



REDUCING OBESITY IN JAMAICA

GLOBAL HEALTH ADVOCACY PROJECT - OBESITY PREVENTION

“Nothing sweeter than a healthy lifestyle”

Deborah Chen
Executive Director
The Heart Foundation of Jamaica
April 23, 2018

THE HARMS OF OVER CONSUMPTION OF SUGAR

- Excess sugar consumption is a major cause of obesity and its related diseases, as excessive sugar intake causes increased risk of diabetes, liver and kidney damage, heart disease, and some cancers.
- Drinking just one sugary drink a day increases the likelihood of being overweight by 27% for adults and 52% for children.¹

¹Francis DK, Van den Broeck J, Younger N, et al. 2009. "Fast-food and sweetened beverage consumption: association with overweight and high waist circumference in adolescents". Public Health Nutrition 12 (8): 1106-1114.

Center for Science in the Public Interest. "Facts on Health Risks of Sugar Drinks." 2017. Retrieved from: https://cspinet.org/sites/default/files/attachment/CSPI%202017%20Facts%20on%20Health%20Risks%20of%20Sugar%20Drinks_0.pdf

Sugary Sweetened Beverages (SSB's) Consumption in Jamaica

- Three quarters or more of Jamaicans ages 15-74 consumed one or more bottle/glass of sweetened beverage per day (JHLS 2008)
- 75% of boys and 71% girls 13-15 years old drink more than one soda per day (Global school based student health survey 2017)

Obesity in Jamaica

- The overall overweight/obesity trend for adults is
 - ✓ 34% in 2000
 - ✓ 49% in 2008
 - ✓ 60% in 2016

76% increase in 16 years
- 27% boys and 33% of girls overweight
(Global school based student health survey 2017)

Sources:

*Henry FJ et al (2017). Triggers of Diet and Exercise Behaviour in Jamaica. Report of Findings. University of Technology, Jamaica 2017

**Wilks R., Younger N., Tulloch-Reid M., McFarlane S., Francis D. (2008). Jamaica Health and Lifestyle Survey 2007-8 Technical Report. Retrieved 10 November 2015 from http://isis.uwimona.edu.jm/reports/health/JHLSII_final_may09.pdf

OBESITY PREVENTION PROJECT

Building **public awareness** and promoting **policy change** amongst decision makers in regards to the role of proper nutrition in enhancing the development of a healthy and productive country in keeping with Jamaica's Vision 2030 goal of "building a healthy and stable population."

Project Objectives

1. Raise public awareness of the health impact of sugar consumption and build public support for a tax on SSB's via public education campaigns
2. Build support of policymakers and other key stakeholders in support of a tax on SSB's and other policy priorities

Tax on SSB's

- Targeted food pricing through taxes is a potential cost-effective strategy to address diet related diseases such as obesity and NCDs in Jamaica.
- Evidence from a growing number of countries, including Mexico, demonstrate that taxes on sugary drinks are effective in reducing sugary drink purchases, increasing water purchases, and had no negative impact on total employment. Excise taxes have also worked for other unhealthy products like tobacco.
- Recently, Barbados, Bermuda and Dominica have introduced a tax on sugary drinks, with the expressed intent of reducing their consumption. The United Kingdom implemented a tax on sugary drinks on April 1, 2018.

Tax on SSB's

- Ministry of Health. (2013). National Strategic and Action Plan for the Prevention and Control of Non-Communicable Diseases (2013-2018)
- National Operational Action Plan For The Prevention And Control Of Obesity In Children And Adolescents In Jamaica 2016 - 2020
- Healthy Caribbean Coalition Civil Society Action Plan Preventing Childhood Obesity in the Caribbean 2017-2021
- CARPHA Plan of Action for Promoting Healthy Weights in the Caribbean: Prevention and Control of Childhood Obesity 2014 - 2019
- Pan American Health Organization/ World Health Organization. (2014). Plan of Action for the Prevention of Obesity in Children and adolescents.
- WHO Report of the commission on ending Childhood Obesity Implementation plan: Executive Summary Report, 2017
- 38th CARICOM Heads of Government

Mass Media Campaign

- TV
- Radio
- Billboards
- Buses
- Social Media
- Print media

Phase 1 – Rosie (Print media)

Sweet drinks for the day equal more than

50 teaspoons of sugar



ARE YOU DRINKING YOURSELF SICK?

You are probably having sweet drinks that equal more than 50 teaspoons of sugar a day.

This may bring on obesity which could lead to type 2 diabetes, heart disease or even some cancers.

Drink water instead!

@heartfoundationja @themohgovjm @jamaica_moves



Flavoured water

9 teaspoons of sugar



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Sodas **20** teaspoons of sugar

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www.heartfoundationja.org
@heartfoundationja



www.moh.gov.jm
@themohgovjm



www.jamaicamoves.com
@jamaica_moves



Launch of Phase 2 of Campaign



Phase 2 - Print media



YOUR CHILDREN COULD BE DRINKING THEMSELVES SICK.

Just because they're active, doesn't mean sugary drinks aren't damaging their health.

Sugary drinks are a big reason for the obesity crisis in Jamaica.

Drinking too many sugary drinks can bring on type 2 diabetes, high blood pressure and tooth decay.

Drink water instead!



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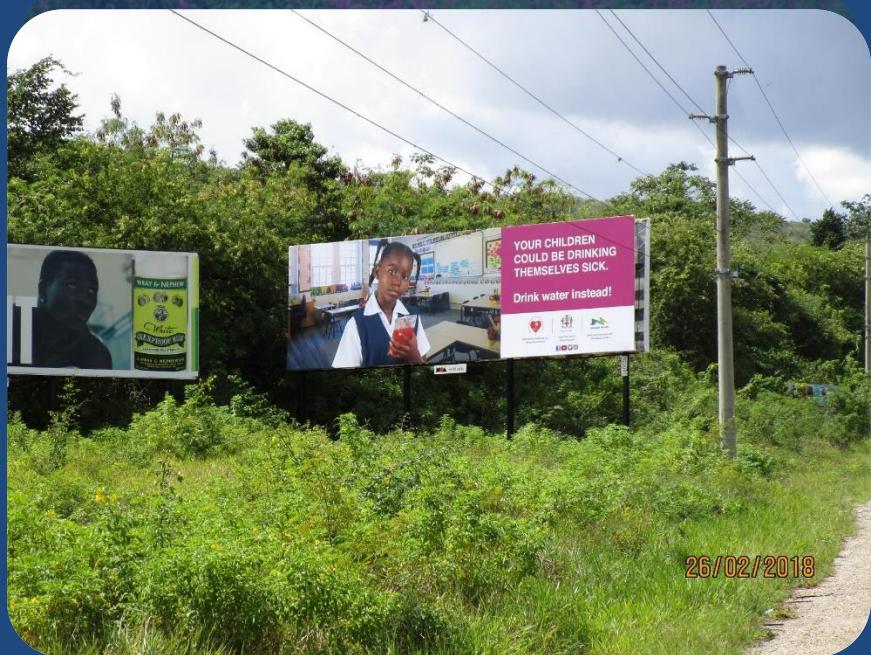
Drink water instead!



Public Buses



Billboards islandwide



NEWSPAPER ADS



JAMAICANS SUPPORT A TAX ON SUGARY DRINKS

A new public opinion survey commissioned by the Heart Foundation of Jamaica, found that Jamaicans are concerned about chronic diseases, particularly diabetes and childhood obesity.

Approximately two thirds (64%) support a tax on sugary drinks, making it easier for parents to make healthy choices.

Nine in ten Jamaicans believe that the Government should act quickly to solve the problem of obesity. It's time to act now.

Liquid Sugar Consumption: Major Cause of Disease and Death
Drinking just one sugary drink a day increases the likelihood of being overweight by 52% for adults and 27% for children.^{1,2}

Consumption of sugary drinks
51% of children who consume sugary drinks multiple times daily, consume 3-5 servings³ or more at least once a day.

Jamaicans very concerned about the health effects of sugary drinks
80% of Jamaican parents (of children under 16) are concerned about the effects of sugary drinks on their children's health.

YOUR CHILDREN COULD BE DRINKING THEMSELVES SICK.
Drink water instead!

Ministry of Health
[@themohgovjm](http://www.moh.gov.jm)

THE HEART FOUNDATION OF JAMAICA
[@heartfoundationja](http://www.heartfoundationja.org)

JAMAICA MOVES
[@jamaica_moves](http://www.jamaicamoves.com)

CONCERN ABOUT THE OBESITY EPIDEMIC IN JAMAICA.

An open letter to the Government of Jamaica.

We, the undersigned organizations dedicated to public health, raise our voices to fight the growing obesity epidemic in Jamaica.

As the next step towards protecting the health of Jamaicans, we strongly encourage the Government of Jamaica to consider introducing a tax on sugary drinks as a measure to reduce the unnecessary burden of healthcare and lifestyle costs associated with obesity and related non-communicable diseases (NCDs) and their deadly toll on the Jamaican population.

Excess sugar consumption, particularly in liquid form, is a major cause of obesity and its related diseases¹. These findings have led global health experts like the World Health Organization (WHO) to recommend a sugary drinks tax of at least 20 percent. Such a tax would increase public awareness of the health harms of sugary drinks and incentivize the beverage industry to reformulate their products and market healthier beverages.



Public Support for SSB tax



Partners

- Ministry of Health/Jamaica Moves
- Advocacy- NGOs, Faith based, Civil Society, Schools, Government
- National Food Industry Task Force
 - 1. PRODUCT REFORMULATION
 - 2. FOOD MARKETING
 - 3. FOOD LABELING
 - 4. COMMUNICATION & ADVOCACY