



Social Media as an Education and Advocacy Tool

Heart and Stroke Foundation of
Barbados, Barbados Child
Nutrition Foundation and The
Healthy Caribbean Coalition
Childhood Obesity Prevention
Consultation
20th July 2018



Introduction

- The use of Social Media to tackle Non - Communicable Diseases (NCDs) is very new
- Topics focused on Health tend to inflict a sense of seriousness which did not resonate with social media
- This quickly changed as social media evolved within weeks to become the hub for all news; global, regional and local. It became the place to find out where and when the next BIG event was taking place.
- Building your social media identity became the must do!

Introduction



- Health educators/communicators struggle between “what will evoke emotional appeal and change their behaviours” vs “all of this information is relevant; how much information is too much information?”
- Virtual outreach without “drama” was the line adopted

TOBACCO KILLS!

**15,000 PEOPLE DIE WORLDWIDE FROM
TOBACCO USE PER DAY!**

625 DIE PER HOUR!

10.4 DIE PER MINUTE!

**1000 PERSONS DIE PER DAY FROM
SECOND HAND SMOKE**



**THAT IS THE
EQUIVALENT OF 27
PLANE CRASHES
PER DAY (AIRBUS 380)
(WHO 2011)**

The Campaign HEALTHY CARIBBEAN COALITION

- The HCC launched the Call to Action to prevent childhood obesity or what you may know it as the “Too Much Junk” Campaign at the NCD Forum held in Jamaica in April 2018. The #EnoughNCDs became our motto!



The Campaign



**HCC Advocacy
Priorities
for the 3rd UN
High-Level
Meeting on
NCDs Outcome
Document.**

f GetTheMessage

t healthcaribbean

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ENOUGH.
OUR HEALTH. OUR RIGHT. RIGHT NOW.

- 1 
Put People First
Those most affected by NCDs need to be at the centre of decision making around NCD policy and programming.
- 2 
Boost Financing for NCD prevention and control
NCDs are consuming national health budgets at astounding rates which cannot be sustained by our fragile economies.
- 3 
Step up action on childhood obesity
Childhood obesity is an urgent regional and global issue which threatens to undermine the health of entire generations and there are clear global, regional and national recommendations for action.
- 4 
Adopt Smart Fiscal Policies that Promote Health
i.e. Taxation on unhealthy commodities namely tobacco, alcohol and SSBs, which are WHO recommended Best Buys.
- 5 
Save lives through equitable access to NCD treatment and UHC
Access to high quality health care is a basic human right.
- 6 
Improve accountability for progress, results and resources
Including investment in national health surveillance systems such as national NCD registries.
- 7 
Strengthen post disaster health response systems to provide NCD treatment and care in disaster settings
(i.e. hurricanes and flash floods) recognizing the unique vulnerabilities of SIDS in the context of climate change.
- 8 
Eradicate Cervical Cancer
Through the provision of the HPV vaccine throughout the region.
- 9 
Make the Caribbean a Smoke Free Zone
Through full compliance with Articles of the FCTC to which most of the countries are signatories.

- The 9 policy asks
- The UN HLM
- Calling on Heads of Government
- Focusing on Childhood Obesity

**CARICOM Heads Commit
to Walk the Talk
to the HLM3 Sept 27.18**
#caricomwalkthetalkhlm3
#enoughncds

The Campaign

#caricomwalkthetalkhl3

#EnoughNCDs



PRIME MINISTER
MIA MOTTLEY
**WE HAVE HAD
ENOUGH OF NCDs**
HAVE YOU?

ENOUGH.
OUR HEALTH. OUR RIGHT. RIGHT NOW.

STAND WITH US ON **SEPTEMBER 27TH**, IN NEW YORK,
AT THE **3RD UN HIGH LEVEL
MEETING ON NCDs**



NCDs ARE RESPONSIBLE FOR 78%
OF ALL DEATHS IN THE CARIBBEAN, 40%
OF NCD DEATHS OCCUR PREMATURELY
BETWEEN 30 AND 70 YEARS



#enoughncds #caricomwalkthetalkhl3



PRESIDENT
DAVID GRANGER
**WE HAVE HAD
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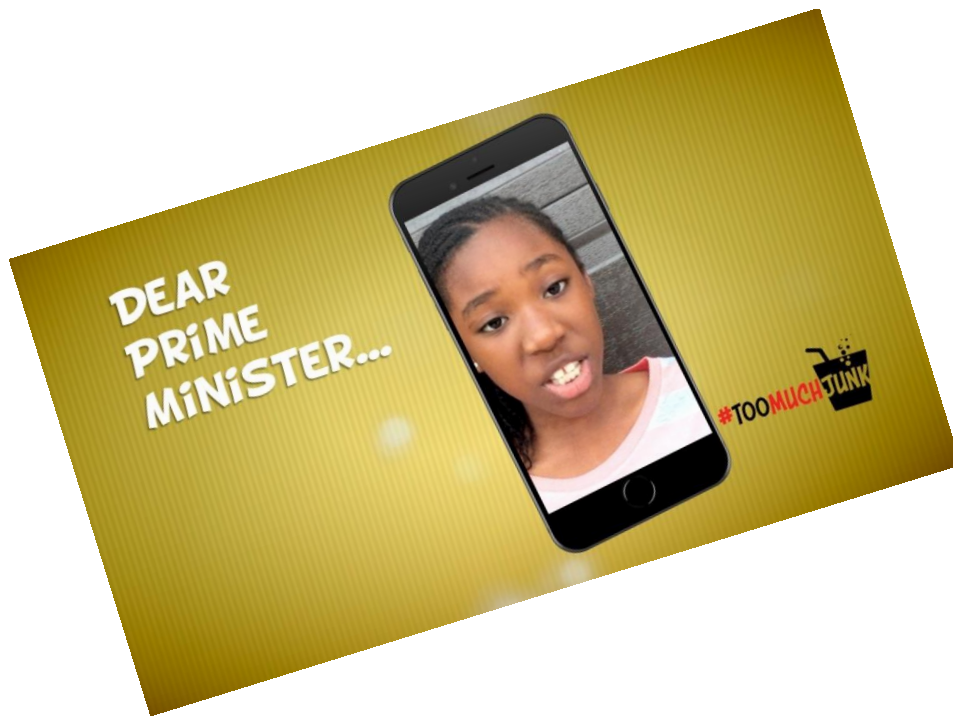
Used on twitter



Used on instagram, facebook

The Campaign

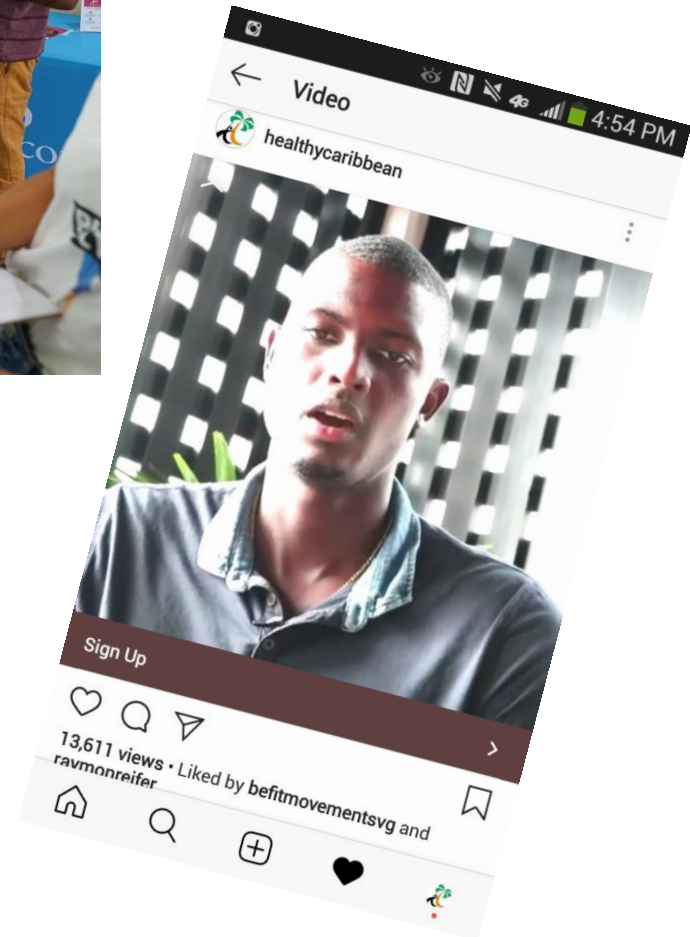
Letters to Our Leaders



BANNERS and POSTERS



The Campaign



**Mr. Edward Clarke, SagicorLife
Volunteers
Jason Holder, WI Captain**

Internationally, NCD Alliance is using social media to achieve change on NCDS.

Regionally-

We are basically doing (3) things ;

1. Educating people about non-communicable diseases
2. Encouraging our Heads of Government to attend the 3rd UN HLM
3. Directing attention towards childhood obesity with a Call to Action

In doing this we are creating advocacy around NCDs and childhood obesity.



Next Steps

- Use the #EnoughNCDs #toomuchjunk when posting content to your social platforms
- Share widely and encourage colleagues to share



Prohibition of false and misleading information

- Share content directly from our page as social media lends to some false and misleading information being shared
- Notify us if you see any content which contains errors or is being negatively shared.



Thank you!

Sign at www.toomuchjunk.org