

Overview of the HCC Strategic Plan: '*Reflect, Celebrate and Plan*'

HCC Strategic Planning Meeting
April 22nd, 2016, Courtyard by
Marriott, Barbados

Trevor Hassell





HEALTHY CARIBBEAN COALITION

In collaboration with the

**WORLD BANK, PAHO/WHO, THE NATIONAL HEALTH FUND, JAMAICA, AND
THE LANCE ARMSTRONG FOUNDATION**

Presents

HEALTHY CARIBBEAN 2012: Rallying for Action on NCDs

An NCD Prevention and Strategic Planning Workshop for Civil Society Organizations

MAY 27-29, 2012

Wyndham Kingston Hotel and the Knutsford Court Hotel, Jamaica

Supported by: Heart Foundation of Jamaica, Caribbean Office of the InterAmerican Heart Foundation, Jamaica Coalition for Tobacco Control, Health Action Partnership International, UK, National Heart Forum, UK, and member organizations of the HCC network.



SPECIFIC OBJECTIVES

- Review the progress made since the Port of Spain Declaration made by the CARICOM heads of state in 2007
- Review the Caribbean Civil Society Action Plan for tackling NCDs: 2008-2011 and produce a Caribbean Civil Society Action Plan for the period 2012-2016
- Share some good practice on NCD prevention through NGOs
- Share experience of NCD approaches, globally and regionally
- Discuss and propose ways in which NCD approach can be strengthened
- Build capacity among existing health NGOs for timely and effective response to the NCDs through whole of society approach
- Identify roles of international agencies in NCD prevention in the region



EXPECTED OUTCOMES

- Production of a Caribbean Civil Society Action Plan for tackling NCDs, 2012-2016, for more effective contribution of health NGOs to the NCD response
- Production of a Project Plan for a Regional cervical cancer advocacy and education campaign
- Strengthening of communication between and among Caribbean health NGOs and other civil society organizations in the response to NCDs
- Learning of achievements, challenges and opportunities of health NGOs
- Further development of mechanisms for active involvement and sustainability of the NGO and civil society response to NCDs
- Provide suggestions for the World Bank on supporting NCDs prevention in the Region



WHO DEFINITION

- Civil society is seen as a social sphere separate from both the state and the market. The increasingly accepted understanding of the term civil society organizations (CSOs) is that of non-state, not-for-profit, voluntary organizations formed by people in that social sphere.....



CIVIL SOCIETY INCLUDES

- registered charities
- non-governmental organisations
- community groups /women's organisations
- faith-based organisations
- professional associations
- trades unions and social movements
- business associations
- coalitions and advocacy groups

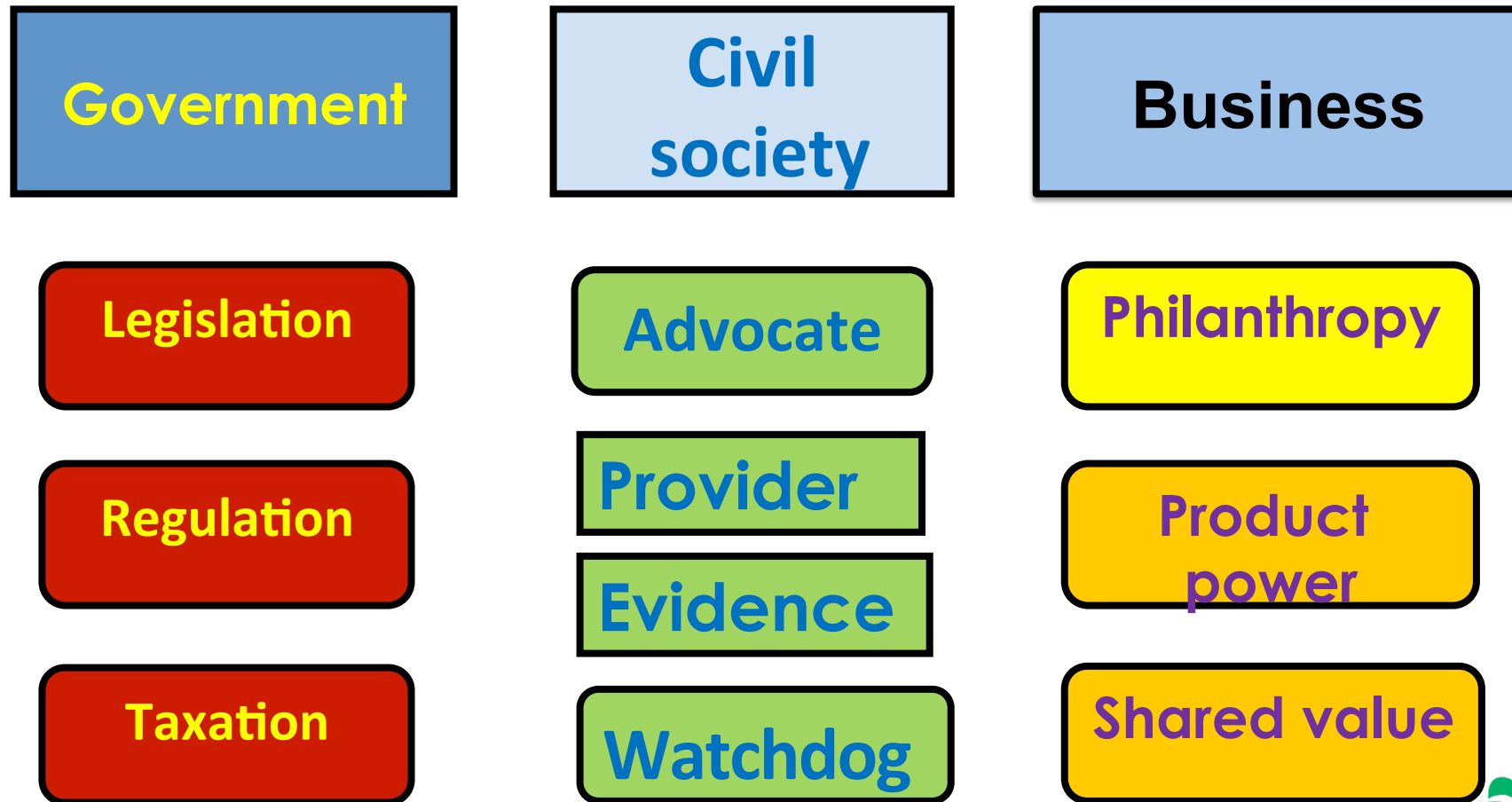


CIVIL SOCIETY

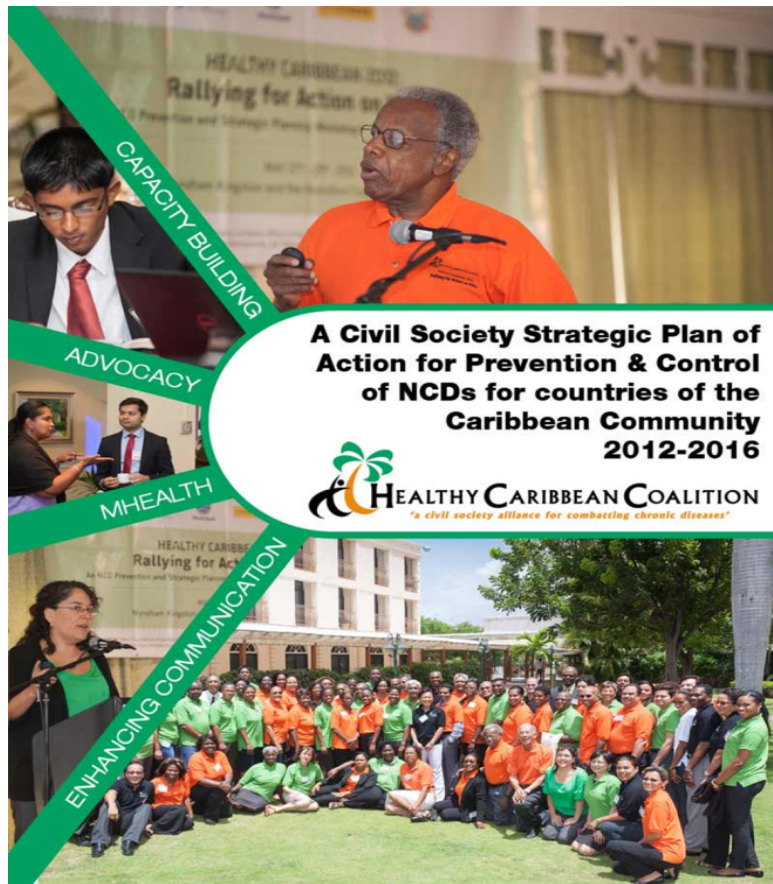
- Independent of gov't/Greater freedom to act
- Altruistic mission towards common good
- Greater consistency—not as influenced by political winds
- May support and pressure gov't externally
- Other networks (scientific, businesses)
- Expert volunteers / good relation to media
- Additional funding to cause



TOOLS AVAILABLE



HCC STRATEGIC PLAN



- Developed by HCC membership, May 2012 (Rally for NCDs workshop)
- Four strategic priority areas
 - advocacy
 - enhancing communication
 - capacity building
 - promoting mHealth and eHealth



LOG FRAME OF KEY ACTIONS AND ACTIVITIES

PRIORITY STRATEGIC GOALS	PRIORITY ACTIONS/ ACTIVITIES	Timeframe and executing and support organization	Objectively verifiable indicators	Resource issues, including funding needs (US dollars)



ADVOCACY

PRIORITY ACTIONS/ACTIVITIES	OBJECTIVELY VERIFIABLE INDICATORS	
Development /production of civil society strategic plan, 2012-2016.	Production and distribution of plan to members, stakeholders, policymakers and opinion leaders.	
Contribute to the identification of post UNHLM commitments for the Caribbean and advocate for their implementation	Commitments identified.	
Conduct workshops on “how to do advocacy” for member NCD health organizations.	1 workshop every 2 years	
Lead on efforts at population salt reduction in the Caribbean using social marketing approaches.	Population salt reduction educational programmes in 5 Caribbean countries using social media approach.	
Contribute to and participate in No Tobacco advocacy in the Region.	Significantly increased awareness of member organizations of commitments of the Caribbean to the FCTC	
Lead on cervical cancer advocacy in the region.	Advocacy plan produced, and educational and informational campaign executed	
Advocacy for establishment of palliative care policies for those with NCDs and related conditions.	Policy Plan on palliative care produced and delivered to governments of the Region	

ENHANCING COMMUNICATION

PRIORITY ACTIONS/ACTIVITIES	OBJECTIVELY VERIFIABLE INDICATORS	
Member of the PAHO led Pan American Forum on NCDs	Membership and active participation	
Development of an NCD communication strategy and plan	Plan produced and distributed	
Support for annual Caribbean Wellness Day.	HCC advocacy of support	
Support for annual international heart, cancer, diabetes and lung days.	HCC support for at least 2 international days annually	
Further development HCC website and Facebook as major interactive communication tools.	HCC social media offerings second to none regionally	



CAPACITY BUILDING

PRIORITY ACTIONS/ACTIVITIES	OBJECTIVELY VERIFIABLE INDICATORS	
Establishment of the HCC as an incorporated not-for-profit company with an effectively functioning and appropriately staffed secretariat.	Actions completed	
Undertake audit/need assessment of NCD Health NGOs in the Caribbean, with emphasis on governance structure, social media needs, etc.	Audit and needs assessments undertaken by > 90% member health NGOs	
Conduct capacity building workshops for member NCD health organizations.	6 workshops conducted over next 4 years	



MOBILE AND ELECTRONIC HEALTH

PRIORITY ACTIONS/ACTIVITIES	OBJECTIVELY VERIFIABLE INDICATORS	
Document lessons learnt from the Get the Message campaign.	Publication and distribution of evaluation of the GTM campaign	
Apply mobile phones in the promotion of World Heart Day 2012.	Number of applications of use of mobile phones in WHD 2012 and outcomes	
Initiate cervical cancer prevention and enhanced treatment advocacy initiative using mobile phones.	Project implemented, including establishment of Caribbean Cancer Society, awareness	
Conduct a regional workshop on Mhealth.	Workshop held	
Apply mobile phones in diabetes control.	Pilot project executed	
Seek to apply mobile phones as a tool in smoking cessation.	Pilot project executed	
Mobile phones as income generator for HCC and member health NGOs.	Revenue from health tips and application of mobile wallets initiative	



IN-COUNTRY HEALTH NGO ACTIVITIES

PRIORITY ACTIONS/ACTIVITIES	OBJECTIVELY VERIFIABLE INDICATORS	
Support for and active involvement and participation in the priority actions of the HCC	25 health NGOs by end of 2014 and further 15 health NGOs actively involved with HCC	
Active participation in CWD in-country.	Advocacy by HCC for support	
Take an active part in relevant annual international days aimed at sensitizing people about specific NCDs.	At least 2 NGO Annual days supported by HCC	
Improved governance of organization.		
Produce 4 year action plan for support by the HCC.	Action Plans produced by 6 health NGOs	
Improve use of social media	Half of member health NGOs shown by end of 2013 to have improved social media presence and all to have social media presence by 2015	
Seek to strengthen financial and human resource base	Mechanism in place by end of 2013 to effectively channel funds from HCC to member organizations in support of strategic plan	
Contribute to risk factor reduction - smoking, physical inactivity, unhealthy eating and abuse of alcohol - through advocacy, service delivery, outreach activities, and educational programmes	Extent to which HCC is able to contribute to these specific activities	
Collaborate with non-health sectors of civil society in-country for a more effective multi-sectoral response to NCDs	At least 6 major non-health NGOs stated commitment to addressing as a priority the NGO issue within their organization.	

MULTI-STAKEHOLDER MEETINGS

2013: Creating a Civil Society Movement for Cervical Cancer in the Caribbean. An Advocacy Workshop for Caribbean Cancer Societies and Foundations, St. Maarten



2013: PAHO Sub-Regional Meeting on Development of Alcohol Policy for English Speaking Caribbean Countries, Belize (co-sponsor)



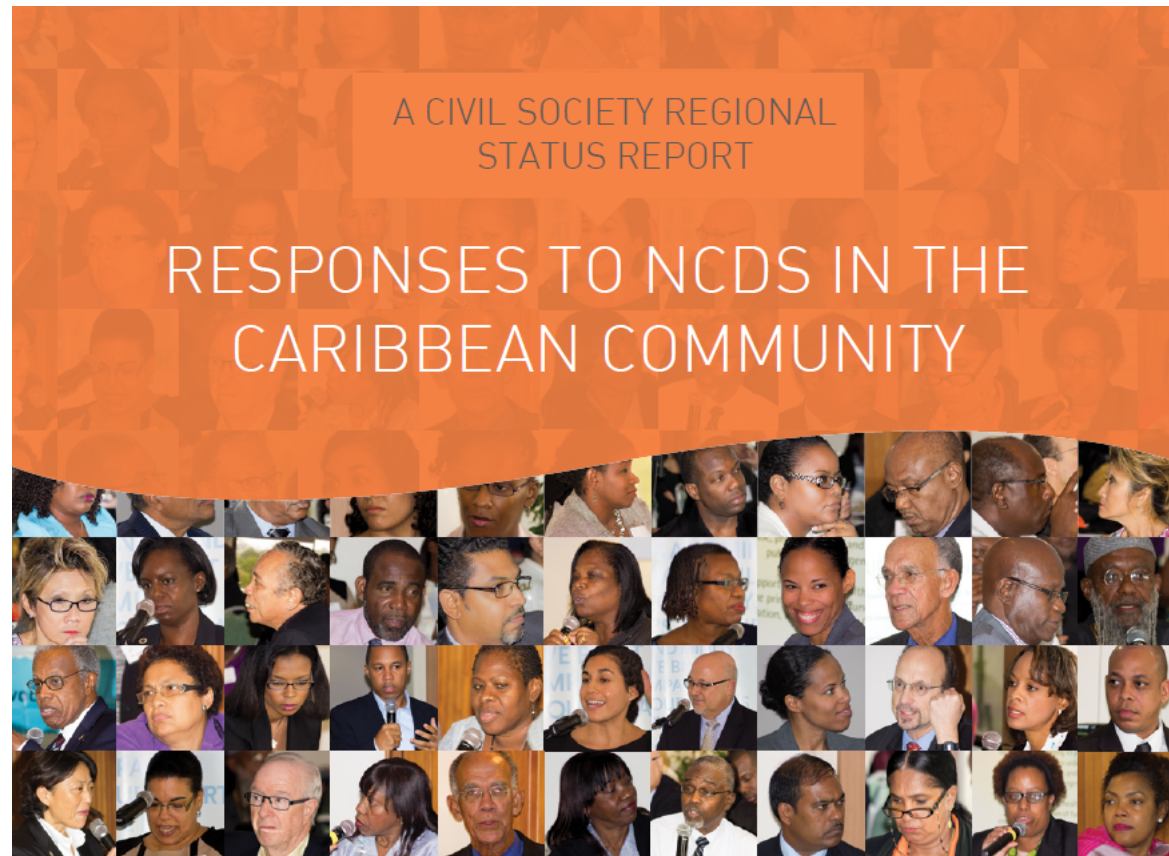
2013: “Strengthening Health Systems, Supporting NCD Action. Advocating for Policies and Action”, Trinidad and Tobago



2014 *“Strengthening Health Systems, Supporting NCD Actions”, Dominica*

2015 National NCD Commissions,
Private Sector Response to NCDs
CSO Preparatory Meeting for Global NCD CSO Forum

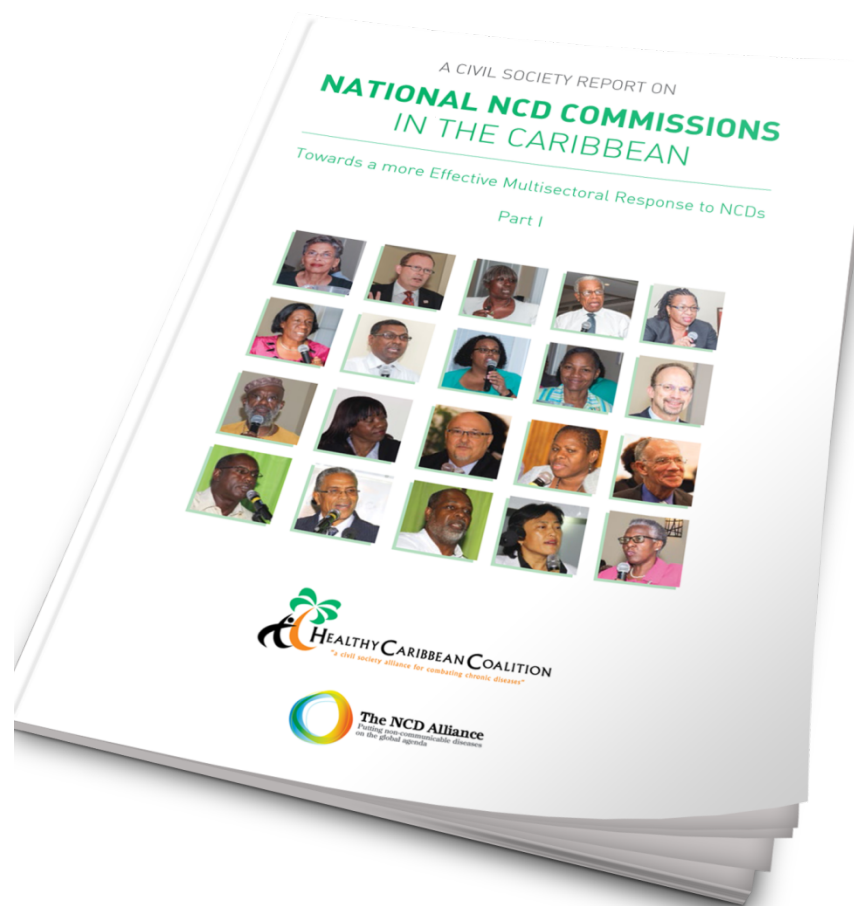
HCC/NCDA Regional NCD Status Report and Call to Action



- Strengthen civil society advocacy
- National/regional status reports to inform call for action
- Brazil, S Africa, CARICOM
- HCC: CARICOM 'Implementing Partner'



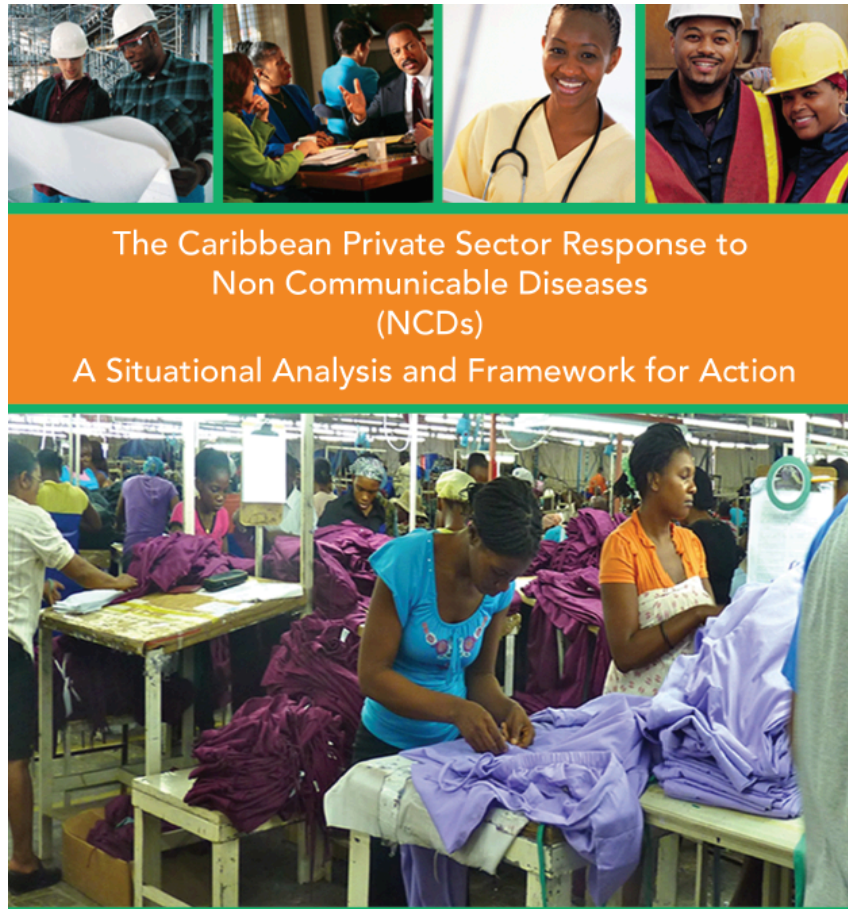
Multisectoral Response - NNCDs



- Assessment of National NCD Commissions in the Caribbean supported by NCDA
- Commonwealth Secretariat partners on a follow up project to develop Framework for establishment and strengthening of NNCDs underway



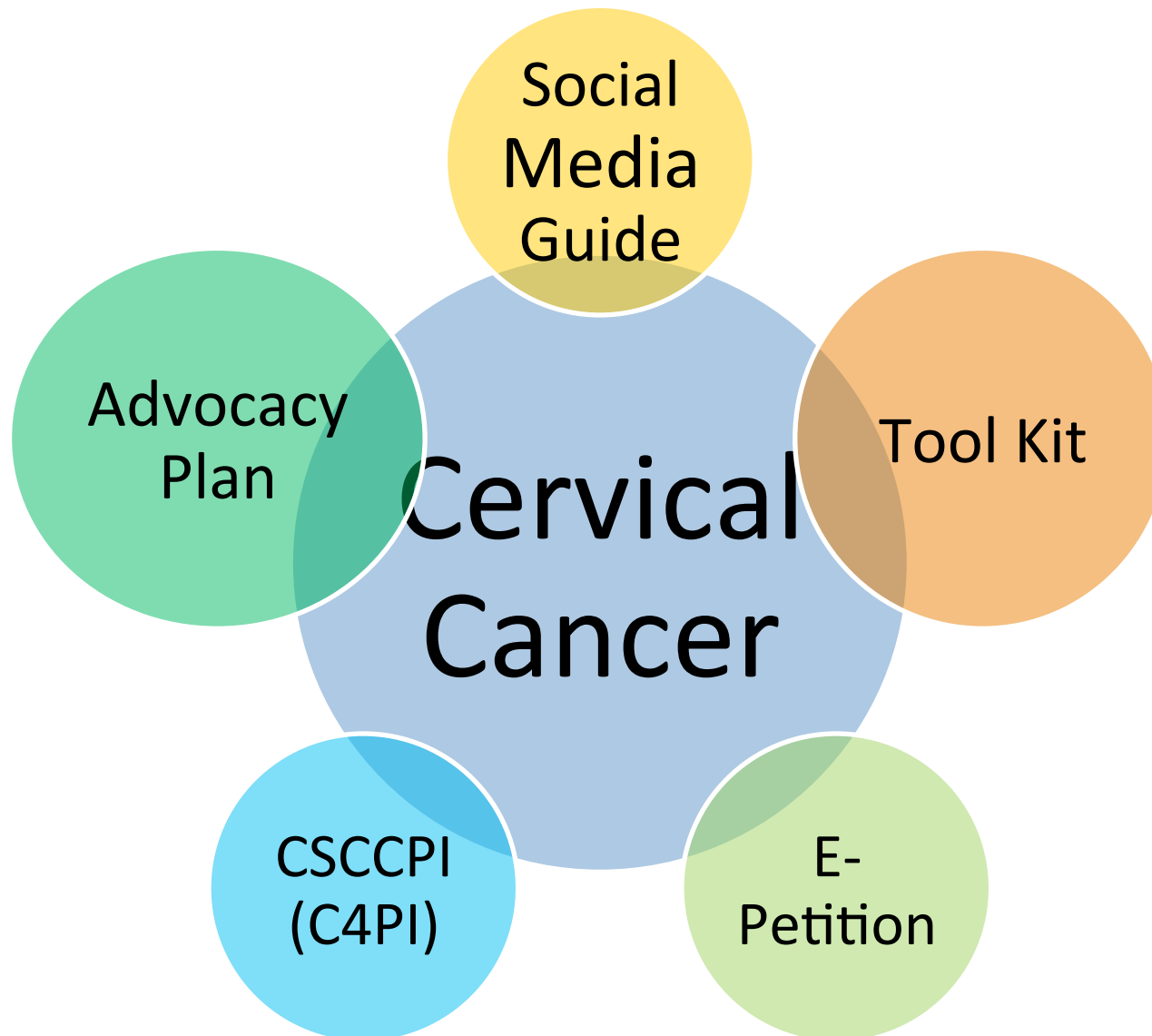
Multisectoral Response – The Private Sector



- HCC / PAHO situational analysis of private sector response to NCDs
- Commonwealth Secretariat/ HCC meeting of 40 private sector enterprises in the Caribbean
- Private Sector Statement of Commitment



CERVICAL CANCER



Australian Aid



Caribbean Civil
Society
Cervical Cancer
Prevention
Initiative (C4PI)



JAMAICA
CANCER
SOCIETY

CANCER INSTITUTE OF
GUYANA

BELIZE
CANCER
SOCIETY

DOMINICA
CANCER
SOCIETY

GRENADA
CANCER
SOCIETY



ALCOHOL POLICY

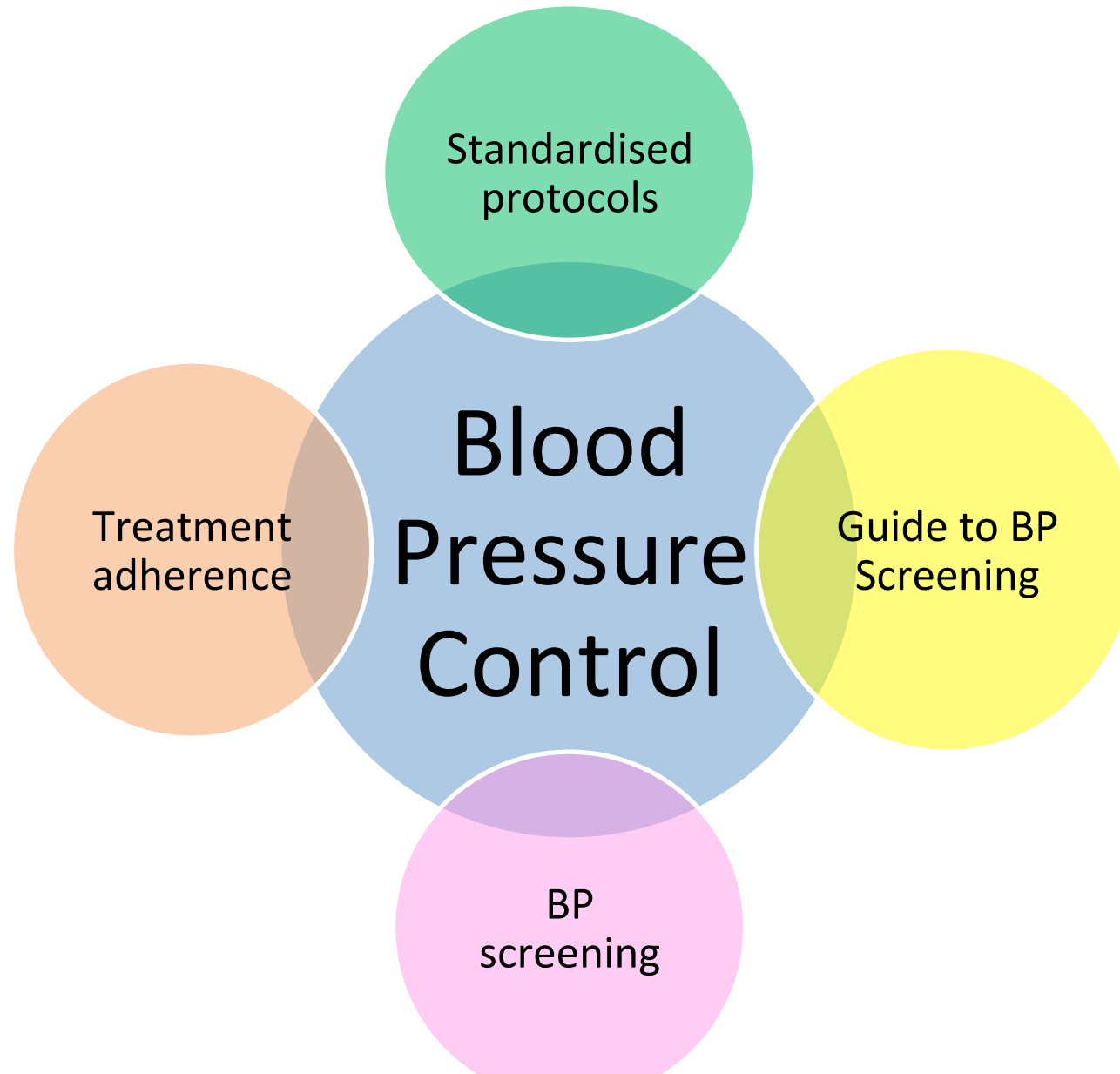


TOBACCO CONTROL

- Large rotating pictorial warning labels
- Sustained advocacy engagement with policymakers
- Removal of advertisement from newspaper promoting sale of cigarettes
- Information, dialogue with media member
- Support for legislation in Suriname
- Letter writing, social media, press release, letter to HCC members
- *The Caribbean Civil Society Experience In Tobacco Control: Advocacy For Change*

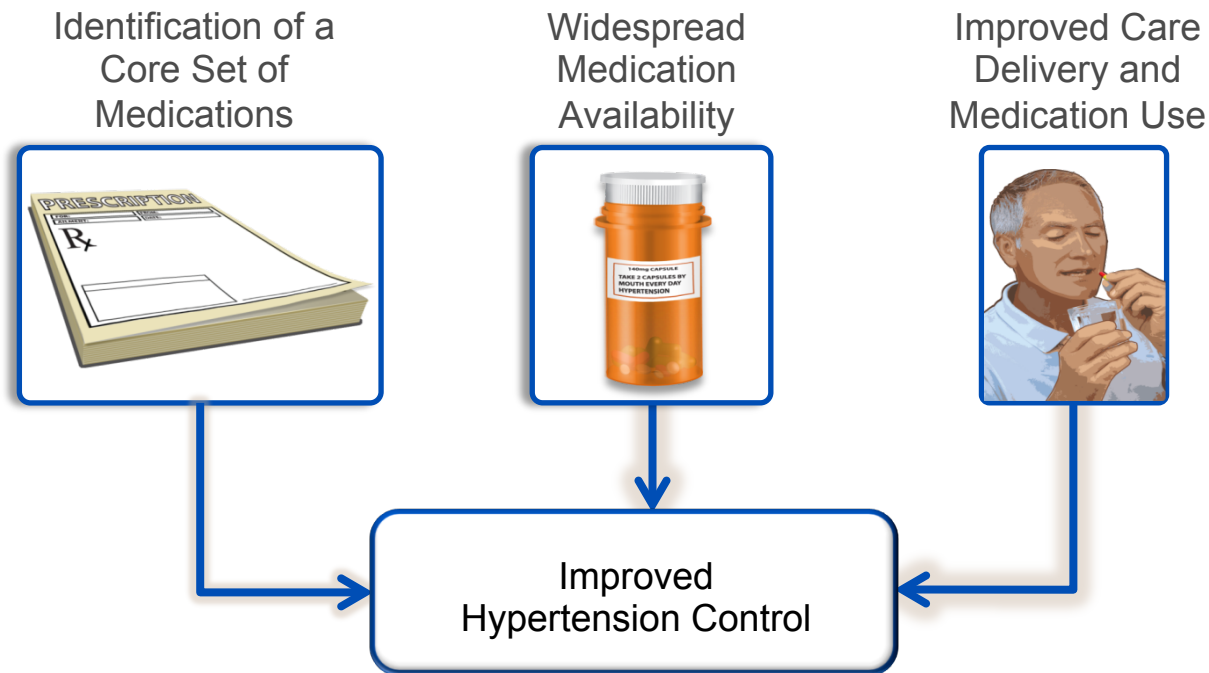


BLOOD PRESSURE CONTROL



A FRAMEWORK FOR THE PHARMACOLOGIC TREATMENT OF HTN

Standardize, Simplify



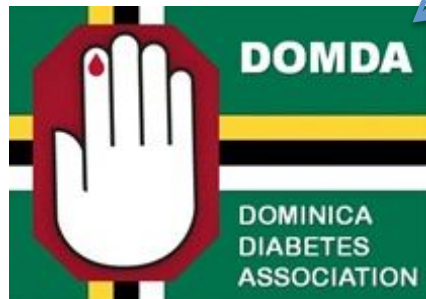
CDC/PAHO led Regional Initiative, HCC managed Pilot conducted in Barbados



Australian Aid



**HYPERTENSION
DETECTION
AND IMPROVED
TREATMENT**



POPULATION SALT REDUCTION



Electronic and Social Media

WEBSITE

- 300,000 unique visitors in 2013
- set to surpass a total of 1 million page views in 2014
- Content current, relevant and interesting and linked to main social media platforms

EMAIL

- weekly roundup for the past twelve months
- a stand-alone webpage that attracts visitors via the HCC home and news page
- 8,000+ page views of the roundup on the website in 2013

FACEBOOK & TWITTER

- Facebook has almost 25,000 likes
- 500 plus followers on Twitter
- A recent graphic on 'Rules for a Healthy Living' reached almost 40,000 people on Facebook.



THE HCC NEWS ROUNDUP

News from HCC members including: testimonials; emerging good practices around NCD prevention; member features; 'Get to Know HCC' features; relevant news article; invitations to webinars; and funding opportunities.



HCC Feature

HCC Welcomes New Member - Belize Diabetes Association



The Belize Diabetes Association (BDA) is a NGO which was established in 1991 by a group of professionals, primarily Doctors. The Association was established at that time due to an increase in the number of person being diagnosed with diabetes. "A situation which still exist"

The Association is a support group for persons living with diabetes, at this time; it has a membership of approximately 250 persons. There is an executive council which manages the affairs of the Association.

All the executive members are voluntary. There is election of officers every three years.

Read more

The BDA was highlighted in a summary of forthcoming events on the IDF website - In Belize, the signature activity of World Diabetes Day celebrations organised by the Belize Diabetes Association will be "Ride Out Diabetes", a two-day bicycle awareness ride covering 160 miles. The association's activities will culminate on 14 November with a health fair involving schools and the general public.



WORLD DIABETES CONGRESS MELBOURNE
2-6 DECEMBER 2013
31 days to go!

News Roundup

The HCC congratulates Dr. Larry Maxwell, Dr. Carol McIntosh and the entire **Globeathon 2013 team** on a phenomenal initiative. The HCC was honored to be part of Globeathon 2013 and through our CSO members across the region, we will support greater participation of Caribbean countries in 2014. Look out for more Globeathon activities over the course of the year. For more information on the Globeathon visit www.globeathon.com. Have a look at the two powerful video montages below.



HCC Feature

Caribbean Prime Ministers support electronic petition to End Cervical Cancer Now among Caribbean women



Prime Minister of St. Kitts & Nevis and CARICOM Lead Head of Government for Health, HIV and Human Resources, the Right Honourable Dr. Denzil Douglas the recently launched Cervical Electronic Petition which seeks to inform and educate the people of the Caribbean about cervical cancer resulting in enhanced screening prevention and better management of this condition. Dr Douglas took the opportunity to sign the petition following the launch of Caribbean Public Health Agency (CARPHA) in Trinidad on Tuesday July 2nd, 2013, at which better management of prevention and treatment of NCDs, including cervical cancer, was stressed.

Dr. Douglas joins the Most Honourable Portia Simpson-Miller Prime Minister of Jamaica who signed the petition in Jamaica on June 25th 2013. In this first of its kind advocacy movement sweeping through the Caribbean. Professor Trevor Hassell, President of the Healthy Caribbean Coalition (HCC), in conversation with PM Douglas at the time of the signing commented that "Cervical Cancer is the second most common cancer and the second leading cause of cancer related deaths among Caribbean women, despite being almost entirely preventable, with some 2,245 women in the Caribbean dying from cervical cancer".

Ms Joanne Defreitas- Coordinator of the UNI Americas Caribbean Support Center and a Director of HCC commented during the signing by PM Douglas that "The support of CARICOM Heads of State is a tremendous show of leadership and a powerful statement in support of the voices of Caribbean people requesting enhanced screening and prevention of cervical cancer for our women and she is confident that the labour movement throughout the region would fully support the petition". HCC Member Cancer societies from across the region are leading and promoting the petition, and playing their roles to empower individuals and promote agency and activism in their countries around this very important issue. The HCC and its members believe that No woman should die of cervical cancer and through collective action Caribbean people can END CERVICAL CANCER NOW. The HCC is urging all Caribbean people to visit www.endservicecancer.org and sign the petition.

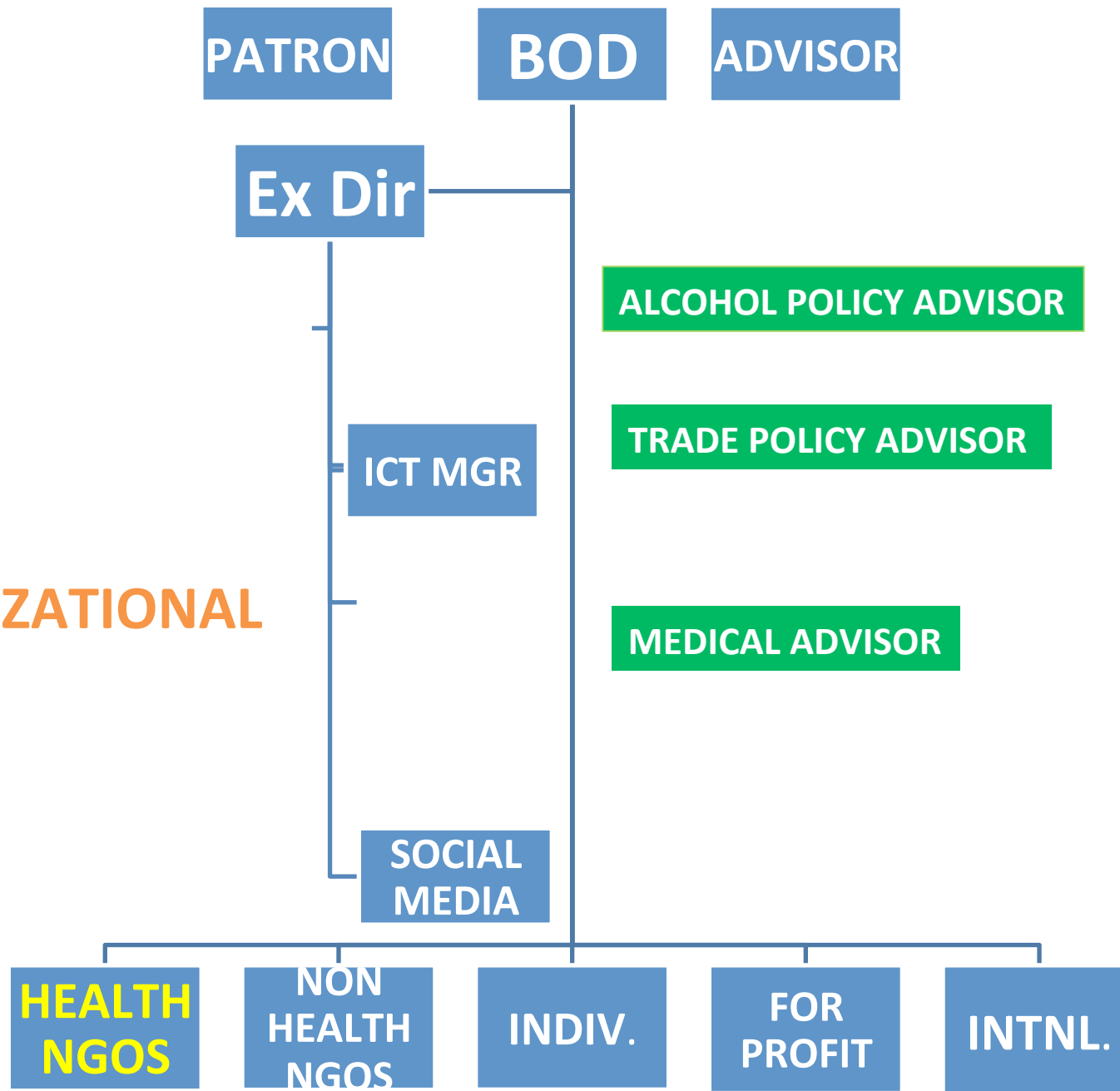


News Roundup

Caribbean Public Health Agency (CARPHA) officially launched



HCC ORGANIZATIONAL CHART



SOURCES OF FUNDING

- Government: Regional and extra regional
- Health Action Partnership International (HAPI)
- National Health Fund, Jamaica
- Australian Government - DAP
- Civil Society & others
- American Cancer Society
- World Bank
- LIVESTRONG
- NCD Alliance and Medtronic Philanthropy
- Commonwealth Secretariat
- UK Health Forum
- Private sector
- Sagicor Life
- Guardian General
- Public Health Institutions
- PAHO/WHO
- CARPHA
- National Institute Health
- CDC, Atlanta



Thank you

**“If you want to go fast, go
alone. If you want to go far,
go together.”**

African Proverb

www.healthycaribbean.org

www.twitter.com/healthcaribbean

