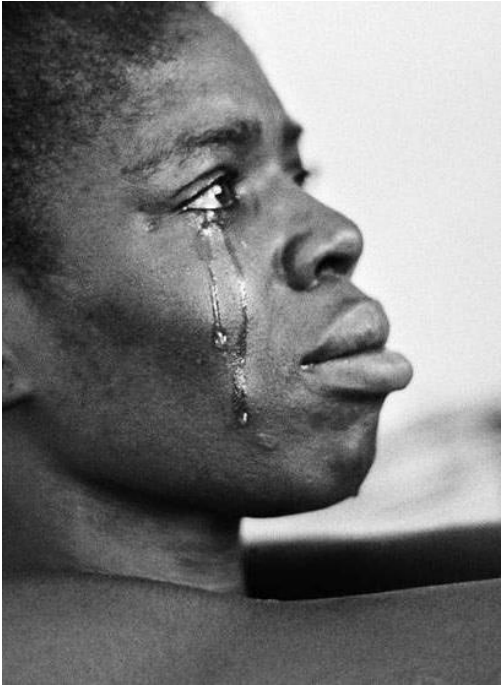




'CHILDHOOD OBESITY: TIME FOR A NEW NARRATIVE'

April 25, 2019

Barbados' Response: The 'Stop yuh too sweet' Campaign



COLD HARD FACTS



NCDs are killing us early!

NCDs are now responsible for 8 out of every 10 deaths in Barbados

31% of children in Barbados are considered obese or overweight.

By 2010, Barbados recorded three strokes every two days

By 2015, cancer was the second leading cause of death in Barbados

NCDs account for 60% of the country's health budget expenditure

Economic cost of NCDs in Barbados is over Bds\$209 mil annually

Childhood Obesity Prevention Campaign

FUNDED BY: Global Health Advocacy Incubator

Launched in 2018

Main focus Phase 1 – Education

Phase 2 - Advocacy

Advocacy Campaign to Support Policy Change, to restrict the Sale and Promotion of Unhealthy Food and Beverages in and around Schools; laying groundwork for the increase in SSB taxes

2018 – Phase 1 Achievements



CEO of the Heart and Stroke Foundation of Barbados, Fiona Anthony (second left), Minister of Health and Wellness Jeffrey Bostic (third left), president of the Heart and Stroke Foundation of Barbados, Dr Kenneth Connell (sixth left), and Governor General Dame Sandra Mason (seventh left) flanked by other supporters of the cause during a photo opportunity with the campaign's banner. (Picture by Newsday Barbados)

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 13 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 one 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 Bostic, 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

Governor General Dame Sandra Mason signing the National Accord as president of the Heart and Stroke Foundation of Barbados, Dr Kenneth Connell (left), looks on.

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

Referring to research done by UWI, Bostic 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 sweetened beverages (SB).

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. (Picture by Nigel Browne)

school environments, communicating by cell phone or watching



KEYNOTE SPEAKER Dr Patrice 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.



Heart & Stroke

Foundation of Barbados Inc.



Pupils of the St. Michael's School Barbados with Principal Dr. Yvette Mayers (2nd row far left), Barbados Senator Dr. Crystal Haynes (front 2nd left), Honourable Col. Jeffrey Bostic (3rd from left), CEO of the Heart & Stroke Foundation, Fiona Anthony (3rd from right), Dr. Alison Bernard - President of the BCFN (2nd right) and Krystal Boyes, HCC Youth Ambassador (far right) with Francine Charles, HCC COP Communications Officer (2nd row far right).

Fight against childhood obesity moves into schools

THE Healthy Caribbean Coalition (HCC) and some of its member civil society organisations (CSOs) are now taking the Call to Action against Childhood Obesity into schools across the region.

The main objectives are to arm the region's children with information about the dangers of an unhealthy lifestyle and the choices they can make to safeguard their health. The second objective is to also encourage the children to show support for action against childhood obesity, by

signing the HCC's Call to Action.

Outreach activities have already started in Barbados as well as the Bahamas and Grenada.

On Monday October 1st, the HCC in collaboration with its CSO partners, including the Heart & Stroke Foundation of Barbados (HSFB) and the Breastfeeding and Child Nutrition Foundation Barbados (BCNF), launched the Schools Outreach programme in Barbados at the St. Michael's School.

That launch event gave a sneak peek into the format of the outreach, and it also featured inclusive fun exercise activities and interactive games, which will allow children to learn more about the dangers of too much sugar sweetened beverages and other unhealthy lifestyle choices.

Speaking at the launch was Barbados' Minister of Health and Wellness, the Honourable Col. Jeffrey Bostic. Minister Bostic, who had just recently returned from the third UN High Level Meeting overseas, fully endorsed the HCC-led initiative and appealed to the students

to make healthier food choices.

Also speaking at the launch was the CEO of The Heart and Stroke Foundation, Fiona Anthony.

Yvette Mayers, Principal of St. Michael's School, said the HCC's outreach programme in collaboration with other CSOs in Barbados meant she hoped to carry the message of childhood obesity prevention to other secondary schools across the region, in the coming months.

(P/USM)



Phase 2: KEY ACTIVITIES

Meetings with Policymakers: Ministry of Finance; Ministry of Health; Ministry of Education

Mass Media Campaign: May 2019 Launch

Model Schools Project: September 2019

Stakeholder Engagement/Community Outreaches:

Vendors; Government Ministries; Private Sector; National PTA

Evidence-based Research



CADRES POLL – 2018 – completed. To be officially launched/published.

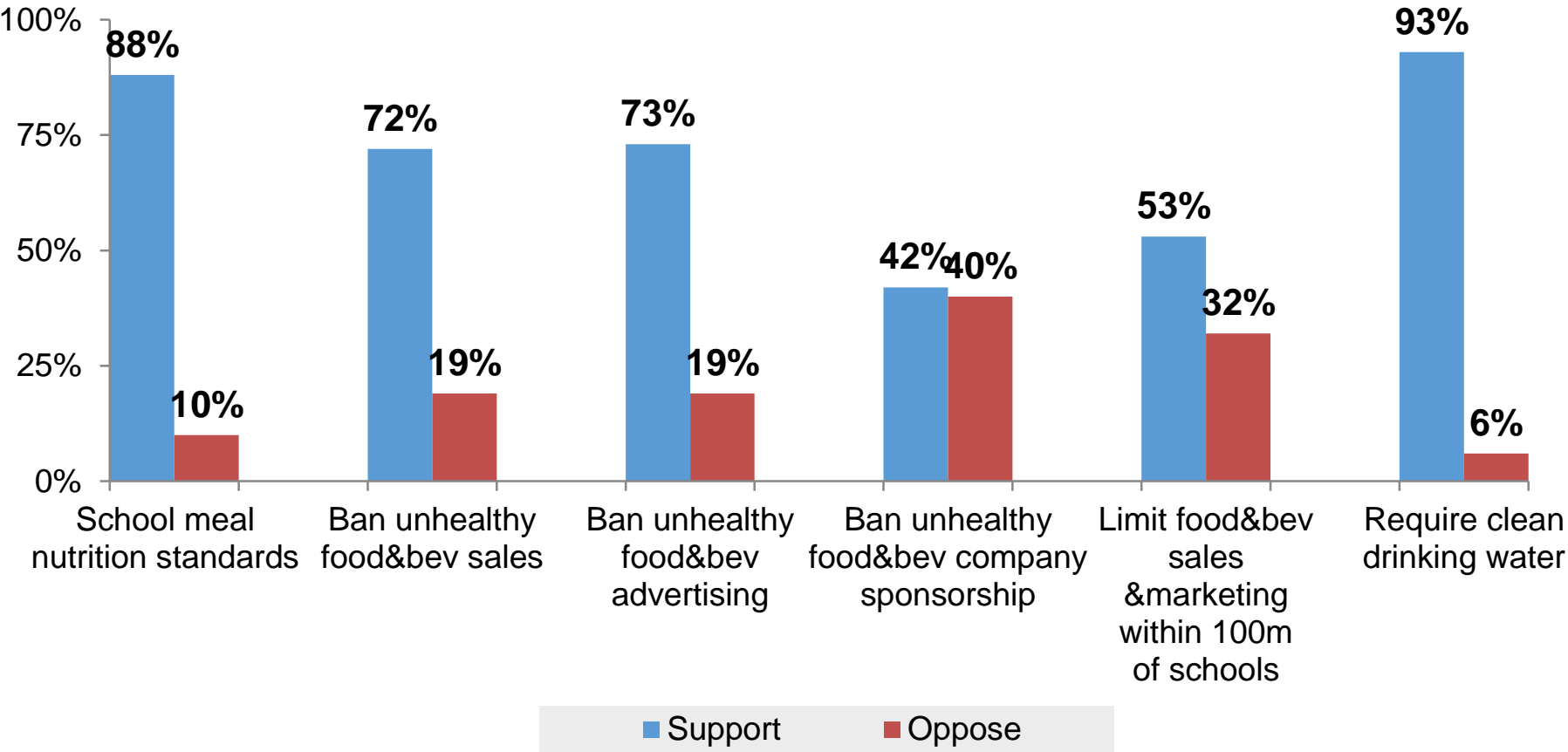


CAIHR School Audit – 2018/2019 – in progress



GA/CDRC – School Environment Survey Assessment – 2018/2019 – in progress

Support for Strong Policies to Create a Healthy School Food Environment



Q18. How strongly would you support or oppose each of the following as part of a national guideline to create a healthy school food environment for kids?

*Responses for 'Neither Support nor Oppose' were not added

Mapping of Beverage Industry in Barbados

conducted Nov 2018 by Melissa Mialon, Research Fellow, University of York



240 brands analysed from six retail entities



Only 40 beverages fell under the category of minimally processed



Only 8 (eight) drinks presented BOTH the ingredients and nutrient profiles:
1 club soda, 3 milk products, 2 juices and 2 brands of water

Barbados CSO Coalition

- Heart and Stroke Foundation
- Healthy Caribbean Coalition
- Barbados Diabetes Foundation
- The Diabetes Association of Barbados
- National PTA
- National Taskforce on Wellness
- Breastfeeding and Child Nutrition Foundation of Barbados (BCNF)
- Barbados Muslim Association
- Barbados Christian Council
- Media Support
- Legal Support
- Nutrition Support
- Physical Training Support
- Youth Coalition



HSFB CHAMPIONS

- Advocacy within circles of Influence
- Media Appearances
- Strategic Social Media Promotion
- Support for Stakeholder Engagements





Message from President of HSFB, Dr Kenneth Connell

"In line with the HSFB mission and goals, I stand with our Board of Directors in our commitment to the Childhood Obesity Program."

We see the project as creating health legacy for the very vulnerable health environments of small island states, such as Barbados, and are excited to be part of the revolution."



THANK YOU
