

# What Is Civil Society

- Neither private sector (for profit) nor government
- Presents a powerful respectful image
- Can assist in providing policy makers with information to make decisions
- Keeps issues in the view of the government and the population
- Have power for change

# Regional Needs in Terms of Advocacy

- Putting evidence in simple/layman terms and talking points so they can speak to issues and made widely available
- Create regional data base of the scientific evidence on NCDs
- Engaging civil society ... building skills in advocacy and literacy for engagement .. Getting a perspective from the ground up
- Access to effective communications channels, social media

# Regional Needs in Terms of Advocacy

- Education system school curriculum to include healthy lifestyle messages and promote advocacy at youth level
- Who are the targets?
  - Policy makers and Community
- We need credible champions to communicate to the policy makers
- Development of local champions within communities
- Access to the policy makers

# The Way Forward

- Regional Database ... Develop directory of civil society groups/ interests & services/ best buys
- Establishment of a Secretariat for the HCC
- Resources required for a Secretariat can be acquired through partners of the Coalition
- Establish Regional database of scientific evidence
- Establish HCC Focal Points in different countries (Work with existing members of the HCC)
- Strengthen relationship with existing civil society networks in Caribbean countries

# The Way Forward

- Have access at the regional, political decision making level

