Jamaica’s Response- Are You Drinking Yourself Sick? Campaign

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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 overweight/obesity among children aged 13-15 has increased by almost 70% in the past 7 years (38.1%)

• 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
GLOBAL HEALTH ADVOCACY PROJECT OBJECTIVES

• Increase public support for obesity prevention policies through public education campaigns on the health impact of sugar consumption.

• Build support of policy makers and key stakeholders to implement a SSB tax and support for front of package (FOP) labelling of packaged foods and beverages.

• Improve the food environment by advocating for policies that restrict the marketing and supply of sugary beverages and unhealthy food to children.

• Develop, implement timely mass media campaign(s) (MMC)
OUR PARTNERS

NGOs (including the NAJ), Faith-based, Civil society

Caribbean Institute for Health Research (CAIHR)

The Ministry of Health Jamaica Moves

National Food Industry Task Force (MOH)
1. Product reformulation
2. Food marketing
3. Food labeling
4. Communication & advocacy
### MASS MEDIA CAMPAIGN GOALS/OBJECTIVES - Are you drinking yourself sick?

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<th>Phase 2 – Amplifying the Message</th>
<th>Phases 3 &amp; 4 – Focus the Message</th>
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<td>1. Communicate how harmful sugary drinks can be.</td>
<td>1. Increase awareness of the harms of sugary drinks</td>
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<td>2. Illustrate how many teaspoons of sugar is present in common drinks.</td>
<td>2. Encourage parents/guardians’/gov’t responsibility to help protect children’s health</td>
<td>Support government restriction of sugary drinks in schools</td>
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<td>3. Emphasize that water is a healthier option.</td>
<td>3. Call for support for government restriction of sugary drinks in schools</td>
<td>Call for support of sugary drinks tax (direct and indirect)</td>
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Mass Media Campaign

Phase 1 – Journey
Rosie November 2017

Phase 2 – Dad Knows
Best February 2018

Phase 3 – Cut out those sugary drinks November 2018

Where We Are Now

Phase 4 – Support a sugary drinks tax, February 2019

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!

Your children could be drinking themselves sick.

Just because they’re active, doesn’t mean sugary drinks aren’t damaging their health.

Sugary drinks are a big reason for the obesity crisis in Jamaica.

Drinking too many sugary drinks can bring on type 2 diabetes, high blood pressure and tooth decay.

Drink water instead!

Support our children’s health.
Support a sugary drinks tax.

Our children are sweet enough. This is why a sugary drinks tax may help protect their future:

- Taxes on sugary drinks help reduce consumption and prevent obesity. 
- Evidence shows that a tax on sugary drinks has been shown to reduce consumption of around 27%, thus preventing obesity and diabetes.
- Savings on healthcare costs.
- Revenue generated by these taxes could be spent on efforts to improve health care systems, encourage healthier diets and increase physical activity. It can also support childhood obesity prevention programmes.

Are we drinking ourselves sick?

Let’s wake up, mom, and dad, you and you. The effects of all that sugar add up.

Sugary drinks are very bad for your children’s teeth by causing painful tooth decay.

Are our children drinking their health away?

Our children are drinking sugary drinks, and here’s what you need to know.

Are you children drinking themselves sick?

Get rid of those sugary drinks at home and at school.

Drink Water Instead!

Support a sugary drinks tax.
Integrated marketing communication campaigns bring together different types of media channels

- Television
- Radio
- Print
- Social Media
- Out of Home
ADVOCACY ACTIVITIES

• Sensitization meetings with ministries, Departments, agencies, communities, Schools and NGOs – children’s rights, consumer groups, Broadcasting Commission

• Meetings with Ministers & Prime Minister

• Communication materials

• Sustained media and social media coverage

• Key message – children’s right to health, self efficacy, read your labels, healthy alternatives, policy for sustainable gains
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
CHALLENGES

• Food industry push back
  • Umbrella groups and individuals
  • Erroneous information shared
  • Conflict of interest/Industry interference
• Finding aligned champions and vendors
• Socio economic issues such as poverty, lack of access to healthy foods, food security
• Low nutrition knowledge/awareness (e.g. reading nutrition labels)
• Lack of formal legislation/policies (e.g. mandatory nutrition labelling, marketing of unhealthy foods to children)
SUCCESSES

• Overwhelming public support for campaign

• Obesity is gaining traction as a public health threat. Media coverage has been good.

• Supported
  o Restriction of SSBs in schools
  o National school nutrition policy

• Reformulation

• Support of 19 NGOs in calling for a tax

Based on post campaign evaluation:
  o Increased awareness of health harms of sugary drinks
  o Reduced consumption of sugary drinks
  o Support for government action/tax
  o Support for front of package labelling
Our NGO Partners

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
PRE AND POST MEDIA CAMPAIGN EVALUATION

• Nationally representative, cross-sectional household surveys were conducted with adults aged 18 – 55 years:
  - Pre-campaign/baseline survey - conducted in November 2017 with 1500 adults
  - Post campaign survey - conducted in June - July 2018 with 1571 adults

• Measured changes in public knowledge, attitudes, policy support and behaviors over time

POST CAMPAIGN EVALUATION RESULTS

KEY FINDINGS
Increased knowledge of harmful consumption of sugary drinks

OVERVIEW

Jamaicans attributed negative health impact to sugary drinks consumption.

Approximately 78% of 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 of respondents agreed that children had most of these drinks at school.
POST-CAMPAIGN POLL RESULTS CON’T

KEY FINDINGS
Increasing, strong public support for government action on obesity

- 71% of respondents strongly support policies on the provision of healthy food and beverages in schools.
- 83% of respondents support prohibiting the sale of unhealthy food and drinks in school.
- 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.
NEWSPAPER ADS/Materials produced

Support for restriction of sugary drinks in Jamaican schools
An open letter to the Government of Jamaica

Eat Healthier – Know your labels

Nutrition Facts
Serving Size: 1/4 cup, 61 g
Serving Per Container: 2
Amount Per Serving
Calories 209
Calories From Fat 115
Total Fat 13 g
Saturated Fat 4 g
Trans Fat 0 g
Cholesterol 0 mg
Sodium 560 mg
Total Carbohydrate 27 g
Dietary Fiber 0 g
Sugars 11 g
Protein 5 g
Vitamin A 7% 
Vitamin C 7%
Calcium 8%

Limit these Nutrients
Fat, Cholesterol, Saturated Fat

4 Get enough of these Nutrients
Vitamin A, Vitamin C, Calcium

Footnote

Recommended Daily Allowance:

SUGAR: 6 tsp. Total Per Day
MAXIMUM SWEETENED DRINKS IN A HEALTHY LIFESTYLE
MAXIMUM SWEETENED DRINKS IN A HEALTHY LIFESTYLE

ALCALINE, BREATHE YOUR LABELS!
Are your children drinking themselves sick? Drink Water Instead!

Fighting Childhood Obesity with Healthy School Food Environments

Guidelines for the Gradual Restrictions of Sugary Drinks in Schools

Over the next 5 years, the Government will be reducing the amount of sugar allowed in sugary beverages sold in schools.

Our children are sweet enough. Help the Government of Jamaica keep our children healthy.
Lessons learnt

• Concern for children impacted support for the campaign

• Evidence base/research is critical to process

• Public education (especially grass roots) is a key step in the overall goal

• HFJ’s reputation and 47 year track record gave credibility to the campaign

• Co-branding and endorsement of the Ministry of Health-Jamaica provided good support and coverage

• Partnerships with other NGOs and key international and local stakeholders is critical to advancing any national public health initiative

• Engaging the media and ongoing social media and media coverage important
Next steps

- Maintain partnerships with key groups and stakeholders, media
- Support COP efforts with regional partners and HCC

- Public education & sensitization
- Political & Food industry mapping

- Continue advocacy for policies to improve the food environment for children
  - SSB tax
  - National school nutrition policy & Jamaica Moves
  - Restrictions on marketing of unhealthy drink and food to children
  - Front of Package Labelling
THANK YOU

#AreYouDrinkingYourselfSick
#AreWeDrinkingOurselvesSick
#LessSugarMoreLife
#DrinkWaterInstead
#tax4health