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 occur 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