

Advocacy for Healthy School Environments: Insights from Jamaica

GLOBAL HEALTH ADVOCACY PROJECT

Nothing sweeter than a healthy lifestyle

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Heart Foundation of Jamaica



BACKGROUND HFJ

- Formed, as a non-governmental, non-profit organization (NGO), in 1971 by the Lions Club of Kingston.
- Member of the InterAmerican Heart Foundation, the Framework Convention Alliance, the Healthy Caribbean Coalition and the World Heart Federation



BACKGROUND HFJ

Vision

Jamaicans to have a longer and better quality of life through the prevention and control of cardiovascular disease.

Mission

Promote a healthy lifestyle leading to the prevention of cardiovascular disease

Promoting Heart Health in Jamaica through:

- Screening
- Advanced Cardiac Services
- Health Education and Training
- **Health Promotion and Advocacy**



PROGRAMMES AND SERVICES

- Medical Services
- Pharmacy
- Biomedical Laboratory
- Emergency Cardiac Care programme
 - ✓ National Resuscitation Council of Jamaica
 - ✓ American Heart Association
- Tobacco Control
 - ✓ Jamaica Coalition for Tobacco Control
- Schools Health Education Programme
- Obesity Prevention
 - ✓ HCC/HFJ Childhood Obesity Prevention Project
 - ✓ Global Health Advocacy Project



GLOBAL HEALTH ADVOCACY PROJECT

- Building public awareness and promoting policy change amongst decision makers in regards to the role of proper nutrition in enhancing the development of a healthy and productive country in keeping with Jamaica's Vision 2030 goal of “building a healthy and stable population”.





PROJECT OBJECTIVES

1. Raise public awareness of the health impact of sugar consumption and build public support for sugar sweetened tax (SSB) via public education campaigns
2. Build support of policymakers and other key stakeholders in support of sugar sweetened tax and other policy priorities
3. Form a Coalition of key organizations...
4. Counter industry opposition...
5. Develop, implement timely mass media campaign(s)..



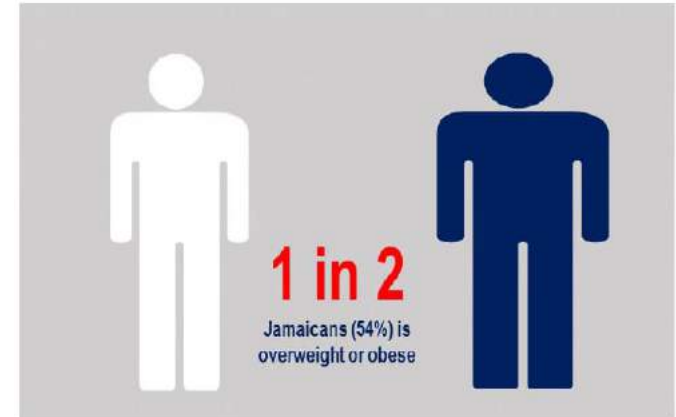
JAMAICAN REALITY

- One in two (54%) of Jamaicans aged 15 and over are overweight/obese. ¹
- 1 in 3 Jamaicans aged 15 and older has hypertension and 1 in 8 has diabetes ²
- Rates of obesity among children aged 13-15 has increased by almost 70% in the past 7 years
- More than two thirds of students (13-17) drink carbonated soft drinks one or more times per day. ³

Source:

1& 2 Jamaica Health & Lifestyle Survey III

3 National Council on Drug Abuse. 2017. Global School-based Student Health Survey



POLICY PRIORITIES

1. Sugary drinks tax
2. Front of package labelling
3. Marketing of sugary drinks to children
4. Support for healthy food in schools



PARTNERING ACTIVITIES

- Ministry of Health Jamaica Moves
- Advocacy- other NGOs, Faith based, Civil Society, Schools, government
- Caribbean Institute of Health Research (CAIHR)
- National Food Industry Task Force (MOH)
 1. Product reformulation
 2. Food marketing
 3. Food labeling
 4. Communication & advocacy



Ministry of Health Jamaica Moves

- **Co-branding**
- **Settings approach**
 - Jamaica Moves in Schools
 - 100 pilot schools
 - Age appropriate health screening
 - Physical activity
 - Healthy nutrition
 - Jamaica Moves in Communities and Workplaces



ADVOCACY

- Sensitization meetings with civic groups, adolescent groups, faith based organizations, ministries, departments and agencies and NGOs - **89**
 - Sensitization meetings with MPs, ministries, departments and agencies – 3
 - National Food Industry Task Force meetings – 6
 - Major launch meetings – 5
 - Sensitization meetings with NGOs/FBOs, Children's NGOs, Consumer groups – 8
 - Community group & other health fairs, OBs and other events – 19
 - Symposiums & conferences – 12
 - Journalism Training – 2 sessions
 - MOH meetings and Jamaica Moves events – 16
 - Schools, colleges and adolescent groups – 18



ADVOCACY

- Media and social media coverage
- Dissemination of key fact sheets, documents and display at meetings



Key messages

Our children have a right to be healthy

Read your labels

How much sugar?

Healthy alternatives –Drink Water Instead

Self efficacy

Moderation/portion sizes

Policy for sustainable gains



MASS MEDIA CAMPAIGN GOALS/OBJECTIVES

Phase 1 – Stage Setting	Phase 2 – Amplifying the Message
1. Communicate how harmful sugary drinks can be.	1. Increase awareness of the harms of sugary drinks.
2. Illustrate how many teaspoons of sugar is present in common drinks.	2. Build self efficacy to change consumption of sugary drinks.
3. Emphasize that water is a healthier option.	3. Promote water consumption and physical activity.



MASS MEDIA CAMPAIGN

Phase 1 – Journey/Rosie

November 2017

Sweet drinks for the day
equal more than
50 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!



@heartfoundationja @themohgovjm @jamaica_moves

Sodas
20 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!

www.heartfoundationja.org @heartfoundationja
www.moh.gov.jm @themohgovjm
www.jamaimoves.com @jamaica_moves





Phase 2 – Dad Knows Best February 2018



Phase 3 campaign

“Cut out those sugary drinks”

"JUST ONE SUGARY DRINK A DAY,
that can't be so bad, right?"



But week after week, year after year, the effects of all that sugar add up.
Sugary drinks can destroy your children's teeth by causing painful tooth decay.
And could bring on obesity which could lead to Type 2 diabetes, heart disease and even some cancers.
Sugary drinks are high in empty calories and have no or low nutritional value.
Are your children drinking themselves sick?
Cut out those sugary drinks at home and at school.
Drink Water Instead!



"JUST ONE SUGARY DRINK A DAY,
that can't be so bad, right?"



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Drink Water Instead!



Health NGO support to date....

1. Association of Anaesthetists in Jamaica, AAJ
2. Association of Consultant Physicians of Jamaica, ACPJ
3. Association of General Practitioners of Jamaica, AGPJ
4. Association of West Indian Gastroenterologists, AWIG
5. Caribbean Cardiac Society, CCS
6. Caribbean College of Family Physicians – Jamaica Chapter, CCFP
7. Caribbean Institute for Strategic Planning and Research in Oral Health , CISPROH
8. **Healthy Caribbean Coalition, HCC**
9. Heart Foundation of Jamaica, HFJ
10. Jamaica Association for Health Education and Promotion, JAHEP
11. Jamaica Association of Professionals in Nutrition and Dietetics, JAPINAD
12. Jamaica Association of Public Dental Surgeons, JAPDENS
13. Jamaica Cancer Society, JCS
14. Jamaica Dental Association, JDA
15. Jamaica Emergency Medicine Association, JEMA
16. Medical Association of Jamaica, MAJ
17. Nurses Association of Jamaica, NAJ
18. Paediatric Association of Jamaica, PAJ



NEWSPAPER ADS - COALITION SUPORT

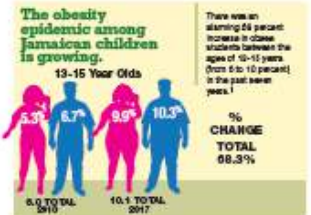
Support for restriction of sugary drinks in Jamaican schools

An open letter to the Government of Jamaica

As leading organizations committed to public health in Jamaica, we strongly support the recent decision by the Ministry of Health and the Ministry of Education, Youth and Information to restrict sugary drinks in schools and health facilities in January 2019. This is an important measure to fight the growing obesity rates in Jamaica.

We congratulate the Government of Jamaica on efforts to strengthen the policy framework to address obesity and non-communicable diseases (NCDs). We also support the further development and enforcement of an evidence based nutrition guideline, limiting unhealthy foods and drinks in the school setting, especially one that restricts unhealthy sugary drinks. We are also encouraged to see that some manufacturers have taken steps to reformulate their products by reducing sugar content.

The evidence is clear that excess sugar intake causes increased risk of diabetes, liver and kidney damage, heart disease and nutrition-related cancers. We need to turn the tide on the growing obesity epidemic in Jamaica, especially in our children.



At the same time, over two-thirds of Jamaica teenagers (ages 15-17 years) consume one or more carbonated soft drinks per day. This is especially troublesome since excess sugar intake is especially harmful in liquid form¹. Drinking just one sugary drink a day increases the likelihood of being overweight by 55% for children².

Obesity-related non-communicable diseases are a top health concern for Jamaicans.

A recent survey found that Jamaicans are very concerned about the health effects of sugary drinks on their children and their own health³. Families and communities have reason to be concerned and demand better options for their children.

It is vital to protect our children's health and to create healthier school environments.

As a place where children spend the majority of their days, schools must provide a healthy environment for children's minds and bodies. Easy access to unhealthy foods in and near schools, along with aggressive marketing of those foods, leads to higher consumption of unhealthy foods.^{4,5}

Schools that have restricted the sale of highly processed food and sugary drinks have improved food environments and healthier students.

This has been shown to be effective in several countries and cities around the world. In the Caribbean, both Trinidad & Tobago and Bermuda have recently taken steps to restrict sugary drinks in schools with the expressed intent to reduce obesity rates.

Every child has a right to be healthy. As a country, we must work to ensure that children have nutritious foods and information to keep them healthy.

Tackling obesity and its related diseases require a comprehensive suite of measures inclusive of policy solutions. Restricting sugary drinks from school settings is a necessary and critical step in the right direction to creating a healthier food environment. Once again, we thank the government of Jamaica for putting our children first. They are the future of this country and their health is our top priority.

We stand committed to support the government in the development and implementation of the forthcoming school nutrition policy.

- Association of Paediatricians in Jamaica, AAPJ
- Association of General Practitioners of Jamaica, AGPJ
- Association of West Indian Gastroenterologists, AWIG
- Caribbean College of Family Physicians - Jamaica Chapter, CCJP
- Healthy Children Coalition, HCC
- Heart Foundation of Jamaica, HFJ
- Jamaica Association for Health Sciences and Prevention, JAHP
- Jamaica Association of Professionals in Nutrition and Dietetics, JAPND
- Jamaica Cancer Society, JCS
- Jamaica Dental Association, JDA
- Jamaica Emergency Medicine Association, JEMA
- Medical Association of Jamaica, MAJ
- Nurses Association of Jamaica, NAJ
- Pediatric Association of Jamaica, PAJ

CONCERN ABOUT THE OBESITY EPIDEMIC IN JAMAICA.

An open letter to the Government of Jamaica.

We, the undersigned organizations dedicated to public health, raise our voices to fight the growing obesity epidemic in Jamaica.

As the next step towards protecting the health of Jamaicans, we strongly encourage the Government of Jamaica to consider introducing a tax on sugary drinks as a measure to reduce the unnecessary burden of healthcare and lifestyle costs associated with obesity and related non-communicable diseases (NCDs) and their deadly toll on the Jamaican population.

Excess sugar consumption, particularly in liquid form, is a major cause of obesity and its related diseases¹. These findings have led global health experts like the World Health Organization (WHO) to recommend a sugary drinks tax of at least 20 percent. Such a tax would increase public awareness of the health harms of sugary drinks and incentivize the beverage industry to reformulate their products and market healthier beverages.



NEWSPAPER ADS





www.moh.gov.jm
@moh.gov.jm

www.heartfoundationja.org
@heartfoundationja

www.jamaicamoves.com
@jamaica_moves



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.

Liquid Sugar Consumption: Major Cause of Disease and Death

Drinking just one sugary drink a day increases the likelihood of being overweight by **52%** for adults and **27%** for children.^{1,2}



Consumption of sugary drinks

51% of children who consume sugary drinks multiple times daily, consume 3-5 servings³ or more at least once a day.



Jamaicans very concerned about the health effects of sugary drinks

80% of Jamaican parents (of children under 16) are concerned about the effects of sugary drinks on their children's health.



YOUR CHILDREN COULD BE DRINKING THEMSELVES SICK. Drink water instead!

OUR CHILDREN ARE SWEET ENOUGH!

Just **ONE** sugary drink often has more sugar than your child should have in one day

- The recommended daily allowance of added sugar intake for children (2-18 years) is **less than 8 teaspoons**.^{1,2}
- Children under 2 years should have **no added sugar**.

4 GLASS CARBONATED + 3 TEASPOONS SUGAR










Average sugar content in these Sugar Sweetened Beverages (SSB)

500 BOTTLE SODA	500 BOTTLE DRINK	500 BOTTLE FRUIT	500 BOTTLE WATER	500 BOTTLE WATER	500 BOTTLE WATER
1000ml	1000ml	1000ml	1000ml	1000ml	1000ml
25 - 30 teaspoons	12 - 15 teaspoons	5 - 8 teaspoons	0 - 1 teaspoons	0 - 1 teaspoons	0 - 1 teaspoons
10-12g/100ml	12-15g/100ml	5-8g/100ml	0-1g/100ml	0-1g/100ml	0-1g/100ml

ALWAYS READ YOUR LABELS!

ARE YOUR CHILDREN DRINKING THEMSELVES SICK? Drink Water Instead!

Supported by the following organizations:

- Association of Accountants in Jamaica, AAJ
- Association of Consultant Physicians of Jamaica, ACPJ
- Association of General Practitioners of Jamaica, AGP
- Association of Medical Officers of Health, AMOH
- College of Physicians of Jamaica, CPJ
- College of Physicians, CJP

- Healthy Caribbean Coalition, HCC
- Heart Foundation of Jamaica, HFJ
- Jamaica Association for Health Education and Promotion, JAHEP
- Jamaica Association of Professionals in Health and Nutrition, JAPHN

- Jamaica Cancer Society, JCS
- Jamaica Dental Association, JDA
- Jamaica Emergency Medicine Association, JEMA
- Medical Association of Jamaica, MAJ
- Nurses Association of Jamaica, NAJ
- Podiatric Association of Jamaica, PAJ

References:
1. Adult Sugar and Cardiovascular Disease Risk in Children
2. Pediatric Diabetes Mellitus: Aetiology, Pathogenesis, and Management
3. WHO guideline on sugar intake in children




Materials produced

Fighting Childhood Obesity with Healthy School Food Environments

The global crisis of childhood obesity

- Globally, obesity and overweight affect over 220 million children between the ages of 5 and 18; in 10 years, that's projected to rise to nearly 270 million.^{1,2}
- The obesity rate among Jamaican children aged 13-15 years has increased by 68.3% over the period 2010-2017 with the rate in boys almost doubling (94% increase) and rate in the girls increasing by 47%.³

Childhood obesity and sugary drink consumption

- Excess calories from sugar-sweetened beverages (SSBs) are a significant contributor to the global rise in obesity and diabetes. SSBs are a leading risk factor for many non-communicable diseases (NCDs) especially obesity, type II diabetes, heart disease and tooth decay.
- More than two thirds of Jamaican teens (13-17) consume can bonated soft drinks one or more times per day.³ Drinking just one sugary drink a day increases the likelihood of being overweight by 55% for children.⁴

Obesity causes many health problems for children

- Obesity increases the risk of depression, anxiety, low self-esteem, peer bullying, eating disorders, and poor school performance.^{5,6} Obesity in childhood often follows kids into adolescence and adulthood,^{6,7} meaning their future is more likely to include diabetes, heart disease, and cancer.^{8,9}

Obesity and an unhealthy school environment

- Schools are meant to provide a healthy environment for children's minds and bodies. Children spend many hours at school and eat a large portion of their meals there. Schools are also an important source of food via school meal programs, particularly for low-income children.
- Providing and promoting unhealthy foods within and around schools contributes to poor nutrition and childhood obesity.¹⁰
- Unhealthy school food environments prevent children from making good eating decisions and learning healthy food habits.¹¹ Easy access to unhealthy foods in and around schools, along with aggressive marketing for those foods, correlates with students consuming more of those unhealthy foods.^{11,14}



BLUEPRINT FOR A HEALTHY SCHOOL FOOD ENVIRONMENT

Healthy school food environments need strong, effective policies; components should include:

- High standards for school meal programs.** Evidence-based standards for healthy school meals limiting unhealthy foods while promoting inclusion of nutritious foods can improve children's diet within and outside of schools.¹⁵
- Restrict the sale of junk food and sugary drinks in schools.** A policy in Boston, Massachusetts that banned all sugary drink sales in public schools led to a significant reduction in students' total consumption of sugary drinks,¹⁶ and the state's 2012 implementation of nutrition standards for competitive foods sold in schools statewide has also been associated with significant decreases in students' sugar consumption, both during and after school.¹⁷
- Restrictions on marketing of unhealthy foods on school grounds.** Promotion of unhealthy foods and beverages on school grounds through direct advertising, event branding and sponsorship, contractual vending and food service agreements reinforces unhealthy choices, undermines messages to students about healthy eating,^{18,19} and encourages a future generation of consumers loyal to unhealthy food and beverage brands.^{21,22} Chile, Poland, Spain, Uruguay and certain municipalities in Brazil have successfully implemented restrictions on marketing and promotion of products that do not meet nutrition standards for pre-schools and primary and secondary schools.^{23,24}
- Limits on sales and marketing of unhealthy foods and drinks near schools.** A study in Baltimore, Maryland showed that less exposure to unhealthy foods within proximity to schools reduces weight gain,²⁵ while a survey of food vendors within 100 meters of elementary schools in Mexico

found that children attending schools with the highest concentration of mobile food vendors had higher body mass index.²⁶

- Access to healthy alternatives.** Nutritious food should be made available on or near school grounds to keep healthy diets and send messages about healthy eating. Providing access to safe and fresh drinking water reduces consumption of sugary drinks while increasing water consumption. A study of over 1 million students in New York City showed that the installation of "water jets" in school cafeterias was associated with a significant reduction in students' likelihood of being overweight.²⁸



SNAPSHOT: SCHOOL FOOD POLICIES IN JAMAICA

- Jamaica's School Feeding Programme (SFP) is a social support system that provides breakfast and lunch in some of the nation's schools,²⁹ gained towards supporting students from low-income households. The food products are produced and distributed by Nutrition Products Limited (NPL) and are limited to baked goods and "sachets of milk/juice."
- There is no established school food policy guiding what school administrators provide as meal options for students.
- The Food and Nutrition Security Policy 2013 calls for a more holistic policy for schools' nutrition environments, including through curricula, national guidelines for the preparation and sale of food, initiatives to increase the amount of local food products provided in schools, marketing campaigns, recruitment of qualified nutrition officers, and more.³⁰
- The Ministry of Education, Youth and Information and the Ministry of Health are working on a National School Nutrition Policy which will guide food and beverage offered in the school environment including the provisions by the government through Nutrition Products Limited. Effective January 2019, the government of Jamaica will implement a policy to restrict certain types of sugary drinks in schools,²⁸ which will be guided by interim guidelines for beverages in schools.

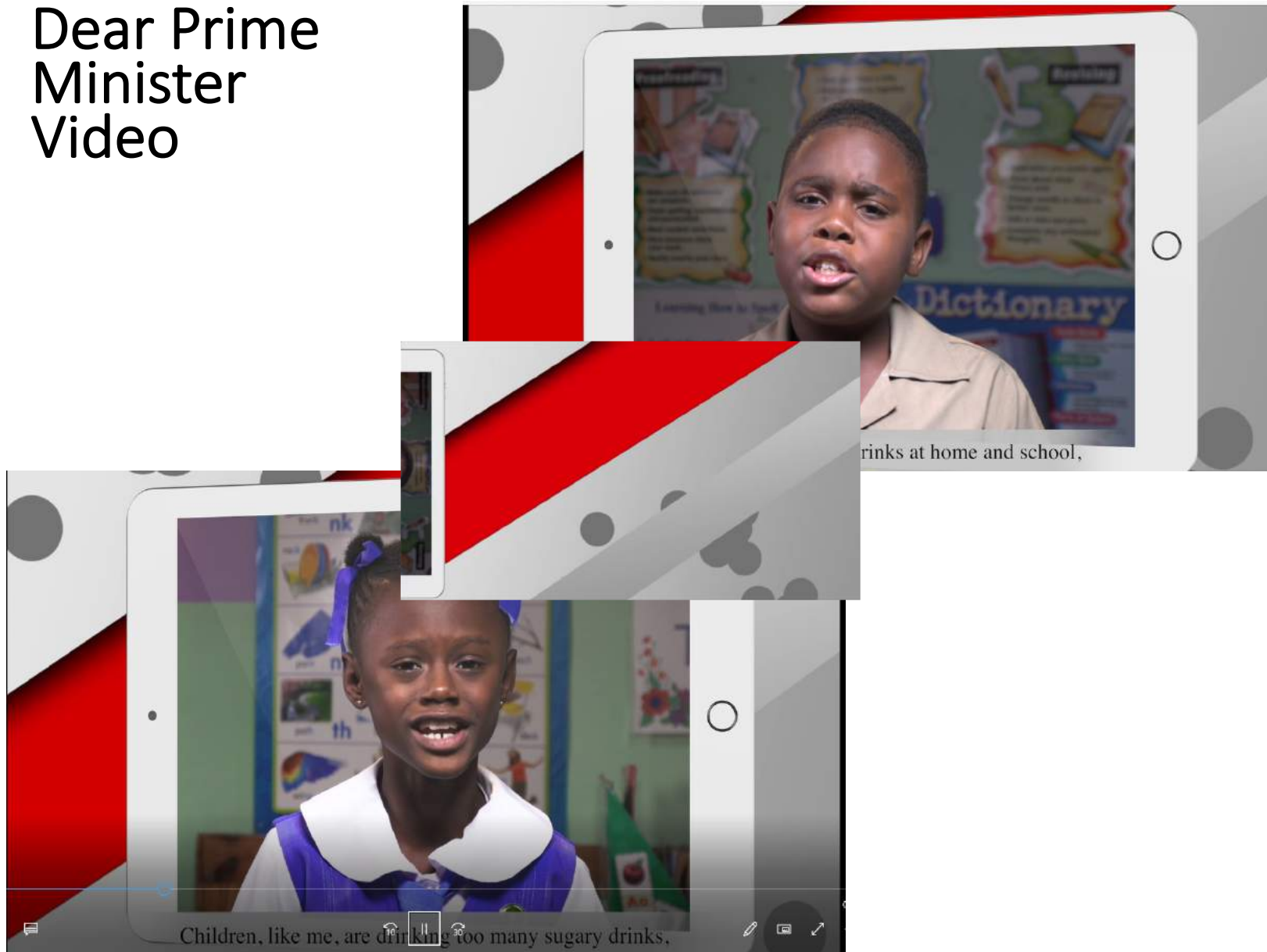
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Dear Prime Minister Video



World Obesity Day Newspaper wrap (Gleaner & Observer)

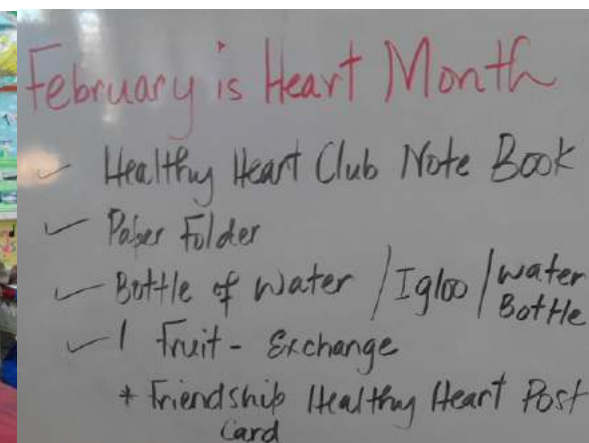


SCHOOLS HEALTH EDUCATION PROGRAMME

“Healthy Heart Clubs”

9 SCHOOLS

- Making Health Food Choices
- Physical Activity Day
- Water Day/Fruit Day
- Poems and activity sheets



Regional collaboration

- HCC CALL TO ACTION - Childhood obesity petition
- COP/CTA document for UNHLM3
- Information sharing
- Children's Letter to Prime Minister
- Social media sharing
- News roundup
- Capacity Building
- Research (CAIHR)
- **HCC CHILDHOOD OBESITY PREVENTION PROJECT**





HCC/HFJ CHILDHOOD OBESITY PREVENTION PROJECT

The data showed that there was a marked decrease in consumption of SSBs and considerable increase the consumption of water at the schools



GENERAL SUCCESS FACTORS

- Multi- stakeholder involvement (government, NGO's, National Food Industry Task Force, Faith based organizations)
- Cobranding with MOH and Jamaica Moves
- Hiring competent staff
- Mapping of NGO partners since the beginning of the project
- Sponsorship of targeted activities to build partnerships
- Ongoing social media and media coverage- almost 4 million interactions during the life of the project
- Targeted mass media campaign



ACHIEVEMENTS

- Overwhelming public support; obesity is gaining traction as a public health threat
- Numerous presentations and capacity building events island wide (80 +) at public entities, FBOs, Civic Groups, schools, adolescent groups
- Technical assistance offered to the MOH & MOE. Worked with the MOH – restrictions of SSBs in schools in Jan. 2019, school nutrition policy
- Ministers of Health, other key players in support of SSB tax
- Continued support for mandatory front of package nutrition labelling through the National Food Industry Task Force



ACHIEVEMENTS

- Worked with the MOH to support and advocate plans to restrict certain SSBs in schools via School Nutrition Policy in Jan. 2019

Prohibited	Permitted	Implementation schedule (maximum)
X Sugar-sweetened beverages- E.g. carbonated beverages (such as regular soda), fruit drinks, sports drinks, energy drinks, sweetened waters, and coffee and tea beverages that are above the maximum sugar concentration as set out in the implementation	<ul style="list-style-type: none">✓ Plain water✓ Unsweetened flavoured and infused water✓ Unsweetened juices✓ Unsweetened coconut water✓ Unsweetened milk or milk products✓ Unsweetened milk substitutes and milk substitute products✓ Sweetened beverages (including flavoured and infused water) at or below the maximum sugar concentration as set out in the implementation schedule	Maximum 6g/100ml - Jan. 1, 2019 Maximum 5g/100ml - Jan. 1, 2020 Maximum 4g/100ml - Jan. 1, 2021 Maximum 2.5g/100ml - Jan. 1, 2023

Reformulation.....

LASCO
Among the
LOWEST
in sugar content

Product	Sugar Content (g)
LaSoy	Only 12g
LaSoy	Only 16g
LaSoy	Only 11g
Flavoured Water	Only 12g
X-Cool	Only 21-23g
Drinks	Only 14g
KORICA	Only 26g

LASCO has a Healthy Commitment to Quality and Taste
That is why we have partnered with the world's foremost food science companies to develop nutritional food and beverages. Affordable products that add nutrition to your individual diets, and fun products to be enjoyed in moderation.

LASCO Manufacturing

Grace
Healthier
MADE EASIER
JUST FOR YOU

Choose from our range of healthier options and enjoy meals that are great tasting and good for you too.

Product	Health Benefit
Grace	REDUCED SUGAR
Grace	LOW SODIUM, NO ADDED MSG
Grace	DAIRY & GLUTEN FREE
Grace	REDUCED SODIUM
Grace	RICH IN OMEGA 3, CALCIUM, HIGH PROTEIN
Grace	OMEGA 3, HIGH PROTEIN
Grace	GLUTEN FREE
Grace	HIGH FIBRE, HEART HEALTHY

Eat GOOD Live GREAT

Grace



POST-CAMPAIGN SURVEY

OVERVIEW

7 out of 10

Jamaicans attributed negative health impact to sugary drinks consumption.



Approximately

8 out of 10

78%

respondents are concerned about the effects of sugary drinks on their children's health.

Children had a higher access to sugary drinks at school as compared to homes or other places outside the home. Over half

54%

of respondents agreed that children had most of these drinks at school.

SURVEY RESULTS (POST-CAMPAIGN)

71%

Jamaicans support the imposition of a tax on sugary drinks as compared to

64%

in the pre-campaign period. This figure moves to

81%

if it included spending some of the revenue on programmes to reduce obesity, especially among children

83%

of respondents strongly support policies on the provision of healthy food and beverages in schools.

Over three quarters

78%

of respondents support prohibiting the sale of unhealthy food and drinks in school.



CHALLENGES

- Food industry push back
 - Aggressive pushback
 - Erroneous information shared
 - Umbrella groups and individuals
- Sued by Wisynco for placing in image of flavored water with the words 'CranWata' on HFJ's Instagram page and requested an injunction against the image being posted



CHALLENGES

- **Recent statement by Prof Errol Morrison's comments re sugary drinks, obesity and diabetes** - Prime Time News - October 3rd; BATV Business News- Oct 3rd ; Beyond the Headlines, RJR News – Oct 5th; Nationwide – Oct 5th



Wendy Birthwright
@wenbir

@TVJGM Dr. Morrison where does the other 50% go?????? Children need sugary drink because 50% go to the brain to help them think. What a flawed position.
[#sugarydrinks](#) @christufton @HMEReid

7:15 PM · Oct 3, 2018 from [Jamaica](#)

J.D. Wood | Sugar Lecture For Professor Errol Morrison

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Lessons learnt

- Concern for children impacted the support for the campaign
- Evidence base/research is critical to process
- The campaign has made remarkable traction in the public space. Public education (especially grass roots) is a key step in the overall goal of policy change for obesity prevention.
- Co-branding and endorsement of the Ministry of Health-Jamaica at all levels and this gave us very good support and coverage



Lessons learnt

- Support from local regional and international partners is critical- (e.g. Re legal challenge. Letters of support written by HCC, NCD Alliance, HLAC WHF, to the PM and Minister of Health. Letters printed in press)
- Collaborative efforts of regional NGOs in the COP fight is crucial- best practices can drive policy decisions
- Engaging the media and partnerships with other NGOs and key stakeholders is critical to advancing any national public health initiative



Next steps

- Support policies to improve the food environment for children
 - SSB tax
 - SSB restriction in schools January 2019
 - National school nutrition policy
 - Restrictions on marketing unhealthy drink and food to children
- Support FOP labeling
- Support Jamaica Moves in Schools
- Support COP efforts with regional partners and HCC



#AreYouDrinkingYourselfSick
#LessSugarMoreLife



THANK YOU

