



2011/12/12.

Third Annual Report of Activities of the Healthy Caribbean Coalition (HCC) for the period November 2010 – October 2011.

- a) An eleven member Executive Committee was established in October 2010 under the Chairmanship of Prof. Trevor Hassell to manage and further develop the HCC.
- b) The HCC was registered as a not for profit Company in Barbados in 2011.
- c) The Executive Committee of the HCC met during the period under review, via teleconference, as needed, to conduct the affairs of the HCC.
- d) Dr James Hospedales, named as an Advisor to the HCC, in recognition of his on-going contribution to the HCC.
- e) The HCC was used, by PAHO/WHO, as a model for the establishment of the Healthy Latin American Coalition.
- f) The HCC was represented at the CARMEN Policy Observatory Annual Meeting, *Building the case for chronic disease prevention policy and action*, hosted by Ministry of Health, Trinidad and Tobago, PAHO/WHO and Public Health Association of Canada, 17-18 November 2010.
- g) The HCC was represented, by invitation, at CDC/WHO Collaborating Centre for Physical Activity Global partnership to promote *Physical Activity in the larger context of NCDs and Health Promotion Workshop*, 31 January - 1 February 2011.
- h) Bradley Cooper, a member of the Executive Committee, attended, by invitation a PAHO sponsored "*Regional High-Level consultation of the Americas Against NCDs and Obesity*", Mexico City, 24-25 February 2011.
- i) Debbie Chen, a member of the Executive Committee made, by invitation, a presentation titled "*Healthy Communities – the Healthy Caribbean Coalition*", at the Caribbean Conference of Family Practitioners, 27 February 2011.
- j) Chairman of the HCC gave an invited presentation at Panel Discussion in conjunction with the Commission on the status of women, *NCDs: A Women's Health priority*, sponsored by Permanent Mission of Mexico to the UN, UN Women, PAHO/WHO and Permanent Mission of Barbados to the UN, 24 February 2011.
- k) HCC was represented, by invitation, and made a presentation at the *United Nations Informal interactive hearing with civil society on the prevention and control of non-communicable diseases*, 16 June, 2011.
- l) During the period of review the HCC website continued to attract significant attention with on average more than 20,000 visits to the site monthly.
- m) The HCC has engaged a part- time mhealth consultant social media co-ordinator with remit to establish, develop and manage social media of the HCC to strengthen communications of the HCC.
- n) The Chairman of the HCC attended by invitation a briefing, co-sponsored by CARICOM and PAHO/WHO for permanent missions and observer missions to the UN, titled "*extending the evidence base for preparing for the UN High Level Meeting on NCDs*, 15 June 2011

- o) The Chairman of the HCC attended, by invitation, a World Economic Forum convened, and PAHO/WHO led, *key stakeholders meeting to further the development of the Partners Forum For Action on NCDs*, 15 June, 2011
- p) HCC was represented at a workshop for Caribbean journalists hosted by the Commonwealth Secretariat and PAHO/WHO on the *Epidemic of Killer Non-communicable Diseases*, 5-6 August, 2011.
- q) The HCC conducted an advocacy and educational campaign using mobile phones and new and traditional media leading up to the UNHLM on NCDs, titled *Get the Message*. The campaign resulted in some half million messages received in support of the UNHLM and recognition of the need to effectively tackle NCDs. The HCC took part at the UNHLM as follows:
 1. Hosting of a Side Event at the UNHLM in New York, USA, titled “mobile phones and social media in the response to NCDs”, 16th September at which the GTM campaign was showcased. This was an outstandingly successful event which reflected well on the people of the Caribbean.
 2. H.E. Desire Delano Bouterse speaking during the Opening Plenary Session on behalf of member states of CARICOM acknowledged and recognised the HCC for its initiatives both within and outside the region of the Americas leading up to the UNHLM.
 3. The HCC mounted an information booth at the “ UNite in the fight against NCDs event”, hosted by the International Diabetes Foundation, held on the 18th September. The booth was visited by the first lady of South Africa, who was fulsome in her praise of the HCC and its several activities, especially the Get the Message mobile phone text campaign.
 4. The Chairman of the HCC was a panellist at a Side Event titled “Physical activity and NCDs”, hosted by the ACSM, CDC/WHO Collaborating Centre for PA and Health, and President’s Council on Fitness, Sports and Nutrition and Physical Activity, 18th September.
 5. The Chairman of the HCC was a panellist at side event, titled “the beginning of the end of NCDs in the Americas”, PAHO, 20th September during which the HCC Get the Message campaign was significantly featured.
 6. The HCC together with PAHO was a collaborating organization of the CARICOM side event titled “Achievements and Challenges in the Prevention and Control of NCDs”, 19th September.
 7. The HCC co-authored a publication for the UNHLM titled “Advocating for Action on NCDs: Leveraging Technology and Social Media” which will shortly be published.
 8. The HCC displayed posters at side events, and distributed information packs about the HCC and the GTM.
 9. Chairman and Ms. Debbie Chen co-authored an article in “Global Heart”, December 2011, published for distribution at the UNHLM.
- r) The HCC was represented by the Chairman at *Cardiovascular Disease Prevention through Dietary Salt Reduction Meeting of the Regional Expert Group, countries and Partners – Reviewing Advances and Planning a Second Phase*, 27-28 October 2011, PAHO, Washington, DC.