BEYOND THE CALL TO ACTION EVENT
Towards School Policies in support of Childhood Obesity Prevention
November 20th 2018
Mission

“To promote and support heart health and reduce suffering and death from heart disease and stroke.”
Programmes

Cardiac Disease Prevention and Rehabilitation Programme (CDP&R)

• Through the AACVPR our CDP&R programme provides specific rehabilitation through regular prescribed and monitored exercise, dietary and psychological counselling and the education of persons who have had heart surgery, a heart attack, heart failure, a stroke or are at special risk of the foregoing.
Programmes

Emergency Cardiac Care Programme

• Under this programme the following AHA certified courses are taught:

  • Basic Cardiac Life Support (BLS)
  • Advanced Cardiac Life support (ACLS)
  • A Heart Saver First Aid
  • Paediatric Advanced Life Support (PALS).
Programmes

**YUTE Gym**

- The HSFB provides a programme designed to target childhood obesity. The programme is run weekly on a Saturday morning for children who have been referred by a healthcare professional.

- The programme centres around exercise and nutrition in a safe environment with monthly monitoring of weights, blood pressure and heart rate.

- The programme caters for children between the age of 8 and 19 years of age.
Global Health Advocacy Incubator (GHAI)
January 15th 2018 to December 31st 2018

Advocacy Campaign to Ban Selling and Promoting Unhealthy Food and Beverages in Schools, Laying the Ground Work for SSB Taxation Increase
Core Objectives

- Collaboration with Ministries and Policy Makers on childhood obesity prevention initiatives
- Raise awareness, through CSO coalition building activities, of the health implications of unhealthy food and beverages for school children
- Build public support around policy change, through the implementation of a targeted evidence-based communication plan utilizing earned and digital media.
- Develop strategies that would counter resistance to health promotion policies
- Promote legislative change to ban the sale and promotion of unhealthy food and beverages in schools in Barbados.
- Promote 10% increase of existing SSB taxation in Barbados from 10 to 20%.
Key Stakeholders

- CARICOM
- CARPHA
- PAHO
- Ministry of Health & Wellness
- Ministry of Education, Technology & Vocational Training
- Ministry of Foreign Trade
- Ministry of Creative Economy, Culture and Sports
- Ministry of Agriculture and Food Security
- Ministry of Finance
- Healthy Caribbean Coalition (HCC)
- Local Civil Society Organisations & Coalitions
- National NCD Commission
- National Taskforce on Wellness
- GA-CDRC
- Medical Community
- Local media
- School Boards, Principals and Parent-Teacher Associations
- Food & Beverage Manufacturers
- Fast food restaurants and foodservice providers
- Faith-based Organisations
PROJECT LAUNCH
Activities

- Meetings with Ministries and Policy Makers
- Development of Policy Champions
- Working with other CSO’s on initiatives around childhood obesity prevention
- Communications strategy to include:
  - Social Media Campaign
  - Production of PSA’s
  - Production of video for social Media
  - Earned media through community based activities – such as the HCC School led Initiative
  - Development of materials for schools
- Work towards a portfolio of healthy alternatives to the food and beverages currently being sold in schools
STOP! Yuh TOO Sweet!

FREQUENTLY DRINKING SUGAR-SWEETENED BEVERAGES IS ASSOCIATED WITH:
- Weight Gain/Obesity
- Type 2 Diabetes
- Heart Disease
- Kidney Diseases
- Non-alcoholic Liver Disease
- Tooth Decay and Cavities, and Gout.

MICHELLE OBAMA ON FOOD MARKETING & ADVERTISING TO CHILDREN

“We’re all in this together. Let government, industry, the private sector and the community work together to leave a legacy for our children.”

Heart & Stroke Foundation of Barbados Inc.
“Everybody has a Heart”
Stop Sugarcoating the Truth
Materials for Schools

THINK BEFORE YOU DRINK

- 1 regular soft drink contains about 16 teaspoons of sugar.
- There are a minimum of 11 teaspoons of sugar in most energy drinks.
- Some fruit juices contain just as much sugar as soft drinks.

HAVING JUST ONE OF THESE DRINKS CAN BE MORE SUGAR THAN YOU SHOULD HAVE IN A DAY

DRINK MORE WATER.

Water is the BEST drink for your body. It helps regulate your body temperature, converts food to energy AND helps your body absorb nutrients.

Fun, Fresh & Fruity

Make drinking water fun by adding fruit and berries to your water bottle.
Earned Print Media
Next Steps
Everybody has a heart!

www.hsfbarbados.org
www.facebook.com/barbadosheartandstroke
www.instagram.com/hsfbarbados