

Pan American Health Organization



Regional Office of the World Health Organization

http://www.paho.org

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

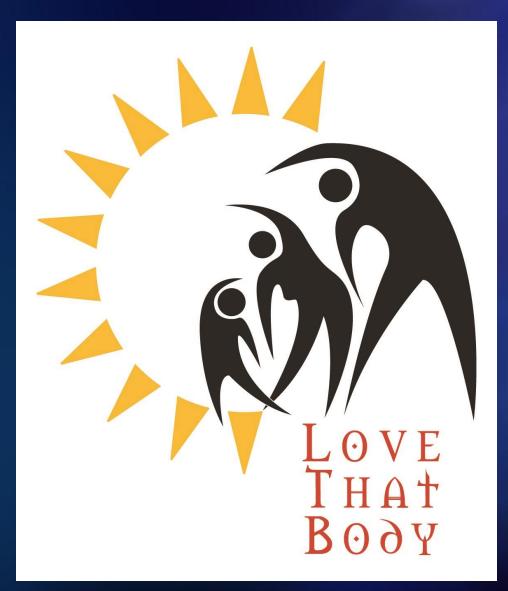


CWD Prep in Countries

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

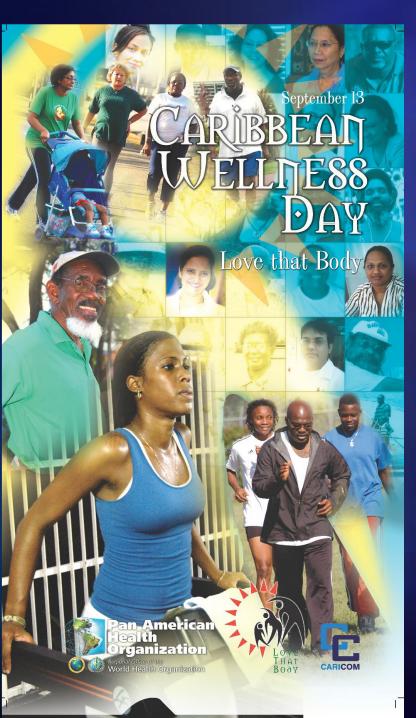


PAHO PIN supports - logo









Posters