

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?



OBESOGENIC

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



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WE NEED TO LEAD BY
EXAMPLE. OUR
CHILDREN ARE
WATCHING, ON THEIR
SMARTPHONES, ON
SOCIAL MEDIA, IN THEIR
CLASSROOMS AND IN
PUBLIC SPACES.”

Dr. Kenneth Connell, President,
Heart & Stroke Foundation of
Barbados



RESEARCH HAS
SHOWN A DIRECT
LINK BETWEEN
CONSUMPTION OF
SUGAR SWEETENED
BEVERAGES AND
RISK OF TYPE 2
DIABETES



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



Fight against obesity

The Heart and Stroke Foundation of Barbados is taking charge in the fight to curb childhood obesity in the island.

During the foundation's recent launch of its childhood obesity advocacy campaign programme at the Frank Collymore Hall, chief executive officer Fiona Anthony said it was a complex problem, which had significant health, economic and social effects on society.

She said the aim of the programme was to promote a healthy environment in schools.

"A 2011 World Health Organisation school-based student health survey indicated that in Barbados among 12 to 15-year-olds, over 30 per cent were overweight and over 14 per cent were obese. The survey also showed that over 70 per cent of the students usually drank carbonated soft drinks one or more times per day."

The Heart and Stroke Foundation of Barbados' campaign aims to contribute to a change in obesogenic environment, which currently exists in our schools.

Anthony said the campaign, as a part of a multi-sector approach, would push for policy change to ban the sale and promotion of sugary drinks and unhealthy foods to schools and to schoolchildren.

Minister of Health and Wellness Jeffrey Bastic, who spoke on behalf of Prime Minister Mia Amor Mottley, said Government was endorsing the initiative. He said his ministry was committed to working with other partners such as the Pan American Health Organisation, University of the West Indies (UWI) and Healthy Caribbean Coalition to deal with the issue.

He added that plans were in the works to promote breastfeeding as an integral part of early childhood nutrition, support the monitoring of growth and development in early childhood, encourage regular physical activity in school-aged children and engage the food industry in reducing the production, manufacture, distribution and marketing of energy dense and high-salt foods.

Referring to research done by UWI, Bastic said that in 1987, 8.5 per cent of Barbadian schoolchildren were obese, but that increased to 22.5 per cent in a 2010 study and was projected to be 50 per cent in a project conducted in 2023.

Two years ago, in an effort to address non-communicable diseases, including obesity, Government imposed a ten per cent tax on sweetened beverages (SMB).

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Next Steps



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