



# Suriname



## CARIBBEAN WELLNESS DAY 2008



Pan American  
Health  
Organization

Regional Office of the  
World Health Organization



Ministerie van Volksgezondheid

**Spectaculaire fakkelloop op zaterdag 13 september.**  
Start 16.30u bij het Districts Commissariaat Para (Onverwacht).  
Aankomst op het Onafhankelijkheidsplein 19.00 uur

**Gratis Sport, Spel, Dans & Gezondheidsinfo**  
Onafhankelijkheidsplein zondag 14 september vanaf 09.00 uur

**Kom met het hele gezin en doe mee met de  
activiteiten van de Caribbean Wellness Day**



# **Suriname Activities**

## **Physical Activity**

- **2.5 Km declared care free zone with Walking route around the Independence Square.; Bike trip to Leonsberg (17 km); Exercises for the Elderly; Dancing, Martial Arts, Fun Athletics , games**

## **Services**

- **Blood pressure and BMI (weight and height);**
- **Blood sugar measurements;**
- **Nutrition . NCD Information.**

**PR campaign : radio, TV and newspaper commercials / advertisements.**



# **T&T – mobile testing, CWD tents**



- **Mobile Clinics with health screening for blood pressure, blood sugar and cholesterol**
- **Booths displayed health products and wellness information**







# T & T: Car Free Streets

- Car Free Roads wellness zones in POS and Scarborough, Tobago for walking, riding, skating and wheelchairs so people could “move for health”





## **T & T**

- **5K walk from Woodford Square, around the Savannah and return to Woodford Square.**
- **Caribbean Wellness Day came to a close with**
  - **fun aerobics and**
  - **entertainment by popular artistes.**



# **Barbados**

- **CWD theme**
  - **“Love that body, move that body**
- **Young and old took advantage of**
  - **free exercise routines and**
  - **blood pressure, cholesterol, and blood sugar checks**
  - **sampled health drinks and foods from local vegetables.**
  - **Street theatre skit on health and wellness,**
    - **eating healthy foods, staying away from alcohol and using medications as they were prescribed.**





# Barbados: No tobacco

6 • Tuesday September 9, 2008

The Barbados Advocate

## No smoking ban lauded in light of Caribbean Wellness Day

By Khalil Goodman

**JUST last week representatives from the Ministry of Health stated that a ban on smoking in public places could be in place for Barbados as early as the end of this year. This was reiterated yesterday at a special workshop on tobacco control. It was at this workshop that the plan was lauded just days before the CARICOM Health and Wellness Day.**

The inaugural CARICOM Health and Wellness Day is to be celebrated on this Saturday, the 13th of September. Given this on Monday, the Barbados Coalition for Tobacco Control held a workshop entitled "Health and Wellness Through Tobacco Control".

Featured speaker for

the workshop was the Acting Senior Medical Officer of Health South Doctor Arthur Phillips, who noted that a study in Barbados in 2004 showed that smokers in comparison to non smokers were "seen more often at hospital appointments, admissions and when admitted stayed longer".

In addition he noted that with "fewer elective admissions and more emergency admissions among smokers who suffered frequent and severer complications" this translates to higher care costs, personnel effort time and ultimately to a loss in the million of dollars as well as in productivity for the country.

"We are speaking more that a personal choice! We are speaking more about an individual deciding to accept an increased risk of lung cancer . . . [or] decreased length and quality

of life due to the variety of cancers in the respiratory tract, emphysema and heart disease," said Dr Phillips. "We are speaking about a practise that can harm those who live or work with the smoker".

Phillips noted that in June, "The Senior Health Promotions Officer would have indicated that draft legislation had been completed on the issue of smoking in Public places. He added that following a public survey the results showed that the population understands the negative effects of second hand smoke . . . As a result the Ministry is able to indicate that the ban is expected to be on place by 2008".

Chairman of the Barbados Coalition for Tobacco Control Pastor Victor Roach lauded the move in his opening remarks but stated that for far too long successive

Governments had promised the ban on public smoking.

Roach has been vocal on this topic for quite some time in his capacity as President of National Committee for the Prevention of Alcohol and Drug Dependency (NC-PADD). He noted that with statistics showing that 15 per cent of adult Barbadian men are smokers and 2.2 per cent of adult women "this is too large a number of fathers and mothers in the country, the trend-setters".

The workshop was attended by several representatives of the health care sector and drug prevention agencies as well as some Union representatives with the aim of establishing more plans for tobacco control as well as establishing a more direct set of frameworks for the Barbados Coalition for Tobacco Control.



**Chairman of the Barbados Coalition for Tobacco Control, Pastor Victor Roach.**



# Barbados – Hon Minister, CMO







# Barbados BP checks



- Long lines for BP checks





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# Barbados: Exercise for all ages







# Barbados – Healthy Eating







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# Jamaica

## CARIBBEAN WELLNESS DAY

**SATURDAY**  
September 13th  
2:00 p.m. – 7:00 p.m.  
UDC Western Car Park  
Princess Street, Kingston

Bring the entire  
family...  
for lots of fun

★  
Featured Artiste  
**RDX**



# Love your body

## Treat your body right!

★ **Street Parade**  
featuring **Jerry D**  
**Vibes Truck**  
ROUTE: From East Parade – UDC  
Western Car Park, Princess Street

★ **Dancercise**  
★ **Aerobics**

★ **Hula-hoop  
Competition**

★ **Skipping**

★ **5K Walk/Run**

ROUTE: Ocean Blvd – Port Royal Street – Marcus Garvey  
Drive – Turn right at Seprod – Marcus Garvey Drive –  
Harbour Street – Turn right at Breezy Castle – Port  
Royal Street – Nethersole Road – Ocean Blvd.

★ **Lots of Give-a-ways**

★ **Nuff Fun &  
Excitement**



Healthy Lifestyle Project  
Ministry of Health & Environment

Oasis  
Painted Dobbies' Water



Financed by the National Health Fund



# **CWD theme “Love Your Body, Treat Your Body Right”**

- **Health Festival**
  - blood pressure checks, foot care and blood sugar tests by the Jamaica Diabetes Society,
  - pap smears by the Jamaica Cancer Society,
  - health foods presentations by CFNI;
  - container gardening by the Rural Agricultural Development Agency.
- **5K walk/run physical activity demonstrations, exercise tips**
- **appeal to reduce salt, fat, get blood pressure checks and no tobacco.**



# **Dominica**

## **NATIONAL LEVEL**

- **Radio address by His Excellency the president Dr. Nicholas J Liverpool**
- **A 20/20 over cricket match between the Prime Minister's and Presidents eleven.**

## **ALL DISTRICTS**

- **All primary and secondary schools half-hour aerobic session.**
- **Fun walk, Mass aerobics with certified Aerobic Instructors, Cricket Match**
- **Food displays, tasting and sale of local foods**
- **Address by local representative / educational talks**





## DOMINICA FOOD BASED DIETARY GUIDELINES

# LET SISSEROU GUIDE YOUR MEALS



- Start the day with breakfast
- Always try to eat a variety of foods everyday.  
Use the basket to help you make the choices.
- Eat more vegetables and fruits everyday.
- Reduce fat and oil intake
- Choose less sweet foods and drinks  
Use less salt, salted foods, seasonings and salty snacks
- Make physical activity a part of your daily life
- Drink water several times a day
- If you use alcohol do so in moderation



Produced by Health Promotion Department Ministry of Health & Social Security

Illustrated by Emmanuel A. Prince Graphics by John M. Christian



# Districts Specific Activities

ROSEAU: Food based Dietary Guidelines display / Sale of healthy foods

ST. JOSEPH: Monitor blood pressure, blood glucose and cholesterol.

PORTSMOUTH: Blood pressure, blood glucose, cholesterol screening.

Display, tasting and sale of local foods.

MARIGOT: A Torch run / A Volley Ball match

Blood pressure, blood glucose, cholesterol screening

CASTLE BRUCE: Mass aerobics and exercises for older persons.

LA PLAINE: Welcome address and blessing, Performances, Sports

Testing of Blood Pressure and blood glucose

GRANDBAY: Opening ceremony: Addresses and Health talks;

Performances and Poetry; Sports: fun sports, cricket, rounders

Testing of Blood Pressure, Blood glucose and cholesterol levels,  
measurements of weight for height.











# **Recommendations from Dominican**

- **1. Budgetary allocations both at national and regional levels are made for CWD.**
- **2. More timely information from regional office.**
- **3. Planning should begin at an earlier date.**
- **4. Efforts are made to continue group exercise in each district.**
- **5. Ministry of Education and Sports promote the importance of physical activity at primary, secondary and tertiary institutions.**
- **6. Budgetary allocation is made for continued promotion of healthy living in the media.**
- **7. Policies be formulated for the promotion of healthy lifestyle habits**



# **St. Vincent & Grenadines**

- **Many activities across the island**
- **National addresses by the Prime Minister and Ministers of Health and Sport;**
- **National Aerobics Blowout/Burnout for all sectors of society – elderly, children, 19-59.**
- **The activity is dubbed “Last Person/Man Standing” in each group and nationality**





# **St Kitts / Nevis**

- **ST KITTS AND NEVIS**
  - health screening activities in both arms of the federation,
  - PM Douglas led a Walk for Health at 5:30 am; and called on that state to join the “fit and fearless”
  - NEVIS under the theme “Choose to Move” had a day of walking, cycling, jogging and aerobics, fun games, blood pressure testing, media wellness messages in electronic and print



# **St. Lucia**

- **Screenings for workplace, government workers, general public**
  - **Body Mass Index, (BMI),**
  - **blood pressure and blood sugar levels,**
  - **Pap smears screening**
  - **Prostate cancer education**
  - **Physical Exercises exercise, aerobics, hula hoop**  
**Jump rope dancing**
  - **Display of healthy food products**
  - **Nutrition Counseling/Health Education**
  - **Individual counseling and referral to appropriate health care provider.**

- **Prime Minister addressed the nation by radio and TV and declared Caribbean Wellness Day**
- **Minister of Health, Permanent Secretary issued statements**
- **9/09/08: Live TV Panel discussion on Wellness Day activities, calls were entertained from the public.**
- **11/09/08: Screening, Health Education/Promotion, NO Elevator Day for 300 Government workers**
- **12/09/08: Screening/Discussion for general public**
- **13/09/08: Walk and Health Fair in the North, Wellness Promotion. Prime Minister, Ministers and 500 persons participated**
- **14/09/08: Walk and Health Fair in the South**
- **Media Coverage: News Paper Supplement, Press release, Animated T.V advertisement, primetime daily**





# **St. Lucia Recommendations**

- **Wellness must be promoted year round. Proposed activities to ensure screening and education are available year round**
- **A greater need for participation from the Government Ministries, NGOs, churches and community groups.**
- **Theme and logo available in time for preparing T-shirts and banners.**
- **Funds readily available to meet costs.**
- **Activities ongoing in all communities, schools and business houses.**
- **Prime Minister's appointed commission needs to mobilize all agencies to ensure full participation.**
- **Health Fair or other activity within the City area to target shoppers and vendors.**



# **BVI (British Virgin Islands)**

- Heart-healthy walk led by Minister of Health and Social Development Dancia Penn,**
- Scores of residents from various communities participated**







# **MONTSERRAT**

- **Statements by Chief Minister / Minister of Sport, and Minister of Health.;**
- **Churches to emphasize the importance of exercise and physical fitness;**
- **Doctors to prescribe exercise as appropriate;**
- **People are invited to join the Police exercise sessions,**
- **Exercise session at Salem diabetic and hypertensive clinic.;**
- **A special edition of Talking Health radio programme**
- **Posting of PAHO posters “Love that Body”;**
- **Distribution of flyers on the Benefits of Exercise to clinics, doctors’ offices and schools;**
- **Bodies Gym is mounting a special half-price promotion during the month of September, in recognition of Wellness Day.**



# **Lessons Learned**

- **Funding needed for**
  - **Printing and distributing fliers and posters, Commissioning a jingle, Public Service Announcements, CWD newspaper supplement**
- **Consider blocking roads on Sundays instead of Saturdays**
- **Consider blocking roads monthly or weekly**
- **Create incentives for participation – prizes, entertainment, samples**
- **Involve organizations in mobilizing their members**
  - **Faith based organizations**
  - **Workplaces (though private sector and unions)**
  - **Civil society organizations**



# **Proposals for 2009**

- **Build on CWD**
  - **Inter-sectoral CWD committees expanded to become NCD Commissions (few countries have appointed their NCD Commissions)**
  - **Source funding for CWD 2009**
  - **Start work for CWD 2009 now**





# **CWD 2009 Proposals**

## **PHYSICAL ACTIVITY**

- **Training for other countries who want to do CAR FREE spaces, perhaps monthly or weekly**
- **Collaboration with Mayors, Architects and Town Planners to create supportive environments**

## **HEALTHY EATING**

- **Finals of competitions for tasty healthy foods**

## **HEALTH PROMOTION**

- **Finals of school debating competition**
- **Finals of song competition**

## **SCREENING**

- **Screening for blood sugar, cholesterol, (HIV) and BP in most workplaces and churches (guarantee confidential results)**





*The idea behind this initiative is to transform this ....*



*... into this*



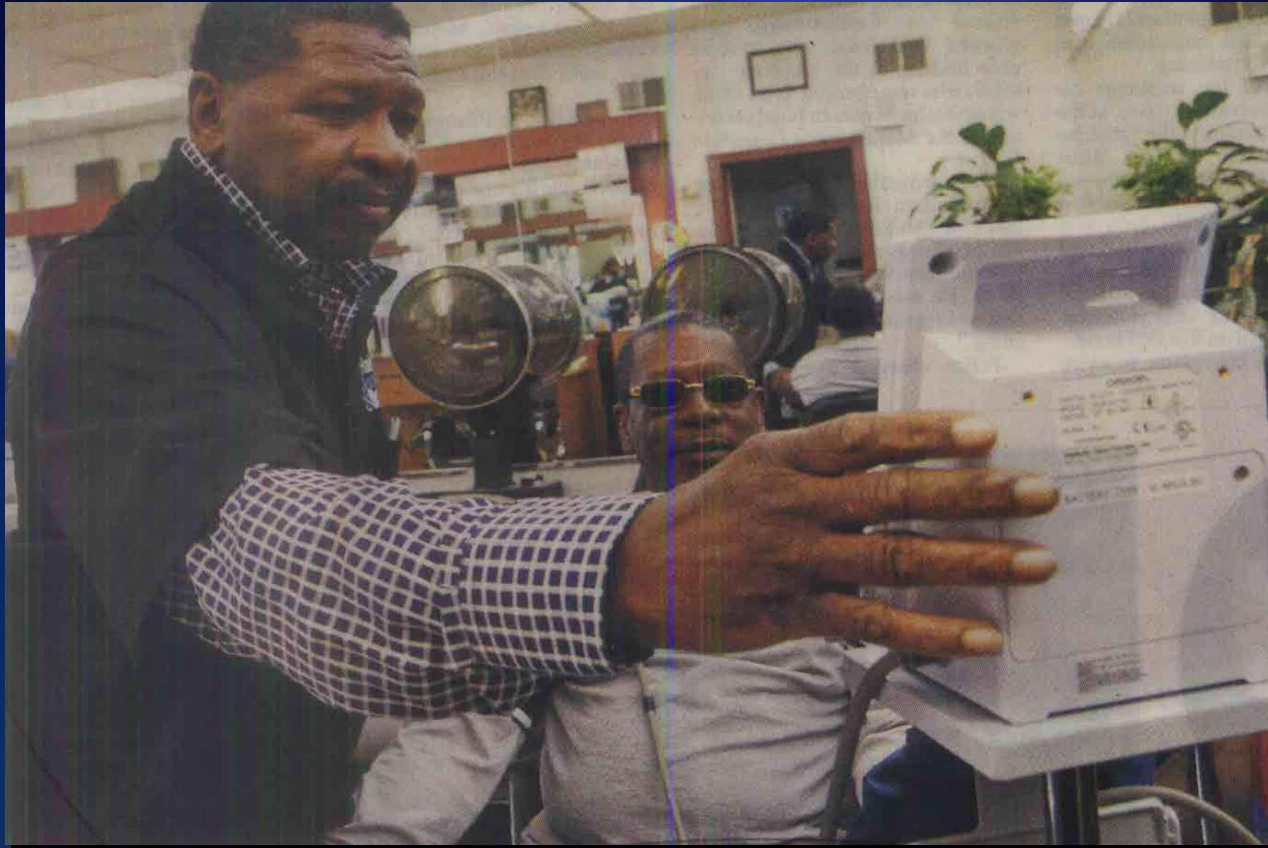




Pan American  
Health  
Organization

*The Washington Post*

Friday, November 16, 2007



## *Clipping Away at Illness*

Barbers and Salons Catering to Blacks  
Add Health Checks to List of Services



**THANK YOU**

