Vision:
“to see the Caribbean leading the world in wellness”
HCC Advocacy, Accountability, Conflict of Interest Workshop
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Experiences and challenges in addressing COI

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KILLER NON COMMUNICABLE DISEASES
CARICOM LEADS GLOBAL ACTIONS
CARICOM among world leaders who pledge to battle NCDs

Articles by Dorell Campbell, Gannam Secretariat

Health ministers of the Caribbean Community met in St. Vincent and the Grenadines, Barbados and the Commonwealth of the Bahamas who addressed the Assembly Monday gave their full support to the Political Declaration, which was approved in the opening Plenary.

Subsequent to their approval of the Declaration, CARICOM leaders turned their attention to the need for action. However, CARICOM leaders said that the Declaration, which committed all countries to the prevention and control of non-communicable diseases (NCDs) and their risk factors, fell short of expectation. Speaking on behalf of CARICOM, President of Barbados, Dr. Owen Arthur, underscored the need for all world leaders to adopt the Political Declaration, described as a "living past", in the battle against the "global threat" of non-communicable diseases across the region.

President Arthur said the political declaration was a cooperative effort initiated by all Caribbean ministers who had followed the adoption of the Paris Programme of Action on Chronic Non-Communicable Diseases which he emphasized from the landmark CARICOM Summit in the 1990s held in Port of Spain.

Arthur said that the Declaration included references to the need for the development of comprehensive national planning, which included clear targets and a set of indicators for measuring progress and that it provided a good platform for the ongoing consideration of the development and other impacts of these diseases by the international community.

However, President Arthur pointed out that the Declaration was not without its limitations, especially in relation to some issues on the use of the term "epidemic" in relation to the global spread of those diseases.

In the Declaration, some paragraphs, it stated that the declaration would contribute to ensure that by 2015, the world would achieve universal access to health care services and improve the health status of all people, reducing the burden of chronic diseases.

In his address, President Arthur said the declaration was not without its limitations, especially in relation to some issues on the use of the term "epidemic" in relation to the global spread of those diseases.

Arthur said the Declaration will also be considered in the context of a number of international agreements, such as the International Campaign for the Elimination of NCDs (International Campaign for the Elimination of NCDs) and the International Charter of the Rights of People with Disabilities (International Charter of the Rights of People with Disabilities). The Declaration also speaks to the need for the development of comprehensive national planning, which included clear targets and a set of indicators for measuring progress.

In conclusion, President Arthur said that the Declaration would be a useful tool for countries to improve their health systems and services and strengthen their capacity to prevent and control NCDs.

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KILLER NON COMMUNICABLE DISEASES
CARICOM LEADS GLOBAL ACTIONS

From Port of Spain to New York and back;

CARICOM AND THE NCDs

Sir George Alleyne

THERE were several significant outcomes at the regional concluded that CARICOM and its members have a key role to play in addressing the challenges posed by non-communicable diseases (NCDs).

In his address to the Ninth General Conference of the Community on 19 June 2011, in Port of Spain, Sir George Alleyne, former Director-General of the World Health Organization (WHO) and Champion of the Caricom-led Movement to Control Non-Communicable Diseases, applauded the leadership of CARICOM Heads of Government in recognizing the importance of NCDs.

Alleyne highlighted the need for a regional approach to address the common risk factors associated with NCDs, including tobacco use, unhealthy diets, physical inactivity, and harmful alcohol consumption.

He called for increased investment in health promotion, disease prevention, and control, as well as the strengthening of health systems to better address the burden of NCDs.

Alleyne noted that the regional approach was crucial given the interconnections between different countries within the region and the need for a coordinated response to address these challenges.

He also emphasized the importance of involving civil society organizations, donors, and other stakeholders in the efforts to control NCDs.

Alleyne concluded that the regional approach to addressing NCDs was crucial for the health and well-being of the Caribbean population and the region as a whole.

Annette Maynard-Wollam

REFRESHING WATERMELON

AFTER returning from an extensive trip to Barbados, the ing
KILLER NON COMMUNICABLE DISEASES
CARICOM LEADS GLOBAL ACTIONS

PROFILE: Dr Carissa Etienne

Dr Carissa Etienne, a citizen of the Commonwealth of Dominica, is an exceptional Caribbean leadership of whom we are very proud.

Her most notable achievement is that the CARICOM Heads of Government in July 2011 endorsed her candidacy for Director of the Pan American Health Organization (PAHO), the region's authoritative voice for the Americas of WHO in 2011-2016. She would return to Trinidad and Tobago as Chief Medical Officer and Director of the Ministry of Health in 2011-2012, where she was instrumental in the planning and implementation of the first three national health strategies, including the development of primary care services and the expansion of health insurance coverage in the country.

Dr Carissa Etienne was elected to the World Health Organization (WHO) Executive Board in 2012 and served as its Chair from 2014-2016. She was also appointed as the first non-European Regional Director of the World Health Organization (WHO) in 2016.

Dr Carissa Etienne is a strong advocate for the development of health systems in the Caribbean, and she has been a key driver in the implementation of the Caribbean Health and Social Protection Policy Framework and the Caribbean Health and Social Protection Strategy.

She has been a strong advocate for the inclusion of mental health services in the Caribbean health system and has been instrumental in the development of the Caribbean Mental Health Action Plan.

MOBILE PHONE AND SOCIAL MEDIA CAMPAIGN
in support of UN Summit on NCDs an outstanding success

On the 19 and 20 September a nerve in a World High Level Meeting of World Leaders held at the United Nations to discuss non-communicable diseases, known as NCDs, which are heart disease, stroke, diabetes, and cancer, dominated the headlines.

In the months leading up to the meeting, world leaders were focused on the need for meaningful and proactive initiatives to tackle NCDs. The Caribbean, that is the reductio ad absurdum of NCDs, with its high prevalence of non-communicable diseases in the region, also was a priority for the summit.

In the Get the Message campaign, implemented by the Caribbean Coalition on NCDs, people using mobile phones and social media to stop smoking or use condom and the same time informed, stimulated and persuaded the people of the Caribbean about NCDs.

Professor Trevor Hassall, the Chairman of the Healthy Caribbean Coalition, was of the opinion, free of cost, to the promotion of NCDs awareness programme and their support for the UN High-level Meeting on NCDs.

International Diabetes Federation and CARICOM and PAHO sponsored a campaign called "Get the Message" aimed at reducing NCDs and promoting healthy lifestyles in the Caribbean. The campaign included a mobile app and social media campaign that promoted healthy lifestyle choices such as eating nutritious foods, regular exercise, avoiding smoking, and limiting alcohol consumption.

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The Get the Message campaign was implemented by the Healthy Caribbean Coalition and the Caribbean Coalition on NCDs, which jointly promoted the use of social media and mobile apps to spread the message about the importance of NCDs and their prevention.

The campaign was successful in raising awareness about NCDs in the region, with over 5 million people participating and receiving information about the importance of healthy lifestyles and the prevention of NCDs.

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LAUNCH OF WELLNESS WEEK in the AMERICAS

Inspired by Caribbean Wellness Day

Dr Mita Roux

PAHO/WHO Harlem, New York: Getting ready for the launch of Wellness Week in the Americas was Greater New York Caribbean Wellness Week (NYCWW), coordinated by the New York Academy of Medicine, the City College of New York, Harlem Hospital Center and Rosenblum Institute of Caribbean Wellness Day, celebrated each year on the second Saturday in September. The NYCWW brings together governments, international organizations, and communities to raise awareness about non-communicable diseases (NCDs) and prevention through healthy living.

The idea of Wellness Week in New York grew out of efforts to translate the Caribbean theme into New York City.9

Wellness Week in the Americas has been organized by organizations leading activities across New York City and 12 countries throughout the Americas on an annual basis since 2011.

At the launch of Wellness Week, Dr Mita Roux, Director, PAHO and Lloyd Williams, President/CEO, The Greater Harlem Chamber of Commerce, stated, "During the Launch of Wellness Week in the Americas, 19 September 2011. —Photo: Lefkite Liu, PAHO/WHO"

"Better health is not just a matter of individual choices."

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"Better health is not just a matter of individual choices."

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How to lower your blood pressure in... 14 DAYS

Tracy Mason

SO how do you go about eating your favorite foods and still keep your blood pressure in just two weeks?

Registered dietitians Julian Bow and Karen Griffith said it only takes a bit of DASH (Dietary Approaches to Stop Hypertension). Julian, who is also a former registered dietetic technician, said this diet is not specific to one area but does have some dieting tips for people on a low-sodium diet. She has a different opinion than many people on what they can eat and how they can keep their blood pressure under control.

Karen, who also works with the Hypertension Care Federation, said that the DASH diet is a low-sodium diet and it’s a low-sodium diet. She said that if you’re on a low-sodium diet, you can have a lot of salt and still eat a lot of food. She also said that if you’re on a low-sodium diet, you can have a lot of salt and still eat a lot of food.

"You can still enjoy your food and that eating healthy doesn’t mean bland or tasteless," she added.

"We know people would come from the doctor and say that the doctor told them to eat less salt, but it’s not that. It’s a matter of finding the right combination of foods that works for you," she said. "You can still enjoy your food and that eating healthy doesn’t mean bland or tasteless."

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FACT BOX

HIGH BLOOD PRESSURE, THE SILENT KILLER, IS THE NUMBER 1 RISK FACTOR FOR DEATH IN THE CARIBBEAN (AND IN MOST OF THE WORLD)
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Because a healthier future for all people and our planet means a more successful future for PepsiCo.

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2017 Anticipated Programs

- **Non-Communicable Disease**
  - Cancer (including women’s cancer) - IFPMA
  - Diabetes – Novartis*
  - Obesity (including childhood obesity) – Coca Cola Foundation*
  - Adolescent Health – Merck for Mothers

- **Communicable Disease**
  - AMR – Merck, IFPMA, AMIIF
  - NTDs (Dengue, Chikungunya, Zika) – Pfizer Foundation, Clorox
  - Cholera – Coca Cola Foundation

- **Health Systems§**
  - Women’s Health and Wellness
  - Workplace Wellness
  - One Health in the Caribbean

*Funds pledged but not received
§ Seeking funds in 2017
Conflicts with Partners

• POSDEVAL publication policy – health vs. social sciences

• Ministry of Finance subsidies for basic basket of goods
Ministry of Education and unhealthy food sponsors

- Ministry of Education is not judged on % and change in obesity in its students
St. Phillip Primary School Tour
Island Grill CEO Thalia Lynn
“Eat good, live good”

• Winner of the first CAIHR award February 2017
• Recognizing a company, whose actions are consistent with best practices recommended by CAIHR or WHO with the potential to benefit the majority of inhabitants of the Caribbean
Calorie counts, soupah, green juice, eco-friendly packaging
Island Grill: 2017 CAIHR Award winner

CEO Thalia Lyn (4.53)

• https://www.youtube.com/watch?v=C1agqOf5xzs

Eco friendly packaging (1:20)

• https://www.youtube.com/watch?v=s_DmrwTatgM