

Leonie Clarke
University of Technology, Jamaica
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OPPORTUNITIES AND CHALLENGES IN THE NON-HEALTH SECTOR (EDUCATION) IN RESPONDING TO NCDS

ROLE OF EDUCATION

- ✘ Helping people learn new information about NCDs and helping them develop attitudes, skills, and confidence to improve their health

OPPORTUNITIES

- ✘ Reach
- ✘ Receptivity
- ✘ Reputation
- ✘ Relation
- ✘ Research

OPPORTUNITIES

Information on NCDs
can be delivered to
Individuals at all levels
of the education system
(Wide cross-section; early
childhood to tertiary)

Government support

CHALLENGES

- + Schools' agendas
- + Parents' agenda
- + Materials

- + Funding

REACH

OPPORTUNITIES

Education can be delivered in various locations, churches, community centres, homes, workplace etc

Education can be delivered through various media; F2F, print, electronic

CHALLENGES

- ✘ Who is present – men often missing
- ✘ Time
- ✘ Accessibility
- ✘ Ability to use
- ✘ Age

REACH

OPPORTUNITIES

- × Persons with ill-health conditions want information for treatment/management
- × Persons without ill-health condition want information for prevention

CHALLENGES

- × Non-compliance
- × Cultural issues
- × Disinterest
- × Invincibility

RECEPTIVITY

OPPORTUNITIES

- ✘ Trained personnel are respected
- ✘ Teachers trained in certain specializations are equipped to teach about NCD's
- ✘ Role model

CHALLENGES

- ✘ Teachers are less respected than health personnel
- ✘ Teachers trained in certain specializations are not as respected as others
- ✘ Do as I say...
- ✘ Familial

REPUTATION

OPPORTUNITIES

- ✘ Link NCD education to nutrition programmes, e.g. school lunch
- ✘ Link NCD education to school curriculum, e.g. physical education, food and nutrition, etc.

CHALLENGES

- ✘ Questionable quality of nutrition programmes
- ✘ Schools' priority, students' interest, age group

RELATION

OPPORTUNITIES

- ✘ Research guides teaching, teaching guides research
- ✘ Professional groups
 - + Jamaican Home Economics Association(JHEA)
 - + Caribbean Association of Home Economists (CAHE)
 - + Jamaica Association of Professionals in Nutrition and Dietetics (JAPINAD)
 - + CANDI

CHALLENGES

- ✘ Time, interest, work load
- ✘ Dormancy
- ✘ Dialogue
- ✘ integration

RESEARCH