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
ACHIEVABLE VIA ACTIVITIES OF DAILY LIVING
DOCUMENT PREVALENCE OF INACTIVITY (SURVEILLANCE)
ECONOMICS AND DEVELOPMENT
RATIONALE
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.)
…..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 in the park keeps Mayor B. J. shape between dog shows. However, Columbus resident Carrie Nance, one of the regular walkers, typically says she walks in Franklin Park.
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.
Winning sport season promotes population level interest
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

- Increase 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