Civil Society Preventing Childhood Obesity in the Caribbean

GHAI/VS
JAMACIA Strategic Planning Workshop
March 26-29, 2018, Jamaica
PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

CIVIL SOCIETY ACTION PLAN 2017-2021

Tackling childhood obesity through the life course
## Key Projects

- Caribbean Development Bank (CDB)
- PAHO LoA
- Global Health Advocacy Incubator
Capacity Building of Civil Society Organisations to Address Childhood Obesity Prevention – CDB Grant

• 5 Sub Grantees
  – Breastfeeding and Child Nutrition Foundation of Barbados
  – Cancer Society of the Bahamas
  – Belize Cancer Society
  – Heart Foundation of Jamaica
  – Heart and Stroke Foundation of Barbados

• Policy Objectives for 4/5: Ban SSBs in schools; and 1/5 Workplace Policies to support breastfeeding

• Action Plan design supported by GHAI/VS

• Action Plan implementation underway
  – March to August 2018
PAHO LOA

- My Healthy Caribbean Schools
- Childhood Obesity Fact Sheets
- Childhood Obesity Prevention Scorecard (COPS)
- Childhood Obesity Prevention Online Petition Platform
My Healthy Caribbean School Initiative

My Healthy Caribbean Schools (MHCS) is an initiative of the NICC which provides students, teachers and parents with the opportunity to monitor the school environment with a focus on nutrition and physical activity.

MHCS empowers communities by providing them with the tools to learn more about what a healthy school is, rate their local school's performance, and take steps to work together with students, parents, school administrators, and Ministries of Education to make their schools healthier.

Check out My Healthy Caribbean Schools Below.

Find Out
Empowering Communities to Create Healthier Schools

Rate My School
How does your school stack up?

Take Action
Taking action to Create Healthier Happier Caribbean Children

How does your school stack up?

Country: SCHOOL

How are you associated with the school?

Student  Teacher  Parent  Family Member  Other

How old are you?

3-5  5-10  11-13  14-18  18+

What is your gender?

Male  Female

Does your school have a healthy school policy?

Yes  No  Don't know

Can you buy sugar-sweetened beverages (SSBs) (sugary drinks such as soft drinks, juices with added sugar, energy drinks, flavoured milks) at your school?

Yes  No  Don't know

Rate my School

Take Action

Taking action to Create Healthier Happier Caribbean Children

Together we want to ensure that schools across the Caribbean are healthy schools in which children, adolescents and young people

1. Have easy access to healthy foods and beverages free of sugars and fats.

Unhealthy foods and beverages should not be available or permitted in and around schools ensuring that the healthy choice is the only choice.

2. Are safe from the predatory advertising and promotion of junk foods.

The ultra-processed food and beverage industry targets young children to build brand loyalty and ultimately increase profits. This is unethical and violates the Convention of the Rights of the Child to which all CARICOM countries are signatories.

3. Are engaged in daily mandatory physical activity

The WHO recommends 60 minutes of moderate to vigorous intensity physical activity daily for children and adolescents 5-17 years of age.
Preventing Childhood Obesity in the Caribbean

1/3 Caribbean Children are OVERWEIGHT or OBESE

Caribbean Policy Environment

| Fiscal Policies | 2/20 | SSB Taxes in Barbados & Dominica |
| School Policies banning SSBs in schools | 2/20 | Bermuda and Trinidad & Tobago |
| Marketing Regulation/ Mandatory Front of Pack | 0/20 |
| Nutritional Guidelines & Policies/Healthy Schools Policies | Multiple countries |

13 Healthy Caribbean Coalition

1. CARICOM Child Action Plan 2015-2021: Preventing Childhood Obesity in the Caribbean
2. CARPHA Plan of Action for promoting healthy weight in the Caribbean
3. Nutrition Strategy
4. NCDOF Plan of Action for the prevention of obesity in children and adolescents 2015-2019

CARIBDOH Childhood Obesity Prevention Action Frameworks

2015-2021: Preventing Childhood Obesity in the Caribbean

- Global, regional and national prevalence of overweight and obesity in children and adults
- Global Health Observatory data repository
- World Health Organization: GME Progress Monitor 2017
- El estado de las guías alimentarias basadas en alimentos en América Latina y el Caribe: 21 años después de la Conferencia Internacional sobre Nutrición
- Risk factor surveys of individual CARICOM countries: STDS surveys were used for all countries except Barbados where HERI was used and Jamaica where Jamaica Health and Lifestyle Survey 2008 was used.

Childhood obesity tracks into adulthood increasing the likelihood of developing NCDs

Obesity in childhood is linked to high blood pressure, type II diabetes, and low self esteem

Adulthood overweight and obesity prevalence

2016

<table>
<thead>
<tr>
<th>Age-standardized prevalence of overweight and obesity</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>39.3%</td>
<td>56.3%</td>
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Low fat and vegetable consumption

88.3%
# CHILDHOOD OBESITY PREVENTION SCORECARD (COPS)

WHO recommends a comprehensive approach to prevention including implementation of key policies including: Taxation of SSBs; Regulation of Marketing to Children; Mandatory Front of Package Nutritional Labelling; and School Policies. The HCC CSAP Childhood Obesity Prevention Scorecard (COPS) has 12 indicators to measure a country's response to this emerging crisis.

<table>
<thead>
<tr>
<th></th>
<th>Not implemented/Absent</th>
<th>Partially implemented/Under development</th>
<th>Implemented/Present</th>
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<tbody>
<tr>
<td>1</td>
<td>Nation policy, strategic plan or action plan on (childhood) obesity prevention</td>
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<td>2</td>
<td>Mandatory front-of-package nutrition labelling</td>
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<td>3</td>
<td>Mandatory nutrition guidelines for schools</td>
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<td>4</td>
<td>Regulation banning the sale and marketing of SSBs and or all EDNP foods in and around government schools and provision of free drinking water.</td>
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<td>5</td>
<td>Regulation banning the marketing of unhealthy foods and beverages to children</td>
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<td>6</td>
<td>Ban on Trans Fats (Legislative limit on trans fat)</td>
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<td>7</td>
<td>Taxes on Sugary Drinks (sugar sweetened beverages - SSBs)</td>
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<td>8</td>
<td>Taxes on Energy Dense Nutrient Poor (EDNP) foods / unhealthy foods.</td>
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<td>9</td>
<td>Subsidies on local fruits and vegetables</td>
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<td>10</td>
<td>Implementation of the Baby Friendly Hospital Initiative (BFHI)</td>
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<td>11</td>
<td>Implementation of the International Code of Marketing of Breast-milk Substitutes</td>
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<td>12</td>
<td>Mandatory national policy on the provision of quality, inclusive, physical education curricula in primary and secondary schools for all boys and girls calling for at least *60 minutes of physical activity daily.</td>
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## PRIORITIES AREAS

- Trade and fiscal policies
- Nutrition literacy
- Early childhood nutrition
- Marketing of healthy and unhealthy foods and beverages to children
- School- and community-based interventions
- Resource mobilisation
- Strategic planning, monitoring, and evaluation

Link to the real time COPS webpage on the HCC website at: xxxxxxxxxxxxxxx

You will find resources such as policy documents for countries reporting progress.
Childhood Obesity Prevention Petition

1 in 3 Caribbean Children is OVERWEIGHT or OBESE

Childhood obesity is linked to complications in childhood such as diabetes and hypertension and it tracks into adulthood increasing the risk of developing NCDs (diabetes, cancers, and heart disease).

The HCC and our 100+ CARICOM members are calling on Heads of Government to enact the following policies and legislation to combat childhood overweight and obesity:

- Imposition of a tax of not less than 20% on Sugar Sweetened Beverages (SSBs)
- Ban the sale, promotion and marketing of SSBs, and unhealthy fast/junk food in schools
- Adoption and application of regional standards for nutritional and front of package labelling of foods and beverages
GHAI GRANT

• 3 Policy Priorities
  1. SSB taxation 20%
  2. SSB School Bans
  3. Mandatory Front of Pack Nutrition Labeling

• 4 Priority Actions
  1. Public Awareness for 3 policies – Petition
    1. Information materials – why taxation? Why FOP? Why school policies?
  2. Coalition Building – CSOs and National NCD Commissions
  3. High Level Regional Advocacy
  4. Industry Mapping

• Focus countries Barbados & Jamaica
• Scale to region where possible
Thank you