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# 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

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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

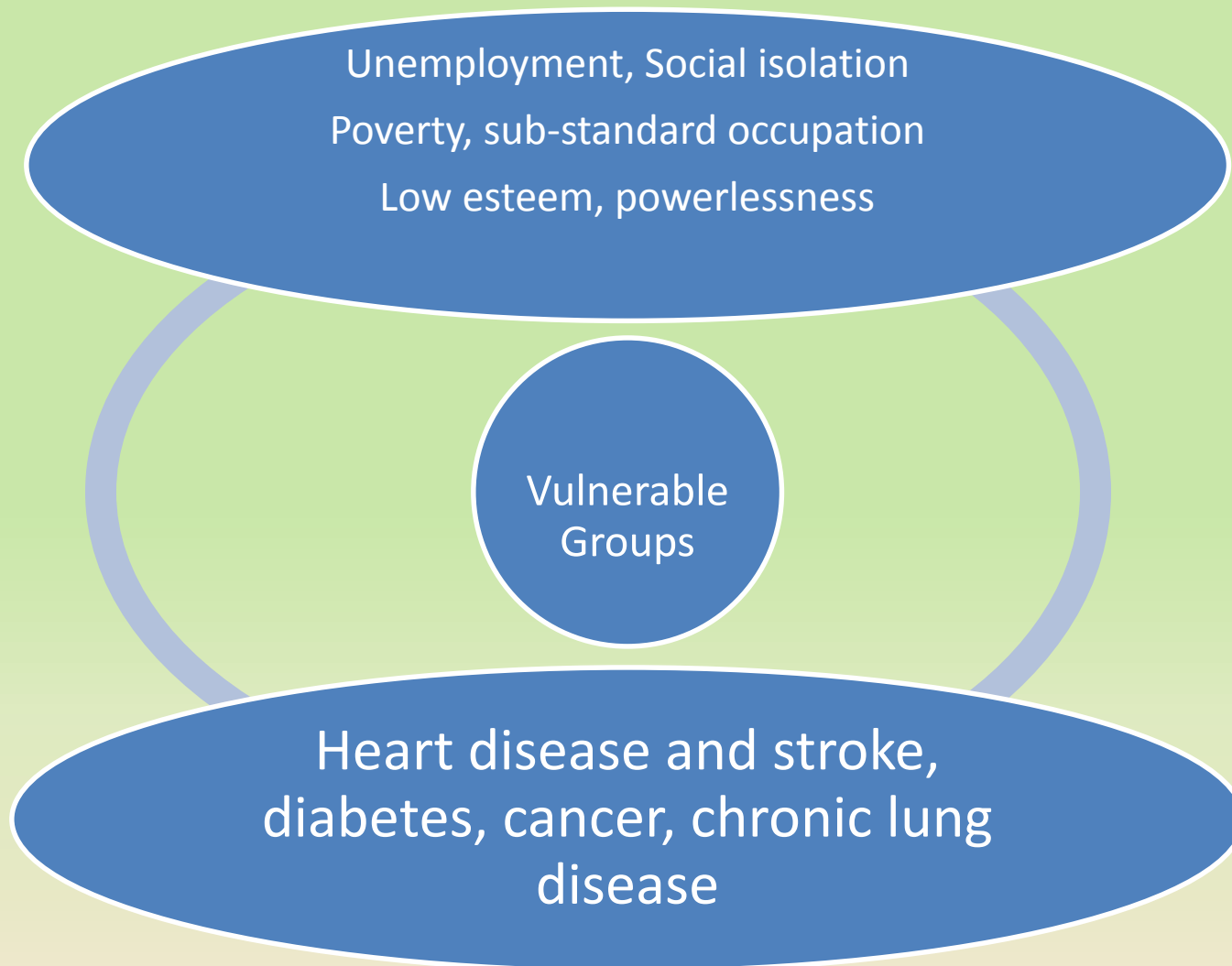
# The NCD Epidemic and the Private Sector

- 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



# 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

Characteristic (N=35)	Number	Percent %
<b>Completing Survey</b>		
Chief Executive Officer	5	16.1
General Manager	2	6.2
Chief Operations Officer	1	3.2
Managing Director	2	6.2
Dir. Human Resources/ HR Manager	10	32.2
Other	11	35.4



# Demographic Characteristics

Characteristic (N=35)	Number	Percent %
<b>Size of Company (# Employees)</b>		
1-99	7	20.0
100-499	12	34.3
500- 999	8	22.9
1000 or more	8	22.9
<b>More Than 1 Type of Industry</b>		
Yes	17	48.6
No	18	51.4
<b>Duration in Caribbean (years)</b>		
1-20	6	17.1
21-40	4	11.4
41-60	8	22.9
Over 60	17	48.6



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# Worksite Wellness

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SURVEY 2015

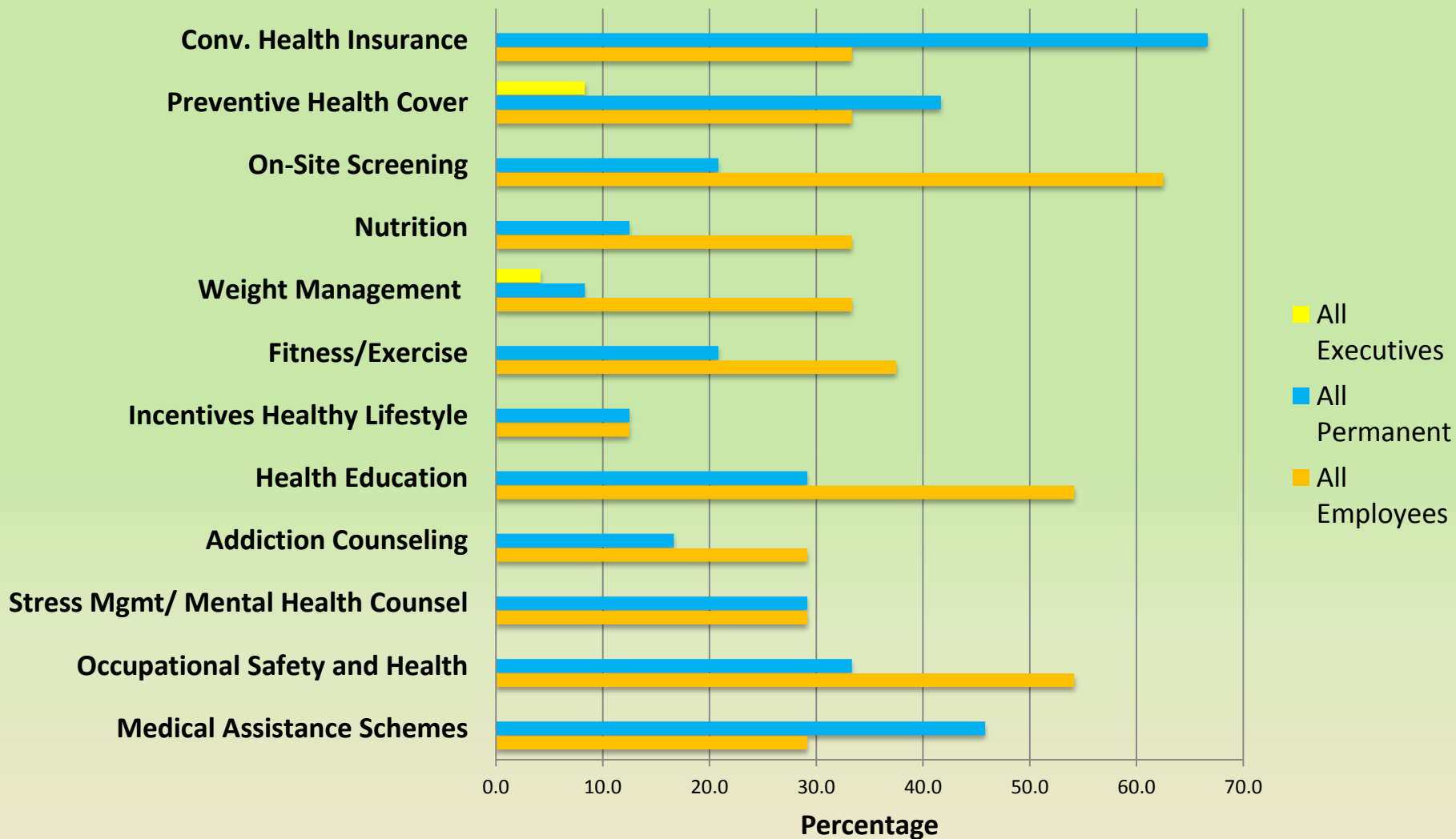
# Inward Facing Initiatives: Worksite Wellness

- 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

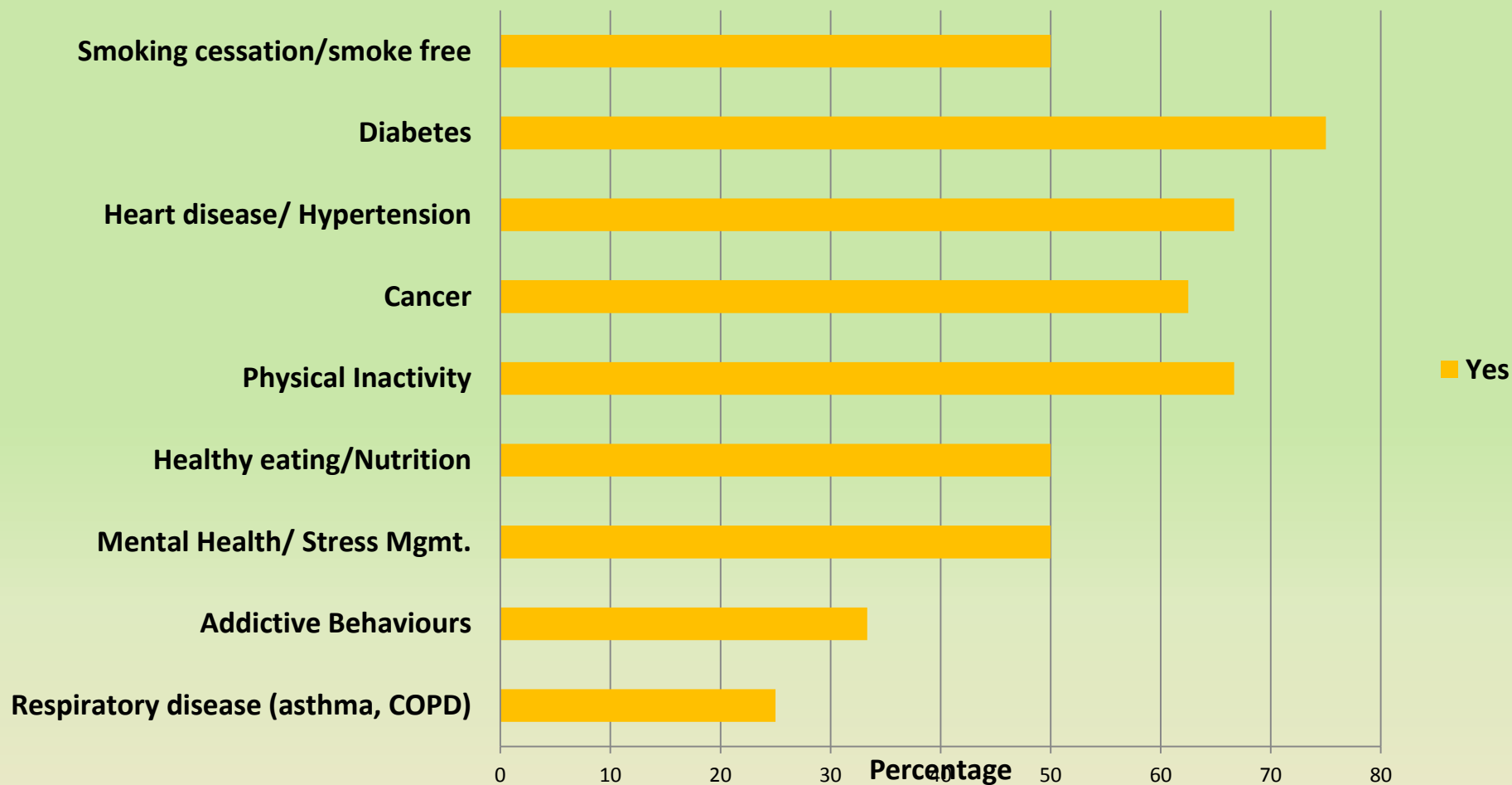
# Worksite Wellness: Key Findings

- Of 35 companies 28 (80%) companies offered Worksite Wellness Programmes to employees
- 13 (37%) had ever conducted a health risk appraisal of their employees

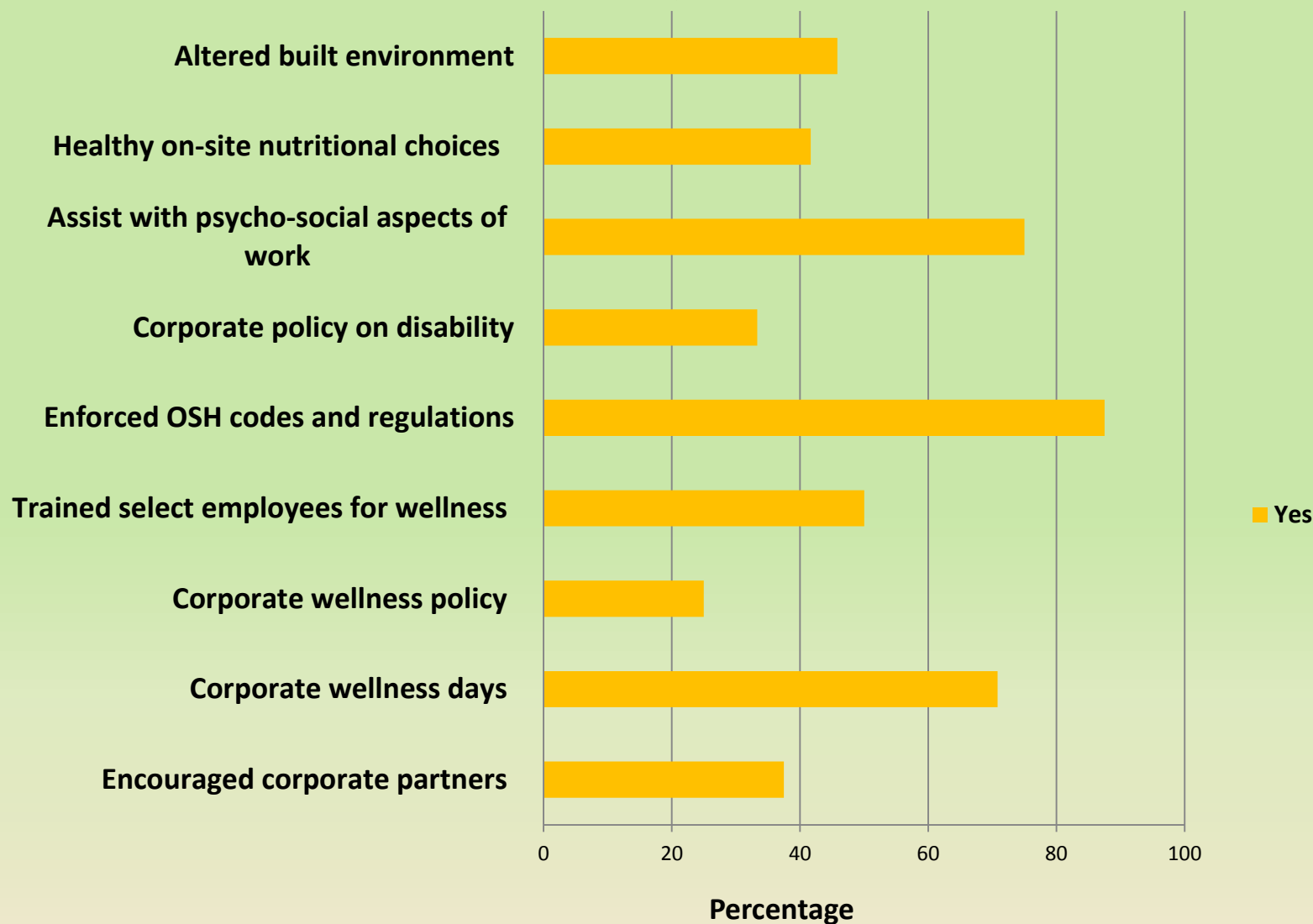
## Worksite Wellness Programmes Offered to Employees (N=27)



## NCD issues addressed by Education/ Preventive Health Programmes (N=26)



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



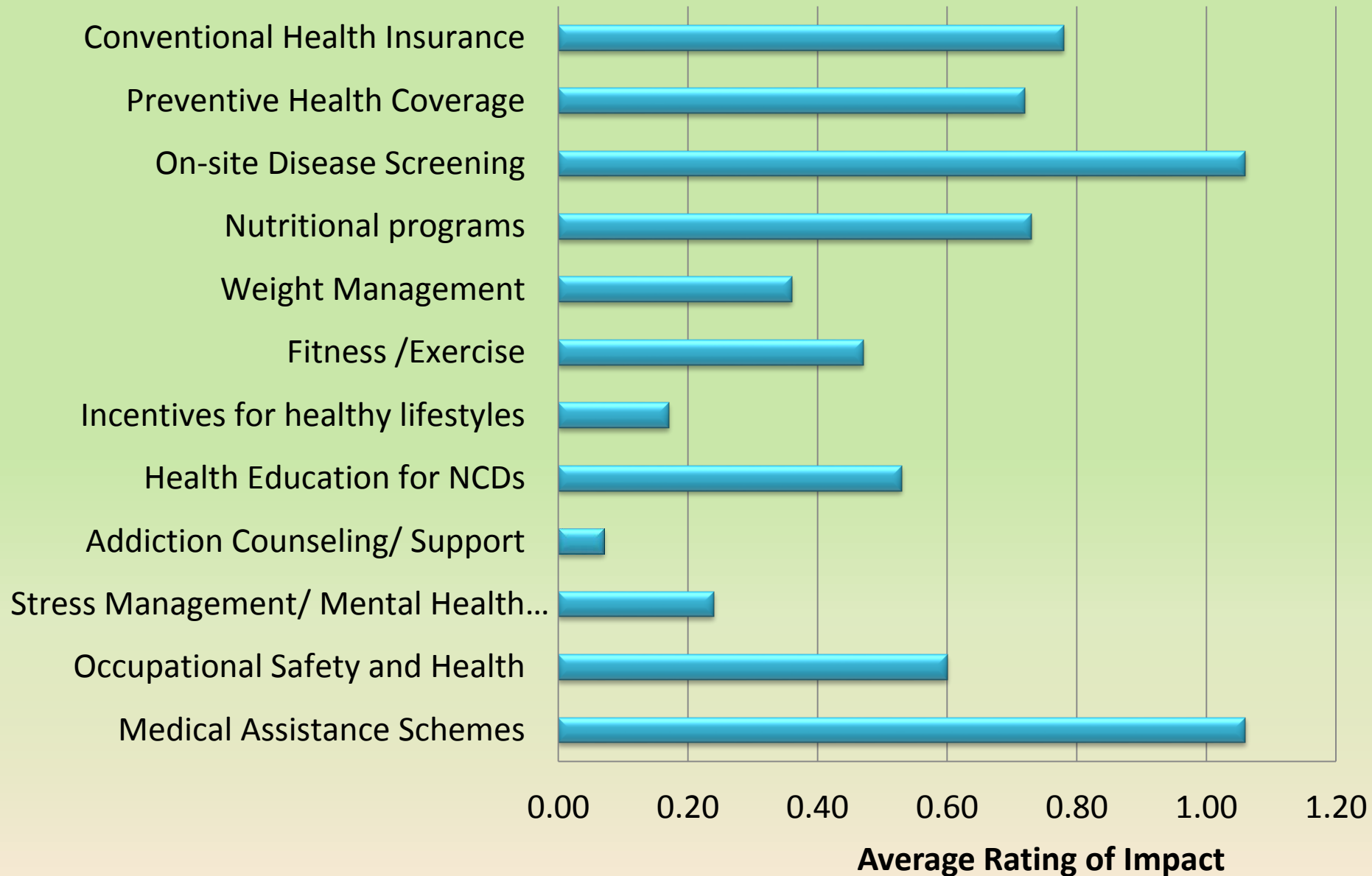
# Implementation of Worksite Wellness Programme

Person (s) primarily responsible	Number	Percent %
Human Resources/ Personnel Department	13	50%
Management/Senior Management	6	23.1%
Dedicated Interdepartmental Team	2	7.7%
External Agency	0	0.0%
Personnel not well defined/ varies	1	3.8%
Don't Know	0	0.0%
Other	4	15.4%
Total	26	100%

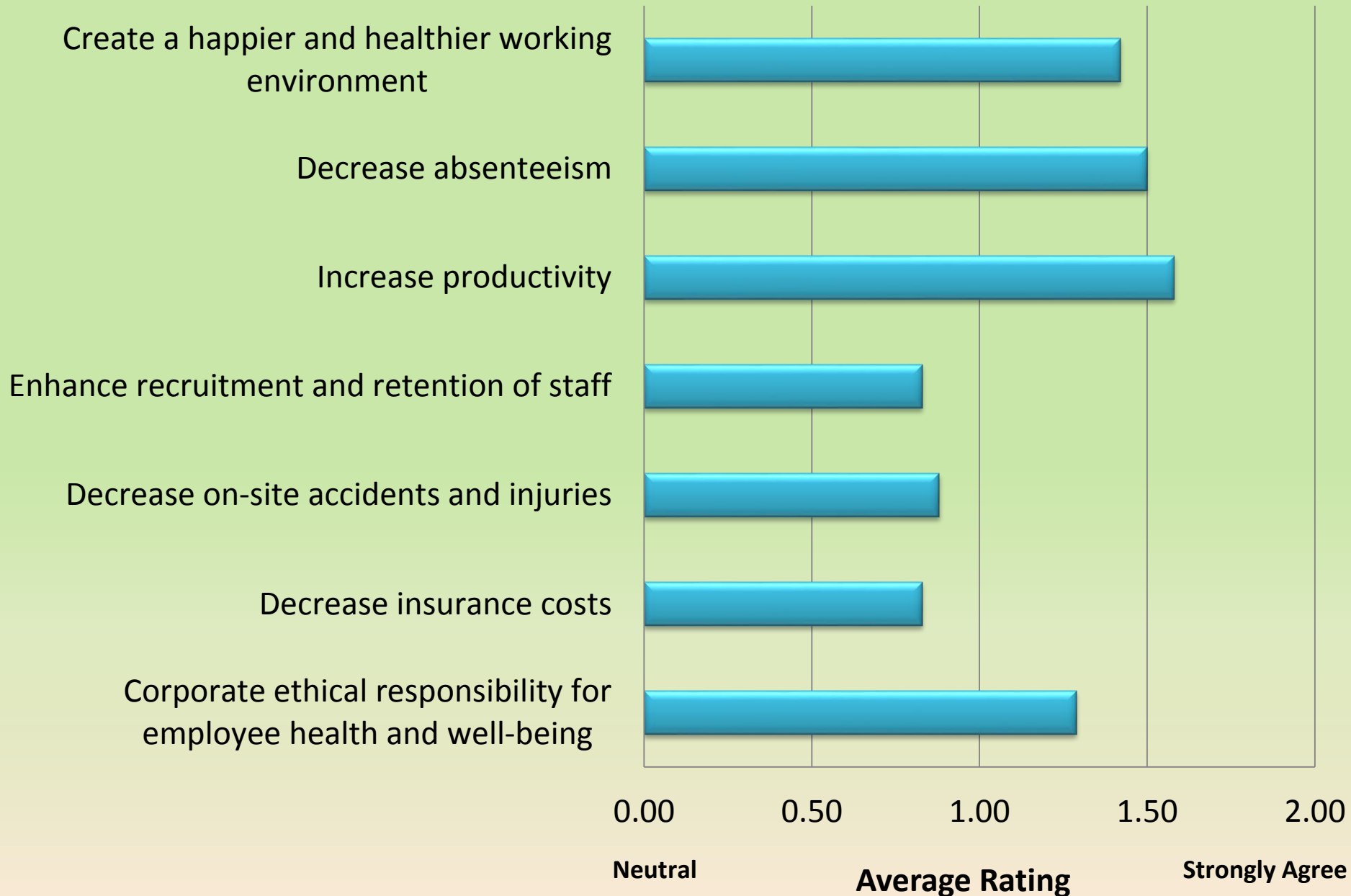
# Evaluation of Worksite Wellness Programme

Person (s) primarily responsible	Number	Percent
Human Resources/ Personnel Department	13	50%
Management/Senior Management	5	19%
Dedicated Interdepartmental Team	1	4%
External Agency	1	4%
Personnel not well defined/ varies	2	8%
Don't Know	2	8%
Other	2	8%
Total	26	100%

# Impact of Wellness Programme on Corporate Environment and Morale of Employees



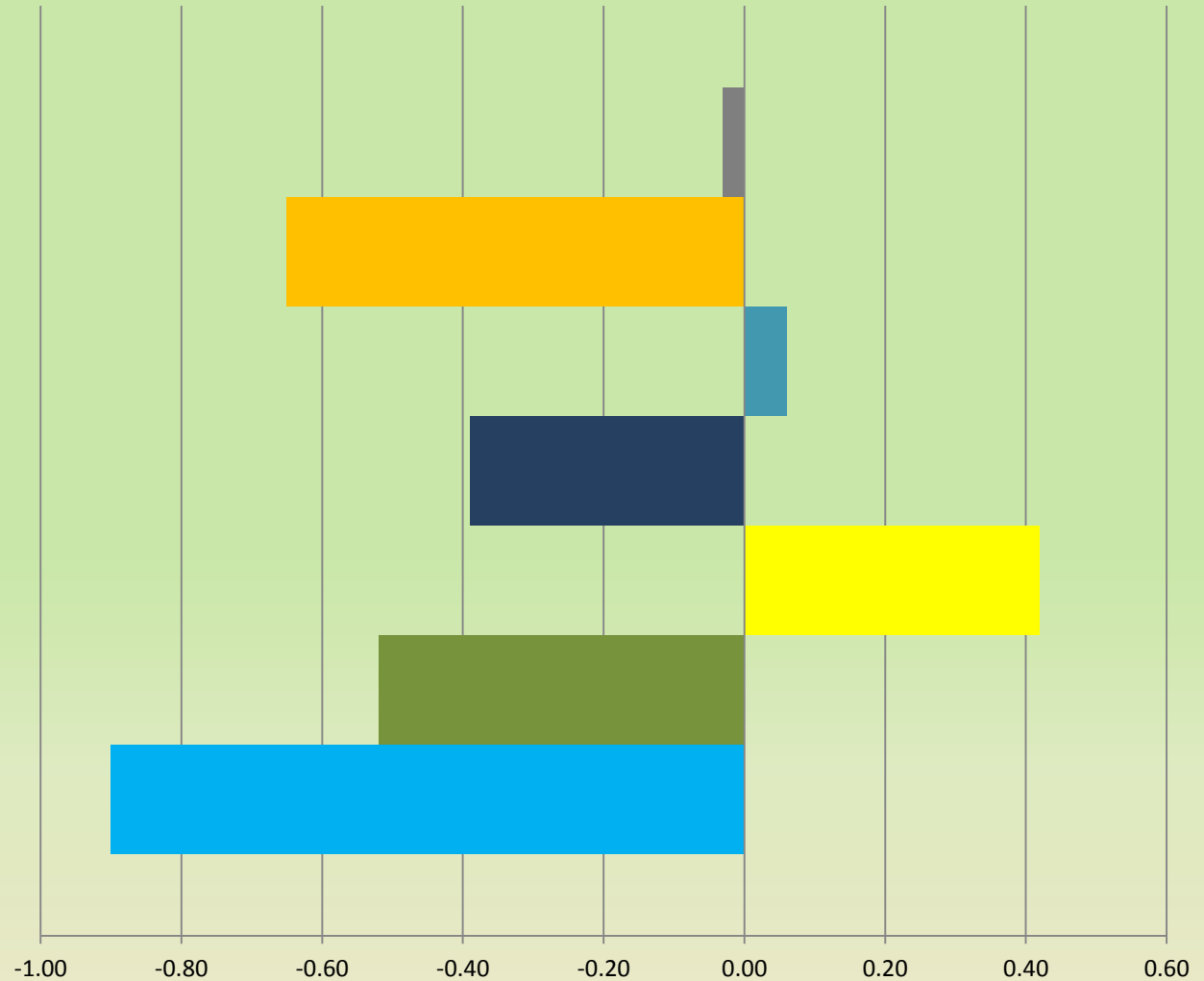
# Motivating Factors for Creating Wellness Programmes



# 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

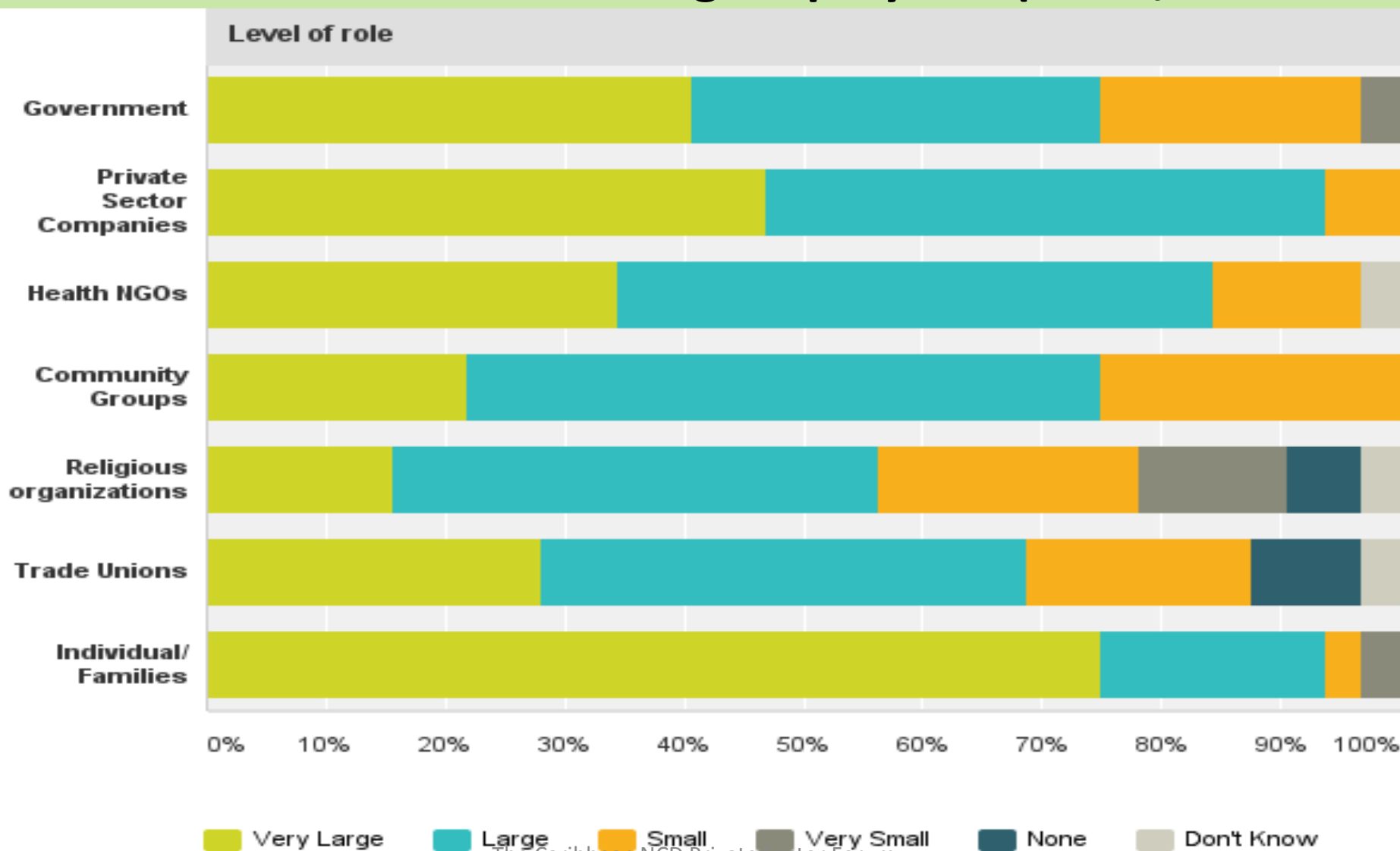


Average Rating of Agreement

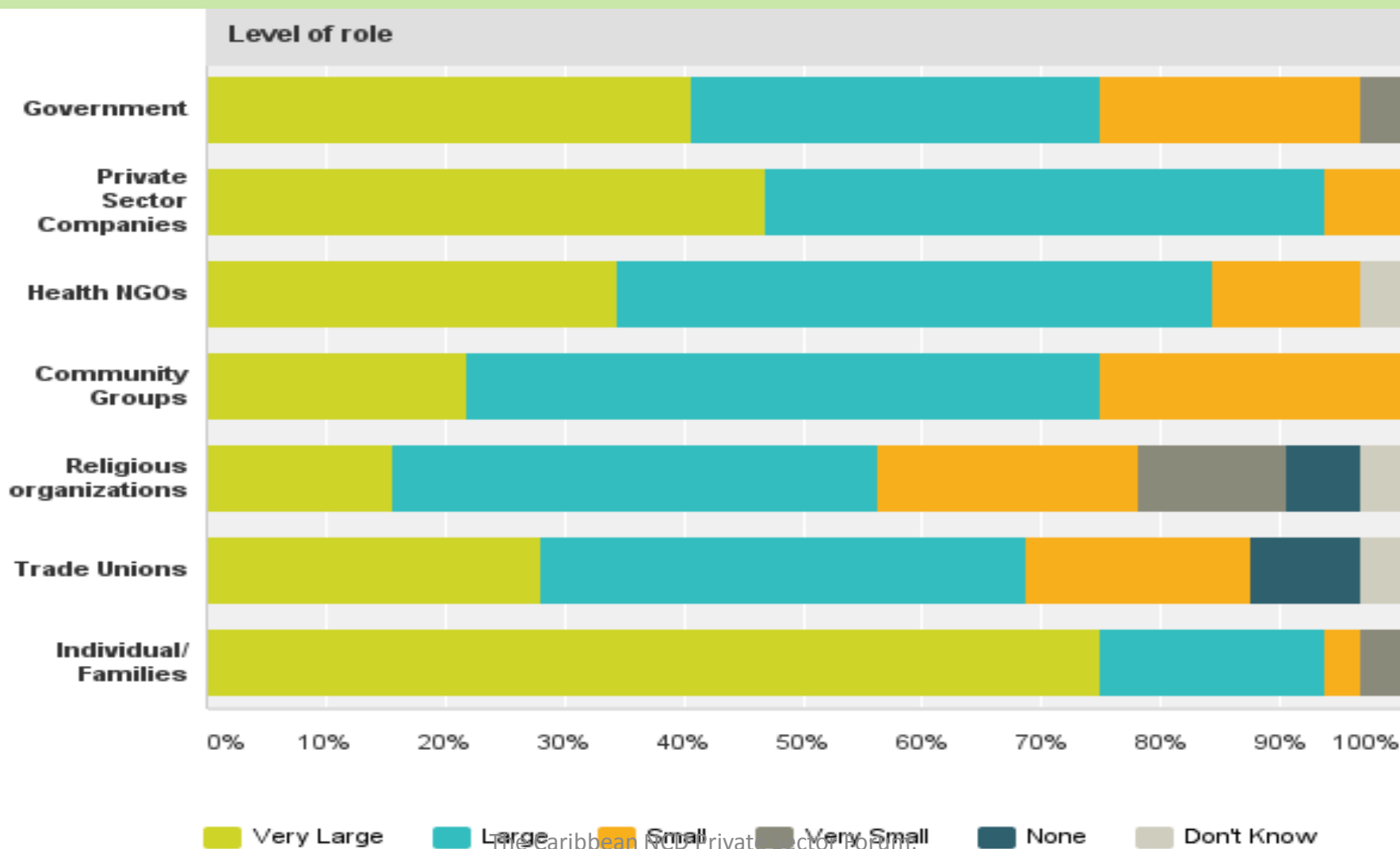
Strongly Disagree

Strongly Agree →

# Perceived Role of Different Groups in NCD Prevention and Control Among Employees (N=32)



# Perceived Role of Different Groups in NCD Prevention and Control in the Community (N=32)

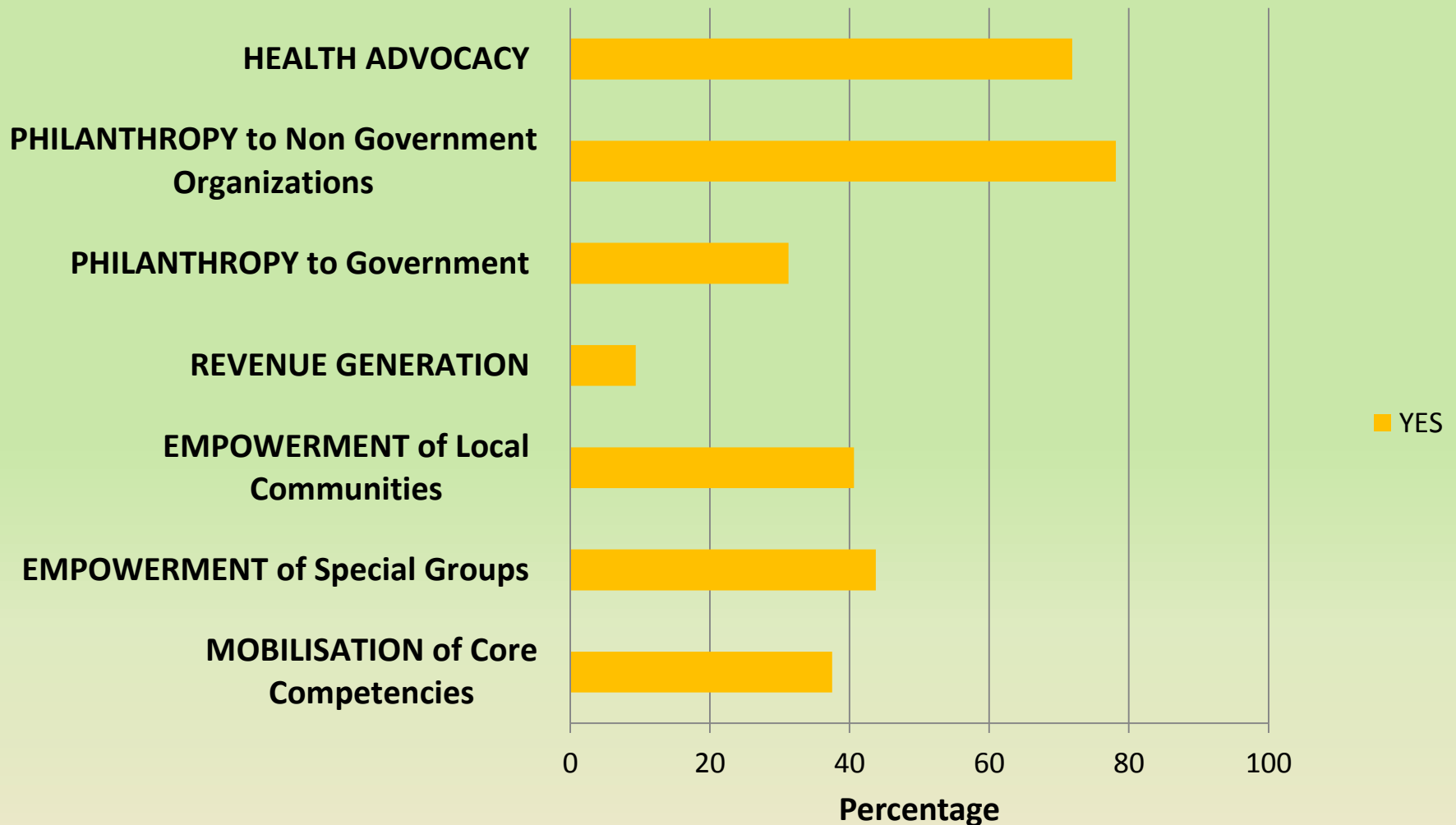


# Outward Facing Initiatives: Community Involvement

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)



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

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

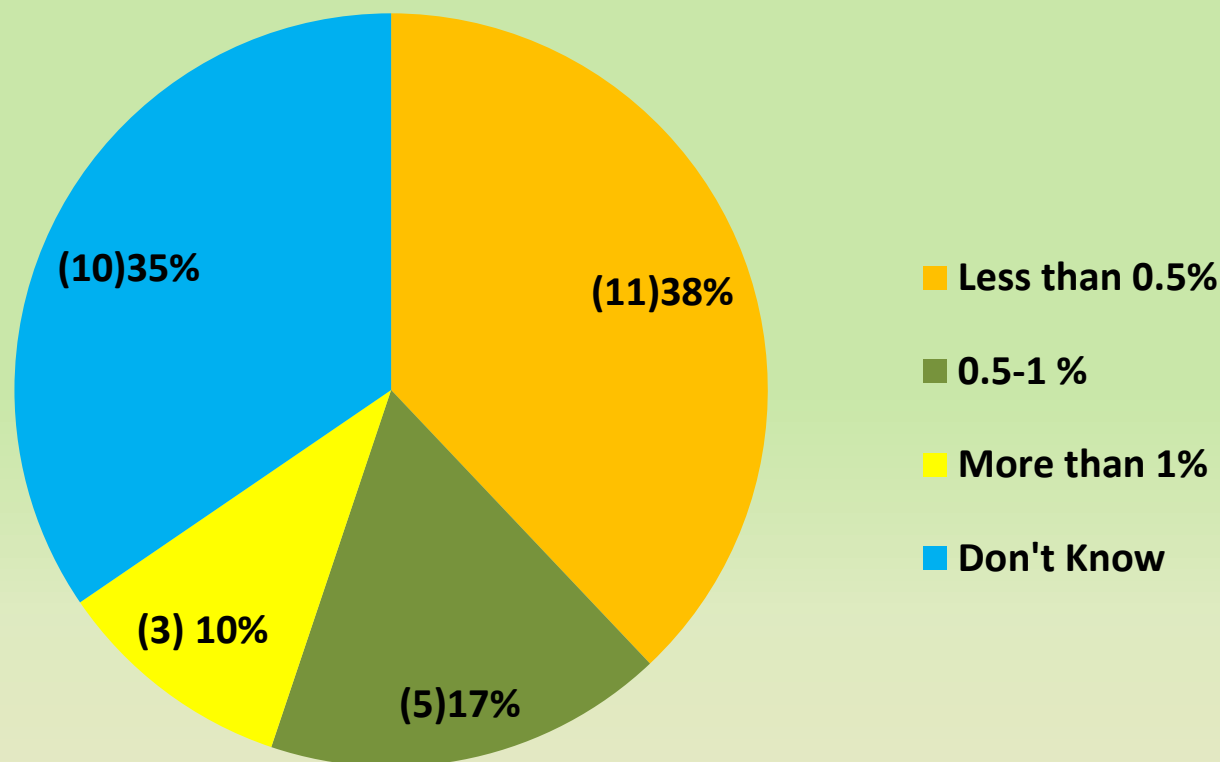
*\*Partnerships=Public/Private or Private/Civil Society*

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

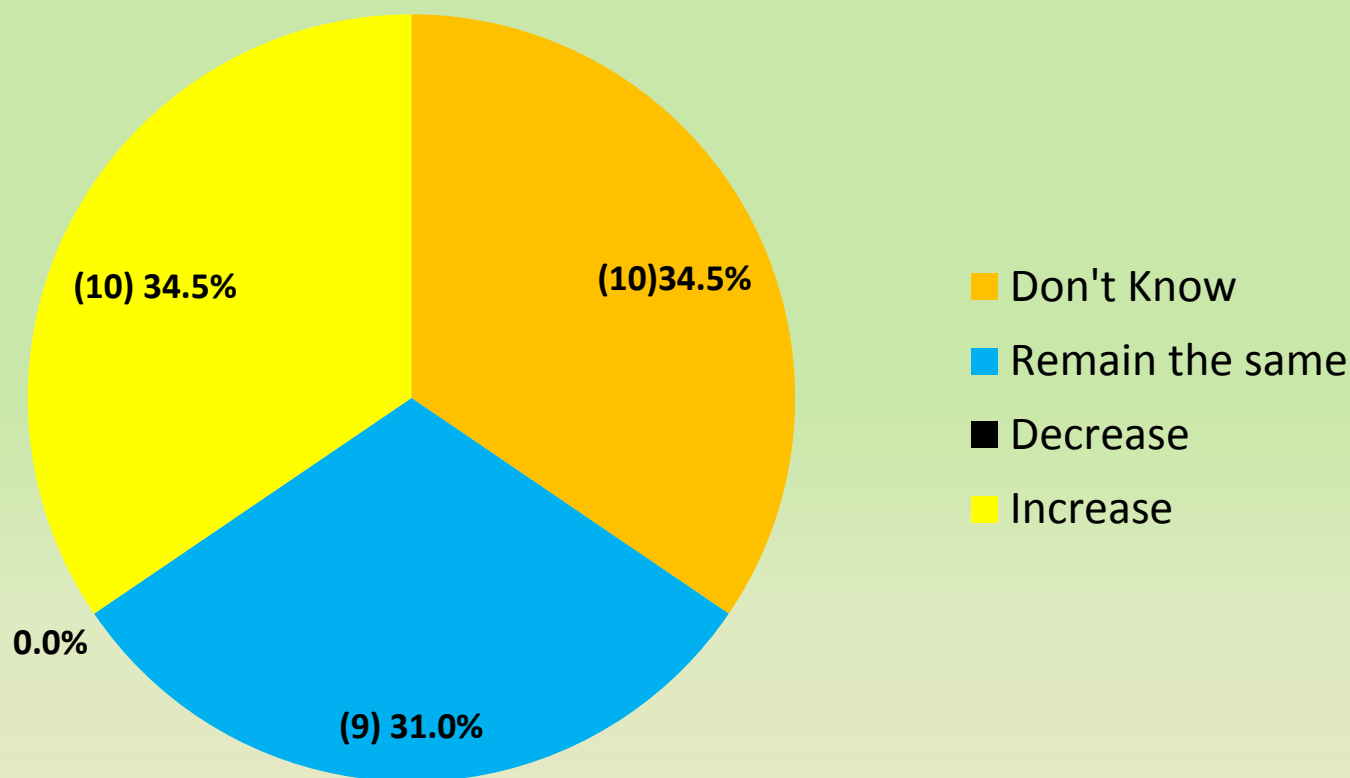
NCD ISUUE	Yes (no.) %	No (no.) %	Don't Know (no.) %
Tobacco control	(5) 17.2	(19) 65.5	(5) 17.2
Air and water pollution	(8) 27.6	(18) 62.1	(3) 10.3
Marketing of unhealthy foods to children	(6) 20.7	(19) 65.5	(4) 13.8
Physical activity	(12) 41.4	(14) 48.3	(3) 10.3
Innovative use of mobile or electronic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

*\*Partnerships=Public/Private or Private/Civil Society*

# Percentage of Revenue Spent on Community Health Initiatives (N=29)



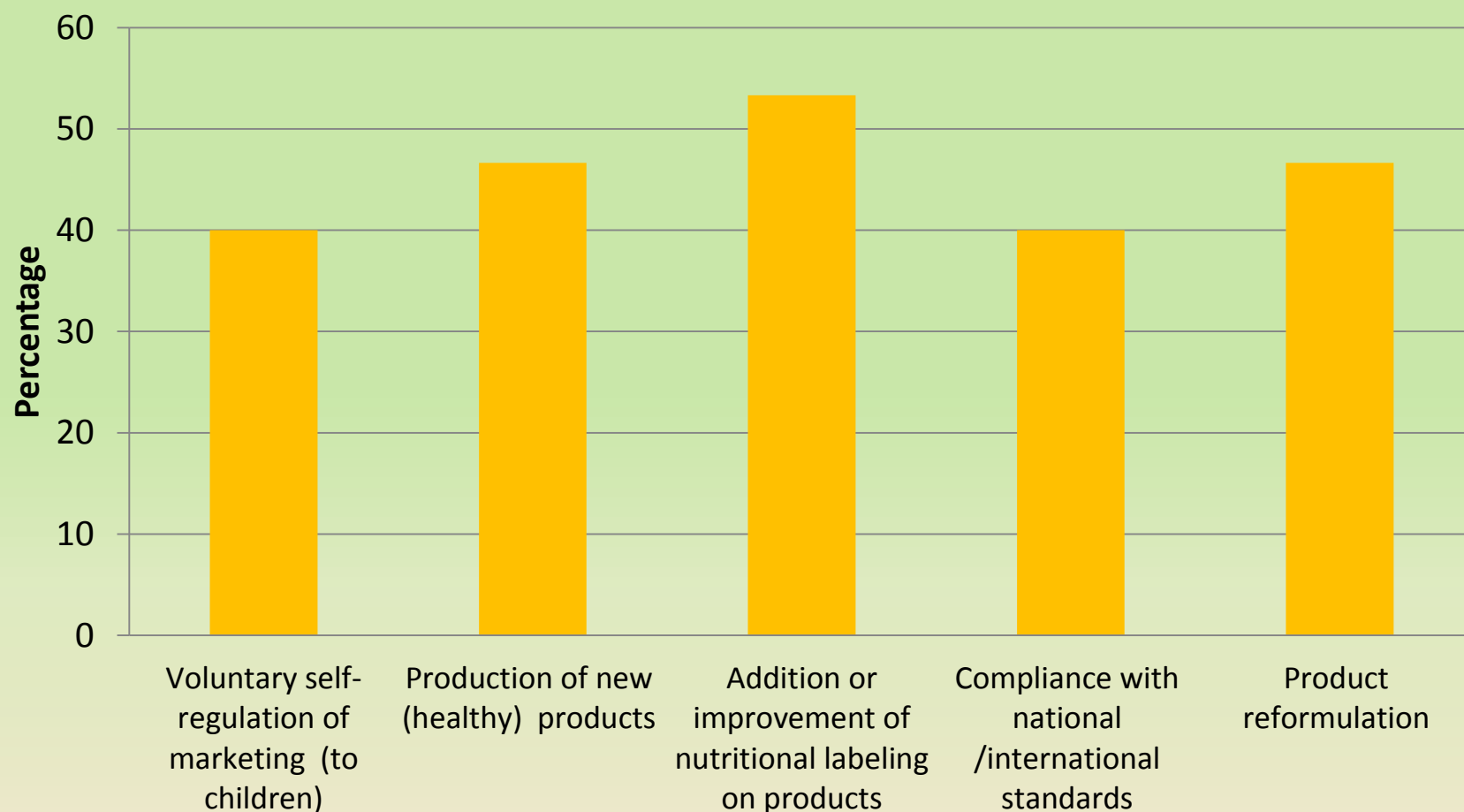
# Expectation of Change in Spending on Community Health Initiatives (N=29)



# 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)



# 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



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# Thank You



The Caribbean NCD Private Sector Forum:  
2015