

Fruitful Partnership Between Sagicor Life Inc and the Healthy Caribbean Coalition

BRIDGETOWN, Barbados, March 31st, 2014 - Over the past four months the partnership between regional insurance company Sagicor Life Inc and regional entity the Healthy Caribbean Coalition has produced two landmark initiatives on chronic non-communicable diseases (CNCDs). Edward Clarke, Chief Operating Officer, Sagicor Life Inc and General Manager - Barbados Operations and Professor Sir Trevor Hassell, President of the Healthy Caribbean Coalition (HCC) were present at a media briefing to give further details on the HCC's work.

On November 22nd, Edward Clarke presented a copy of the *Caribbean Civil Society Cervical Cancer Advocacy Handbook and Planning Tool* to Sir George Alleyne, Patron of the HCC, at the "Strengthening Health Systems, Supporting NCD Action" meeting in Trinidad & Tobago. While more recently on March 20th at the NCD Child Conference in Trinidad & Tobago, the HCC launched the *Caribbean NCD Regional Status Report*.

Edward Clarke, Chief Operating Officer, Sagicor Life Inc and General Manager - Barbados Operations explained the company's commitment to the HCC and its efforts, "We strongly support the initiatives of the HCC because their vision is one which Sagicor Life Inc shares. Adding his words of congratulations Mr. Clarke expressed, "We are proud therefore that through our partnership with the HCC, stakeholders have devised solutions, strategies and tools which can further empower all those involved in the fight against this epidemic."

Professor Sir Trevor Hassell, President of the Healthy Caribbean Coalition described the importance of the recently launched documents, "The Advocacy Handbook is a tool which builds critical advocacy capacity among Caribbean CSOs, assisting them in responding to cervical cancer, a disease which kills 6 Caribbean women unnecessarily, every day. The NCD Regional Status Report: 'Response to NCDs in the Caribbean Community' is a seminal document which provides a wealth of data on regional progress in the area of NCDs from the perspective of civil society. The report will be provided as a resource for use by national governments and regional entities as an evidence base for priority NCD policy and

programming and as a roadmap for civil society organisations in the Caribbean to develop targeted NCD advocacy campaigns." The President expressed his gratitude to the regional insurance company, "We are thankful to Sagicor Life Inc for their support and we applaud their ongoing commitment to playing a central role in the NCD response across the region."

In 2012, Sagicor Life Inc and the HCC signed a Memorandum of Understanding which provides the HCC with core funding for capacity building and increased support of regional CNCD civil society organisations. Sagicor Life Inc is committed to supporting and implementing strategies which contribute to the reduction of reported cases of CNCDs across the region and their resulting negative social and economic effects.

About Sagicor

Sagicor Life Inc is based in Barbados and offers a wide range of financial solutions including life and health insurance, retirement planning, mortgages and fund management. Sagicor's strength is evidenced in its "A-" (Excellent) Rating from A.M. Best, which is based on the company's financial position, strategic management and operating effectiveness. Sagicor has a proud history dating back to 1840 and today operates in 22 countries including Antigua, Barbados and St. Lucia. Additional information about the company can be obtained by visiting www.sagicorlife.com.

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