HEALTHY CARIBBEAN 2008
CIVIL SOCIETY CONFERENCE
October 16 – 18, 2008, Bridgetown, Barbados

Caribbean Wellness Day 2008

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CARIBBEAN WELLNESS DAY 2008

LOVE THAT BODY
Caribbean Wellness Day

13th Sept 2008 (POS #6, 10, 12, 15)

- Caribbean branding: logo, slogan, theme, jingle, posters, Public Service Announcements for radio and TV
- Main target: Adults over 40 years who are currently doing little or no physical activity
- MAIN MESSAGES for this year:
  - No Tobacco – Half of regular users will die from tobacco
  - Exercise 30 minutes per day – Cut your heart attack risk in half
  - Less salt, less fat – Don’t add salt at the table
  - Check your Blood Pressure – The Silent Killer
CWD Preparations

- 14 countries at PAHO Physical Activity Workshop May 2008
  - Outlined plans for CWD in each country
  - Summary and guidelines sent to countries

- PAHO / CAIC (Caribbean Association of Industry & Commerce) meeting May 2008
  - Designated Manufacturers Associations and Chambers of Commerce in countries to participate

- Joint CARICOM / PAHO secretariat
CWD Prep in Countries

- CWD Focal Points named in most countries
- Inter-sectoral committee
  - including reps from the private sector and civil society
- Links with local media established
Posters