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

Government support

++ Schools’ agendas
++ Parents’ agenda
++ Materials
++ Funding
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
**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
OPPORTUNITIES

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

CHALLENGES

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