

A close-up photograph of a group of Caribbean school children. In the foreground, a boy on the left wears a light-colored shirt and a tie with green, red, and black stripes. Next to him, a girl smiles broadly, showing her teeth. Behind her, another girl leans her head against the first girl's shoulder. To the right, another girl smiles. The background is slightly blurred, showing more children. The overall mood is positive and hopeful.

# **BUILDING CIVIL SOCIETY ADVOCACY CAPACITY FOR CHILDHOOD OBESITY PREVENTION IN THE CARIBBEAN**

HCC Webinar Series WEBINAR 1  
CHILDHOOD OBESITY: TIME FOR A NEW NARRATIVE





# THE HCC - WHO ARE WE?

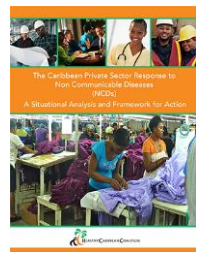
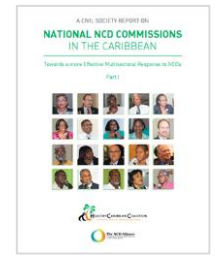
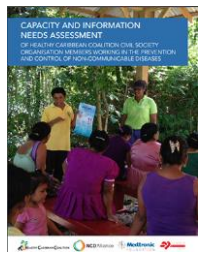
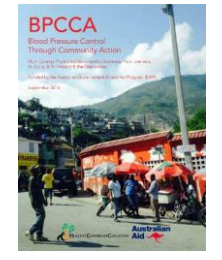
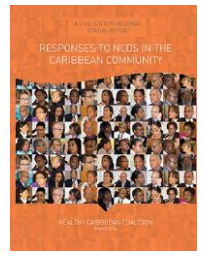
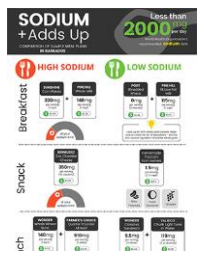
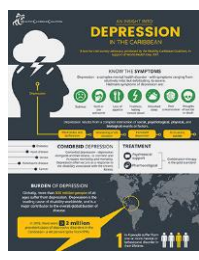
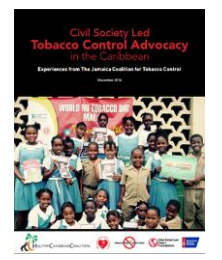
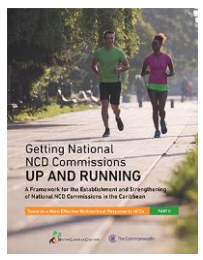
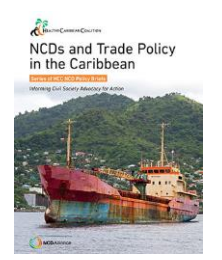
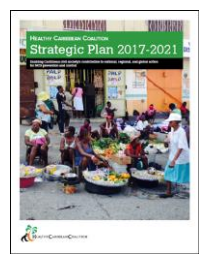
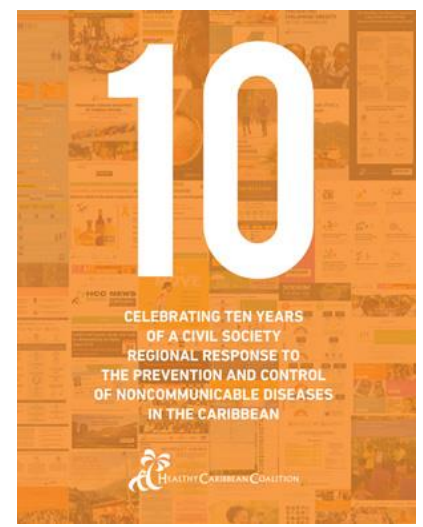
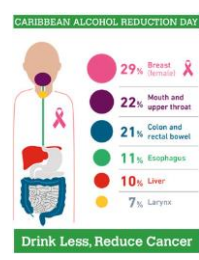
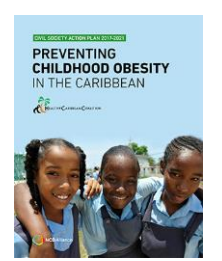
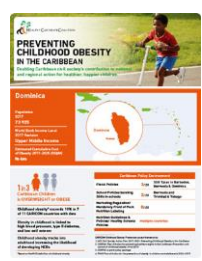
- Registered not-for-profit organisation
- Formed 2008 post 2007 CARICOM Heads of Govt Summit on NCDs
- Only NCD Caribbean alliance of civil society organisations.
- Rich network of **120+** organisations connected with single purpose: addressing NCDs.







# HCC PUBLICATIONS



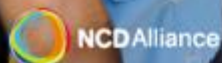


# CHILDHOOD OBESITY CARICOM

- 1 in 3 Caribbean children overweight or obese
- SIDS obesity rates among highest in the world
- Antigua & Barbuda, Bahamas, Barbados, Belize, Jamaica and Trinidad & Tobago had adult overweight/obesity prevalence of: 61.9%, 69%, 62.3%, 53.8%, 59.1%, and 61.4% respectively
- Up to 85% are not getting sufficient physical activity
- Fruit and vegetable consumption low
- Over 70% are drinking 1 or more soft drink per day



# PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN



# PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

## SEVEN PRIORITY AREAS FOR ACTION

-  **1** Trade and fiscal policies
-  **2** Nutrition literacy
-  **3** Early childhood nutrition
-  **4** Marketing of healthy and unhealthy foods and beverages to children
-  **5** School- and community-based interventions
-  **6** Resource mobilisation
-  **7** Strategic planning, monitoring, and evaluation







# IMPLEMENTATION PARTNERS

1. CARICOM CSOs
2. CARICOM Govts
3. PAHO, CDB, UWI OC, CARPHA, CARICOM
4. NCDA/GHAI WCRF/WOF



# POLICY ASKS



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





# NATIONAL POLICIES

- Fiscal Policies – **3/20**
  - *(SSB Taxes in Barbados, Bermuda & Dominica)*
- School Policies banning/restricting SSBs in schools - **4/20**
  - *(Bahamas, Bermuda, Jamaica, Trinidad & Tobago)*
- Marketing Regulation – **0/20**
- Mandatory Front of Pack Nutrition Labeling – **0/20**





# APPROACHES

Awareness, Capacity  
Building, Advocacy

Coalition Building

APPROACH

Accountability

High-Level Advocacy



# **PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN**



## **AWARENESS, CAPACITY BUILDING AND ADVOCACY**





# CHILDHOOD OBESITY PREVENTION PORTAL



[Home](#) [Action Plan](#) [Projects](#) [Obesity Fact Sheets](#) [My Healthy Caribbean School](#) [COP Scorecard](#) [Call to Action](#)



Welcome

Welcome to the Healthy Caribbean Coalition's Childhood Obesity Prevention (COP) Portal



Childhood obesity is an emerging crisis globally and in the Caribbean where 1 in 3 children are overweight or obese. These are staggering numbers threaten to undermine the health of entire generations if bold policy and legislative actions are not taken now to create environments supportive of healthier, happier children and adolescents.

The HCC, working with our 100+ members across the region, has identified this as a priority area. We have taken a number of decisive steps with the support of various partners including the NCD Alliance. In 2017 we launched our

**Civil Society Action Plan 2017-2021: Preventing Childhood Obesity in the Caribbean,** which provides a framework for civil society action in support of national efforts to prevent and control childhood obesity.

Under this action plan we are working with a range of partners on a number of exciting projects.



## COP News

Childhood obesity prevention news from across the region

[SEE MORE](#) →

## Civil Society Action Plan Preventing Childhood Obesity in the Caribbean

Developed to guide the response of Caribbean civil society to NCDs and the upward trends in overweight and obesity among children

[SEE MORE](#) →

## PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN



## Obesity Fact Sheets

Individual country information about childhood obesity and overweight, adult overweight and local policy environments, including snapshots of the Childhood Obesity Prevention Scorecard (COPS)

[SEE MORE](#) →



# COP FACT SHEETS



## 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

### OBESEITY AND OVERWEIGHT AMONG CHILDREN

2016

AGE	BOTH SEXES
5 to 9	26.1%
10 to 19	22.3%

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  
**OBESEITY**

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\\_2a8fa096ef4854b741399abb3078c0.pdf?index=true](http://docs.wixstatic.com/ugd/6599c5_2a8fa096ef4854b741399abb3078c0.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.

Saint Lucia | March 2018

### 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

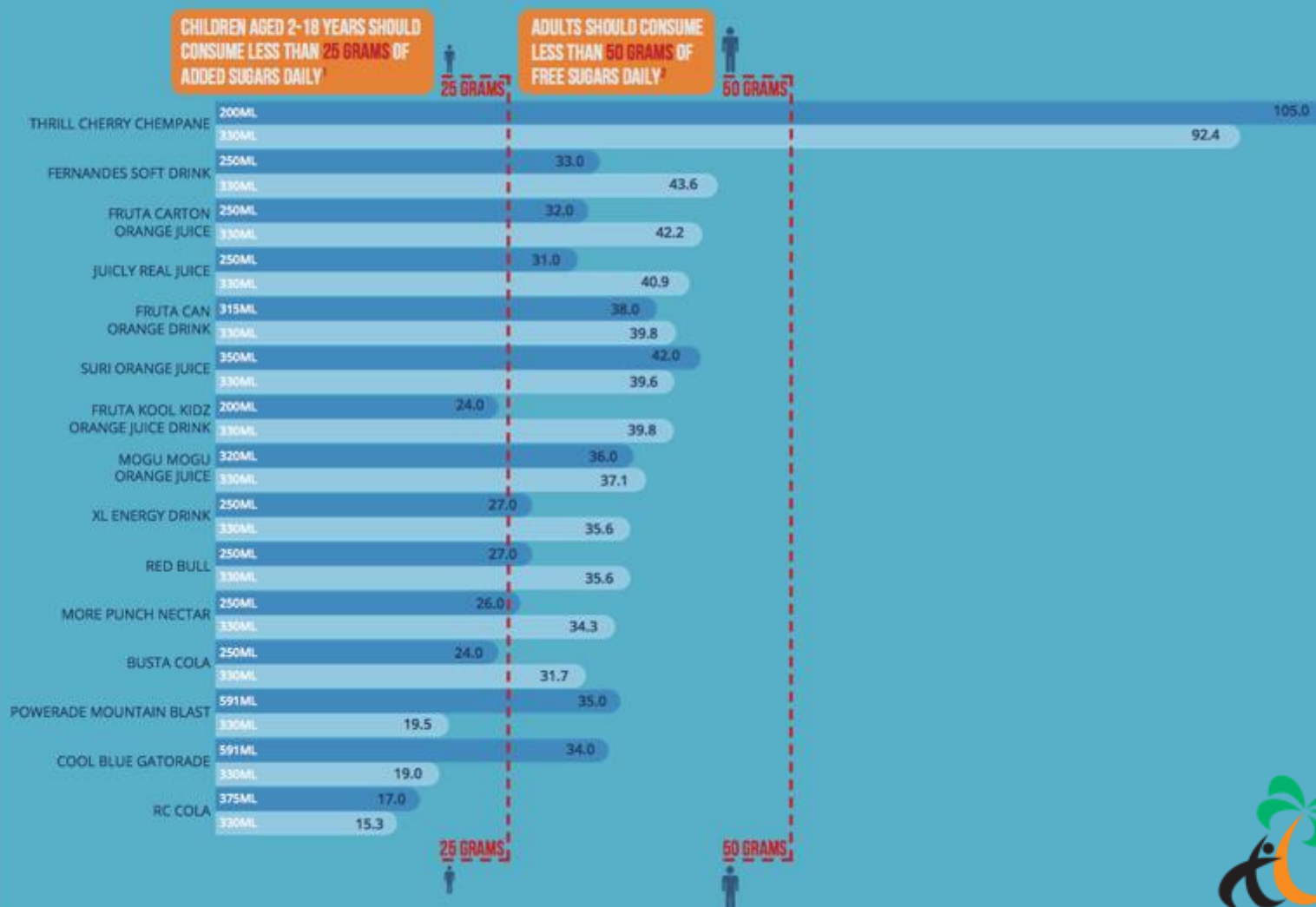


Link to the real time COPS webpage on the HCC website at:  
[www.healthycaribbean.org/cops/](http://www.healthycaribbean.org/cops/)  
You will find resources such as policy documents for countries reporting progress



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

## SURINAME



# TOOLS TO CHANGE BEHAVIOUR





# INDUSTRY MAPPING

- Database of regional industry actors in the food and beverage industry – ultra processed foods
- Database of industry actors producing processed foods targeting children and adolescents
- Mapping of industry interference in the policy making process

# BUILDING CSO CAPACITY





# ADVOCACY FOR ACTION



## Childhood Obesity Prevention Call To Action

*The Call to Action is now closed*

*Thank You for Your Support*

*Total Number of Signatures*

21823

Following and audit of the email addresses used to register online signatures, the original total of 25,389 was revised to 21,823

[Click here to view your country's contribution](#)

1 in 3  
Caribbean Children  
is OVERWEIGHT or OBESE

Childhood obesity is linked to complications in childhood such as diabetes and hypertension and it tracks into adulthood increasing the risk of developing NCDs (diabetes, cancers, and heart disease).



# CREATING YOUTH ADVOCATES

FOCPUAE

#منتدى\_الأمراض\_غ



NCD CHILD



مرض السرطان  
Friends Of Cancer  
United Arab Emirates وحدة

العالمي للأمراض غير المعدية للأطفال و  
Children and

March | مارس  
CPUAE | @





# **PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN**



## **COALITION BUILDING**



# FOSTERING NATIONAL OBESITY COALITIONS AND STRENGTHENING NATIONAL NCD COMMISSIONS

- Belize NCD COPA – Childhood Obesity Prevention Coalition
- Bahamas HALT – Healthy Lifestyles Action Team
- Barbados CSO Obesity Coalition
- HCC NNCDCC Portal and Chairs Network





# **PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN**



# **ACCOUNTABILITY**





How does your school stack up?



# MY HEALTHY CARIBBEAN SCHOOLS

Home Find Out **Rate My School** Take Action Childhood Obesity Prevention COP Scorecard Call To Action

**Rate my School**

FIND OUT 1  
RATE MY SCHOOL 2  
TAKE ACTION 3

**How does your school stack up?**

Rate my school is currently only available in Bahamas, Barbados, Belize, Jamaica and Trinidad and Tobago

- Country :
- Next select your school
- How are you associated with the school?
- How old are you?
- What is your gender?
- Does your school have a school policy which prohibits the sale and marketing of junk foods and beverages at your school?





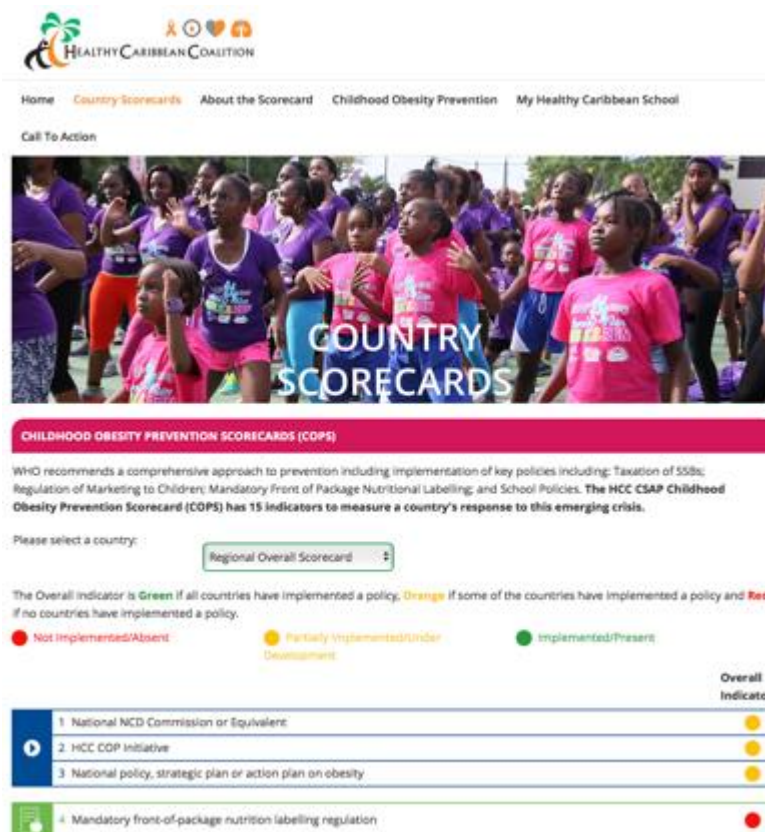
# CHILDHOOD OBESITY PREVENTION SCORECARD

Ongoing Updates

Barbados | August 2018



Called for by Ministers of Health at WHA 2017



# MANAGING CONFLICT OF INTEREST IN THE CARIBBEAN

- Increasing CSO capacity to identify COI and effectively manage and mitigate its impact
- Development of HCC Guide for managing COI in the Caribbean
- Working with PAHO to pilot the WHO Scoping Tool for managing conflict of interest within the context of nutrition policy





# **PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN**



## **HIGH-LEVEL ADVOCACY**



As Small Island Developing States (SIDS), we are already vulnerable to the effects of climate change and Mother Nature. In some part, Maria was unpreventable. However, **to add NCDs and childhood obesity, which are, for the most part, preventable, to the challenges that we, SIDS, already face, is irresponsible.**

*- Her Excellency Reema Carmona, First Lady of The Republic Of Trinidad And Tobago, 72<sup>nd</sup> UNGA, CARICOM Side Event on Childhood Obesity*





# OPEN LETTERS TO HEADS



Heads of Government commended the contribution of civil society organisations to regional efforts to counter NCDs and endorsed implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling;...

**ENOUGH.**  
OUR HEALTH. OUR RIGHT. ENOUGH NOW.

CARICOM Heads Walk the Talk to #BeatNCDs at HLM3 Sept 27-18  
#enoughheads #caricomwalkthetalk

**The Healthy Caribbean Coalition  
6 Key Asks of CARICOM  
Heads of Government and State**

Leading up to 3rd UN High Level Meeting on NCDs Sept 27-18

<b>01</b> ▶ Commit to provide strong global, regional and national leadership on NCD prevention and control and further commit to attend the 3rd UN High-Level Meeting on NCDs on September 27th, 2018.	<b>02</b> ▶ Include a statement of commitment to attend the 3rd UN High-Level Meeting on NCDs in the official Communiqué from the Thirty-Ninth Regular Meeting of the Conference of Heads of Government of the Caribbean Community (CARICOM), held July 4-6, 2018.
<b>03</b> ▶ Support HCC's regionally endorsed NCD advocacy priorities for inclusion in the 3rd High-Level Meeting on NCDs outcome document.	<b>04</b> ▶ Support one or more CARICOM Heads of Government or State to have a lead role in at least one of the multi-stakeholder panels at the 3rd High-Level Meeting on NCDs.
<b>05</b> ▶ Support the hosting of an event on the margins of the 3rd High-Level Meeting on NCDs led by CARICOM Heads of Government as was done in 2011 at the 1st UN HLM on NCDs.	<b>06</b> ▶ Endorse the inclusion of a representative from a Civil Society Organisation (CSO) on country delegations to the 3rd UN High-Level Meeting on NCDs in recognition that the NCD epidemic requires a

**HEALTHY CARIBBEAN COALITION**  
**ENOUGH.**  
OUR HEALTH. OUR RIGHT. ENOUGH NOW.

**HCC OPEN CONGRATULATORY LETTER  
IN RESPONSE TO THE OFFICIAL COMMUNIQUE**  
FOLLOWING THE 39TH REGULAR MEETING OF THE CONFERENCE OF HEADS OF GOVERNMENT JULY 4-6, 2018, JAMAICA

July 9, 2018

The Healthy Caribbean Coalition notes with tremendous pleasure the significant leadership in NCD prevention and control demonstrated by CARICOM Heads of Government and State at the recently concluded 39th Caribbean Community Summit.

CARICOM leaders at the Summit agreed that Member States should be represented at the highest level at the United Nations (UN) High-Level Meeting (HLM3) on Non-Communicable Diseases (NCDs) to be held on Thursday, 27 September 2018 at UN Headquarters, New York, USA. Additionally CARICOM Leaders endorsed six priorities on which the Region should advocate for during the negotiation of the Outcome Document. These are: 1. establishing and maintaining a smoke-free status for the Region; 2. implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling; 3. promoting the elimination of cancer of the cervix; 4. support for mitigation of post-disaster vulnerabilities related to NCDs in particular nutrition, treatment and care; 5. increasing international financing and technical support; and 6. strengthening accountability through national coordinating mechanisms. These priorities are aligned with HCC's nine regional advocacy priorities for inclusion in the HLM3 Political Declaration.



# HIGH LEVEL ADVOCACY- PUSHING THE OBESITY AGENDA AT THE HLM3





# **PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN**



## **CURRENT FOCUS**



# CURRENT WORK

- Continued national and regional Advocacy for:
  - Healthy school policies
    - *working with multistakeholder partners including FAO*
  - SSB taxation
  - Front of Package Nutrition Warning Labels
    - *working with PAHO/CARICOM/ CROSQ – learning from Chile*
- Hosting major regional meeting in June on accelerating policies for obesity prevention among children
- Continued collaboration with diverse partners







**THANK YOU**

