

A close-up photograph of a group of African school children, likely from Kenya, wearing uniforms and smiling. The children are of various ages, and the focus is on their faces and expressions. The background is slightly blurred, showing more children and a hint of an outdoor setting.

The HCC Regional CSO Response to Childhood Obesity

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CIVIL SOCIETY ACTION PLAN 2017-2021

PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN



**Roadmap for
CSO Action**
to tackle childhood
overweight and
obesity through the
life-course

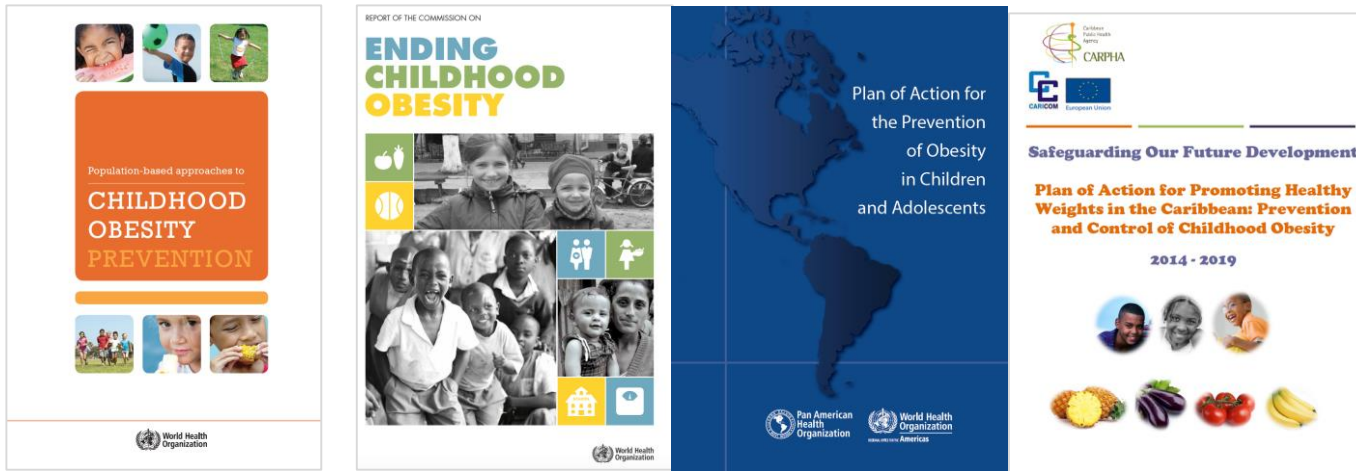


National Policies

- Fiscal Policies – 3/20 (SSB Taxes in Barbados, Dominica, Bermuda)
- School Policies banning SSBs in schools -3/20 (Bermuda, Bahamas, Trinidad & Tobago – Jamaica 2019)
- Marketing Regulation/ Mandatory Front of Pack Nutrition Labeling – 0/20
- Multiple countries have Nutrition Guidelines & Policies/ Healthy Schools Policies
- 6 Active National NCD Commissions or equivalents to accelerate NCD policy
- *Plans to tax SSBs and introduce SSB School bans - Antigua & Barbuda/ Jamaica*



Main Frameworks for Action



- National childhood obesity action plans
- Global, regional and national good practices



PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

SEVEN PRIORITY AREAS FOR ACTION



Trade and fiscal policies



Nutrition literacy



Early childhood nutrition



Marketing of healthy and unhealthy foods and beverages to children



School- and community-based interventions



Resource mobilisation



Strategic planning, monitoring, and evaluation



CIVIL SOCIETY ACTION PLAN 2017-2021

PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

Enabling Caribbean civil society's
contribution to national and regional
action for healthier, happier children.



KEY POLICY ASKS

1

Taxation of
unhealthy foods
and beverages



PRIORITY AREA
Trade and fiscal
policies

2

Mandatory
Front-of-Package
Nutrition Labelling



PRIORITY AREA
Nutrition literacy

3

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



PRIORITY AREA
Early childhood nutrition

4

Banning the marketing
of unhealthy foods and
beverages to children



PRIORITY AREA
Marketing of healthy and unhealthy
foods and beverages to children

5

Banning the sale and marketing
of unhealthy foods and beverages in schools

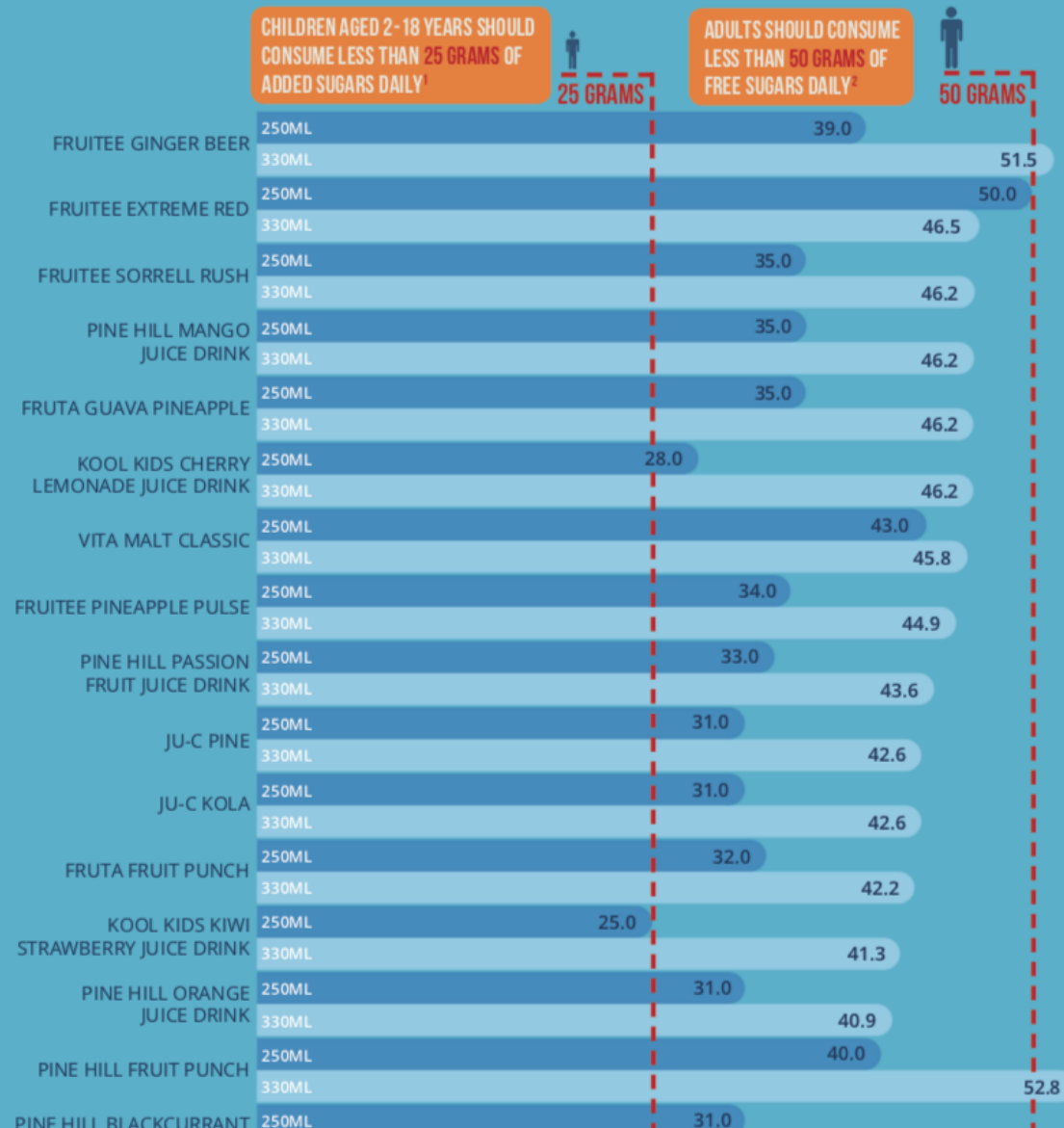
Mandatory physical activity in schools



PRIORITY AREA
School- and community-based interventions

THE FOLLOWING SHOWS THE SUGAR CONTENT IN GRAMS PER SERVING & PER 330ML SERVING FOR SUGAR SWEETENED DRINKS SOLD IN BARBADOS

BARBADOS





PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

Enabling Caribbean civil society's contribution to national and regional action for healthier, happier children.

Saint Lucia

Population
2017
178 844

World Bank Income Level
2017 Revision
Upper Middle Income

Estimated Cumulative Cost
of Obesity 2017-2025 (US\$M)
152.8



1/3 Caribbean Children
is **OVERWEIGHT or OBESE**

Childhood obesity* (based on the WHO definition) exceeds 10% in 7 of 11 CARICOM countries with data.

Obesity in childhood is linked to high blood pressure, type II diabetes, and low self esteem

Childhood obesity tracks into adulthood increasing the likelihood of developing NCDs

Caribbean Policy Environment		
Fiscal Policies	2/20	SSB Taxes in Barbados & Dominica
School Policies banning SSBs in schools	2/20	Bermuda and Trinidad & Tobago
Marketing Regulation/ Mandatory Front of Pack Nutrition Labeling	0/20	
Nutrition Guidelines & Policies/ Healthy Schools Policies		Multiple countries

*CARICOM Childhood Obesity Prevention action frameworks:
1. HCC Civil Society Action Plan 2017-2021: Preventing Childhood Obesity in the Caribbean
2. CARPHA Plan of Action for promoting healthy weights in the Caribbean: Prevention and control of childhood obesity 2014-2019
3. CARPHA 6-point policy package
4. PAHO Plan of Action for the prevention of obesity in children and adolescents 2014-2019

Saint Lucia | March 2018

OBESITY AND OVERWEIGHT AMONG CHILDREN

2016

Childhood levels of OVERWEIGHT or OBESE	
AGE	BOTH SEXES
5 to 9	26.1%
10 to 19	22.3%

Childhood levels of OBESITY	
AGE	BOTH SEXES
5 to 9	11.5%
10 to 19	7.6%

23.4%
BOTH SEXES
AGE: 5 to 19

8.8%
BOTH SEXES
AGE: 5 to 19



RISK FACTOR STATUS

Insufficient activity
2010

AGE	MALE	FEMALE
11 to 17	83.8%	85.5%

84.8%
BOTH SEXES
AGE: 11 to 17



BOTH SEXES

Attendance at physical education (PE) class on >= 3 days/week during the school year	No data
Students who spent three or more hours per day during a typical or usual day doing sitting activities	47.7%
Soft drink consumption STUDENTS (13-15 years) who usually drank carbonated soft drinks one or more times per day during the past 30 days (%)	No data
Infant breastfeeding	No data

ADULT OVERWEIGHT AND OBESITY PREVALENCE

2016

Age-standardized prevalence of OVERWEIGHT and OBESITY

MALE	FEMALE
39.3%	56.3%

Age-standardized prevalence of OBESITY

MALE	FEMALE
12%	27%

48.1%
BOTH SEXES



19.7%
BOTH SEXES



Low fruit and vegetable consumption

88.3%

References:

1. WHO: <http://www.worldometers.info>
2. United Nations, World Population Prospects, 2017 revision
3. Global, regional and national prevalence of overweight and obesity in children and adults 1980-2013: A systematic analysis Lancet. 2014 Aug 30; 384(9945): 766-781.
4. Global Health Observatory data repository
5. Global school based student health survey (Results for students aged 13-15 years)
6. World Health Organization - NCD Progress Monitor, 2017.
7. World Obesity Federation: <http://www.obesityday.worldobesity.org/ourdata2017> http://docs.wixstatic.com/ugd/6599c5_2a8fa0968ef4854b741399abb3078c0.pdf?index=true
8. El estado de las guías alimentarias basadas en alimentos en América Latina y el Caribe: 21 años después de la Conferencia Internacional sobre Nutrición
9. Risk factor surveys of individual CARICOM countries. STEPS surveys were used for all countries except Barbados where HOTN was used and Jamaica where Jamaica Health and Lifestyle survey 2008 was used.

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CHILDHOOD OBESITY PREVENTION SCORECARD (COPS)

WHO Recommends a comprehensive approach to prevention including implementation of key policies including: Taxation of SSBs; Regulation of Marketing to Children; Mandatory Front of Package Nutritional Labelling; and School Policies. The HCC CSAP Childhood Obesity Prevention Scorecard (COPS) has 12 indicators to measure a country's response to this emerging crisis.

● Not implemented/Absent ● Partially implemented/Under development ● Implemented/Present

1	Nation policy, strategic plan or action plan on (childhood) obesity prevention
2	Mandatory front-of-package nutrition labelling
3	Mandatory nutrition guidelines for schools
4	Regulation banning the sale and marketing of SSBs and/or all EDNP foods in and around government schools and provision of free drinking water.
5	Regulation banning the marketing of unhealthy foods and beverages to children
6	Ban on Trans Fats (Legislative limit on trans fat)
7	Taxes on Sugary Drinks (sugar sweetened beverages - SSBs)
8	Taxes on Energy Dense Nutrient Poor (EDNP) foods / unhealthy foods.
9	Subsidies on local fruits and vegetables
10	Implementation of the Baby Friendly Hospital Initiative (BFHI)
11	Implementation of the International Code of Marketing of Breast-milk Substitutes
12	Mandatory national policy on the provision of quality, inclusive, physical education curricula in primary and secondary schools for all boys and girls calling for at least 60 minutes of physical activity daily.

PRIORITIES AREAS



Link to the real time COPS webpage on the HCC website at:
www.healthycaribbean.org/cops/
You will find resources such as policy documents for countries reporting progress



My Healthy Caribbean School Initiative

My Healthy Caribbean Schools (MHCS) is an initiative of the HCC which provides students, teachers and parents with the opportunity to monitor the school environment with a focus on nutrition and physical activity.

MHCS empowers communities by providing them with the tools to: learn more about what a healthy school is; rate their local schools performance; and take steps to work together with students, parents, school administrators, and Ministries of Education to make their schools healthier.

Check out My Healthy Caribbean Schools Below.



How does your school stack up?

Country School

How are you associated with the school?

☒ Student ☐ Teacher ☐ Parent ☐ Family Member ☐ Other

How old are you? ☒ 3-5 ☐ 5-10 ☐ 11-13 ☐ 14-18 ☐ 18+

What is your gender? ☒ Male ☐ Female








	Yes	No	Don't know
Does your school have a healthy school policy?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can you buy sugar-sweetened beverages (SSBs) (sugary drinks such as soft drinks, juices with added sugar, energy drinks, flavoured milks) at your school?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



CHILDHOOD OBESITY PREVENTION SCORECARD (COPS)

WHO Recommends a comprehensive approach to prevention including implementation of key policies including: Taxation of SSBs; Regulation of Marketing to Children; Mandatory Front of Package Nutritional Labelling; and School Policies. The HCC CSAP Childhood Obesity Prevention Scorecard (COPS) has 14 indicators to measure a country's response to this emerging crisis.

● Not implemented/Absent ● Partially implemented/Under development ● Implemented/Present

	1 National NCD Commission or Equivalent	●
	2 Active HCC COP Initiative (to be completed online only)	●
	3 Nation policy, strategic plan or action plan on obesity	●
	4 Mandatory front-of-package nutrition labelling regulation	●
	5 Nutrition policy or guidelines for all schools	●
	6 Regulation banning the sale and marketing of SSBs and or all EDNP foods in and around all schools and provision of free drinking water	●
	7 Regulation banning the marketing of unhealthy foods to children	●
	8 Regulation banning trans fats (legislative limit on trans fat)	●
	9 Taxes on Sugary Drinks (sugar sweetened beverages - SSBs)	●
	10 Taxes on Energy Dense Nutrient Poor (EDNP) foods / unhealthy foods.	●
	11 Subsidies on local fruits and vegetables	●
	12 Implementation of the Baby Friendly Hospital Initiative (BFHI) in at least one local health facility	●
	13 Legislation/regulations fully implementing the International Code of Marketing of Breast-milk substitutes	●
	14 Mandatory physical education in all government schools	●

For more details please see the COPS online database

PRIORITIES AREAS

 Trade and fiscal policies	 Nutrition literacy	 Early childhood nutrition	 Marketing of healthy and unhealthy foods and beverages to children	 School- and community-based interventions	 Resource mobilisation	 Strategic planning, monitoring, and evaluation
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The Heart Foundation of Jamaica

Flavoured water
9 teaspoons of sugar



ARE YOU DRINKING YOURSELF SICK?

You are probably having sweet drinks that equal more than 50 teaspoons of sugar a day.

This may bring on obesity which could lead to type 2 diabetes, heart disease or even some cancers.

Drink water instead!







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[www.moh.gov.jm](#)
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[www.heartfoundationja.org](#)
[@heartfoundationja](#)

[www.jamaicamoves.com](#)
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JAMAICANS SUPPORT A TAX ON SUGARY DRINKS

A new public opinion survey commissioned by the Heart Foundation of Jamaica, found that Jamaicans are concerned about chronic diseases, particularly diabetes and childhood obesity.

Approximately two thirds (64%) support a tax on sugary drinks, making it easier for parents to make healthy choices.

Nine in ten Jamaicans believe that the Government should act quickly to solve the problem of obesity. It's time to act now.

<p>Liquid Sugar Consumption: Major Cause of Disease and Death</p> <p>Drinking just one sugary drink a day increases the likelihood of being overweight by 52% for adults and 27% for children.^{1,2}</p> 	<p>Consumption of sugary drinks</p> <p>51% of children who consume sugary drinks multiple times daily, consume 3-5 servings³ or more at least once a day.</p> 	<p>Jamaicans very concerned about the health effects of sugary drinks</p> <p>80% of Jamaican parents (of children under 18) are concerned about the effects of sugary drinks on their children's health.</p> 
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YOUR CHILDREN COULD BE DRINKING THEMSELVES SICK. Drink water instead!



3rd UN High Level Meeting on NCDs

Heads Endorsed: *'...implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling;...'*

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.



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

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

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

 #enoughncds #caricomwalkthetalkhim3



Thank you

