

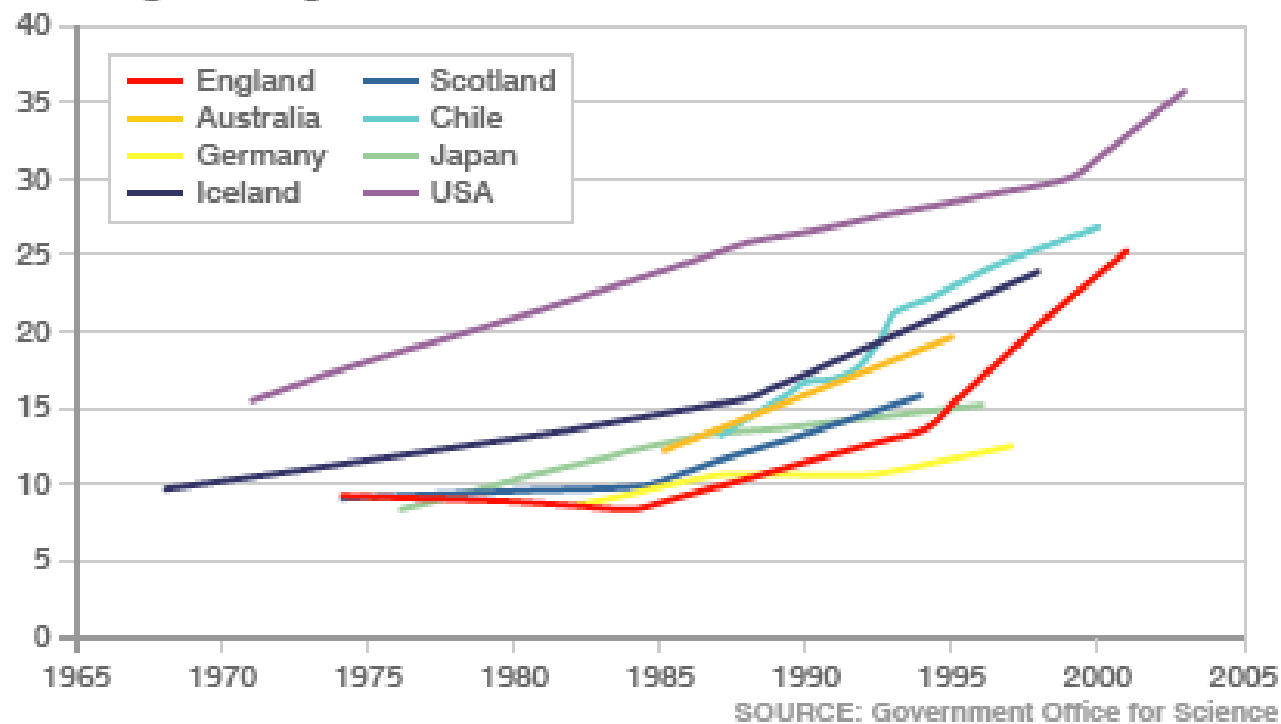
Barbados - Childhood Obesity Prevention Program

(B-CHOPP)

Presented by
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Ministry of Health and Wellness

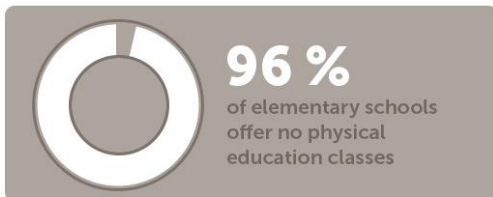
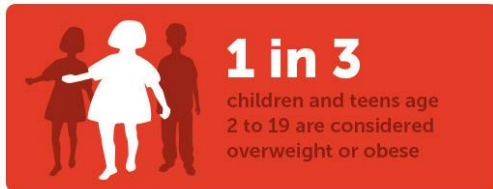
INCREASING NUMBER OF OVERWEIGHT CHILDREN AROUND THE WORLD

Percentage overweight



CHILDHOOD OBESITY BY THE NUMBERS

Many U.S. kids are overweight or obese, and most don't exercise.



Source: CDC

WHO Global School Health Survey (GSHS) 2012 (26 schools in Barbados)



31.5%
overweight
14.4%
Obese



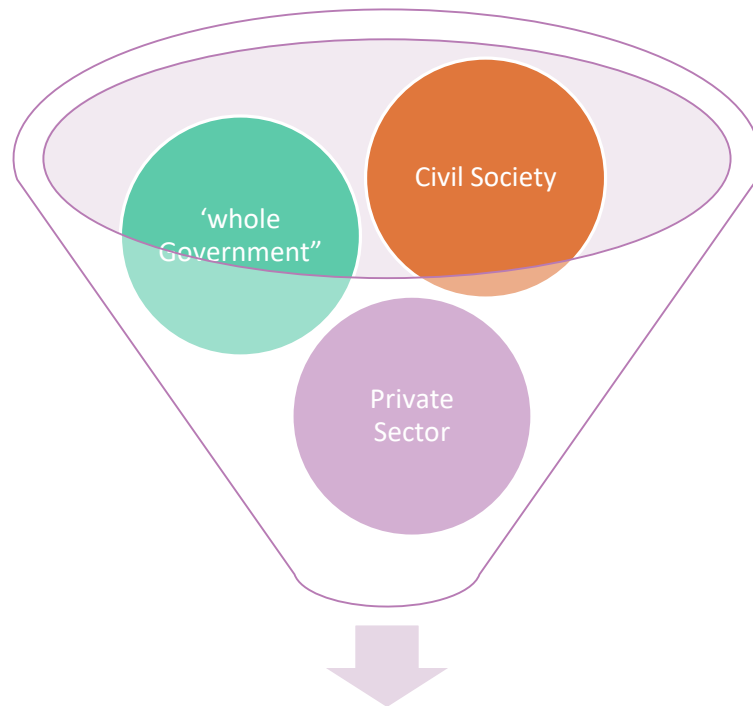
70 %
low levels
of physical
activity



65.3%
Sedentary
lifestyle
after school

Girls were at a slightly higher rate of overweight and obesity when compared to boys.





National Response to
Childhood Obesity

National Plan Of Action for Childhood Obesity Prevention And Control

National NCD Commission, National Nutrition Centre, MOE, MOH Healthy Caribbean Coalition, health Professionals working in primary health care.
Support of PAHO/WHO

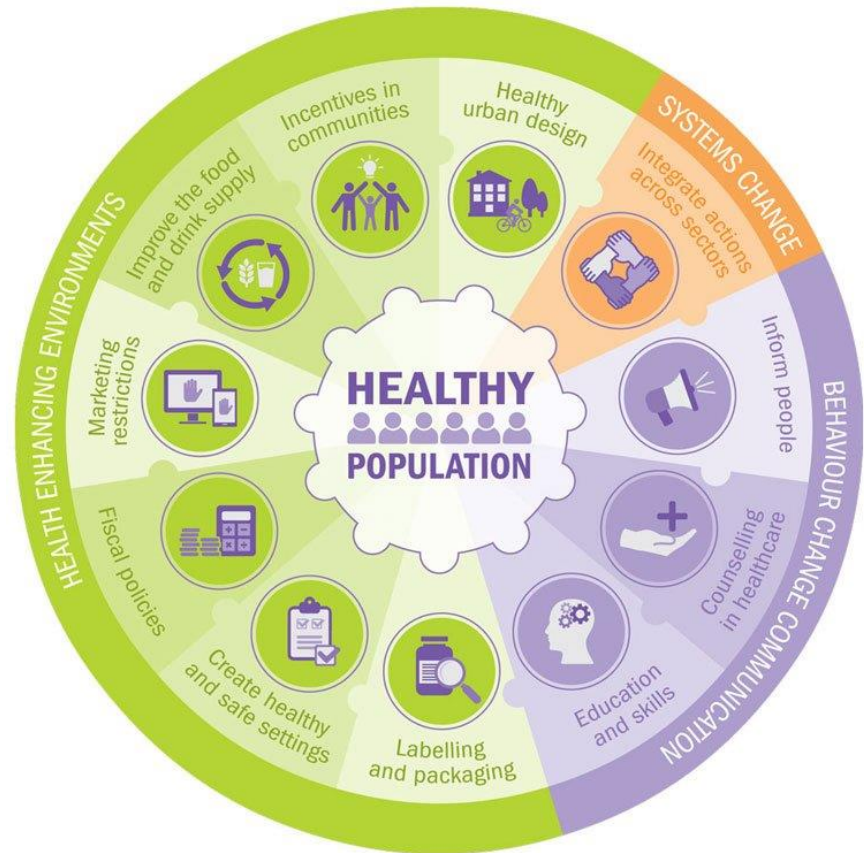


Name	Title	Organization
Dr Kenneth George	Senior Medical Officer	Ministry of Health
Prof. Dr Anne St John	Paediatrician	University of West Indies Queen Elizabeth Hospital
Ms Denise Carter Taylor	Senior Health Promotion Officer	Ministry of Health
Mr Brian Payne	Community Nutrition Officer	National Nutrition Center
Ms Joy Springer	Health Information Officer	Government Information Service
Ms Hedda Phillips-Boyce	Education Officer (Home Economics)	Ministry of Education
Ms Norma Springer	Representative of Healthy Caribbean Coalition	Barbados Diabetes Foundation
Ms Donna Barker	Health Promotion Officer	Ministry of Health
Ms Krystal Austin	Master of Public Health Student	St George's University, Grenada
Dr Tomo Kanda	Advisor on Chronic Diseases	Pan American Health Organization

- The draft Plan of Action was developed at a three-day workshop in February 2015, using the methodology of the WHO Obesity Prevention Toolkit which relied on available data on diet, physical activity and obesity in adolescents to identify and prioritize the main actions to be addressed in the Plan.

National Plan of Action for Childhood Obesity Prevention and Control

- A broader and more systematic approach is required using 'whole of government', civil society and the private sector to truly represent a national response to the epidemic. Children, their parents and teachers must also be involved in any action plan to fully realize the objective of reducing the prevalence of childhood obesity by 5% by 2019.



- For each stakeholder the institutional interest is described, how their mission is being affected by the problem of childhood obesity, their capacity, political influence and their motivation to change towards practices in favour of childhood obesity prevention.

Stakeholder Analysis

- The possible actions to address stakeholders' interests are included in the different strategies and activities of this action plan.

Stakeholder Analysis

Governmental	Civil Society and Private Sector
Ministry of Health	PAHO/WHO
Ministry of Education	UN Agencies
Ministry of Agriculture	Private Sector
Ministry of Affairs and Sports	Academia (UWI)
Town Planning	Private sector
Ministry of Commerce	

Stakeholders

- To reverse the upward trends in obesity by 2019
- (Target: to reverse the upward trends in obesity by 5% in 2019)

Aim/Goal

- To improve increase exclusive breastfeeding at 6 months by 20% by 2019;
- To reduce prevalence of low physical activity in adolescents by 30%;
- To develop and implement policies and regulations to reduce the impact on children of marketing of foods and non- alcoholic beverages high in saturated fats, trans fatty acids, free sugars or salt; and
- To have at least 70 schools designated Health Promoting Schools by 2019

Objectives

FIVE (5) Strategic Actions

- Strengthening Coordination and Management of Obesity Prevention
- Strengthen Breastfeeding Practices
- Promoting Physical Activity
- Develop and Implement Dietary Regulatory and Fiscal Policies
- Implement Health Promoting School Initiatives

The Action Plan

Strengthening Coordination and Management of Obesity Prevention



- Inter-Ministerial Committee for NCDs established
- Multi-sectoral Task Force to coordinate response established

Strategy 2

To improve increase exclusive breastfeeding at 6 months by 20% by 2019



- 20% Increase in the rate of **exclusive BF for 6 months**
- Tertiary maternity health services BFHI **certified**
- National report published every 3 years on results of monitoring of the **code of marketing of breast milk substitutes**

Strategy 3

To reduce prevalence of low physical activity in adolescents by 30%



- **30% Increase** in PA
- **70 % Implementation of program**
30mins/day, moderate to intense PA

Strategy 4

To develop and implement policies and regulations to reduce the impact on children of marketing of foods and non- alcoholic beverages high in saturated fats, trans fatty acids, free sugars or salt



- **Legislation** to tax SSBs and EDNP foods
- **Regulations** protect children from marketing

To have at least 70 schools designated Health Promoting Schools by 2019



- Reduce availability of energy dense nutrition poor food
- Regulations promote consumption of healthy foods and water
- Schools in National Feeding Program

**Prime Minister's
Office**



Interministerial Committee



**Multisectoral
Task Force**



**National NCD
Commission**



**Sub-Committee:
B-CHOPP**



MoH

MoA

MoE

NGOs

Private

**Acade
mia**

Media

**PAHO/
WHO**

MoCYS

MoC

**Town
Planning**

FBOs

**UN
Woman**

UNICEF

FAO

JICA

Summary Budget

This summary budget needs to be completed based on discussions and agreement with all concerned stakeholders.

(Currency in Barbados Dollars)

Action	Source of Funding				Unfunded Budget	Funded Budget	Total Budget
	MOH	MOE	MOA	NGO Others			
S1: Strengthening Coordination and Management of Obesity Prevention							62,500
S2: Strengthening Breastfeeding Practices							60,000
S3: Promoting Physical Activity							79,000
S4: Developing and implementing Dietary Regulatory and Fiscal Policies							42,000
S5: Implementing Health Promoting School initiatives							115,000
Total Budget							358,500

- Inter-ministerial Committee established and sensitization on CHO on-going
- Working Group with Ministry of Education established
- Implementation of Plan drafted
- National Breastfeeding Committee re-established and policy framework updated and approved in December 2016
- BBI re-certification awarded December 2017
- Outreach to primary school students initiated
- Tax on sugar sweetened beverages introduced in September 2015

Progress and
Achievements
made

- Generally, the environment is unsupportive of actions to reduce childhood obesity
- Identifying best mechanism for working with the education sector
- Lack of sufficient human & financial resources

Gaps and Challenges

- Identify a willing partner/advocate in the Ministry of Education
- Capitalise on existing resources and programmes e.g.: fruit & water days, BDS Lecture series
- There are some things that do not require money, e.g. policies etc.

Lessons Learnt



**Barbados Childhood Obesity
Prevention Program**

'Chopp Bad Habits'

**Ministry Of Health
&
Ministry Of Education,
Innovation, Science
And Technology**

- **Multi-sectoral Plan-** MOE, MOH, Civil Society are the principal Facilitators
- Roles of IMC and MSTF to be further clarified
- **Monitoring and Evaluation-** progress will be evaluated every 2 years

Summary

■ Front of Package Obesity Project

Creation of a voluntary
standard for front-of packaging
labeling for foods in Barbados
which outline :

‘High levels’ in sugar, fat ,sugar
and total calories.

Next steps

STOP



www.facebook.com/montereybayholistic

Childhood Obesity

Educate Our Youth!

Thank you!