

OBESITY PREVENTION INITIATIVES

April 23rd 2018

HCC WDF Regional Multi-Sectorial NCD Forum

Global Health Advocacy Incubator (GHAI)

January 15th 2018 to January 14th 2019

Advocacy Campaign to Ban Selling and Promoting Unhealthy Food and Beverages in Schools, Laying the Ground Work for SSB Taxation Increase



Core Objectives

- Galvanize the support of the Ministers of Health and Education to facilitate project implementation
- Raise awareness, through CSO coalition building activities, of the health implications of unhealthy food and beverages for school children
- Build public support around policy change, through the implementation of a targeted evidence-based communication plan utilizing earned and digital media.
- Develop strategies that would counter resistance to health promotion policies
- Promote legislative change to ban the sale and promotion of unhealthy food and beverages in schools in Barbados.
- Promote 10% increase of existing SSB taxation in Barbados from 10 to 20%.

Healthy Caribbean Coalition(HCC)

March 16th 2018 – August 30th 2018

- Advocacy strategies for policy to ban the provision and/or sale of SSBs in and around schools developed and implemented.



Core Objectives

- Communication plan using earned and social media to advocate for banning SSB's
- Community outreach interventions highlighted and promoted to showcase best practices.
- Establishment of a National CSO coalition for childhood obesity prevention.

Key Stakeholders

- CARICOM
- CARPHA
- PAHO
- Ministry of Health
- Ministry of Education
- Ministry of Trade
- Ministry of Culture, Sports and Youth
- Ministry of Finance
- Healthy Caribbean Coalition
- Local Civil Society Organisations & Coalitions
- National NCD Commission
- GA-CDRC
- Local media
- School Boards, Principals and Parent-Teacher Associations
- Food & Beverage Manufacturers
- Fast food restaurants and foodservice providers

Key Actions

Capacity Building



Project Execution



