

**IMPLEMENTATION OF THE MANDATE  
OF HEADS OF STATE TO STRENGTHEN  
THE MULTI-SECTORAL RESPONSE  
TO NCDS IN THE CARIBBEAN:**

**NATIONAL NCD COMMISSIONS  
& EQUIVALENTS IN CARICOM:**

Dr. Alafia Samuels

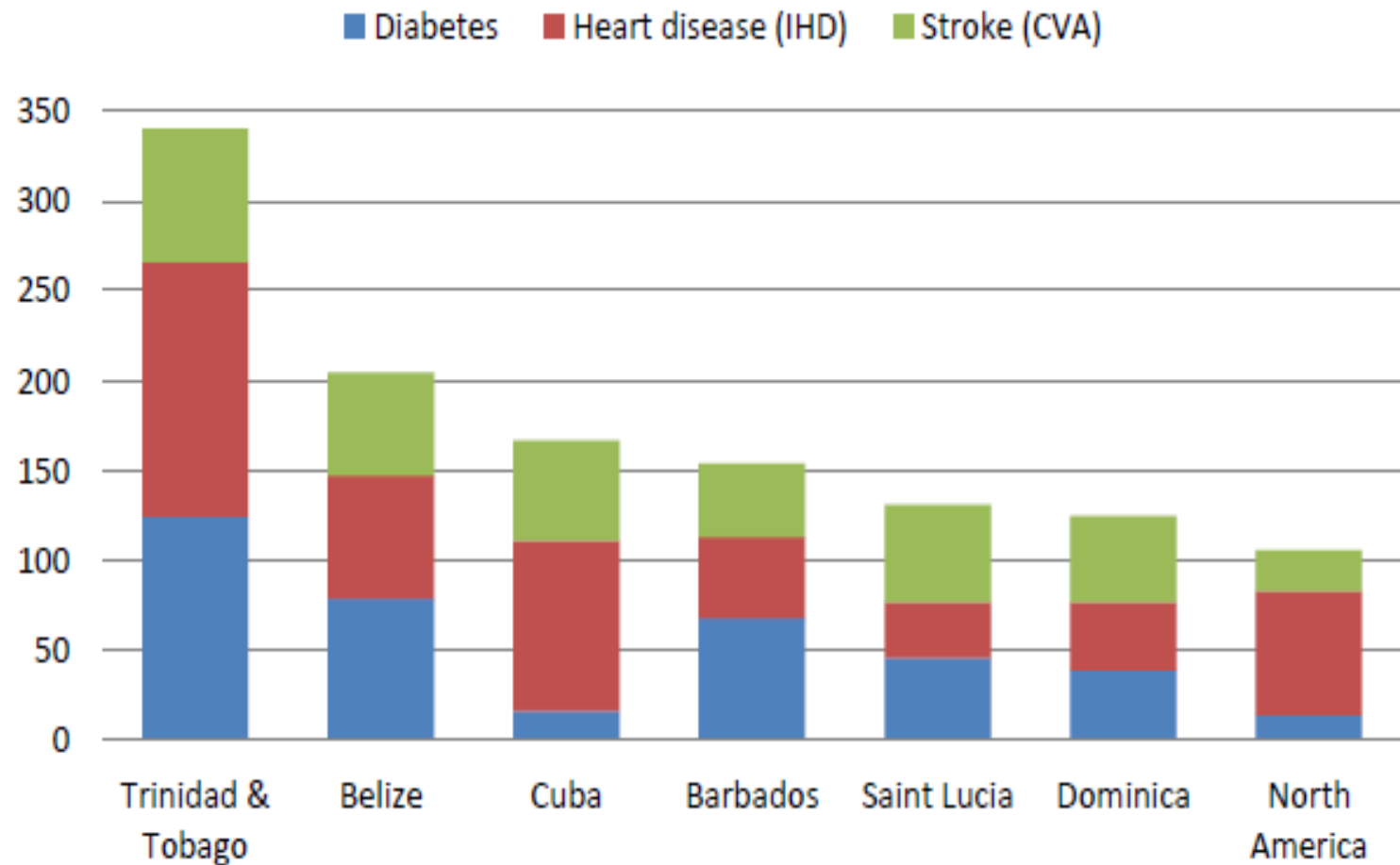
Senior Lecturer, Faculty of Medical Sciences, UWI

# **NNCDCs: Current status, future prospects**

- Burden of NCDs in CARICOM
- Genesis of NNCCDC
- Evaluation and Strengthening of NCD Commission led Policy Initiatives
- Profile of 10 functional NNCCDC
- Successes, challenges, lessons learned
- Recommendations – critical issues

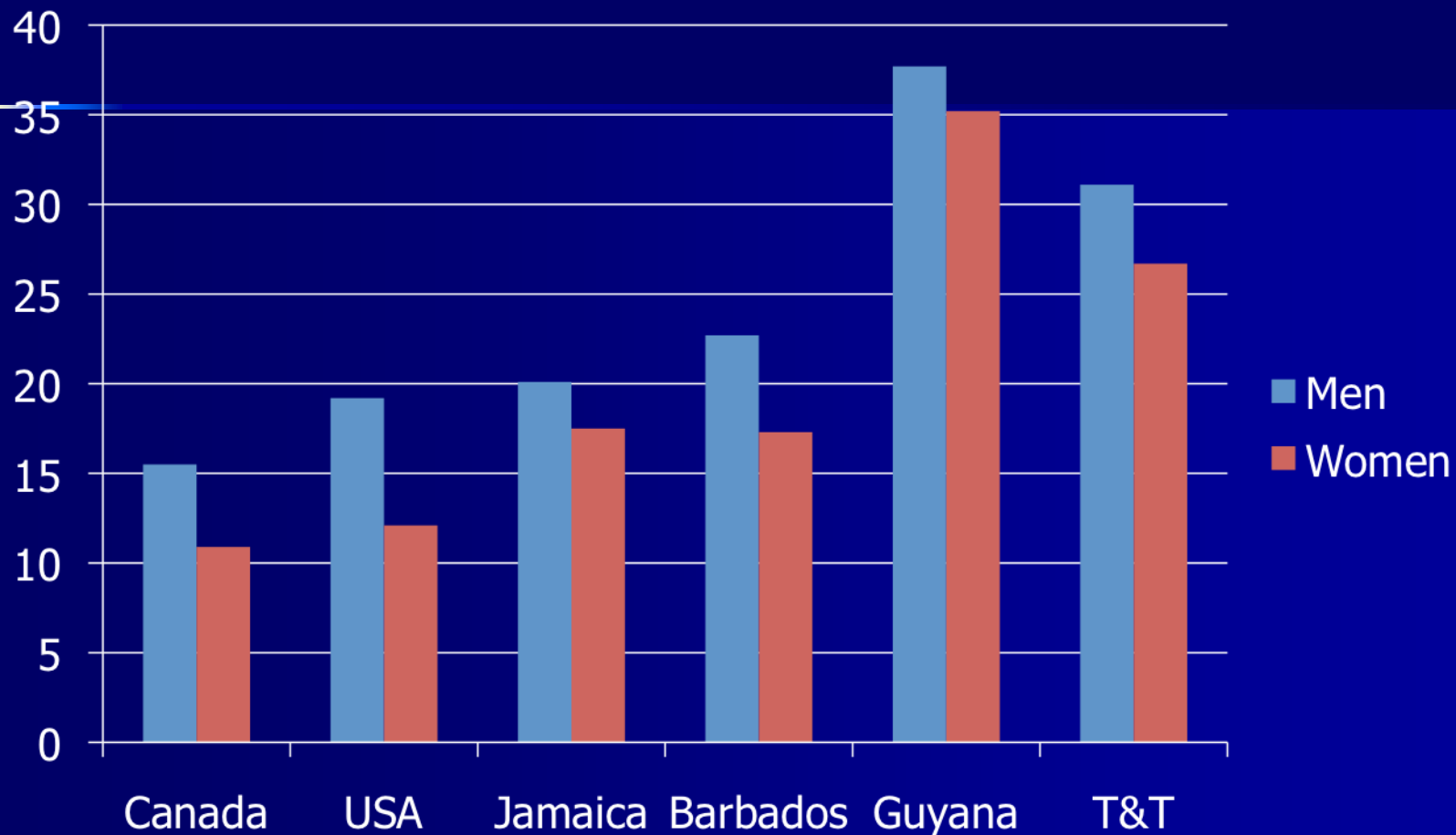
# **BURDEN OF NCDS IN CARICOM**

## Age adjusted mortality rates/100,000 population, selected countries 2010 data





# Premature NCD mortality: % NCD deaths <60 yrs



Source: WHO Country Profiles, estimates for 2008

# **GENESIS OF NNCDC**

# 2002: PAHO/CARICOM Regional plan

NON-COMMUNICABLE DISEASE  
PREVENTION AND CONTROL  
IN THE CARIBBEAN  
STRATEGIC PLAN FOR THE REGION

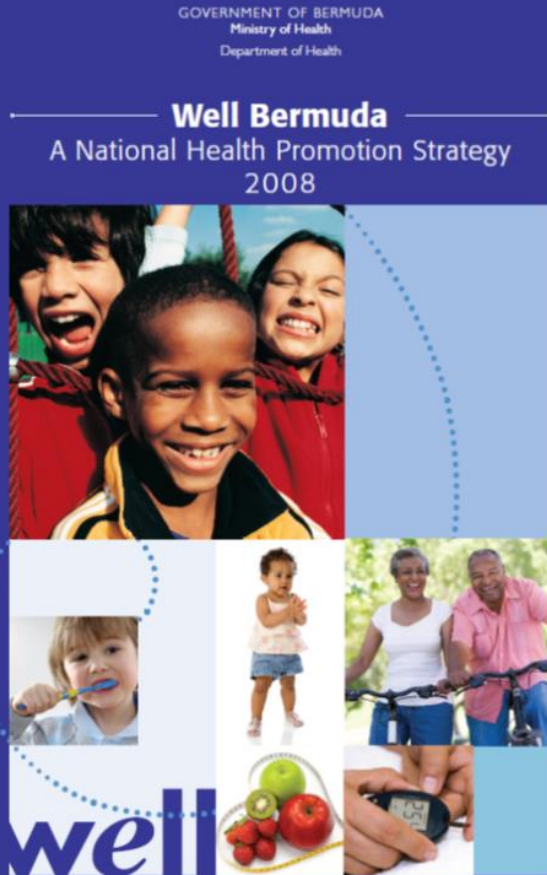


Pan American Health Organization/World Health Organization  
Caribbean Community Secretariat

September 2002

- “Establishment of multisectoral mechanisms to facilitate integration of relevant aspects of the non-communicable disease strategic plan into national policies, plans and programs;”

# 2004: Well Bermuda conceived



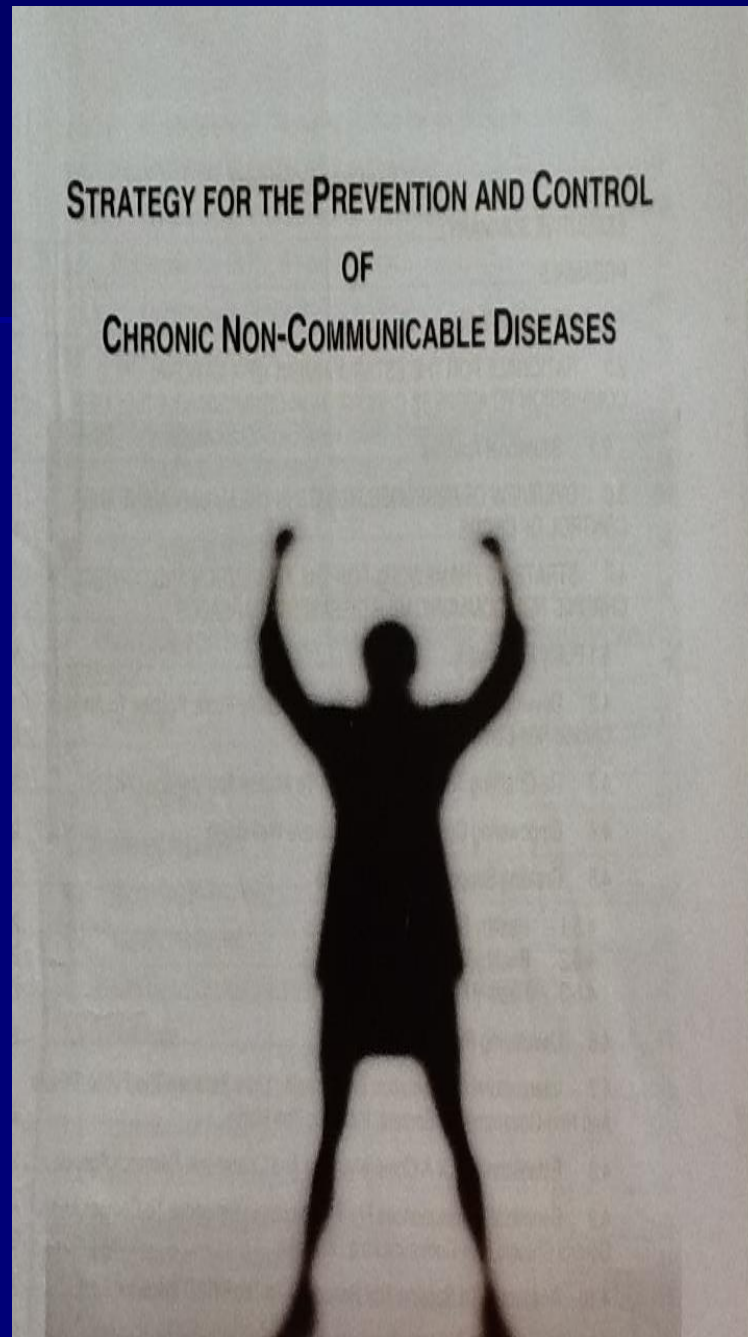
- *Well Bermuda aims to provide a unifying vision so we can achieve better results in our efforts to improve the health of all residents.*
- Prioritisation of our most important health concerns was ... towards creating a common agenda for health across all sectors.

# 2004: Barbados

2006: Core NCD posts  
Senior Medical Officer of  
Health (NCDs); Senior  
Health Promotion Unit

2007:  
Multi-sectoral NCD  
Commission

2009:  
NCD Commission  
National Strategic Plan



**2007: CARICOM Heads of  
Government  
Port of Spain NCD Summit  
Declaration**

**“Uniting to Stop the Epidemic  
of Chronic NCDs**





# **Heads explicitly recommend NNCDs or analogous bodies**

- *... "strongly encourage the establishment of National Commissions on NCDs or analogous bodies to plan and coordinate the comprehensive prevention and control of chronic NCDs".*



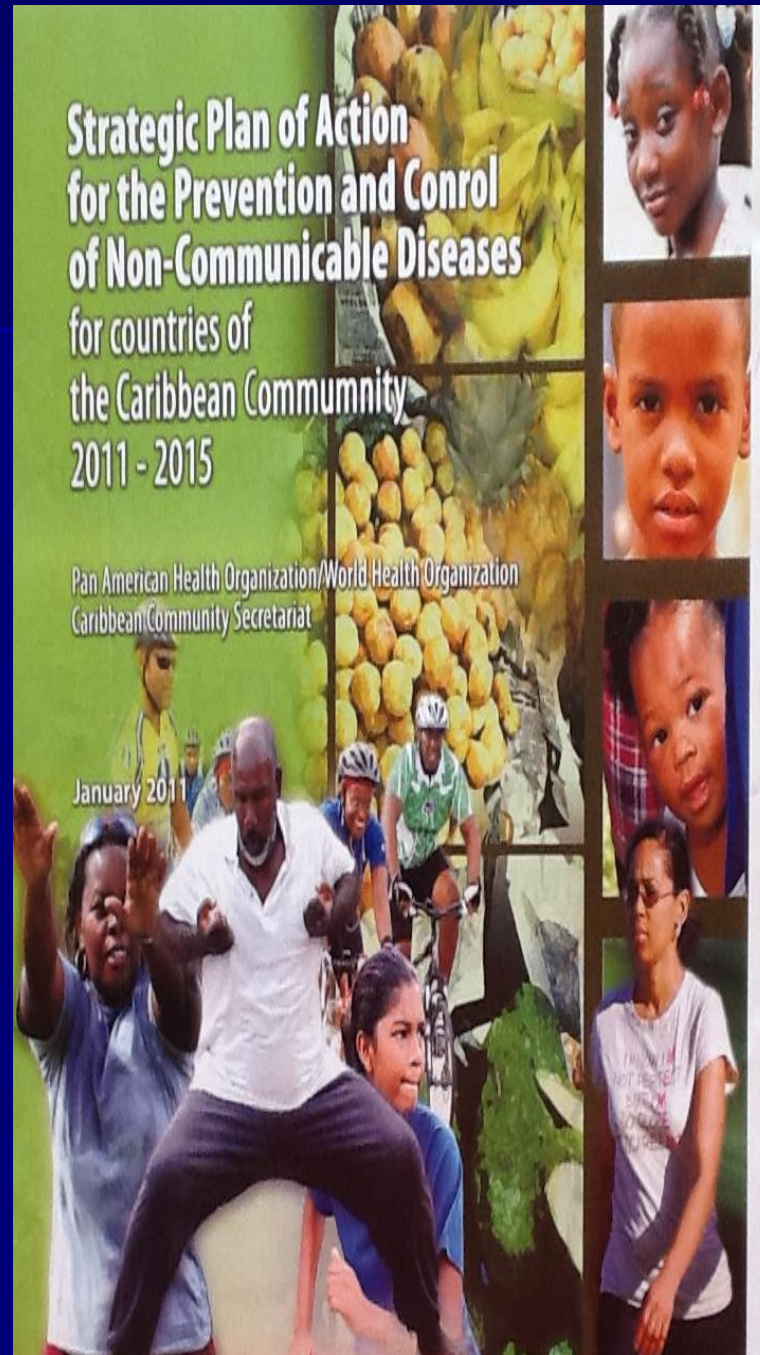
# 2011 / 2014 United Nations

NCD commissions endorsed; defined as:

- *... “a high-level commission, agency or task force for*
  - engagement, policy coherence and mutual accountability ...*
  - to implement health-in-all-policies and whole-of-government and whole-of-society approaches, and*
  - to monitor and act on the determinants of non-communicable diseases, including social and environmental determinants”.*

# **STRENGTHENING & EVALUATION OF NNCDC LED POLICY INITIATIVES**

# 2011 CARICOM / PAHO NCD plan for CARICOM countries



# **NNCDC tools from CARICOM**

## **Regional NCD plan 2011-2015**

### **PRIORITY ACTION # 5:            PROGRAMME MANAGEMENT**

#### **10.        PROGRAMME MANAGEMENT, PARTNERSHIPS AND COORDINATION**

- 10.1.1) Inter-sectoral NCD Commissions or analogous bodies appointed and functioning in at least 10 countries by 2012, and in all countries by 2014*
- 10.1.2) Model Terms of Reference (TOR) define multi-sectoral composition, mandates to make policy recommendations, and to evaluate NCD programmes, .. by 2012*
- 10.1.5) Training in NCD prevention and control, partnerships, programme management and evaluation for Ministry of Health personnel and members of the national NCD Commissions in at least 8 countries by 2013*

- **National Non Communicable Diseases (NCD) Commissions Guidelines and Recommendations**
- **Model Terms of Reference, membership, development and function**

# Gap Analysis – POS

Nutrition -  
Trans fat,  
trade, labelling

Workplace  
wellness in  
50%

Treatment

NCD Progress Indicator Status / Capacity by Country in Implementing NCD summit Declaration -

Updated September 2011; September 2012; September 2013

POS NCD #	NCD Progress Indicator	A N G	A N T	B A H	B A R	B E L	B E R	B V I	C A Y	D O M	G R E	G U Y	H A I	J A M	M O N	S K N	S T L	S V G	S U R	T R T	T C I
COMMITMENT																					
1,14	NCD Plan	±	±	√	√	±	√	√	√	√	√	√	×	√	±	√	√	±	√	√	×
4	NCD budget	×	±	√	√	×	×	×	√	±	√	√	×	×	×	×	√	×	√	√	×
2	NCD Summit convened	×	√	√	√	×	√	√	×	√	√	√	×	√	√	√	√	×	√	√	×
2	Multi-sectoral NCD Commission appointed and functional	±	×	√	√	±	√	√	×	±	√	√	×	√	×	×	√	×	±	√	×
TOBACCO																					
3	FCTC ratified	*	√	√	√	√	*	*	√	√	√	√	×	√	*	√	√	√	√	√	*
3	Tobacco taxes >50% sale price	×	×	±	√	×	×	×	±	×	√	√	×	√	×	±	√	×	√	×	×
3	Smoke Free indoor public places	×	√	±	√	±	√	√	√	±	√	√	×	±	×	±	√	×	√	√	×
3	Advertising, promotion & sponsorship bans	×	×	±	√	×	√	√	√	×	×	±	×	√	×	×	×	×	√	√	×
NUTRITION																					
7	Multi-sector Food & Nutrition plan implemented	√	√	√	√	±	×	√	×	√	√	√	×	√	√	√	×	√	×	±	±
7	Trans fat free food supply	×	×	×	×	×	±	×	×	×	×	×	±	×	×	×	×	×	×	±	×
7	Policy & standards promoting healthy eating in schools implemented	±	√	√	√	±	√	×	√	±	×	±	√	±	±	×	±	×	±	×	×
8	Trade agreements utilized to meet national food security & health goals	×	×	×	×	×	×	×	×	×	×	±	×	×	×	±	×	×	×	√	×
9	Mandatory labeling of packaged foods for nutrition content	×	×	×	×	×	±	×	±	±	×	±	×	×	×	×	×	×	±	×	×
PHYSICAL ACTIVITY																					
6	Mandatory PA in all grades in schools	√	√	√	√	√	±	±	√	√	×	±	×	±	×	×	×	×	×	√	√
10	Mandatory provision for PA in new housing developments	×	√	√	√	√	×	*	×	×	×	×	×	±	×	×	×	×	×	×	×
10	Ongoing, mass Physical Activity or New public PA spaces	×	√	√	√	√	√	×	√	√	√	√	×	±	√	√	√	√	√	√	×
EDUCATION / PROMOTION																					
12	NCD Communications plan	×	×	±	±	×	√	±	√	±	±	√	×	±	×	×	×	×	±	√	×
15	CWD multi-sectoral, multi-focal celebrations	√	√	√	√	√	√	√	√	√	√	√	×	√	√	√	√	√	√	√	√
10	≥50% of public and private institutions with physical activity and healthy eating programmes	×	×	×	×	×	±	×	±	×	×	±	×	×	×	±	±	×	±	×	×
12	≥30 days media broadcasts on NCD control/yr (risk factors and treatment)	×	√	×	√	×	√	×	√	±	×	√	×	×	×	±	±	±	√	√	×
SURVEILLANCE																					
11, 13, 14	Surveillance: - STEPS or equivalent survey	×	×	√	√	√	√	√	√	√	±	×	√	±	√	√	±	±	√	√	±
	- Minimum Data Set reporting	×	√	√	√	√	√	√	√	√	±	×	√	±	±	√	√	√	√	√	×
	- Global Youth Tobacco Survey	×	√	√	√	√	×	±	√	√	√	√	×	√	√	√	√	√	√	√	×
	- Global School Health Survey	√	√	√	√	√	×	√	√	√	√	√	×	√	±	√	√	√	√	√	×
TREATMENT																					
5	Chronic Care Model / NCD treatment protocols in ≥ 50% PHC facilities	×	√	√	±	±	±	±	±	×	√	±	×	√	±	±	√	±	±	√	×
5	QOC CVD or diabetes demonstration project	±	√	√	√	±	±	±	√	×	√	√	±	√	×	±	√	×	√	√	×



# Gap Analysis – Regional NCD plan (2011-2015) indicators

- Policy achievements
  - current and planned studies of risk factor and burden of disease data
  - Affordable generic drugs formulary
- Future steps
  - scaling up of evidence-based treatment
  - evaluation of on-going programmes
  - sustained multi-sectoral engagement
  - legislative action across Government ministries.

# Specific PAHO country supports re NNCDs

- Dominica, St. Vincent & Grenadines, St. Kitts & Nevis re
  - NCD Commissions
  - NCD plans
- 2010 and 2011 regional NCD meetings
- Direct country supports

# 2010 & 2011 CARICOM NCD team meetings

## 2011 MULTI SECTORAL PARTICIPATION

- NCD FP / CMO from 17/20 CARICOM states
- 6 members TT NCD Partners Forum (Chamber of Industry & Commerce, Diabetes Assn, Mike's Bikes, National PTA, TSTT (telecom),
- 6 academic staff from UWI St. Augustine
- 2 members of HCC Executive
- 5 PAHO advisors





# 2011 CARICOM NCD FP mtg report



CARICOM 2<sup>nd</sup> Annual Meeting of NCD Focal Points  
and Chief Medical Officers  
**MEETING REPORT**

*PORT OF SPAIN  
REPUBLIC OF TRINIDAD & TOBAGO*

DECEMBER 11<sup>TH</sup> - 13<sup>TH</sup> 2011

*Supported by*  
UWI/IDB Project and

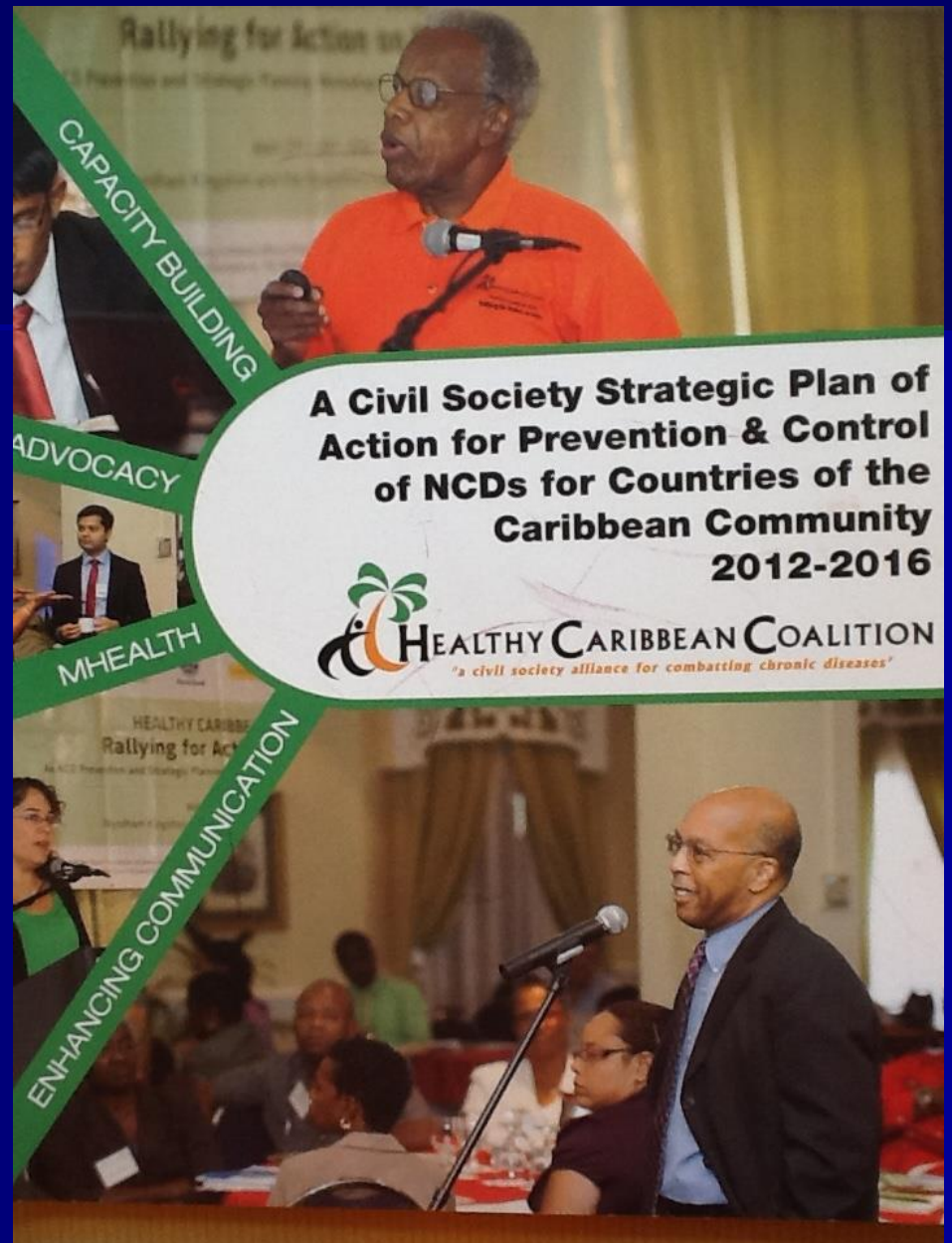


PAHO/WHO



- Included discussions on the structure and functioning of NNCDs
- Prof Trevor Hassell, Chairman of the Barbados NNCD, briefed incoming Jamaica NNCD chair Prof. Rosemarie Wright-Pascoe.

# HCC NCD plan for CARICOM Civil Society





# a Caribbean civil society health revolution

- **Pan-Caribbean social and traditional media campaign to inform and educate about chronic diseases**
- ***A Civil Society Regional Status Report: Responses to NCDs in the Caribbean Community*** assessed the Caribbean response to NCDs, from a civil society perspective including a rapid assessment of National NCD Commissions

**PORT-OF-SPAIN DECLARATION  
- UPDATE ON THE EVALUATION  
Prof Unwin Reported**

# **EVALUATION AT COUNTRY LEVEL: BARBADOS**

# 2013 PAHO com- mis- sioned report

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## Chronic Disease Policy in Barbados

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Analysis and  
Evaluation of Policy  
Initiatives

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C Guell, TA Samuels, TA  
Hassell, N Unwin

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September 2013

# Barbados NCD Policy Review

- *Significant NCD policy ... in a coordinated way driven by the MOH.*
- *'...the Government of Barbados has provided most of the funding for NCD policy formulation and implementation.'*
- *However several non-MOH key informants were unaware of the process and of many policy initiatives*

# Policy Challenges

- Delay of alcohol policy related to both the economic and social role of alcohol production and consumption
- Need to improve NCD quality of care by promoting evidence-based clinical guidelines, improve educational outreach and monitor clinical process and outcomes
- Importance of leadership of policy entrepreneurs:  
Political vision and commitment
  - Sustainability: Need succession planning

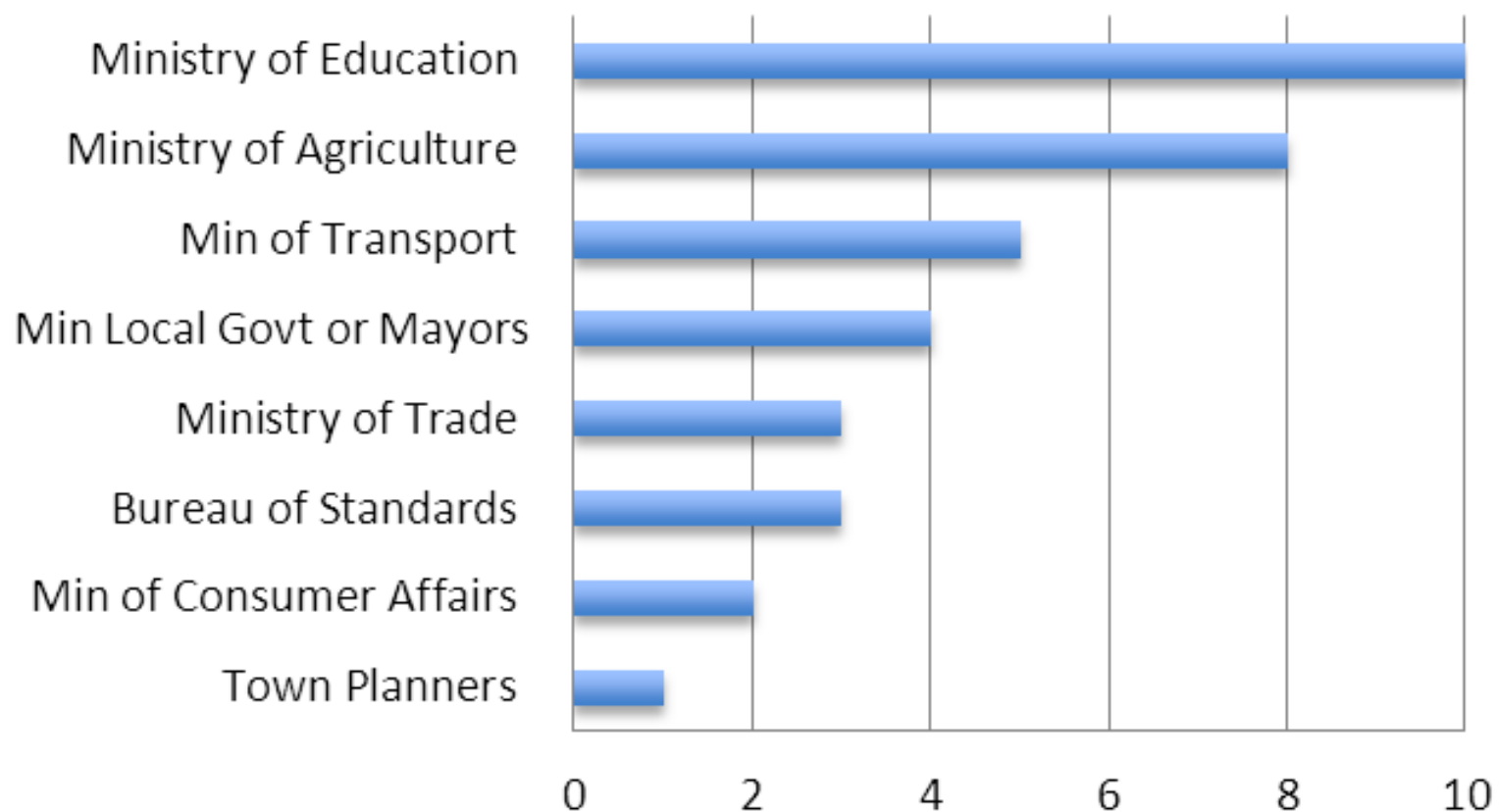


# **PROFILE OF 10 FUNCTIONAL NNCDC**

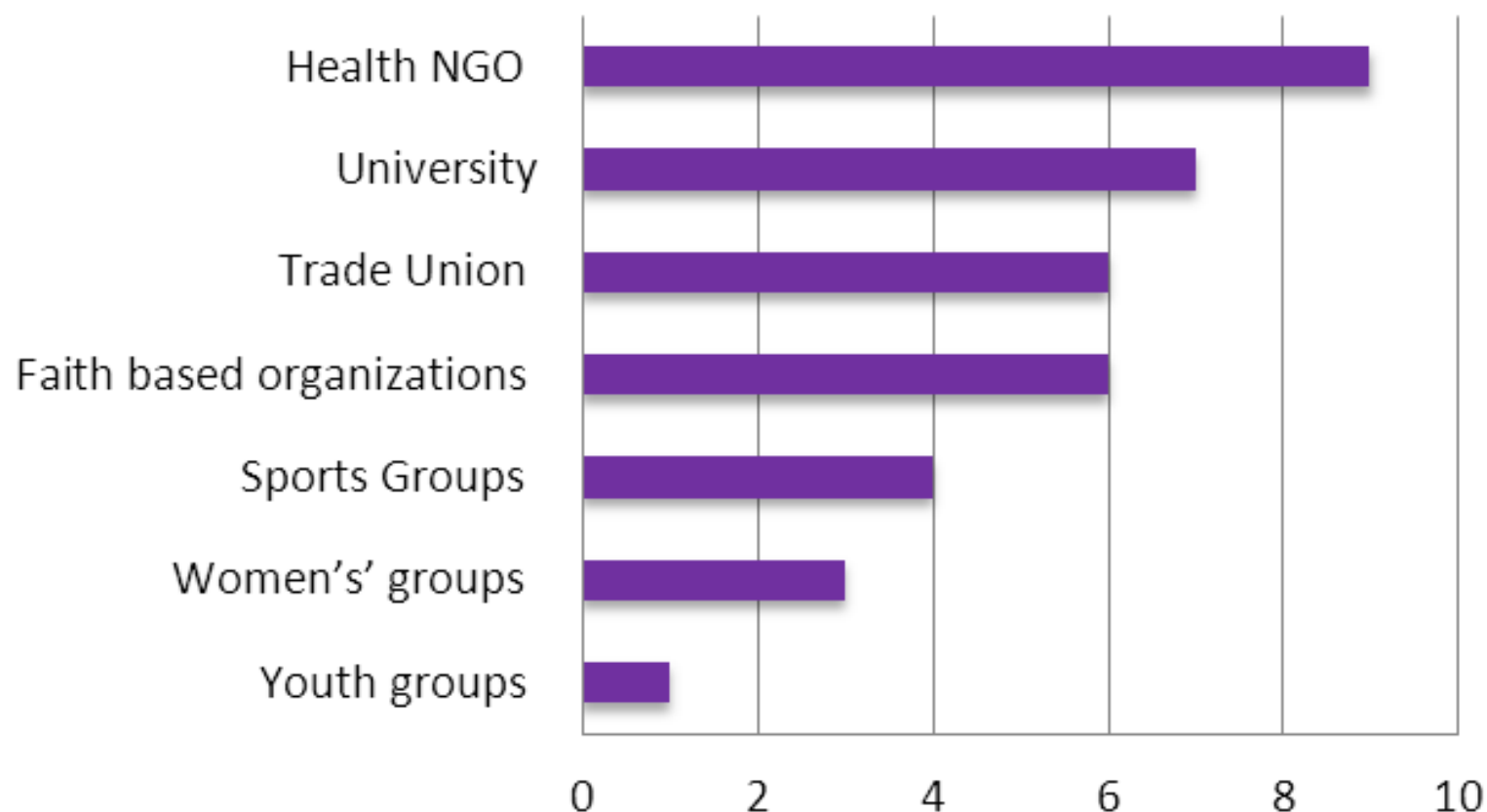
# Meeting Inauguration and frequency

	First Meeting	Meetings in last 12 months
BERMUDA	2005	4
BARBADOS	2007	10
BELIZE	2009	3
GRENADA	2010	12
JAMAICA	2011	11
TRINIDAD & TOBAGO	2011	8
BAHAMAS	2013	2
BVI	2013	5
ST LUCIA	2013	3
GUYANA	2014	NA

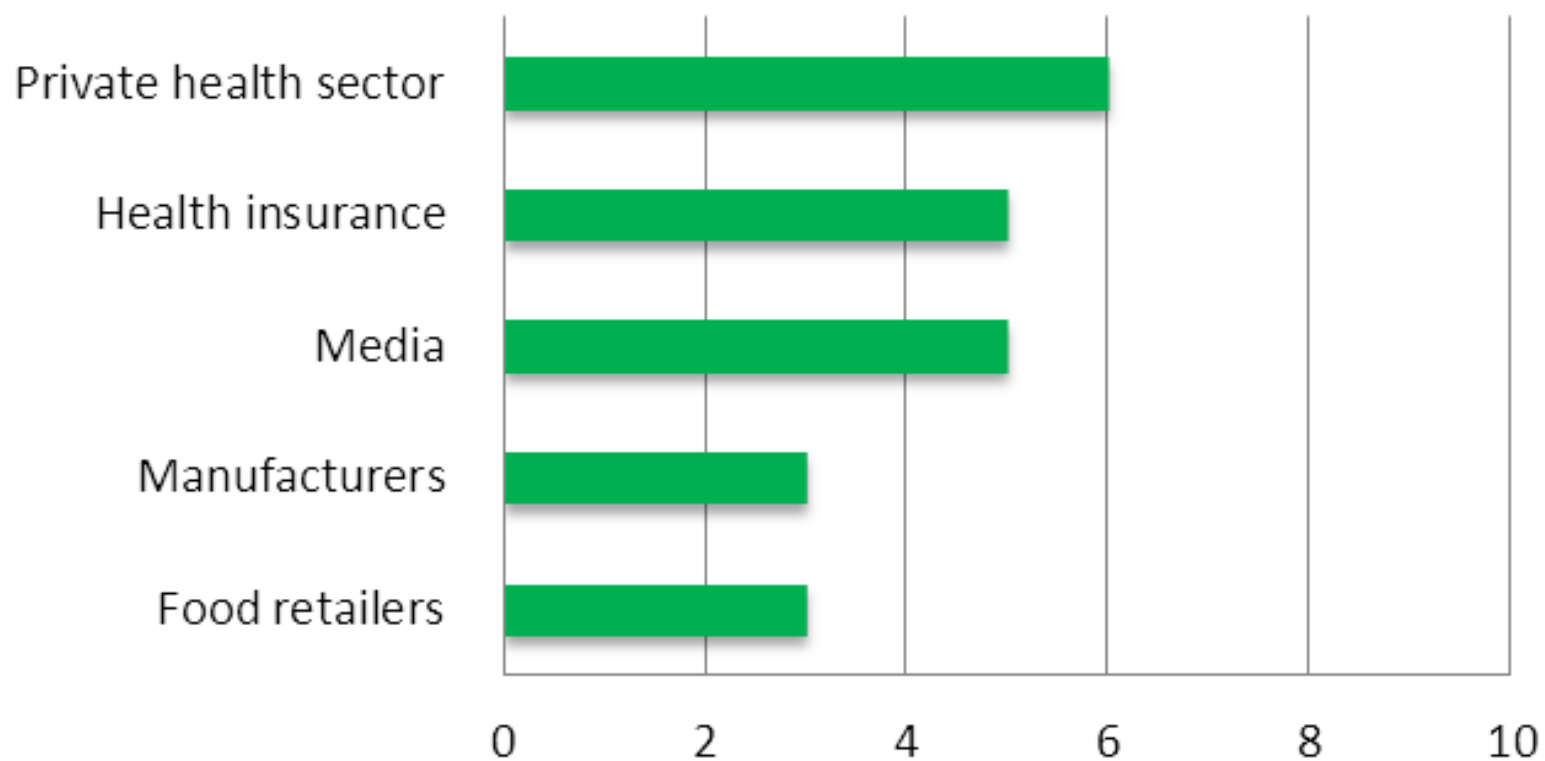
## Government membership of 10 functional NNCDs



## Civil Society membership of 10 functional NNCDs



## Private Sector membership of 10 functional NNCDs



# **SUCCESSSES, CHALLENGES, LESSONS**

# Governance

	SCOPE AND LOCATION OF THE COMMISSIONS
SUCSESSES	<p>Smaller countries have or plan broader commissions addressing “Wellness” or “Health”</p> <p>Guyana has appointed the Head of State to Chair</p>
CHALLENGES	<p>In some smaller countries there is inadequate capacity to sustain sector specific (NCD) Commissions</p> <p>All commissions are instruments of government so what capacity for advocacy and watch-dog role</p>
LESSONS LEARNED	<p>Models need to be context specific</p> <p>SWOT of NNCD in SKN, SVG if established outside of government to determine effectiveness</p> <p>SWOT of NNCD in Guyana – does locating in the Office of the President enhances multi-sectorality?</p>

# Governance

	LEADERSHIP
SUCSESSES	The Chairs of the Bermuda and Barbados lead long-standing, successful Commissions.
CHALLENGES	<p>Some NCD Commissions have appointed Ministry of Health officials as Chairs, which re-enforces the view that NCDs are a "health problem".</p> <p>Perception - personal responsibility</p> <p>Environmental changes not seen as core preventive measures by most in other Ministries and by many in health</p> <p>- within MOH, Health NGOs</p>
LESSONS LEARNED	<p>The NCD Chair must be seen to have a wider reach than the Ministry of Health to have the credibility to lead a truly multi-sectoral response.</p> <p>Importance of National and Regional/International NCD Champions, to promote the NCD agenda</p>



# Sustainability

SUCSESSES	Bermuda (2005) and Barbados (2007) have long-standing functional Wellness and NCD Commissions
CHALLENGES	<p>St. Lucia Commission had a 2-year hiatus following a change in political administration.</p> <p>Dominica is seeking a New Chairperson. Last met in 2010.</p> <p>Trinidad &amp; Tobago Partners Forum on hiatus</p>
LESSONS LEARNED	Appointment of NCD Commissions should be for a fixed term, unrelated to changes in political administration.

# Mission, Management

SUCCESES	4 Commissions have strategic plans. The Barbados NCD Commission plan is the Ministry of Health's NCD Plan
CHALLENGES	<p>Commissioners, MOH staff lack of clear direction / appreciation of roles and functions; unclear relationships with Ministry of Health</p> <p>3 Commissions do not have strategic plan</p> <p>Low capacity in monitoring and evaluating</p> <p>Inadequate sharing information within and among sectors</p>
LESSONS LEARNED	<p>If there is not a single plan for NNCD &amp; MOH, NNCD needs a plan to complement MOH plan.</p> <p>Technical support to develop plan, support implementation, monitoring and evaluation</p>

# Operations

SUCCESSES	Barbados and Bermuda have engaged with multiple sectors
CHALLENGES	<p>How to make NCDs a societal issue for anyone beyond just health: define and operationalize multi-sectoral response</p> <p>Stakeholders: implementing policy measures in other sectors is often a low priority</p> <p>Engaging with the community to translate knowledge into behaviour change</p>
LESSONS LEARNED	The role of the environment in promoting healthy behaviors needs to be communicated more effectively

# Approaches: “All-of-Government

SUCCESSES	<p>Barbados has established an Inter-Ministerial Task Force on NCDs with a budget.</p> <p>Bermuda and BVI Commissions have signed an MOU between the Ministry of Health &amp; other Ministries of Government</p>
CHALLENGES	<p>Getting political support for an “all of Government” – “health in all policies” response to the NCD epidemic</p>
LESSONS LEARNED	<p>There needs to be dedicated budget for inter-sectoral NCD work as Line Ministries are not going to spend their scarce financial resources in addressing a “health problem”.</p>

# Approaches: "All-of-Society"

SUCCESESSES	Generally good relations with Health NGOs Natural allies in private sector engaged (insurance, fitness)
CHALLENGES	CSOs often with sub-optimal capacity in advocacy, programming and evaluation.  Inadequate engagement with non-health CSOs  Private sector: potential conflicts of interest
LESSONS LEARNED	CSOs need support for collaboration - planning, implementation and monitoring and evaluating the national NCD response  Need evidence-informed, sustained, social marketing to raise public awareness and enhance self-care

# Human Resources

SUCCESSES	Wide range of all sectors on many NNCDs Supports from MOH technical staff
CHALLENGES	Weak methods of appointments of NNCD membership Inadequate representation of Town Planners, M. Trade, Faith-based org, food retailers/manufacturers
LESSONS LEARNED	Many commissions do not have true multi-sectoral membership. NCD Commissions cannot function effectively without human and organizational resources.

# Financial Resources

SUCSESSES	<p>Although no NCD Commission has all the resources they would like, 4/9 have either Ministry of Health budget or other funds.</p> <p>MOH Barbados has funded NNCD, risk factor surveillance and disease registry</p>
CHALLENGES	<p>No country has implemented POS#4: Use of tobacco and alcohol taxes to support NNCDs</p> <p>NCDs often are not included in national development plans to determine external aid</p>
LESSONS LEARNED	<p>Joint funding needed for multi-sectoral programmes</p>

*"We do well in developing policies and strategic plans, but we are very unimpressive in migrating from plan to programme... more attention needs to be paid to a kind of implementation science – a way of breaking down why these things never get translated into evaluable programmes."*

Dr. Omowale Amuleru-Marshall, Chair,  
NCD Commission, Grenada.



# **OTHER MECHANISMS FOR MULTI-SECTORALITY**

# Dominica

- No functional NNCDC
- Celebrates one month of Caribbean Wellness
- Including CSOs: Faith Based Organizations, Health NGOs, Youth, Healthy Community, Older persons NGO, academia,
- Private: Financial Institutions, Insurance Organizations, Business community, music industry Alternate health organizations
- Govt: Ministry of Education, and Health districts



# Working with Partners in St Lucia



# **LARGER COUNTRIES - INNOVATIONS**



# **GUYANA CWD 2011:**

**Krowdar group provided traditional indigenous music for the Heritage Walk. (Working with the Ministry of Amerindian Affairs)**



# GUYANA FITNESS WALK, led by Minister Ramsammy included the differently abled





**Bahamas:**

**Faith based  
initiatives -  
Seventh  
Day  
Adventists**

RAISING THE STANDARD FROM  
***Super-Size Families***



**to *SUPER*  
Healthy Families**

■ **Obesity**  
Starting : ~~MONDAY~~ **FEB. 26, 2007 @ 5:30pm**  
Bahamas Academy Auditorium • Wulff Road

**8** EIGHT WEEKS  
to Wellness Program

*What's in it for You?*

- Blood Pressure, Blood sugar & Cholesterol screening\*
- Aerobic / Exercise Classes
- Health Education Classes
- Cooking Classes
- Weight Management Seminar



**Register NOW : \$25.00 Adults / \$15.00 Children**

**Space is Limited!!!**

For Further Information on the program or the screening process, Please call  
Bahamas Conference of Seventh-day Adventists @ (242) 341-4022



# **CSO & Private Sector led community-based health promotion**

***Diego Martin Ciclovía in T&T***

# **The Caribbean's 1<sup>st</sup> ciclovía:**

**Started on 1<sup>st</sup> Caribbean Wellness Day Sept 13th 2008**

- Every Sunday, 6am to 9am - 2 km Diego Martin H'way**
- includes a Physical Activity class**

**5 years approx 50 times each year = 250 events**



***Mr. Michael Phillips, (Mike's Bikes), the driving force behind the five years of Weekly "ciclovia" in Diego Martin. Seated at the projector, Ms. Yvonne Lewis, Director of Health Promotion, MOH***





# ***The youth taking advantage of the blocked roads as "streets for wellness"***



# **REGIONAL SUPPORTS FOR MULTI-SECTORALITY**

# Mobilizing partners: CWD Fact Sheets 2009



**CARIBBEAN WELLNESS DAY**

**Fact Sheets**

*Caribbean Heads of Government, in response to the heavy burden of noncommunicable diseases on the citizens of the region, issued the Port of Spain Declaration in September 2007, "Uniting to Stop the Epidemic of Chronic Non-Communicable Diseases," and declared that the second Saturday in September should be celebrated each year as Caribbean Wellness Day.*

We invite you to join us on September 12 and help support this initiative.

## Promoting Healthy Lifestyles in the Workplace

En  
in



**CARIBBEAN WELLNESS DAY**

**Fact Sheets**

Chronic Diseases

### Healthy Living and Faith-Based Organizations

Virtually all religions see good health as a God-given gift that should be protected to ensure both human and societal development. In Christianity, the human body is a "temple of the Holy Spirit" (1 Cor 6:19-20) that should be cared for out of reverence for God. In Islam, health is seen as the greatest blessing after faith itself, and every Muslim has the duty to safeguard that blessing. In Hinduism, essential practices such as morning baths, Yoga, and vegetarianism promote hygiene and health.





## CARIBBEAN WELLNESS DAY

## Fact Sheets

### Chronic Diseases

*Caribbean Heads of Government, in response to the heavy burden of noncommunicable diseases on the citizens of the region, issued the Port of Spain Declaration in September 2007, "Uniting to Stop the Epidemic of Chronic Non-Communicable Diseases," and declared that the second Saturday in September should be celebrated each year as Caribbean Wellness Day.*

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### Healthy Lifestyles and Schools



## CARIBBEAN WELLNESS DAY

## Fact Sheets

### Chronic Diseases

### Information for Health Professionals



## CARIBBEAN WELLNESS DAY

## Fact Sheets

### Chronic Diseases in the Caribbean Facts and Figures

*Caribbean Heads of Government, in response to the heavy burden of noncommunicable diseases on the citizens of the region, issued the Port of Spain Declaration in September 2007, "Uniting to*

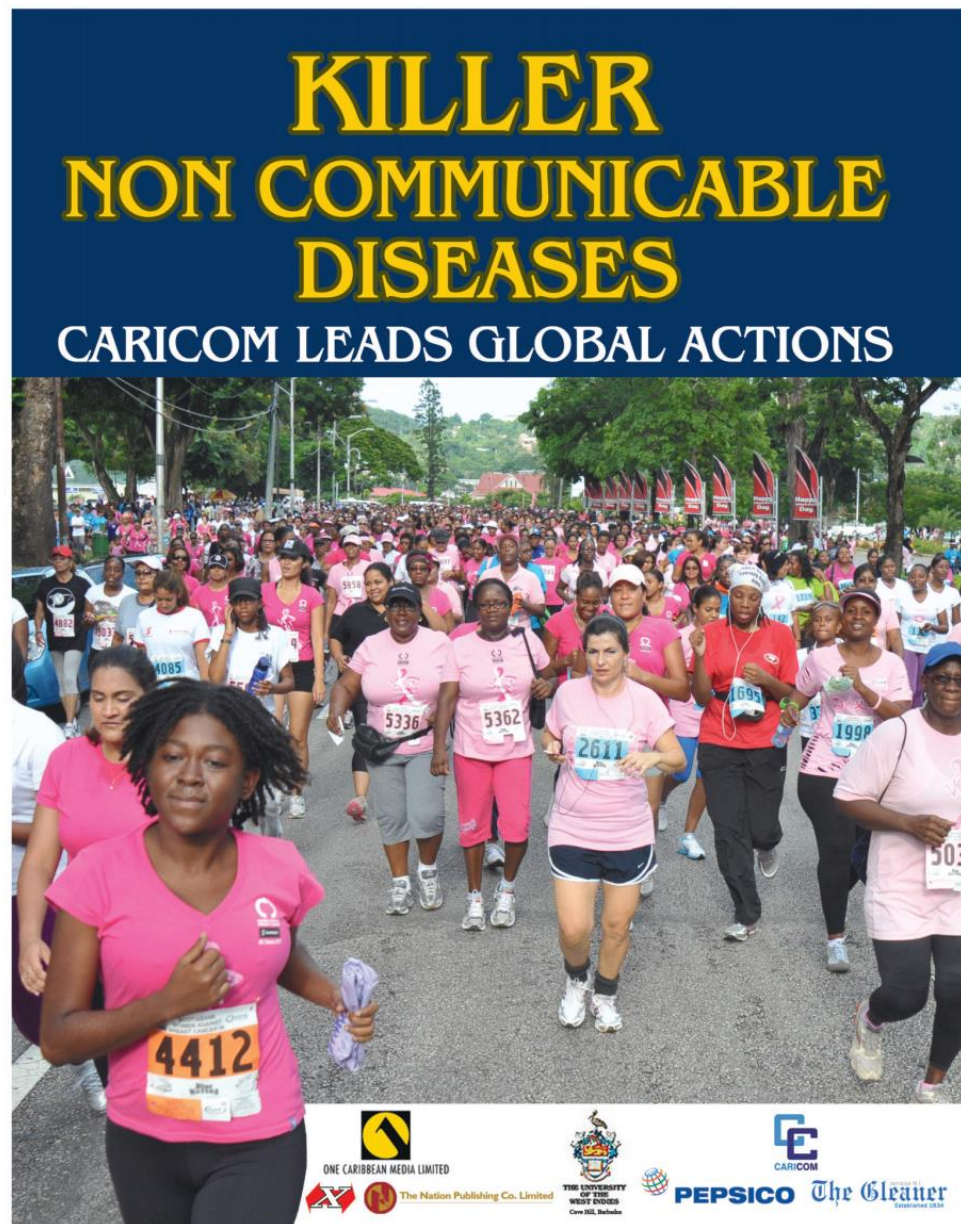


# Working with the Media

Regional NCD  
newspaper supplement  
Sunday , Sept 25<sup>th</sup> 2011

*Cover photo:  
Scotiabank Women  
Against Breast Cancer  
5K, Port of Spain,  
September 2011*

Sponsored by Pepsico





# **Pan American Health Organization**



*Regional Office of the  
World Health Organization*



## **HEALTHY CARIBBEAN COALITION**

*"a civil society alliance for combating chronic diseases"*

# **RECOMMENDATIONS:**

## **Identifying Critical issues**

- GOVERNANCE**
- LEADERSHIP AND MANAGEMENT**
- FUNCTIONS, OPERATIONS,**
- RESOURCES: MEMBERSHIP, PERSONNEL,  
FUNDING, TECHNICAL SUPPORTS**

# Collaborating for Healthy Living: From Bottlenecks to Solutions



## The Imperatives: A five star framework

To ensure a multistakeholder collaboration is effective and has impact, it should be built around five features:

1. Trust and transparency
2. Clear objectives, monitoring and evaluation
3. Effective governance
4. Secured resources
5. Strong leadership

Office of the Chief Medical Officer, St. Kitts & Nevis

# Mission

- NNCDs of the Caribbean the most suited instrument for achieving the multi-sector approach
- Should their primary purpose be
  - holding the state accountable vs. the multi-sectoral effort
  - Advocacy and advise only
- How to harness bottom-up e.g. CWD multi-sectoral collaborations



# National consciousness

- How to articulate and promote an “all-of-Government” and “all-of-society” response to this sustainable national development issue, perceived as exclusively a health problem
  - Need to foster “indignation” at this tsunami of premature death
- How to sell “health promoting environments”

# Governance

- Appointment: fixed term, unrelated to political cycle
- Transparent appointments
- Address conflict of interest between sectors of the NCD Commissions
- Establish NCD inter-ministerial commissions or equivalents with clear deliverables, joint funding



# Countries with small populations

- Consider broader based National Health & Wellness Commission
  - include HIV/AIDS, Mental Health and other chronic diseases e.g SKN, Bermuda
- Organisation of Eastern Caribbean States (OECS) should consider an OECS NCD Commission with Sub-Committees at country level

# Capacity Building proposals

- Regional Secretariat
  - comprising PAHO, CARICOM, CARPHA, UWI and HCC to provide technical assistance and support
- NNCCDCs in CARICOM networking
  - share best practice
  - national, regional, international representation
- Linkages with research facilities
  - inform actions, assess outcomes of NNCCDC

# All of Society

- Facilitate formal networks of Health NGOs  
e.g. NCD Alliance in country
- Relations with private sector:
  - potential conflicts of interest - guided by international best practice guidelines
  - IFBA or equivalent to support private sector NCD programmes – workplace wellnes, product reformulation



# Clinical Quality of Care

- Critical role of improved control and management of NCDs,
  - Screening, access, delivery of quality care for those living with NCDs. Media for patient ed
- Advocate for Health Information systems designed for reporting QOC metrics
- Advocate for chronic care for all chronic diseases
  - NCDs and infectious e.g. HIV/AIDS, TB

# ACTION FRONTS



## 1. Upstream = Multi-Sectorial

Ministry	Sector	Responsibility
Trade	Trade	Fair Trade <i>Health over Profit</i>
Finance	Tax	Higher taxes on unhealthy food
Agriculture	Food Production	Subsidies for indigenous production
Media	Social Marketing	Raise public awareness and enhance self-care e.g. <i>Eat What You Grow, Grow What You Eat</i>
Education	Education	Sports/Physical Activity Intra- (not extra-) Curricula
Town Planner	Physical Planning	Green Spaces for recreation. "Pedestrian Only" thoroughfare

## 2. Downstream Factor = Health Sector

# WAY FORWARD

**Pillars: Strong Leadership, Secured Resources, Effective Governance, Clear Objectives, Trust & Transparency**

**Step 1: Head Government .... Not the Minister of Health**

- ✓ Mobilize Stakeholders ... Issue Call to Action to form Commission
- ✓ Ensure Enabling Policy, Legislative and Program/Service Environment
- ✓ Provide Adequate Resources to Line Ministries
- ✓ Provide seed money to NCD Commission
- ✓ Appoint a liaison (senior rank)

# WAY FORWARD

**Pillars: Strong Leadership, Secured Resources, Effective Governance, Clear Objectives, Trust & Transparency**

## ■ Step 2: Stakeholders

- ✓ Given official authority and autonomy to self-organize and act
- ✓ Establish Commission
  - Leadership and Governance Structures
  - Decide Program of Work and Budget
  - Undertake fund-raising
  - Implement
  - Ongoing Performance Assessment
  - Account to Cabinet

# CARICOM: NNCDc WAY FORWARD MILESTONES

On or before June 2016

1. Establish Regional NCD Secretariat. Name convenor
  - Via recommendation of CMOs and COHSOD/Caucus
2. CARICOM Heads of Government:
  - Nominate National Focal Point for their country
  - Agree to performance expectations and reporting schedule

## 3. Regional NCD Secretariat

### Interfaces with Regional Sector Focal Points & Partners

- Health = COHSOD - CS Health Desk, OECS Health Unit, CARPHA, PAHO
- Trade = COTED
- Agriculture = CARDI, IICA
- Education = UWI, CXC, SGU
- Media = CAMP





**Need for multi-sectorality**  
**RE IMPACT ON**  
**CONSUMPTION**  
**AT LOWEST INCOME LEVELS**

**PRICE > HEALTH  
EDUCATION**