The Caribbean Private Sector Response to Non Communicable Diseases (NCDs): A Situational Analysis, including Key Components of Effective Private Sector Responses to NCDs: Inward Facing and Outward Facing Initiatives

THE CARIBBEAN NCD PRIVATE SECTOR FORUM

June 4th, 2015
Courtyard Marriott Hotel, Barbados

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For Healthy Caribbean Coalition
Highlights

• NCD Epidemic and the Private Sector
• Aims and Objectives,
• Methods
• Results
• Summary
The NCD Epidemic and the Private Sector

• NCDs affect individuals, families, communities and the society as a whole
• NCDs are largely due to four modifiable risk factors: unhealthy diets, lack of physical activity, consumption and exposure to tobacco and harmful alcohol use
• NCDs are preventable and every sector of society must help to create ‘healthy environments’ that lead to wellness
• A true multi-sectoral social partnership between government, the private sector and civil society is essential in the fight against NCDs
The NCD Epidemic and the Private Sector

• Private sector businesses have tremendous influence and impact on every level of society

• Can affect and influence decisions made in the public sector for good and for ‘bad’

• Caribbean private sector has supported many NCD wellness initiatives but no coordinated and sustained effort.
The NCD Epidemic and the Private Sector

• A look inward: “What can and should we do in our company/companies at this time?”

• A look outward: “What can we do to influence an epidemic that touches the economic, social, political and developmental aspects of the communities in which we do business?”
The Vicious Cycle

Unemployment, Social isolation
Poverty, sub-standard occupation
Low esteem, powerlessness

Vulnerable Groups

Heart disease and stroke, diabetes, cancer, chronic lung disease

The Caribbean NCD Private Sector Forum: 2015
The Caribbean Private Sector Survey

• Little research available on the attitudes and practices of the Caribbean private sector with respect to initiatives undertaken for NCDs
• A brief “first look” to assess strengths and weaknesses of the private sector response
• Facilitate a framework for action and future health planning/programme development for NCDs
Objectives

• To examine the level of involvement of the Caribbean Business Sector in (a) Inward Facing Initiatives - worksite wellness (b) Outward Facing Initiatives - community involvement for NCDS

• To assess the knowledge, attitudes and practice of Caribbean private sector with respect to NCDs
Methods

• Study Population: Companies listed on the stock exchanges of Jamaica, Barbados, OECS and Trinidad; members of regional chamber of commerce/private sector associations; Yellow Pages lists of regional business

• 54 individual companies or groups of companies were selected to attend a regional private sector forum

• A convenience (non-probability) sample of companies invited to the meeting were asked to complete the survey
Methods

• A self-administered confidential, electronic questionnaire of 28 questions (Survey Monkey ©) was emailed or sent by web-link to corporate representatives for each unique company or groups of companies.

• All data was available only to the researcher and all results were analyzed in an anonymous and confidential manner.
RESULTS

HCC CARIBBEAN PRIVATE SECTOR SURVEY 2015
The Survey Population

• 54 unique companies were invited to attend the Caribbean NCD Private Sector Forum, of which 39 gave a positive response.
• 35 surveys were completed with a response rate of 65%.
• 1 company completed the survey but indicated they would not attend the meeting.
• 2 companies did not complete the survey.
Demographic Characteristics

<table>
<thead>
<tr>
<th>Characteristic (N=35)</th>
<th>Number</th>
<th>Percent %</th>
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<tbody>
<tr>
<td>Completing Survey</td>
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<td>Chief Executive Officer</td>
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<td>General Manager</td>
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<tr>
<td>Chief Operations Officer</td>
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<td>Managing Director</td>
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<td>6.2</td>
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<tr>
<td>Dir. Human Resources/ HR Manager</td>
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<tr>
<td>Other</td>
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<td>35.4</td>
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The Caribbean NCD Private Sector Forum: 2015
## Demographic Characteristics

<table>
<thead>
<tr>
<th>Characteristic (N=35)</th>
<th>Number</th>
<th>Percent %</th>
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<tbody>
<tr>
<td><strong>Size of Company (# Employees)</strong></td>
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<tr>
<td>1-99</td>
<td>7</td>
<td>20.0</td>
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<td>100-499</td>
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<td>500-999</td>
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<td>22.9</td>
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<tr>
<td>1000 or more</td>
<td>8</td>
<td>22.9</td>
</tr>
<tr>
<td><strong>More Than 1 Type of Industry</strong></td>
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<td></td>
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<tr>
<td>Yes</td>
<td>17</td>
<td>48.6</td>
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<td>No</td>
<td>18</td>
<td>51.4</td>
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<td><strong>Duration in Caribbean (years)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-20</td>
<td>6</td>
<td>17.1</td>
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<td>21-40</td>
<td>4</td>
<td>11.4</td>
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<td>41-60</td>
<td>8</td>
<td>22.9</td>
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<tr>
<td>Over 60</td>
<td>17</td>
<td>48.6</td>
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</table>
Worksite Wellness

HCC CARIBBEAN PRIVATE SECTOR SURVEY 2015
Inward Facing Initiatives: Worksite Wellness

- Employer initiatives directed at improving the health and well-being of workers
- In some cases extended to dependents
- Diverse options available: health insurance, preventive health (including breastfeeding), nutritional and exercise programs, financial or social incentives for healthy behavior, disease screening, health promotion and education, occupational safety and health, medical assistance schemes
- Popular in the USA especially since the introduction of the Affordable Care Act (ACA)/ (Obamacare)
- Mandatory participation discouraged
Worksite Wellness: Key Findings

- Of 35 companies 28 (80%) companies offered Worksite Wellness Programmes to employees

- 13 (37%) had ever conducted a health risk appraisal of their employees
Worksite Wellness Programmes Offered to Employees (N=27)

- Conv. Health Insurance
- Preventive Health Cover
- On-Site Screening
- Nutrition
- Weight Management
- Fitness/Exercise
- Incentives Healthy Lifestyle
- Health Education
- Addiction Counseling
- Stress Mgmt/ Mental Health Counsel
- Occupational Safety and Health
- Medical Assistance Schemes

The Caribbean NCD Private Sector Forum: 2015
NCD issues addressed by Education/Preventive Health Programmes
(N=26)

- Smoking cessation/smoke free
- Diabetes
- Heart disease/Hypertension
- Cancer
- Physical Inactivity
- Healthy eating/Nutrition
- Mental Health/Stress Mgmt.
- Addictive Behaviours
- Respiratory disease (asthma, COPD)

Percentage

Yes
Initiatives Undertaken to Improve Employee Wellness Within Five (5) years (N=26)

- Altered built environment
- Healthy on-site nutritional choices
- Assist with psycho-social aspects of work
- Corporate policy on disability
- Enforced OSH codes and regulations
- Trained select employees for wellness
- Corporate wellness policy
- Corporate wellness days
- Encouraged corporate partners

The Caribbean NCD Private Sector Forum: 2015
## Implementation of Worksite Wellness Programme

<table>
<thead>
<tr>
<th>Person (s) primarily responsible</th>
<th>Number</th>
<th>Percent %</th>
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<tbody>
<tr>
<td>Human Resources/ Personnel Department</td>
<td>13</td>
<td>50%</td>
</tr>
<tr>
<td>Management/Senior Management</td>
<td>6</td>
<td>23.1%</td>
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<tr>
<td>Dedicated Interdepartmental Team</td>
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<td>7.7%</td>
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<tr>
<td>External Agency</td>
<td>0</td>
<td>0.0%</td>
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<tr>
<td>Personnel not well defined/ varies</td>
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<td>3.8%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>15.4%</td>
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<tr>
<td><strong>Total</strong></td>
<td>26</td>
<td>100%</td>
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</table>
## Evaluation of Worksite Wellness Programme

<table>
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<tr>
<th>Person (s) primarily responsible</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources/ Personnel Department</td>
<td>13</td>
<td>50%</td>
</tr>
<tr>
<td>Management/Senior Management</td>
<td>5</td>
<td>19%</td>
</tr>
<tr>
<td>Dedicated Interdepartmental Team</td>
<td>1</td>
<td>4%</td>
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<tr>
<td>External Agency</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>Personnel not well defined/ varies</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Impact of Wellness Programme on Corporate Environment and Morale of Employees

- Conventional Health Insurance
- Preventive Health Coverage
- On-site Disease Screening
- Nutritional programs
- Weight Management
- Fitness /Exercise
- Incentives for healthy lifestyles
- Health Education for NCDs
- Addiction Counseling/ Support
- Stress Management/ Mental Health...
- Occupational Safety and Health
- Medical Assistance Schemes

Average Rating of Impact
Corporate ethical responsibility for
employee health and well-being

- Decrease insurance costs
- Decrease on-site accidents and injuries
- Enhance recruitment and retention of staff
- Increase productivity
- Decrease absenteeism
- Create a happier and healthier working environment

Average Rating

Motivating Factors for Creating Wellness Programmes
Barriers to Implementation of Worksite Wellness Programmes (N=31)

- Lack of dedicated staff
- Lack of broad corporate support
- Need for cost/benefit analysis
- Liability from employees or families
- Lack of resources at this time
- Potential loss of productive working hours
- Org. structure does not support broad prog

Average Rating of Agreement

Strongly Disagree → Strongly Agree
Perceived Role of Different Groups in NCD Prevention and Control Among Employees (N=32)

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Perceived Role of Different Groups in NCD Prevention and Control in the Community (N=32)
Outward Facing Initiatives: Community Involvement

Prevention and control of NCDs in the community includes (but is not limited to):

• Safe environments for physical exercise;
• Access to clean drinking water;
• Access to affordable healthy foods, medications, and health technologies
• Disease screening
• Reduction of the harmful effects of alcohol and tobacco
• Regulation of the manufacture, marketing and distribution of foods high in salt, unhealthy fats and refined sugars
Community Health Initiatives Within Five (5) Years (N=32)

- HEALTH ADVOCACY
- PHILANTHROPY to Non Government Organizations
- PHILANTHROPY to Government
- REVENUE GENERATION
- EMPOWERMENT of Local Communities
- EMPOWERMENT of Special Groups
- MOBILISATION of Core Competencies

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### Company Participation in Partnerships* for General NCD Issues (N=29)

<table>
<thead>
<tr>
<th>NCD ISSUE</th>
<th>Yes (no.)%</th>
<th>No (no.) %</th>
<th>Don't Know (no.)%</th>
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<tbody>
<tr>
<td>Worksite wellness</td>
<td>(17) 58.6</td>
<td>(10) 34.5</td>
<td>(2) 6.9</td>
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<tr>
<td>Access to healthy and nutritious foods</td>
<td>(9) 31.0</td>
<td>(17) 58.6</td>
<td>(3) 10.3</td>
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<tr>
<td>Access to disease screening</td>
<td>(16) 55.2</td>
<td>(11) 37.9</td>
<td>(2) 6.9</td>
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<td>Access to innovative health technologies</td>
<td>(9) 31.0</td>
<td>(17) 58.6</td>
<td>(3) 10.3</td>
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<tr>
<td>Access to affordable medications</td>
<td>(7) 24.1</td>
<td>(20) 69.0</td>
<td>(2) 6.9</td>
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<tr>
<td>Access to affordable and quality healthcare</td>
<td>(9) 31.0</td>
<td>(16) 55.2</td>
<td>(4) 13.8</td>
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</table>

*Partnerships=Public/Private or Private/Civil Society
## Company Participation in Partnerships* for Specific NCD Issues (N=29)

<table>
<thead>
<tr>
<th>NCD Issue</th>
<th>Yes (no.)</th>
<th>No (no.)</th>
<th>Don't Know (no.)</th>
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<tbody>
<tr>
<td>Tobacco control</td>
<td>5 (17.2)</td>
<td>19 (65.5)</td>
<td>5 (17.2)</td>
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<td>Air and water pollution</td>
<td>8 (27.6)</td>
<td>18 (62.1)</td>
<td>3 (10.3)</td>
</tr>
<tr>
<td>Marketing of unhealthy foods to children</td>
<td>6 (20.7)</td>
<td>19 (65.5)</td>
<td>4 (13.8)</td>
</tr>
<tr>
<td>Physical activity</td>
<td>12 (41.4)</td>
<td>14 (48.3)</td>
<td>3 (10.3)</td>
</tr>
<tr>
<td>Innovative use of mobile or electronic technology</td>
<td>8 (27.6)</td>
<td>19 (65.5)</td>
<td>2 (6.9)</td>
</tr>
<tr>
<td>Research on NCDs or NCD risk factors</td>
<td>8 (27.6)</td>
<td>16 (55.2)</td>
<td>5 (17.2)</td>
</tr>
</tbody>
</table>

*Partnerships=Public/Private or Private/Civil Society*
Percentage of Revenue Spent on Community Health Initiatives (N=29)

- (10) 35% Less than 0.5%
- (11) 38% 0.5-1%
- (3) 10% More than 1%
- (5) 17% Don't Know

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Expectation of Change in Spending on Community Health Initiatives (N=29)

- Don't Know: (10) 34.5%
- Decrease: (9) 31.0%
- Increase: (10) 34.5%
- Remain the same: 0.0%
Common Themes

- Committed to Workplace Wellness and to providing healthy environment
- Highly likely to introduce a wellness program for CNCDs
- Committed but don’t have the funds
- Programmes not well localized and coordinated at group level
- Difficult to track and measure success of initiatives
- Not yet engaged or committed but recognise the benefits of engagement to employee and company
- Interest but no real initiatives developed as yet
- Publish a weekly health page but could do more in the future
- Survey has brought awareness and some sense of social responsibility
Changes made by Food and Beverage Manufacturers Within Five (5) Years (N=11)

- Voluntary self-regulation of marketing (to children)
- Production of new (healthy) products
- Addition or improvement of nutritional labeling on products
- Compliance with national/international standards
- Product reformulation

The Caribbean NCD Private Sector Forum: 2015
Strengths and Limitations

- No interaction with the alcohol and tobacco industries;
- Fills a research gap
- Large and medium sized companies with large number of employees
- Small sample
Summary

- The Caribbean private sector business leaders are, for the most part at the contemplative stage while others are engaged but not functioning in a coordinated way
- Expansion of wellness programmes are limited by lack of dedicated staff, resources and need for cost-benefit analysis
- The majority believe that the NCD burden of disease in the community should be addressed by largely by the government and the individual
- The food and non-alcoholic beverage industries have a major role to play in achieving targets
Acknowledgments

• The Private Sector Corporate Leaders who took the time to complete this survey
• Commonwealth Secretariat
• CARPHA
• NCD ALLIANCE
Thank You