

HEALTHY CARIBBEAN 2008

First Caribbean Chronic Disease Conference:

A Wellness Revolution Event
October 16-19 2008
Christ Church, Barbados



OVERVIEW

- Burden of chronic disease and prevalence of physical inactivity in the Caribbean
- Evolution of physical activity promotion
- Opportunities for physical activity promotion initiatives in the Caribbean

Caribbean PA Inactivity Prevalence:

- One half of adults are sedentary
- More females
- More urban
- 17-38% engage in planned exercise

CARICOM Heads of Government Summit on NCD's

September 15, 2007
Port of Spain, Trinidad

Promoting Physical Activity in the Caribbean

May 6, 7 2008

Port of Spain, Trinidad

Caribbean Regional Private Sector Meeting on NCD Prevention and Control

May 8, 9 2008

Port of Spain, Trinidad

EVOLUTION OF PROMOTING PHYSICAL ACTIVITY

ESTABLISH HEALTH AND OTHER BENEFITS



ESTABLISH IMPORTANCE AS A RISK FACTOR

ESTABLISH GUIDELINES

ACHIEVABLE VIA ACTIVITIES OF DAILY LIVING



DOCUMENT PREVALENCE OF INACTIVITY (SURVEILLANCE)

ECONOMICS AND DEVELOPMENT RATIONALE



Cost Effectiveness of Community-Based Activity Interventions

Am J Prev. Med 2008; 35 (4) Roux, Pratt, et al

- Study assessed *cost-effectiveness (CEA) of population – wide strategies to promote physical activity in adults and followed disease incidence over a lifetime.
- *Dollars per quality – adjusted life year (QALY) gained relative to no intervention.

Four Intervention Strategies Previously Recommended By the Task Force on Community Preventive Services:

- Community – wide Campaigns.
- Individually adapted health behavior change.
- Community social – support interventions.
- Creation of or enhanced access to physical activity information and opportunities.

Conclusions:

1. All evaluated PA interventions reduced disease incidence.
2. All evaluated PA interventions were cost-effective.
3. Compared with other well accepted preventive strategies the PA interventions offered good value for the money
4. Results support using these interventions as part of public health efforts to promote physical activity
5. In considering PA interventions, CEA is a valuable adjunct to other factors such as program reach, feasibility, community priorities and resources.

DOCUMENT THE MANDATE (RESOLUTIONS, ETC.)

“WHO Calls For Action to Tackle Social Injustice”

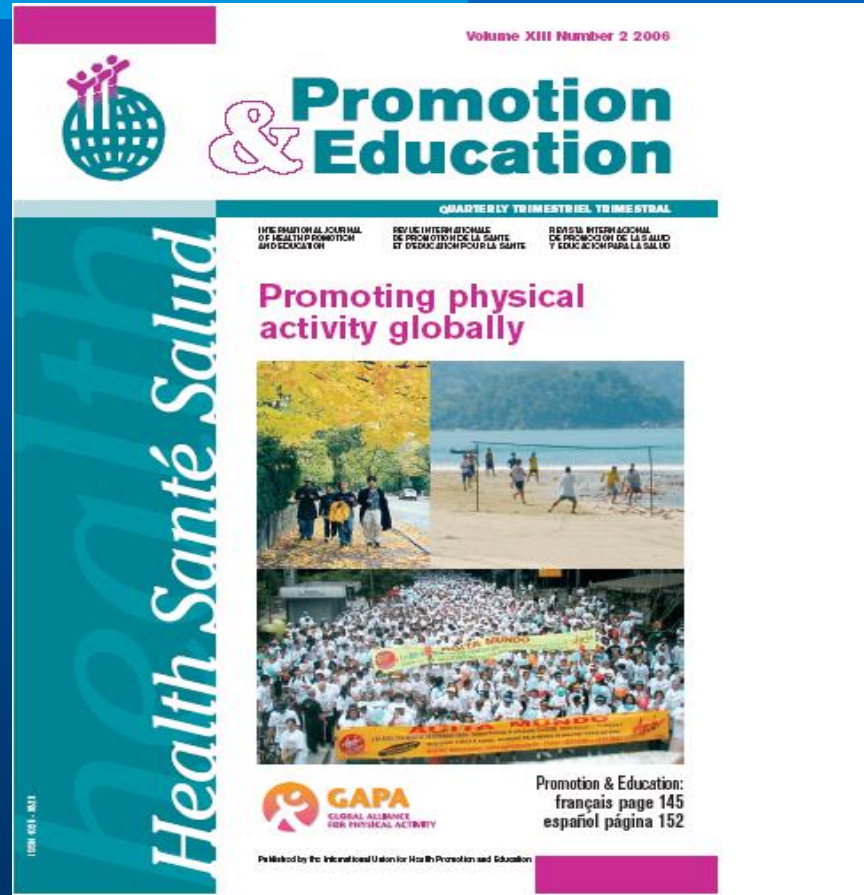
-Targeted preventive campaigns, for example about the risks of inactive lifestyles, can help close the health gap.

AWARENESS ACTION

CAPACITY BUILDING



RESOURCES/PROGRAMS



INTERSECTORAL INNOVATIONS



WHO STRATEGY AND ASSISTANCE TO IMPLEMENT



ADVOCACY FOR DEVELOPMENT OF NATIONAL PLANS

PA ATTRIBUTES

PROMOTING PHYSICAL
ACTIVITY IS EXCITING,
POSITIVE, MARKETABLE
AND TIMELY

Synergy:

PA complements other important national policy issues such as nutrition, urban safety, tobacco control, environmental health, transportation and sport.

It encourages
positive
action not
prohibition





The message is simple and consistent

It is relatively free from opposing
lobbies, special interest groups

**Recommendations can be achieved
via enjoyable activities of daily
living (walking the dog e.g.) or sport**



Lifestyle Changes that Promote Sedentary Behavior

CANINE CONSTITUTIONAL



A brisk walk to the park keeps Marvin B. in shape between dog shows. He visits, Connecticut residents Carter Saunders get up early to give her 13-year-old Shetland Sheepdog its regular workout. They typically jog 10 miles in Berlin Park.



CDC

CENTERS FOR DISEASE
CONTROL AND PREVENTION

Mark Cunningham

MARK CUNNINGHAM

Age: 53

Profession: Retired Honolulu lifeguard

Residence: Kawela Bay

Height: 6-feet-4

Weight: 185 pounds

Workout menu: Regularly bodysurfs several days a week, occasionally swims, paddleboards or snorkels, walks several mornings a week, does yard work when something needs a trim and hits the yoga mat once a week.

Bodysurfing bottom line: "If you don't come out of the water smiling, you are doing something wrong."



BENEFITS APPLY ACROSS POPULATIONS

Benefits extend beyond health alone to workplace issues such as productivity and absenteeism



Benefits to
quality of life for
older adults
especially
relevant with
aging
populations



Increased awareness of NCD burden and obesity prevalence provides incentive



**Specific plans and interventions can
be tailored to individual country
circumstances**

Promoting physical activity
must be opportunistic
according to individual
country politics,
culture, capacity.

**Plans/ initiatives can be broad
spectrum
from simple to sophisticated
and can start through
alternative sectors.**

ELEMENTARY EXAMPLE....



Winning sport season
promotes population
level interest



SOPHISTICATED EXAMPLE:

- Collect data to individualize country prevalence of inactivity, NCD rates, and demonstrate potential economic and other benefits to be gained by increasing population levels of PA.

COST SAVING MECHANISM:

Minimize data collection
by using international consensus data

GETTING STARTED



GOOD PRACTICES IN NATIONAL PUBLIC HEALTH PLANNING APPLIED TO PHYSICAL ACTIVITY

- Make the case (health and others)
- Consult with key stakeholders; identify partners
- Comprehensive inter-agency planning; shared responsibility of coalitions/task forces
- Multiple strategies at different levels
- Identify "what, who, timeline, \$\$"
- Evaluation (process and outcome)

WHICH SECTOR LEADS?

- HEALTH
- SPORT
- TRANSPORTATION / URBAN PLANNING
- EDUCATION
- DEVELOPMENT
- GOVERNMENT
- NGO'S
- PRIVATE SECTOR
- ENGAGING OTHERS IS ESSENTIAL

A WORD ABOUT EVALUATION



Strategies / Venues

- National plan / intersectoral committee
- Worksites
- Schools
- Transportation Policies
- Recreational Facilities
- Healthy spaces in uniform design
- Training for teachers and healthcare workers

Summary of Fundamental PA Promotion Considerations:

- Physical inactivity is associated with increased risk of many chronic diseases and resultant economic consequences.
- Risks decrease with increases in physical activity
- Other benefits accrue from PA.
- Globally, and in the Caribbean, there are high levels of physical inactivity as well as chronic diseases.
- There is evidence that public health efforts can increase physical activity.
- PA interventions can be cost effective.
- PA initiatives are synergistic with other public health efforts.

Mexico: Vamos Por Un Million De Kilos

- ↑PA in schools
- Encourage employers and unions to give workers exercise time
- Renovation or building of sports facilities
- Nutrition education and healthier food choices in schools
- Weight loss challenges
- Media campaigns promoting healthy food choices and PA



Thank You

