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 5th, 2015
Courtyard Marriott Hotel, Barbados

Dr. Lynda E. Williams MBBS MSc.
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

Vulnerable Groups

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

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

The Caribbean NCD Private Sector Forum: 2015
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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<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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<td>32.2</td>
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<tr>
<td>Other</td>
<td>11</td>
<td>35.4</td>
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</table>

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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<td>1-99</td>
<td>7</td>
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<td>100-499</td>
<td>12</td>
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<td>500-999</td>
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<td>1000 or more</td>
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<td>22.9</td>
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<td><strong>More Than 1 Type of Industry</strong></td>
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<tr>
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<td>17</td>
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<tr>
<td>No</td>
<td>18</td>
<td>51.4</td>
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<td><strong>Duration in Caribbean (years)</strong></td>
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<td></td>
</tr>
<tr>
<td>1-20</td>
<td>6</td>
<td>17.1</td>
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<tr>
<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)

The Caribbean NCD Private Sector Forum: 2015
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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</thead>
<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>
</tr>
<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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<td><strong>Total</strong></td>
<td>26</td>
<td>100%</td>
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The Caribbean NCD Private Sector Forum: 2015
Evaluation of Worksite Wellness Programme

<table>
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<th>Person (s) primarily responsible</th>
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<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>5</td>
<td>19%</td>
</tr>
<tr>
<td>Dedicated Interdepartmental Team</td>
<td>1</td>
<td>4%</td>
</tr>
<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>26</td>
<td>100%</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

Motivating Factors for Creating Wellness Programmes

<table>
<thead>
<tr>
<th>Factor</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>Create a happier and healthier working environment</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Decrease absenteeism</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Increase productivity</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Enhance recruitment and retention of staff</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Decrease on-site accidents and injuries</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Decrease insurance costs</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Corporate ethical responsibility for employee health and well-being</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>
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)
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

The Caribbean NCD Private Sector Forum: 2015
<table>
<thead>
<tr>
<th>NCD ISSUE</th>
<th>Yes (no.)%</th>
<th>No (no.) %</th>
<th>Don't Know (no.) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worksite wellness</td>
<td>(17) 58.6</td>
<td>(10) 34.5</td>
<td>(2) 6.9</td>
</tr>
<tr>
<td>Access to healthy and nutritious foods</td>
<td>(9) 31.0</td>
<td>(17) 58.6</td>
<td>(3) 10.3</td>
</tr>
<tr>
<td>Access to disease screening</td>
<td>(16) 55.2</td>
<td>(11) 37.9</td>
<td>(2) 6.9</td>
</tr>
<tr>
<td>Access to innovative health technologies</td>
<td>(9) 31.0</td>
<td>(17) 58.6</td>
<td>(3) 10.3</td>
</tr>
<tr>
<td>Access to affordable medications</td>
<td>(7) 24.1</td>
<td>(20) 69.0</td>
<td>(2) 6.9</td>
</tr>
<tr>
<td>Access to affordable and quality healthcare</td>
<td>(9) 31.0</td>
<td>(16) 55.2</td>
<td>(4) 13.8</td>
</tr>
</tbody>
</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>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco control</td>
<td>(5) 17.2</td>
<td>(19) 65.5</td>
<td>(5) 17.2</td>
</tr>
<tr>
<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 for health</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)

- 35%: Less than 0.5%
- 38%: 0.5 - 1%
- 10%: More than 1%
- 17%: Don't Know
Expectation of Change in Spending on Community Health Initiatives (N=29)

- Don't Know: 34.5% (10)
- Increase: 31.0% (9)
- Decrease: 0.0% (0)
- Remain the same: 34.5% (10)

The Caribbean NCD Private Sector Forum: 2015
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