advertise their products stating it is best for young people so as to increase the number of chilschooldren consuming their products.
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19	Tanty advertises food as the best for infant babies	Tanty Foods	Direct Action	?Create a strong narrative against healthy food policies.(Changing narrative)	Centre	2026	23/03/2026	Tanty presents its product “ Bouillies de soja Infantiles TANTY REINE” with infant picture on it, as the best food for children growth contrary to WHO food standards for breastfeeding children
20	Tanty' Promo	Tanty Foods	Direct Action	CSR and Cause marketing	Centre	2026	03/02/2026	Tanty did a massive promotion, dropping the price of its porridge as a way of increasing sales and making profits.

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