

A group of approximately 15 people, mostly men in suits and one woman in a dark suit with a patterned scarf, are standing in a line on the steps of a building. They are all smiling and looking towards the camera. The building has a modern architectural style with large arches and stone pillars. The text is overlaid on a semi-transparent circular graphic on the left side of the image.

VICTORY 2018: CARICOM LEADERS AGREE!

—
They commended
the contribution
of civil society
organisations to
regional efforts to
counter NCDs.

HCC Call to Action

- **www.toomuchjunk.org**
-
- Creates a platform for increasing public awareness around Childhood Obesity
 - Stimulates dialogue around Prevention and Best Practice
 - Gives the public a voice in calling for Childhood Obesity Prevention to be treated as a National priority ACTION.

I'M IN DANGER

Just one soft drink
or exceeds the daily
sugar intake your child
should have.



#TOOMUCHJUNK

Coalition to prevent Childhood Obesity

www.toomuchjunk.org

COALITION





Childhood Obesity Prevention Call To Action

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 joining hands with Caribbean citizens to call on our Heads of Government to enact any of the following policies and legislation which have been demonstrated as effective measures to combat childhood overweight and obesity.



Imposition of a tax of not less than 20% on Sugar Sweetened Beverages (SSBs) and use tax revenue for NCD prevention and control.



Banning the sale, promotion and marketing of SSBs, and unhealthy foods and beverages in and around schools.



Mandatory physical activity in all primary and secondary schools.



Adoption and application of regional standards for nutritional and front of package labelling of foods and beverages.



Banning the marketing of unhealthy foods and beverages to children (includes non-school environments).



Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes.

Heads of Government across the Caribbean recognise the urgency of the epidemic of childhood overweight and obesity.

In 2016 they 'pledged to address issues such as: banning advertisement of potentially harmful foods which specifically target children; and elevating taxes on foods high in sugar, salt and trans-fats' and in 2017 they 'urged the promotion of Physical Exercise in school-age children' and 'noted with concern that obesity in children represented the greatest threat to the health of future generations.'

Your Voice Matters Sign now

Country where you live

Please select a country

E-mail Address

Please enter your email address

Please feel free to provide us with further information or click Quick Submit

QUICK SUBMIT

First Name

Your first name

Last Name

Your last name

Gender

-- Please select a gender --

Age Range

-- Please select an age range --

Do you wish to be added to our mailing list?

-- Please select an option --

SUBMIT

Your voice matters

Total Number of Signatures

00005653



The Call to Action

Duration: April – November
2018

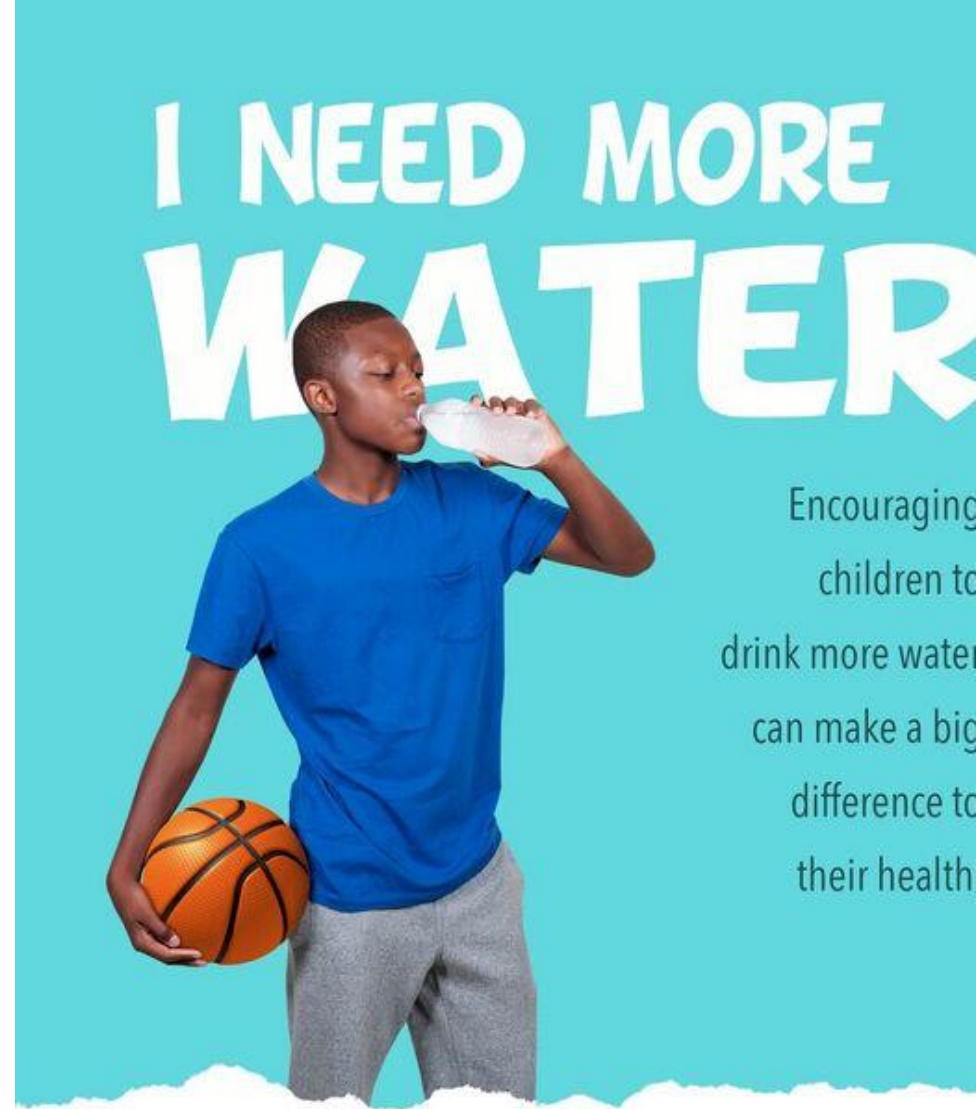
First Target: 50,000 signatures
by UNHLM3, Sept 27th

Wins:

Increased Public Awareness

Increased CSO and Public Support

Implementation of COP Policies



Sign the call to action to prevent Childhood Obesity



I'M AT RISK



The "sweet life" is putting your child in danger. 1 in 3 Caribbean children is clinically overweight or obese.

#TOOMUCHJUNK

Sign the call to action to prevent Childhood Obesity
www.toomuchjunk.org


HEALTHY CARIBBEAN COALITION | Sagikor

I NEED A HEALTHY DIET



TOOMUCHJUNK.ORG

I'M IN TROUBLE



More people are dying from obesity than starvation for the first time in the history of the world.

Michael R. Bloomberg, WHO
 Global Ambassador for
 NCDs

Sign the call to action to prevent Childhood Obesity

HEALTHY CARIBBEAN COALITION | **TOOMUCHJUNK.ORG** | Sagikor

CTA STRATEGY

#toomuchjunk social media campaign





Regional CSO Action Team on COP launched



Key Influencers





Barbados Minister of Health, Colonel Jeffrey Bostic shared that his government is examining the feasibility of restricting foods high in salt, fat and sugar from the school environment and from being marketed to children. He noted that *“Childhood obesity is harming Barbados through its impacts on the health and social fabric of the country. Not only is the burden of obesity in children large but it is projected to continue growing unless we take decisive action.”*





Volunteer Strategy



www.toomuchjunk.org

Join the
Movement!

Our Voices Matter!

I NEED TO MOVE



Children and teens should engage in at least 60 minutes of physical activity each day, such as jumping rope, swimming, dancing, playing tag or a brisk walk.

Call to action to prevent Childhood Obesity

