Barbados - Childhood Obesity Prevention Program
(B-CHOPP)

Presented by Denise Carter Taylor
Senior Health Promotion Officer
Ministry of Health, Barbados
Sub-regional Meeting of Integration of Women’s, Children’s & Adolescent Health, May 30-31
Saint Lucia
INCREASING NUMBER OF OVERWEIGHT CHILDREN AROUND THE WORLD

Percentage overweight

SOURCE: Government Office for Science
Girls were at a slightly higher rate of overweight and obesity when compared to boys.
Childhood Obesity + Lack of Supportive Environment = Adults with NCDs
National Response to Childhood Obesity
National Plan Of Action for Childhood Obesity Prevention And Control

National NCD Commission, National Nutrition Centre, MOE, MOH Healthy Caribbean Coalition, health Professionals working in primary health care. Support of PAHO/WHO
The draft Plan of Action was developed at a three-day workshop in February 2015, using the methodology of the WHO Obesity Prevention Toolkit which relied on available data on diet, physical activity and obesity in adolescents to identify and prioritize the main actions to be addressed in the Plan.
A broader and more systematic approach is required using ‘whole of government’, civil society and the private sector to truly represent a national response to the epidemic. Children, their parents and teachers must also be involved in any action plan to fully realize the objective of reducing the prevalence of childhood obesity by 5% by 2019.
For each stakeholder the institutional interest is described, how their mission is being affected by the problem of childhood obesity, their capacity, political influence and their motivation to change towards practices in favour of childhood obesity prevention.
The possible actions to address stakeholders’ interests are included in the different strategies and activities of this action plan.
<table>
<thead>
<tr>
<th>Governmental</th>
<th>Civil Society and Private Sector</th>
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<tbody>
<tr>
<td>Ministry of Health</td>
<td>PAHO/WHO</td>
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<td>Ministry of Education</td>
<td>UN Agencies</td>
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<td>Ministry of Agriculture</td>
<td>Private Sector</td>
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<td>Ministry of Youth Affairs and Sports</td>
<td>Academia (UWI)</td>
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<td>Town Planning</td>
<td>Private sector</td>
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<td>Ministry of Commerce</td>
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- To reverse the upward trends in obesity by 2019
- (Target: to reverse the upward trends in obesity by 5% by 2019)
Objective

- To improve increase exclusive breastfeeding at 6 months by 20% by 2019;

- To reduce prevalence of low physical activity in adolescents by 30%;

- To develop and implement policies and regulations to reduce the impact on children of marketing of non-alcoholic beverages and foods high in saturated fats, trans fatty acids, free sugars or salt; and

- To have at least 70 schools designated Health Promoting Schools by 2019
FIVE (5) Strategic Actions

- Strengthening Coordination and Management of Obesity Prevention
- Strengthen Breastfeeding Practices
- Promoting Physical Activity
- Develop and Implement Dietary Regulatory and Fiscal Policies
- Implement Health Promoting School Initiatives
Strategy 1

Strengthening Coordination and Management of Obesity Prevention

- Inter-Ministerial Committee for NCDs established
- Multi-sectoral Task Force to coordinate response established
Strategy 2

To improve increase exclusive breastfeeding at 6 months by 20% by 2019

- 20% Increase in the rate of exclusive BF for 6 months
- Tertiary maternity health services BFHI certified
- National report published every 3 years on results of monitoring of the implementation of the code of marketing of breast milk substitutes
To reduce prevalence of low physical activity in adolescents by 30%

- **30% Increase** in PA
- **70%** Implementation of program 30mins/day, moderate to intense PA
To develop and implement policies and regulations to reduce the impact on children of marketing of non-alcoholic beverages and foods high in saturated fats, trans fatty acids, free sugars or salt:

- **Legislation** to tax SSBs and EDNP foods
- **Regulations** protect children from marketing
To have at least 70 schools designated Health Promoting Schools by 2019

- Reduce availability of energy dense nutrition poor food
- Regulations promote consumption of healthy foods and water
- Schools in National Feeding Program
Summary Budget

This summary budget needs to be completed based on discussions and agreement with all concerned stakeholders.

(Currency in Barbados Dollars)

<table>
<thead>
<tr>
<th>Action</th>
<th>Source of Funding</th>
<th>Unfunded Budget</th>
<th>Funded Budget</th>
<th>Total Budget</th>
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<tbody>
<tr>
<td>S1: Strengthening Coordination and Management of Obesity Prevention</td>
<td>MOH  MOE  MOA  NGO</td>
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<td>62,500</td>
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<td>S2: Strengthening Breastfeeding Practices</td>
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<td>60,000</td>
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<td>S3: Promoting Physical Activity</td>
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<td>79,000</td>
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<td>S4: Developing and implementing Dietary Regulatory and Fiscal Policies</td>
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<td>42,000</td>
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<td>S5: Implementing Health Promoting School initiatives</td>
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<td>115,000</td>
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<td>Total Budget</td>
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<td>358,500</td>
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- Inter-ministerial Committee established and sensitization on CHO on-going
- Working Group with Ministry of Education established
- Implementation of Plan drafted
- BBI re-certification in progress
- National Breastfeeding Committee re-established and policy framework updated and awaiting approval from the Cabinet
- Outreach to primary school students initiated
- Tax on sugar sweetened beverages introduced in September 2015

Progress and Achievement made
- Generally, the environment is unsupportive of actions to reduce childhood obesity
- Identifying best mechanism for working with the education sector
- Lack of sufficient human & financial resources

Gaps and Challenges
- Identify a willing partner/advocate in the Ministry of Education
- Capitalise on existing resources and programmes e.g.: fruit & water days, BDS Lecture series
- There are some things that do not require money, e.g. policies etc.
- **Multi-sectoral Plan** - MOE, MOH, Civil Society are the principal Facilitators
- **Monitoring and Evaluation** - progress will be evaluated every 2 years
STOP

Childhood Obesity
Educate Our Youth!
Barbados Childhood Obesity Prevention Program

‘Chopp Bad Habits’

Ministry Of Health &
Ministry Of Education,
Innovation, Science
And Technology