ADVOCACY FOR HEALTHIER SCHOOL ENVIRONMENTS IN BARBADOS

July 20th 2018

National Civil Society Consultation on Childhood Obesity Prevention



In What Environment are Our Children Learning?











Global Health Advocacy Incubator (GHAI)

January 15th 2018 to December 31st 2019

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

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

- 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
- Community outreach interventions highlighted and promoted to showcase best practices and development of Youth Advocates.
- 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%.



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





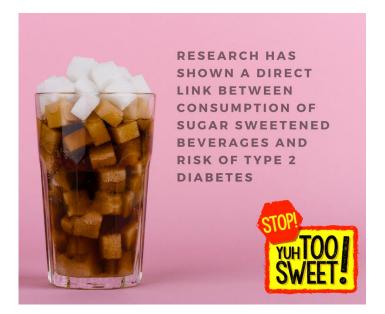


PROJECT LAUNCH











COUNTERTOP 423-0088

THERE ARE SEVERAL APPROACHES TO TACKLING CHILDHOOD OBESITY:

- 1. ALL OF US MAKING HEALTHIER CHOICES
- 2. THE CREATION OF HEALTHY SCHOOL ENVIRONMENTS
- **3.** ENACTMENT OF FISCAL POLICIES
- **4.** IMPLEMENTATION OF INTERNATIONAL

BEST PRACTICE FRONT OF PACKAGE

LABELLING

PROFESSOR SIR TREVOR HASSELL
PRESIDENT, HEALTHY CARIBBEAN COALITION











Next Steps



- Public Lectures
 - Social Media
- Information Sharing
- Stakeholder Workshops