

Leveraging alliances to reduce obesity in Trinidad and Tobago

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Definition of Strategic Alliance

- ▶ A strategic alliance is an agreement between two or more parties to **pursue a set of agreed upon objectives** needed while remaining independent organizations.
- ▶ Strategic alliances occurs when two or more organizations join together to pursue **mutual benefits**.
- ▶ The alliance is a cooperation or collaboration which **aims for synergy: benefits from the alliance > those from individual efforts**
- ▶ **Alliances are long term** vs partnerships are short term

TTO obesity-related CS experience

- ▶ Increasing accessibility to safe spaces for PA
 - ❑ CSO/MOT/Private sector/MOH or weekly closure of highway
- ▶ Numerous CS/private sector walks/runs/triathalons etc.
- ▶ Ban of SSB in schools
 - ❑ MOH/MOE - PTA - Vendors Association
- ❑ DATT/MOH/Nestle collaboration on education in schools

Factors facilitating TTNCDA leverage

- ▶ **Relevant variety among the nine Founding NGOs**
 - ❑ Site/Disease/Condition Specific NGOs:
TTHF; CHATT; HBITT; DATT; TTCS; FPATT
 - ❑ Risk Factor Focus:
TTandi; CSDA; Tobacco Coalition
- ▶ **TTNCDA Network has wide & varied target populations - >25 NGOs, including non-health ones**
- ▶ **Recognized by MOH as voice and coordinator of NGOs in the national response to NCDs**
 - ❑ participated in development & launch of NCD Plan;
 - ❑ collaborated in 2nd civil society meeting
 - ❑ collaborating in upcoming PHC/CCM meeting

Factors facilitating leverage

- ▶ Work Plan includes support of MOH priority to reduce childhood obesity
 - ▶ CS identified need to build capacity in advocacy campaign and project writing
- ▶ Promoting informed, proactive & coordinated engagement by private sector (early stage)
- ▶ Support NPTA to be engaged as key stakeholder in reduction childhood obesity initiative
- ▶ Ensure input from CS on numerous relevant policies in planning stages

THANK YOU

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