



# **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

**13<sup>th</sup> 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







**Pan American  
Health  
Organization**

September 13

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**CARICOM**

## Posters