

HEART & STROKE FOUNDATION OF BARBADOS

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.”

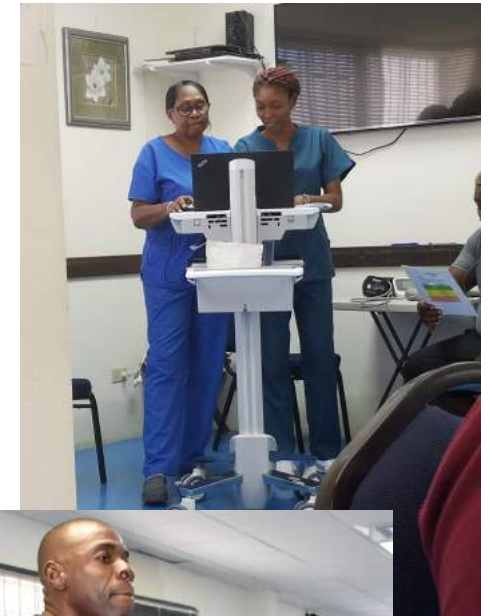
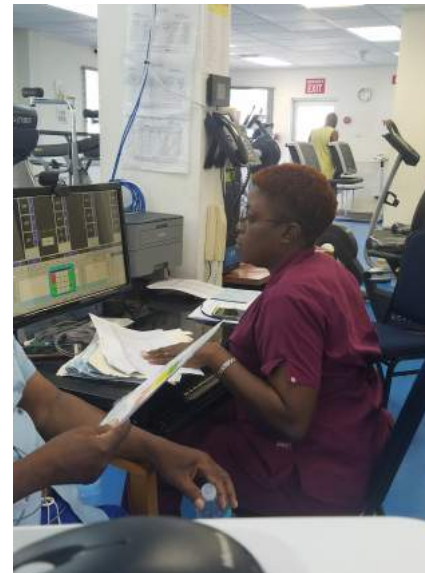


Heart & Stroke
Foundation
of Barbados Inc.
“Everybody has a Heart”

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




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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




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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 bev currently being sold in schools

STOP! Yuh TOO Sweet!



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



Consumption of sugary drinks is directly linked to childhood obesity. Obesity can increase your risk of diabetes, high blood pressure and heart disease.



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 herbs to your water bottle.



Earned Print Media



CEO of the Heart and Stroke Foundation of Barbados, Rose Anthony (second left), Minister of Health and Wellness Jeffrey Royle (third left), President of the Heart and Stroke Foundation of Barbados, Dr. Kenneth Conner (fourth left), and Governor General Dame Sandra Mason (fifth left) flanked by other supporters of the cause during a photo opportunity with the campaign banner.

Fight against obesity

The Heart and Stroke Foundation of Barbados is taking charge in the fight to curb childhood obesity in the island.

During the foundation's recent launch of its childhood obesity advocacy campaign programme at the Frank Collymore Hall, chief executive officer Fiona Anthony said it was a complex problem, which had significant health, economic and social effects on society.

She said the aim of the programme was to promote a healthy environment in schools. "A 2011 World Health Organisation school-based student health survey indicated that in Barbados among 10 to 15-year-olds, over 30 per cent were overweight and over 14 per cent were obese. The survey also showed that over 70 per cent of the students usually drank carbonated soft drinks once or more times per day.

"The Heart and Stroke Foundation of Barbados

campaign aims to contribute to a change in obesogenic environment, which currently exists in our schools."

Anthony said the campaign, as a part of a multi-sector approach, would push for policy change to ban the sale and promotion of sugary drinks and unhealthy foods to schools and to schoolchildren.

Minister of Health and Wellness Jeffrey Royle, who spoke on behalf of Prime Minister Mia Amor Motley, said Government was endorsing the initiative.

He said his ministry was committed to working with other partners such as the Pan American Health Organisation, University of the West Indies (UWI) and Healthy Caribbean Coalition to deal with the issue. He added that plans were in the works to promote breastfeeding as an integral part of early childhood nutrition, support the monitoring of growth and development in early childhood, encourage

regular physical activity in school-aged children and engage the food industry in reducing the production, marketing, distribution and marketing of energy dense and high salt foods.

Referring to research done by UWI, Royle said that in 1987, 8.5 per cent of Barbadian schoolchildren were obese,

but that increased to 32.5 per cent in a 2010 study and was projected to be 50 per cent in a project conducted in 2013.

Two years ago in an effort to address non-communicable diseases, including obesity, Government imposed a ten per cent tax on

sugared beverages. He

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Zero tolerance for childhood obesity

TIME SPENT ON SCREEN GAMES and use of cell phones is contributing to an increase in the number of overweight children.

Director of the Heart & Stroke Foundation, Professor Anne St John, said an escalating incidence of non-communicable diseases was having an adverse health impact on Barbadian children in the areas of overweight and obesity.

She was delivering the welcome address yesterday at the Childhood Obesity Prevention Campaign Conference at the



GOVERNOR GENERAL Dame Sandra Mason (left) in conversation with director of the Heart & Stroke Foundation, Professor Anne St John (center), and CEO of the Foundation Fiona Anthony. (Pictures by Nigel Bonanza)

school environments, communicating by cell of Government,



KEYNOTE SPEAKER Dr Patricia Lawrence Williams.

child obesity in the wider Caribbean was also a concern. She said the Caribbean's childhood obesity rate was higher than the global average and was likely to increase.



Peoples of the St. Michael School Barbados with Principal Dr. Yvette Mayers (2nd row left), Barbados Senator Dr. Crystal Rogers (3rd row left), Honorable Ed. Jeffrey Royle (3rd row left), CEO of the Heart and Stroke Foundation, Fiona Anthony (3rd row right), Dr. Anne St John - President of the HSCF (2nd row right) and Dr. Patricia Lawrence Williams (3rd row right).

Fight against childhood obesity moves into schools

THE Healthy Caribbean Coalition (HCC) is taking the fight against childhood obesity into schools across the region.

The main objectives are to arm the region's schools with information about the dangers of an unhealthy lifestyle and the choices they are making to safeguard their health. The second objective is to also encourage the children to share their

ideas for action against childhood obesity. The HCC is also launching a series of interactive games, which will allow children to learn more about the dangers of the much more prevalent beverages and other unhealthy foods.

Speaking at the launch of the HCC in Barbados, Dr. Patricia Lawrence Williams, HCC Chair, said the HCC is a partnership with other Caribbean governments to curb the spread of childhood obesity prevention in other countries across the region.

She said the Caribbean's childhood obesity rate was higher than the global average and was likely to increase. She said the Caribbean's childhood obesity rate was higher than the global average and was likely to increase.



Next Steps



Everybody has a heart!

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