



NCD POLICY AND  
PROGRAMMING:

THE PRIVATE SECTOR  
IMPACT



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# Sagicor and Corporate Social Responsibility



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Central to our vision to be a great company, our commitment is **to improve the lives of the people in the communities in which we operate.**



Through **Corporate Social Responsibility**, Sagicor seeks opportunities to forge deeper partnerships with government and civil society organisations with similar objectives, to influence developments in:

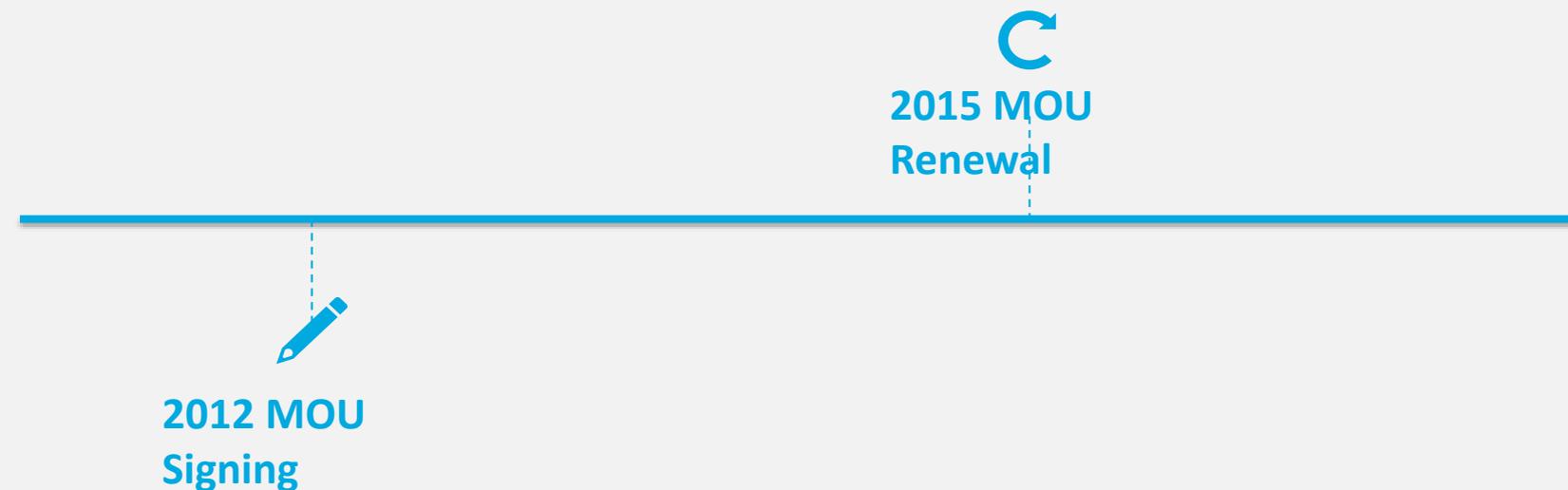
- Education
- Health
- Sports
- Youth Development

Our relationship with the Healthy Caribbean Coalition (HCC) is one such partnership.

# Sagicor and the Healthy Caribbean Coalition



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## KEY ACTIVITIES DURING INITIAL MOU:

- the Global Standardised Hypertension Treatment Project
- the Caribbean NCD Regional Status Report
- the Caribbean Cervical Cancer Prevention Initiative and
- the Caribbean Civil Society Cervical Cancer Advocacy Handbook and Planning Tool, as well as plans for continued initiatives.

But perhaps, one of our most important collaborations was to collaborate with the HCC to publicly denounce the unethical practice of marketing unhealthy foods to children.

## Marketing of Unhealthy Food to Minors Campaign

As a corporate citizen, we lend our voice to important issues, within our purview, which affect the societies and communities in which we operate.

In the local newspapers in Barbados, we have denounced the marketing of unhealthy foods to minors, due to the correlation between this practice and childhood obesity.



### Marketing of Unhealthy Foods and Beverages to Children

Sagicor has noted information regarding the rising level of obesity among children in Barbados and the contribution that the marketing and promotion of unhealthy foods and beverages in schools is making to this issue.

We consider childhood obesity to be a serious public health issue that will have a long-lasting adverse effect on the future outcomes of our children.

Sagicor is calling on all stakeholders, the government, school administrators and teachers, the private sector, parents and families to take action to prevent the marketing and promotion of unhealthy foods and beverages in all schools in Barbados.

This message is supported by the Healthy Caribbean Coalition and the National Non Communicable Diseases Commission Barbados.



# Sagicor's Response to NCDs: Corporate Social Responsibility Activities



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Barbados Ministry of Education and National NCD Commission Edu-Drama Primary School Programme



Health Fair Booths



Globe-a-thon Walk & 5K Run to end Gynaecological Cancers



Sagicor Shape-Up Wellness Extravaganza

# Sagicor's Response to NCDs: Corporate Social Responsibility Activities



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Launch of the Sagicor Mobile Medical Unit in Barbados



Nutrition Workshops at the Annual Barbados Sports Summer Camp



Healthy Body initiative in Barbadian Primary Schools



Launch of the Mobile Medical Clinic in Dominica

# Regional Private Sector Response to NCDs

Sagicor appeals to fellow private sector organisations to join the fight against NCDs. Our support and influence can help to raise awareness and encourage involvement.

## KEY ACTIVITIES

- Have a designated seat on local NCD commissions or Boards
- Participate in discussions with civil society around NCD legislation
- Facilitate research and the publication and dissemination of information
- Advocate wellness activities and habits to customers
- Take ownership of the role in supplying healthy options to customers



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# Social Benefits of Investing in Health



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- **Education** – healthier, well-nourished children are more likely to go to school and stay there longer, which is linked to higher earnings in adulthood.
- **Productivity** – healthy people work harder and better, and are less likely to take days off. A healthier nation is a more productive nation
- **Investment** – people are more likely to save money when they expect to live longer and businesses are more likely to invest in countries with healthier populations.
- **Demographics** – when mortality rates fall, women have fewer children, which temporarily increases the proportion of working-age people to their dependents.
- **Cost of Doing Business**- the impact of high health claims has a negative impact on any business or family, businesses can benefit immensely by educating and investing in the health of their employees in order to reduce their benefit cost

Thank You.