

# Jamaica's Response- Are You Drinking Yourself Sick? Campaign

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**ARE YOUR CHILDREN DRINKING THEMSELVES SICK?**



Sugary drinks can destroy your children's teeth by causing painful tooth decay. And could bring on obesity which could increase the risk of Type 2 diabetes, heart disease and even some cancers.

Sugary drinks are high in empty calories and have no or low nutritional value.

4 GRAMS(g) SUGARS = 1 TEASPOON



SSB (Sugar Sweetened Beverages)

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

BOTTLE SODA	BOX DRINK	TETRA PACKAGING	FLAVOURED WATER	BOTTLE WATER
600mL	480mL	200mL	600mL - 600mL	NO SUGAR ADDED
18 - 20 teaspoons	12 - 16 teaspoons	6 - 8 teaspoons	6 - 9 teaspoons	0 teaspoons
10-13g/100mL	11-13g/100mL	10-12g/100mL	4g- 6g/100mL	0g/100mL

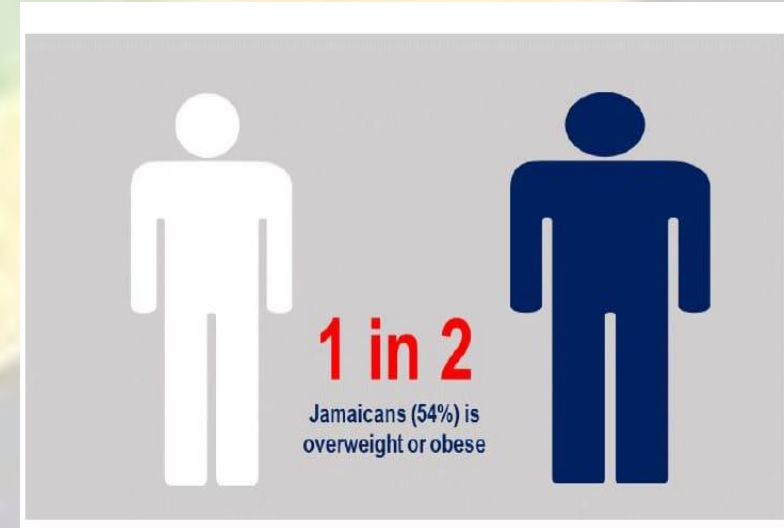
# JAMAICAN REALITY

- One in two (54%) of Jamaicans aged 15 and over are overweight/obese. <sup>1</sup>
- 1 in 3 Jamaicans aged 15 and older has hypertension and 1 in 8 has diabetes <sup>2</sup>
- 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. <sup>3</sup>

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



# MASS MEDIA CAMPAIGN GOALS/OBJECTIVES

## - Are you drinking yourself sick?

Phase 1 – Stage Setting	Phase 2 – Amplifying the Message	Phases 3 & 4 – Focus the Message
1. Communicate how harmful sugary drinks can be.	1. Increase awareness of the harms of sugary drinks	1. Increase awareness of the harms of sugary drinks (tooth decay, testimonials)
2. Illustrate how many teaspoons of sugar is present in common drinks.	2. Encourage parents/guardians'/gov't responsibility to help protect children's health	Support government restriction of sugary drinks in schools
3. Emphasize that water is a healthier option.	3. Call for support for government restriction of sugary drinks in schools	Call for support of sugary drinks tax (direct and indirect)



# 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!**



## Phase 2 – Dad Knows Best February 2018



### 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!**

## Phase 3 – Cut out those sugary drinks November 2018



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!**

## WHERE WE ARE NOW

### Phase 4 – Support a sugary drinks tax, February 2019



### SUPPORT OUR CHILDREN'S HEALTH. SUPPORT A SUGARY DRINKS TAX.

Our children are sweet enough. Here's 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 that rises prices by 20% can lead to a reduction in consumption of around 20%, 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.





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)

# SUCCESSSES

- Overwhelming public support for campaign
- Obesity is gaining traction as a public health threat. Media coverage has been good.
- Supported
  - Restriction of SSBs in schools
  - National school nutrition policy
- Reformulation
- Support of 19 NGOs in calling for a tax



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





# WE CALL ON THE GOVERNMENT

## TO HONOUR THEIR COMMITMENT TO IMPLEMENT A SUGARY DRINKS TAX

We, the undersigned organizations dedicated to public health, raise our voices to fight the growing obesity epidemic in Jamaica. A sugary drinks tax is the next step towards protecting the health of Jamaicans and is in keeping with the following commitments made locally, regionally and internationally:

- MOH - National Strategic And Action Plan For The Prevention And Control of Non-Communicable Diseases (NCDs) In Jamaica 2013 - 2018
- MOH - National Operational Action Plan For The Prevention And Control Of Obesity In Children And Adolescents In Jamaica 2016 - 2020
- The Sustainable Development Goals (SDGs) to which Jamaica is a signatory 2015<sup>1</sup>
- CARICOM Heads of Government communiqué at the 37th Meeting of the Conference in July 2016
- The Healthy Caribbean Coalition (HCC) Childhood Obesity Plan 2017 - 2021
- The Caribbean Public Health Agency (CARPHA) Childhood Obesity Plan 2014 - 2019
- Pan American Health Organization (PAHO) Plan of Action for the Prevention of Obesity in Children and Adolescents 2014
- World Health Organization (WHO) Report on Ending Childhood Obesity 2016

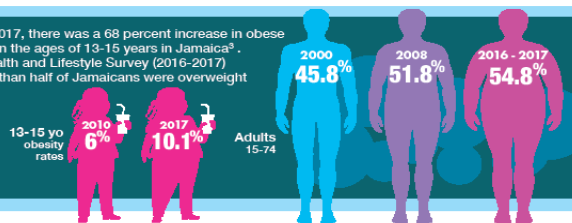
Seventy eight percent of all deaths are caused by NCDs. Jamaica's economy is projected to lose over \$77.1 Billion JMD over the next 15 years (2017-2032) in terms of direct (treatment costs) and indirect costs (lost productivity) due to cardiovascular disease and diabetes complications alone<sup>2</sup> and consumption of SSBs are a major contributor to this.

A sugary drinks tax will improve the health of the population by:

- Reducing consumption of SSBs and prevent obesity
- Encouraging reformulation
- Taxes can be used to support obesity prevention programmes, in particular childhood obesity prevention including school feeding programmes
- Savings on health care
- Lower health costs to individuals



Between 2010-2017, there was a 68 percent increase in obese students between the ages of 13-15 years in Jamaica<sup>3</sup>. The Jamaica Health and Lifestyle Survey (2016-2017) found that more than half of Jamaicans were overweight or obese<sup>4,5</sup>.



So far over 35 national governments, states and cities have implemented a tax including:

• Bermuda	• Dominica	• Hungary	• Norway	• Thailand
• Barbados	• Finland	• India	• Saudi Arabia	• UK
• Chile	• France	• Mexico	• South Africa	

We strongly urge the government to move forward with policy that supports the health of the Jamaican population.

### CAN JAMAICA AFFORD THE HEALTH AND ECONOMIC COST OF INACTION?

March 2019

Supported by the following organizations:

- Association of Anaesthetists in Jamaica, AAJ
- Association of Consultant Physicians of Jamaica, ACPJ
- Association of General Practitioners of Jamaica, AGPJ
- Association of West Indian Gastroenterologists, AWIG
- Caribbean Cardiac Society, CCS
- Caribbean College of Family Physicians – Jamaica Chapter, CCFP
- Caribbean Institute for Strategic Planning and Research in Oral Health, CISPROH
- Healthy Caribbean Coalition, HCC
- Heart Foundation of Jamaica, HFJ
- Jamaica Association of Public Dental Surgeons, JAPDENS
- Jamaica Association for Health Education and Promotion, JAHEP
- Jamaica Association of Professionals in Nutrition and Dietetics, JAPINAD
- Jamaica Cancer Society, JCS
- Jamaica Dental Association, JDA
- Jamaica Emergency Medicine Association, JEMA
- Medical Association of Jamaica, MAJ
- Nurses Association of Jamaica, NAJ
- Paediatric Association of Jamaica, PAJ

#### References

1. A road map for SDGs – STATIN <http://statin.ja.gov.jm/pdf/JamaicaSDGroadmap.pdf>
2. NCD investment case Jamaica PAHO/UNDP Dec 2016- [http://iris.paho.org/xmml/titles/sum/handle/123456789/48663/978927120542\\_eng.pdf?sequence=5&isAllowed=y](http://iris.paho.org/xmml/titles/sum/handle/123456789/48663/978927120542_eng.pdf?sequence=5&isAllowed=y)
3. National Council on Drug Abuse, (2017). Global School-based Student Health Survey. Available at: [https://www.who.int/nodss/surveillance/ghs/jamaica\\_2017\\_GSHS\\_FS.pdf?ua=1&ua=1](https://www.who.int/nodss/surveillance/ghs/jamaica_2017_GSHS_FS.pdf?ua=1&ua=1)
4. Ministry of Health, Jamaica Health and Lifestyle Survey III (2016-2017) <https://www.moh.gov.jm/wp-content/uploads/2018/09/Jamaica-Health-and-Lifestyle-Survey-III-2016-2017.pdf>
5. Ministry of Health, Jamaica Health and Lifestyle Survey (2007-2008) <https://moh.gov.jm/wp-content/uploads/2015/03/Jamaica-Health-and-Lifestyle-Survey-2007-8.pdf>



## 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

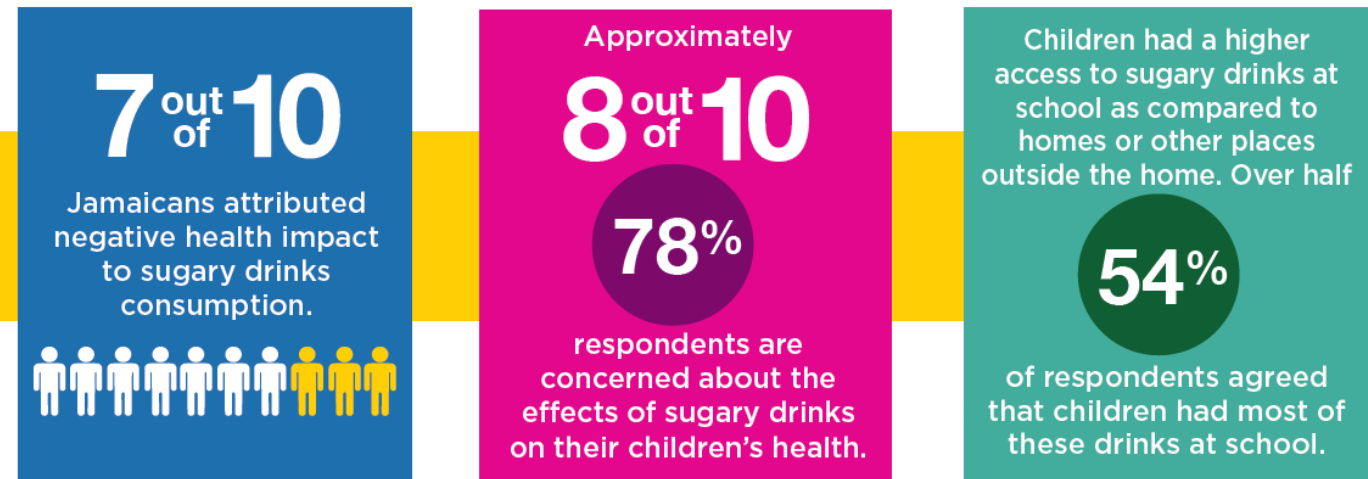
- Nationally representative, cross-sectional household surveys were conducted with adults aged 18 – 55 years:
  - Pre-campaign/baseline survey - conducted in **November 2017** with 1500 adults
  - Post campaign survey - conducted in **June - July 2018** with 1571 adults
- Measured changes in public knowledge, attitudes, policy support and behaviors over time

## POST CAMPAIGN EVALUATION RESULTS

### KEY FINDINGS

Increased knowledge of harmful consumption of sugary drinks

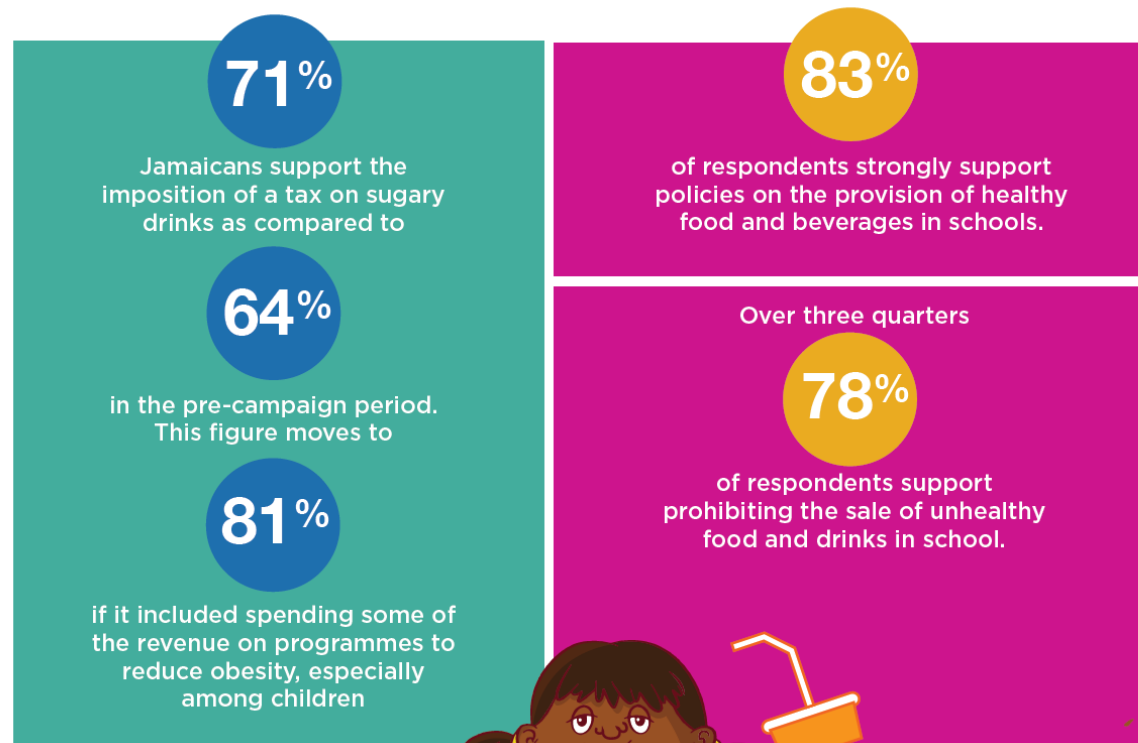
#### OVERVIEW



# POST-CAMPAIGN POLL RESULTS CON'T


## KEY FINDINGS

Increasing, strong public support for government action on obesity





## Eat Healthier – Know your labels



**1** →  
**Start Here**

# Eat Healthier – Know your labels

**2** →  
**Check Calories per serving**

**3** →  
**Limit these Nutrients**  
(Fats, Cholesterol, Sodium and Sugar)

**4** →  
**Get enough of these Nutrients**

**5** →  
**Footnote**

Nutrition Facts	
Serving Size 1 cup (228 g)	
Serving Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
%Daily Value*	
Total Fat 12 g	18%
Saturated Fat 3 g	15%
Trans Fat 3g	
Cholesterol 30 mg	10%
Sodium 300 mg	20%
Total Carbohydrate 31 g	10%
Dietary Fibre 0 g	0%
Sugars 5 g	
Protein 5 g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Source: US Food and Drug Administration.




**6** ←  
**Quick Guide to % Daily Value**

- 5% or less is Low
- 20% or more is High

## Recommended Daily Allowance:


**SUGAR:**

Less than 5 tsp Children 2-18    5 tsp Females    9 tsp Males

4 grams Sugar = 1 teaspoon




**SALT:** 1 tsp Females & Males



Source: American Heart Association

**NOTHING SWEETER THAN A HEALTHY LIFESTYLE**

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# 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 6 teaspoons.**
- Children under 2 years should have no added sugar!

4 GRAMS CARBOHYDRATE = 1 TEASPOON SUGAR





**SODA BOTTLE (20oz)**  
400oz  
15-20 teaspoons  
15-12g/180oz



**SUGARY DRINK (12oz)**  
400oz  
12-12 teaspoons  
11-12g/180oz



**FRUIT DRINK (12oz)**  
400oz  
5-9 teaspoons  
10-12g/180oz



**FLAVORED WATER (16oz)**  
400oz  
4 teaspoons  
10g/180oz



**BOTTLE OF WATER (16oz)**  
0oz  
0 teaspoons  
0g/180oz

Average sugar content in these Sugar Sweetened Beverages (\$58)

 **ALWAYS READ YOUR LABELS!**

## ARE YOUR CHILDREN DRINKING THEMSELVES SICK?

### Drink Water Instead!

**Supported by the following organizations**


- Association of Academics in Jamaica, AAJ
- Association of Consultants/Physicians of Jamaica, ACPJ
- Association of General Practitioners of Jamaica, AGPJ
- Association of General Nurses/Jamaican Nurses, AGNJ
- Caribbean College of Family Physicians - Jamaica Chapter, CCFFP
- Healthy Caribbean Coalition, HCC
- Heart Foundation of Jamaica, HFJ
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- Jamaica Dental Association, JDA
- Jamaica Emergency Medicine Association, JEMA
- Medical Association of Jamaica, MAJ
- Nurses Association of Jamaica, NAJ
- Paediatric Association of Jamaica, PAJ

**References:**

1. American Dietetic Association. (2000). *Position of the American Dietetic Association: Nutrition and Health Promotion for Children*. In *Position of the American Dietetic Association: Nutrition and Health Promotion for Children*. Retrieved from <http://www.dietetic.org>

2. WHO guidelines for daily intake of added sugar

# Fighting Childhood Obesity with Healthy School Food Environments



## The global crisis of 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.<sup>1,2</sup>
- The obesity rate among Jamaican children 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%.<sup>3</sup>

## 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 1 diabetes, heart disease and tooth decay.
- More than two thirds of Jamaican teens (13-17) consume a bonated soft drink on or more times per day.<sup>4</sup> Drinking just one sugary drink a day increases the likelihood of being overweight by 55% for children.<sup>4</sup>

## Obesity causes many health problems for children

- Obesity increases the risk of depression, anxiety, low self-esteem, peer bullying, eating disorders, poor school performance.<sup>5,6,7</sup> Obesity in childhood often follows kids into adolescence and adulthood,<sup>8,9</sup> meaning their future is more likely to include diabetes, heart disease, and cancer.<sup>10,11</sup>

## 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.<sup>12,13</sup>
- Unhealthy school food environments prevent children from making good eating decisions and learning healthy food habits.<sup>14</sup> Easy access to unhealthy foods in and around schools, along with aggressive marketing for those foods, contribute with students' consumption rates of those unhealthy foods.<sup>15,16</sup>

## BLUEPRINT FOR A HEALTHY SCHOOL FOOD ENVIRONMENT

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

- 1** Evidence-based standards for school meal programs. High-quality standards for healthy school meals limiting unhealthy foods while promoting inclusion of nutritious foods can improve children's diet within and outside of schools.<sup>17</sup>
- 2** 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,<sup>18</sup> 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.<sup>19</sup>
- 3** 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,<sup>20,21</sup> and encourages a future generation of consumers loyal to unhealthy food and beverage brands.<sup>22,23</sup> 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.<sup>20,24</sup>
- 4** 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<sup>25</sup>, while a survey of food vendors within 100 metres of elementary schools in Mexico

# ALTERNATIVES TO SUGAR SWEETENED BEVERAGES

## KNOW YOUR OPTIONS:

### WATER

- Drink as often as possible throughout the day
- Provides 0 Calories.

### COCONUT WATER

- Drink as often as possible.
- Provides 6g sugar per cup (or 230mls).

### MILK

- Also adds Protein, Calcium and Phosphorus to your diet.
- Limit calories by drinking low fat options (for children 2 years and older).

### FRESH FRUIT JUICES

- You can control the amount of sugar you put in.
- Try preparing juices without adding sugar.

### INFUSED WATER

- Prepare in an infuser water bottle or freeze ice cubes containing slices of fruits such as melon, pineapples, orange, lime, lemon, pieces of grapes or cherries.
- Vegetables such as cucumber can also be used.

### UNSWEETENED HOME-MADE ICICLES/POPPICLES

- Use unsweetened popsicle molds with unsweetened juices.
- Tasty and nutritious alternative to bag juice with syrup and water only.

### RECOMMENDED DAILY LIMIT:

**SUGAR:**

Less than 6 Tsp Children 4-8 Yr	6 Tsp Females	9 Tsp Males




1 tsp = 4g sugar  
1 tsp = 4g sugar  
\*Recommended by The American Heart Association

### TIPS FOR HYDRATING WHILE LIMITING ADDED SUGAR:

- Make water accessible at all times. One children attractive reusable water bottles, filled with water to carry at all times.
- Freeze pieces of fruits or fruit juice in ice cubes. Use these ice cubes to add colour/flavour to child's water.
- Encourage the family to have water with each meal, even when eating out.
- If your child is unable to drink milk because of lactose intolerance, give alternatives such as lactose-free milk.
- Include a few slices of peeled cucumbers and juicy fruit such as tangerines, melon, grapes and/or cherries along with your children's lunch to slake off sugar cravings.

*Remember to consult a Registered dietician and nutrition professional to guide your selections and portions*

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## Guide to the Gradual Restrictions of Sugary Drinks in Schools

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

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

Maximum Sugar	Effective Date
Maximum 6g/100ml	Effective January 1, 2019
Maximum 5g/100ml	Effective January 1, 2020
Maximum 4g/100ml	Effective January 1, 2021
Maximum 2.5g/100ml	Effective January 1, 2023



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# 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

- ✓ 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

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

- ✓ Public education & sensitization
- ✓ Political & Food industry mapping



#AreYouDrinkingYourselfSick  
#AreWeDrinkingOurselvesSick  
#LessSugarMoreLife  
#DrinkWaterInstead  
#tax4health



THANK YOU

