



Vision :
“to see the Caribbean leading
the world in wellness”



**Caribbean Institute
for Health Research**





**HCC Advocacy, Accountability,
Conflict of Interest Workshop**
February 17-18th, 2017 Antigua

**Experiences and challenges in
addressing COI**

**T. Alafia Samuels,
Director, Chronic Disease Research Centre,
Deputy Dean, Research and Graduate Studies, Faculty of Medical Sciences,
Cave Hill campus
University of the West Indies**

KILLER NON COMMUNICABLE DISEASES

CARICOM LEADS GLOBAL ACTIONS



ONE CARIBBEAN MEDIA LIMITED



The Nation Publishing Co. Limited



THE UNIVERSITY
OF THE
WEST INDIES
Cave Hill, Barbados



PEPSICO



CARICOM

The Gleaner

Established 1834

KILLER NON COMMUNICABLE DISEASES CARICOM LEADS GLOBAL ACTIONS

CARICOM among world leaders who pledge to battle NCDs

Articles by Dorrett Campbell,
Caribbean Secretariat

HEADS of Government of the Caribbean Community are among world leaders who at their 88th United Nations General Assembly which opened on Monday agreed via a 15-page Political Declaration to step up the offensive against Non-Communicable Diseases (NCDs) such as heart diseases, cancer, diabetes and chronic respiratory diseases.

Already, five CARICOM Leaders from Suriname, Trinidad and Tobago, St Vincent and the Grenadines, Barbados and the Commonwealth of the Bahamas who addressed the Assembly on Monday, gave their full support to the Political Declaration, which was approved in the Opening Plenary.

Notwithstanding their approval of the political statement however, CARICOM leaders felt that the Declaration, which committed United Nations Member States to the implementation of a raft of actions to fight NCDs and their risk factors, fell short of expectations.

Speaking on behalf of CARICOM, President of Suriname Aik Desai Desai-Boutene who was the first speaker on the long list of several world leaders applauded the Political Statement, describing it as a "harrowing point" in the fight against the "global tsunami of non-communicable diseases" at all levels.

President Boutene asserted that the Political Declaration was a concrete outcome of the "intense and sustained activity" that had followed the adoption of the Port-of-Spain Declaration – "Uniting to stop the epidemic of Chronic Non-Communicable Diseases" – which



President of Suriname Desai Desai-Boutene

emanated from the landmark CARICOM Summit on NCDs held in Port-of-Spain, Trinidad and Tobago on 26 September 2007.

He noted that the Declaration asserted that there would be well-structured national as well as global plans, which included clear targets

and a set of indicators for measuring progress and that it provided a good platform for ongoing consultation of the development and other impacts of those diseases by the international community.

However, President Boutene pointed out that while there was much to celebrate in the Declaration, it fell short of being "substantive" in its implementation. According to the Suriname President the Political Statement did not establish a clear enough goal and corresponding road map for the global non-communicable diseases campaign that it was launching, neither did it have a global collaborative mechanism or strong reservations on the use of the term "epidemic" in relation to the global spread of those diseases.

"Nevertheless, if scrupulously implemented, the Declaration would contribute in meaningful ways to achieving internationally agreed development goals," he added.

For CARICOM States, he said, "the central message of the Declaration was a global consensus on strengthened commitment to action to address non-communicable diseases and their risk factors at all levels."

He stressed the need for a comprehensive multi-sectoral approach to combating NCDs; one that considered full stakeholder participation, which according to the Suriname President, would be cost-effective.

He then pledged CARICOM's continued commitment to ensuring that the Political Statement was not transformed into "a minor rhetorical achievement" but rather used as a platform for resolute actions by all States and other stakeholders.

CARICOM is already moving full speed

ahead with several initiatives to battle NCDs. The Region has developed a Strategic Plan of Action that included standard setting for tobacco, salt, as well as nutritional labelling and elaboration of a new primary care policy. Fourteen out of its 18 Members have already ratified and started implementation of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC). CARICOM had also first introduced September 13 as Caribbean Wellness Day which is a best practice in promoting healthy lifestyle through physical activity and healthy foods.

According to President Boutene, it was the recognition that physical activity played a critical role in promoting healthy lifestyle that led to the establishment of a regional sport academy based in Suriname. This academy would continue to support the regional wellness revolution.

The Suriname President also suggested the appointment of a Special Representative of the Secretary General on Non-Communicable Diseases. "The eradication of those diseases," he stated, warranted universal access to medicines and technologies. Therefore, it was urgent for international agreements, such as Trade-Related Aspects of Intellectual Property Rights (TRIPS), to include measures to defend public health.

In concluding, he called for the continued support of the international community in providing technical and financial resources necessary for the monitoring and surveillance of NCDs and attendant risk factors. He stressed the need for effective partnerships in providing regulatory response to reducing NCDs, and reducing risk factors such as obesity, high blood pressure, tobacco and alcohol abuse and physical inactivity.



CARICOM side event a resounding success. Global leaders attending the United Nations General Assembly gave the Caribbean Community high praise for its "bold initiative" and "determined leadership" in tackling one of the world's most devastating development challenges – chronic non-communicable diseases (NCDs).

At the "CARICOM Takes Stock," interactive discussion organized within the ambit of the Summit by CARICOM, the Pan American Health Organization (PAHO), WHO and Healthy Caribbean Coalition, Heads of State and Government and other

...EFFORTS GET KUDOS

President of the 68th session of the UN General Assembly Qatar's Hamid Abdullah Al-Sayid was the main speaker at the interactive panel discussion, which not only showcased CARICOM's achievements, but highlighted the challenges in the prevention and control of NCDs and appealed to global leaders to lend their support to what was a continued and determined fight by 15 small island developing states with the collective will to beat cancer tomorrow.

The UNGA President lauded Caribbean leaders for being the first to mobilize political commitment at the highest level to fight NCDs and for leading the advocacy that spawned the High Level Meeting and its subsequent Political Declaration, noting that the Caribbean's agenda had been ambitious and courageous and "...one facing especially at a time when many countries in our region have been suffering from a slow

growth health," said Al-Sayid.

"The CARICOM countries have taken a strong leadership role in giving a voice to the challenges faced by the millions of people with NCDs living in low- and middle-income countries around the world."

He urged CARICOM to continue the struggle against NCDs, explaining that the UN had a busy agenda in implementing the Political Declaration and expressing confidence that CARICOM had a major role to play in the coming months and years.

"Thank you for giving the world some much needed vision and encouragement and thank you... for your unwavering commitment. This is how the world can promote development," Qatar's Hamid Abdullah Al-Sayid concluded.

CARICOM Secretary General Irwin LaRoque who gave brief opening remarks acknowledged the suc-



CARICOM Secretary General Irwin LaRoque moderates the CARICOM side event.

KILLER NON COMMUNICABLE DISEASES

CARICOM LEADS GLOBAL ACTIONS

From Port of Spain to New York and back;

CARICOM AND THE NCDs

Dr George Alleyne

THESE were several significant events at the recently concluded Thirty-Second Regular Meeting of the Conference of Heads of Government of the Caribbean Community, 30 June - 4 July 2011, Basseterre, St. Kitts and Nevis. I was intrigued by the repeated affirmations that there were many good examples of progress in the regional integration process, but I believe I can be forgiven for highlighting two aspects that were related to health. Their significance was heightened by recalling that this was the tenth anniversary of the historic Nassau Declaration (2001) in which the CARICOM Heads of Government - perhaps in the tradition of the cruise at Delagoa - affirmed that the health of the region is the wealth of the Region. Many developments have followed that declaration but two had particular salience at this meeting.

The first was the signing of the legal agreement that created the Caribbean Public Health Agency (CARPHA). This was the culmination of the dreams of many who saw the need for a Caribbean regional response to some of the Caribbean public health problems. The gestation period was not without its difficulties, but many if not most of these have been overcome and we look forward to this new institution providing a focus for many of the activities that have been scattered throughout the Region.

The second was the affirmation of the Caribbean commitment to the prevention and control of the Non-Communicable Diseases (NCDs). The final communiqué reads thus:

Heads of Government welcomed the significant role being played by the Community in advocacy and preparation for the UN High-Level Meeting on the Prevention and



Dr George Alleyne

Control of Non-Communicable Diseases (NCDs) scheduled for UN Headquarters, New York, USA, 19-20 September 2011.

They recalled the successful outcome of their 2007 Summit on NCDs in Port-of-Spain, Trinidad and Tobago which stimulated a wellness revolution and led to the observance of Caribbean Wellness Day as an annual event.

Heads of Government stressed the Community's commitment to pursuing an agenda that placed emphasis on: Four (4) Disease: Diabetes, Cardiovascular Disease, Chronic Respiratory Diseases and Cancer; Four (4) Risk Factors: Tobacco, Diet, Physical Inactivity and Inappropriate Alcohol use and Four Strategic Approaches: Risk Factor Reduction, Health System Reform, Equitable access to effective, affordable medications and improving surveillance and progress monitoring and evaluation.

Heads of Government committed to ensuring representation of the

Community at the highest level, at the High Level Meeting in September.

It was a source of pride to many to appreciate the role that CARICOM had played in the convening of this High Level Meeting and to note the clarity and specificity of the Community's commitment. The story of the progress from that CARICOM Summit in Port-of-Spain, through the Hemispheric Summit, through the meeting of the Commonwealth Heads of Government (CHOGM) all in Port of Spain is one that engenders some pride in things Caribbean.

But even as we take pride in how the action has grown, it is well to reflect on the circumstances that made this possible. The elevation of any issue to a level at which it occupies the highest political attention does not happen by chance. It is well that at a time when there is consequent negative comment about the Caribbean integration and the ability to achieve, we should reflect on the internal circumstances that made it possible for a small group of countries to elevate a health issue to the level of a United Nations High-Level Meeting (UNHEM). This must rank as one of the most important collective foreign policy initiatives of the Region. However, while there is pride in Caribbean achievement, it must be acknowledged that there were many other groups and agencies which played seminal roles in promoting this High Level Meeting, but the Caribbean leadership is widely recognised internationally.

One of the important contributing factors in the manner in which the debate was framed locally and here it was then projected globally. There was no doubt about the clinical relevance of the NCDs. There must be few Caribbean citizens who have not had intimate contact with the NCDs, either as victims or bystanders or being attacked, relatives and friends suffering the rav-

ages of diabetes, relatives and friends struck down by cancer.

But this is not enough. The debate was framed locally in relation also to the economic burden posed by these diseases and in addition, comparison was made with other countries especially North America. It galloped that the rate of amputations for diabetes is about three times higher in Barbados than in the USA. There were enough data to demonstrate the magnitude of the epidemic of obesity and to catalogue its sequelae.

But to move from the stage of observation of a major problem to having political leaders reflect it and advocate for action at higher levels, calls for several factors which fortuitously came together at the same time. First is the presence of champions. It was then Prime Minister Manning of Trinidad and Tobago who invited his colleagues to the Summit in Port of Spain. It was he who as chair of CHOGM due to the acceptance of the Declaration on NCDs by the Commonwealth Heads of Government in 2009 and in his address to the United Nations in 2010 he called for a UN Summit on NCDs. The Caribbean is fortunate to have Prime Minister Douglas of St. Kitts and Nevis as the Prime Minister responsible for health in the CARICOM quasi or least of the Conference of Heads of Government. He articulated clearly the conclusions of the Port of Spain Summit at the CHOGM in Kampala in 2007 and again in 2009 and he has been an indefatigable and persuasive champion for the importance of health and the critical need of a Caribbean and global response to the epidemic of NCDs.

But no major developments of this nature take place without good institutional support and the role of the CARICOM Secretariat in this journey must be lauded and applauded. There was support in all quarters and at all levels, but it was

the leadership of then Assistant-Secretary General Dr. Edward Greene that enabled the Secretariat in support of these Caribbean champions. While his leadership in support of the Caribbean response to NCDs has been outstanding, his "shepherding" of the development of CARPHA merits the highest plaudits that can be given to any international civil servant.

The UNHEM will end and the leaders will return to the many and varied problems of their individual countries. The further promotion of the results of the HLM in the Caribbean will depend in no small measure on our capacity to mobilise the various actors in the Caribbean states to play their parts in the response. It will be necessary to engage the private sector, the civil society with its several parts, the media and organisations to incorporate into the prevention and control of NCDs is not within the exclusive purview of the government and within the government there has to be acknowledgement that there are roles to be played by ministries other than health.

There will be a natural synergy between the two major health issues from the CARICOM Heads of Government Conference referenced above. CARPHA will provide technical cooperation needed for the monitoring of the risk factors that is essential for monitoring and evaluating progress in the control of the major NCDs. It will provide Caribbean wide data on morbidity and mortality that allow the various sectors to observe hopefully the progress that should be made if governments adopt the recommendations in the declaration to which they have given assent. The Caribbean has shown leadership in promoting the importance of the NCDs. Have we hope that there will be the same leadership in demonstrating that these diseases can be controlled and prevented?

Annette Maynard-Watson

AFTER returning from an extensive field trip in Barbados, the top

REFRESHING WATERMELON

size of their prehypertensive sub-

jects". In another study conducted at Texas A & M University's Fruit and

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 individual of whom we can all be immensely proud.

Her most recent accolade is that the CARICOM Heads of Government in July 2011, endorsed her appointment as Director of Pan American Health Organization (PAHO), the regional office for the Americas of WHO 2011-2014. She would be returning to PAHO where she was Assistant Director from 2003 to 2008. In 2008 Dr Margaret Chan, director of WHO, asked her to be Assistant Director-General of the World Health Organization in Geneva, Switzerland to direct the work of the Health Systems and Services (HSS) cluster in WHO.

Prize for her international work, among other positions, she was also Chief Medical Officer and Director of Primary Health Care Services in her native Dominica from 2002. Her team achieved universal coverage for all primary care programs, with immunization coverage rates of 95 percent, 90 percent coverage for dental



Dr Carissa Etienne

care and deliveries by trained birth attendants, access to continuous care for chronic non-communicable diseases, country-wide community empowerment and participation and health education integrated into community dynamics.

As AD WHO, Carissa directed the technical programs of the Organization, the areas of Health

Systems Strengthening, Technology and Health Service Delivery, Family and Community Health, Health Surveillance and Disease Management and Sustainable Development and Environmental Health (including chronic disease management) and the Unit of Gender, Ethnicity and Health.

Her achievements included guiding the Renewal of Primary Health Care in the Americas at PAHO and the development of the Strategy of Health Systems based on Primary Health Care and she fostered an inter-programmatic approach in the dialogue with the Member States including an Integrated Approach to the Prevention and Control of Chronic Diseases.

At WHO, she led the global response of the primary health care (PHC) approach within WHO, as she had done in Dominica, but instead of 80,000 population in Dominica, she scaled up "worldwide globally. She also led WHO's work on universal coverage, notably the development of the World Health Report 2010 - Health systems financing: the path to universal coverage.

Carissa is a graduate of our own University of the West Indies (UWI), Bachelor of Medicine and Bachelor of Surgery. She has an MSc Community Health leader in Health Care Management from the London School of Hygiene and Tropical Medicine, University of London, and an Honorary Diploma of Public Health, London School of Hygiene and Tropical Medicine, University of London.

Carissa believes in people centered care, reflecting the philosophy that we should address all the health needs of the patient, and not treat by disease. Most importantly, she is an inspirational leader who has provided thought leadership, recognized the central importance of building health teams and alliances with civil society and the private sector in promoting health, with the vision to develop and manage national, international and global public health programs.

Another Caribbean national going "FROM LOCAL TO GLOBAL" is

“Carissa believes in people centered care, reflecting the philosophy that we should address all the health needs of the patient, and not treat by disease”



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

ON the 19 and 20 September a once in a lifetime High Level Meeting of World Leaders was held at the United Nations to discuss chronic diseases, now better known as NCDs, namely heart diseases and stroke, diabetes, cancers and chronic lung disease.

In the months leading up to the meeting of world leaders a unique and first of its kind for the Caribbean and important initiative took place in the Caribbean, that is, the conducting of the Get the Message campaign which is an advocacy and educational campaign using outdoor spaces and social media to obtain support for the summit and at the same time inform, sensitize and educate the people of the Caribbean about NCDs.

In the Get the Message campaign people of the Caribbean were invited to text per, free of cost, to a pre-determined short code to indicate their support for the UN High Level



Professor Trevor Hassell (left) Chairman of the Healthy Caribbean Coalition sharing information about the Get the Message campaign with Madame Bong Zuma, First Lady of South Africa, at the Healthy Caribbean Coalition (HCC) Information booth at a UN High Level event with Professor Jean-Claude Mbanya (right) President of the International Diabetes Federation and co-chairman of the HCC look on.

Meeting. International Diabetes Federation, a CARICOM and PAHO sponsored event titled "CARICOM takes stock", and at PAHO, ORILAC, United States, Canada and World Economic Forum meeting titled "The Redefining of the Role of NCDs in the Americas". Professor Trevor Hassell, CEO of World Heart Federation and founding member, NCD Alliance said "We applaud the efforts of the Get the Message campaign, which has involved the power and passion of the hundreds of thousands of citizens of Caribbean countries. These accolades demonstrated the power of social media in telling the world that NCDs are a critical priority and that world leaders must publicly support the Summit."

The Get the Message text campaign was conducted by the Healthy Caribbean Coalition which has network and alliance of civil society, academia and the private sector,

eleven member executive committee with representation throughout the Region. It aims to prompt and mobilize strengthening NCD health NGOs in the Caribbean. Its objectives are to contribute and participate in all aspects of advocacy as a tool for influencing positive change around NCDs through mobilization of Caribbean people and the creation of a mass movement aimed at responding to the NCDs. It further seeks to develop effective methods of communication for and among members of the coalition and the people of the region and contribute to public education campaigns and programmes.

Professor Trevor Hassell in commenting on the tremendous success of the Get the Message campaign pointed out that "this extremely high successful campaign in which half a million text messages of support from throughout the Caribbean were



LAUNCH OF WELLNESS WEEK in the AMERICAS

Inspired by Caribbean Wellness Day

Dr Miria Flores

PAHO/WHO Harlem, New York: Getting ready for the launch of Wellness Week in the Americas. The Greater New York Chamber of Commerce, and co-organized by the New York Academy of Medicine, the City College of New York, Harlem Hospital Center and Eastern Health Wellness Week was inspired initially by Caribbean Wellness Day, celebrated each year on the second Saturday in September by countries in the Caribbean to raise public awareness about noncommunicable diseases (NCDs) and prevention through healthy living.

The idea of a Wellness Week in New York grew out of efforts to mobilize the Caribbean diaspora in New York City around Caribbean Wellness Day. Today I am proud to say that in just 10 months since the idea emerged, Wellness Week has some 12 organizations leading activities across New York City and 12 countries throughout the Americas are sponsoring Wellness Week events similar to the one we are celebrating today. I believe this is just the beginning of the change we need to create healthier environments for healthy living and prevention of chronic diseases.

As we gather today in the heart of Harlem—a transformed neighborhood in one of the world's greatest cities—our funding is significant: leaders of governments and civil society leaders will be gathering here in New York on 19 and 20 September for the First United Nations High-Level Meeting on Noncommunicable Diseases, where they will discuss the challenges, policies and actions for tackling the rapid growth of chronic diseases in rich and poor countries alike.

The message of Wellness Week—Be Well, Stay Well. We are coming together to raise awareness among individuals, families, communities, employers,



At the launch of Wellness Week, Dr Miria Flores, Director, PAHO and Lloyd Williams, President/CEO, The Greater Harlem Chamber of Commerce, during the Launch of Wellness Week in the Americas, 18 September 2011. —Photo: Leticia Lira, PAHO/WHO

and governments about the need to support healthy behaviors through social action and through public policies that shape environments in which people can exercise their right to be healthy and stay healthy.

Where better to do this than right here in New York City, which through its public policies is setting examples on how to combat the growing epidemic of NCDs.

- Eliminating smoking in public places, workplaces, and parks and beaches;
- Making fresh produce available to residents;
- Eliminating industrialized trans fats in restaurant foods;

- Reducing salt in foods; and
- Displaying the calorie content of fast-food menus.
- Streets are safer for walking and cycling.
- Trees to increase availability, affordability and accessibility of public transportation.
- New York City is a leader in active design for buildings, homes, streets, and parking lots.
- There are public spaces that encourage active living.

All this progress has improved the quality of life in New York, but it has done more than that. According to a recent New York City Vitality Report, these interventions prevent some 4,000 deaths annually, while reducing illness and disability.

New York City recognizes a critical truth: that better health is not just a matter of individual choices. Rather, public policies are key to making healthy living viable and sustainable by shaping the environments in which children and youths, adults and senior citizens live, play, work, and travel. Public policies are needed to make the healthy choices the easy choices to ensure every individual grows well and stays well.

Let us all celebrate a long and healthier life for all and make sure the next generation, those that are being born now and tomorrow, are free from NCDs. —PAHO/WHO



“Better health is not just a matter of individual choices”



8 OUT OF 10 CASES OF HEART DISEASE AND DIABETES CAN BE PREVENTED

KILLER NON COMMUNICABLE DISEASES

CARICOM LEADS GLOBAL ACTIONS

How to lower your blood pressure in...

14 DAYS

Tracy Moore

50 how do you go about eating your favourite foods and still lower your blood pressure in just two weeks?

Registered dietician Julian Rowe and Karen Griffiths said it only takes a bit of DASH (Dietary Approaches to Stop Hypertension).

Julian, who is also a former registered nurse, and Karen, who took her first job as a dietician more than 28 years ago at the Queen Elizabeth Hospital, noted that on a day-to-day basis they have counselled a number of people through their jobs on how to control or prevent high blood pressure as well as diabetes, high cholesterol, weight management or any other thing that is linked to nutrition, and their next step was to put pen to paper and share their knowledge with as many people as they could reach.

Karen, who also works with the International Diabetes Federation, said, "The idea behind the book started out with Julian, who had ideas. We work in the polyclinics and we see a lot of people, but there are so few of us and so have so little time to go through what we really want to say. We also don't have a lot of resources in terms of what we can give to someone and so Julian had the idea to do a book."

Introducing the newest health book to hit the shelves: *What Can I Eat? Lower Your Blood Pressure in 14 Days*.

"Of course we had to figure out what to start with first, because we are talking about weight management, diabetes, high blood pressure. According to the Barbados Food Consumption and Anthropometric Survey 2000, hypertension is the most commonly reported of the chronic non-communicable diseases, so we thought that it should be the first one because we have more people with hypertension than anything else," Julian told Peter Henkle.

She noted that when referring to hypertension and diet, the DASH diet was recommended in all the research and proven to be effective at lowering blood pressure. She added that DASH has also proved to lower blood pressure in 14 days.

"Because I am always looking at how to improve my meals, I am always playing around with my ingredients. So I sat down and put together a list of all the things that we love to cook in Barbados. And then we looked at the DASH principle of lowering blood pressure and decided to show the meals that Barbadians cook most often. The whole concept was not to tell people they cannot have this or that but to teach people how to work with what they have."

"We took the most popular recipes and looked at how they would be prepared traditionally and we looked at the modifications... to reduce the salt, because one of the messages we wanted to get over to folks is that salt doesn't actually make the food taste good," Julian noted.

In fact, she said salt would be better replaced by the different kinds of herbs and spices we have around us to enhance the taste of foods. "They add more flavours than salt. We don't want people to think that if they can't cook with a lot of salt, the food is



“You can still enjoy your food and that eating healthily doesn't mean bland or tasteless”



not going to taste good," she explained.

The duo have not taken salt completely off the menu but have reduced it to meet World Health Organisation and the American Heart Association guidelines and "allow people to feel comfortable with the foods they prepare, using local herbs, vegetables and roots like thyme, marjoram, garlic, onions, ginger, and turmeric which has a nutritional value attached to it. We have also looked at using a lot of sweet peppers and a lot more local herbs that people can simply plant themselves."

Karen added that the whole process was through "trial and error" as they tried different recipes and amounts of the ingredients.

"There was a lot of experimentation involved. We tried each dish and tested it on our families. I, for one, could not believe that you could cook without cubes because I was brought up that way. I figured if I used a cube and not use anything else with salt, but Julian figured even a cube was not



enough while presenting five new recipes to try. They have also provided the salt content for each recipe as well as a grocery list as part of a total guide for the two-week plan.



"Our point here is to try and prove that you can still enjoy your food and that eating healthily doesn't mean bland or tasteless; that you don't have to give up anything you like, just modify the recipes. That is why we started with these beverages - to show that you can eat healthily and not enjoy the foods you like," Karen stressed.

-Better Health

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)



**Jared Lost
245 lbs**
eating healthier
at Subway*.



**So have
thousands
of others.**

*Log on to subway.com
to see just how healthy
Subway can be for
everyone.*



SUBWAY
eat fresh.™

Premium Meats, Delicious Toppings & Freshly Baked Bread.

**Program consisted of Subway sandwiches, salads, other foods and exercise.*

AN UN⁴GETTABLE ACHIEVEMENT



For an unprecedented 4th year in succession, we've been named **Insurance Company of the Year – Caribbean** by **World Finance Magazine**, the industry's preeminent source for business and financial information.

This award is further testament to our commitment to providing our clients with world-class financial products and service, while remaining focused on building our business on the platforms of strength, innovation and stability.



Read with your
health
in mind!

Subscribe Now to
Better Health!

Your gateway to Health,
and Wellness Information
related to the Caribbean
and its people.

SUBSCRIBE
FOR 12 MONTHS
AND GET ONE MONTH
FREE.
US\$ 10.00
PLUS THE COST OF
SHIPPING TO YOUR LOCATION.

To subscribe or for more information,
call 246-430-5503/ 246-430-5550
or email us at subscribe@nationnews.com
BETTER INFORMATION, BETTER CHOICE, BETTER LIFE!

PepsiCo is proud to support CARICOM as it leads the fight against non-communicable diseases.



At PepsiCo, Performance with Purpose means delivering sustainable growth by investing in a healthier future for people and our planet. We will continue to build a portfolio of enjoyable and wholesome foods and beverages, find innovative ways to reduce the use of energy, water and packaging, and provide a great workplace for our associates.

Because a healthier future for all people and our planet means a more successful future for PepsiCo.



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