Barbados’ Response: The ‘Stop yuh too sweet’ Campaign
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

Fight against obesity

Heart & Stroke Foundation of Barbados Inc.

Zero tolerance for childhood obesity

Fight against childhood obesity moves into schools
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

- CAIHR School Audit – 2018/2019 – in progress
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?

<table>
<thead>
<tr>
<th>Policy</th>
<th>Support</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>School meal nutrition standards</td>
<td>88%</td>
<td>10%</td>
</tr>
<tr>
<td>Ban unhealthy food &amp; bev sales</td>
<td>72%</td>
<td>19%</td>
</tr>
<tr>
<td>Ban unhealthy food &amp; bev advertising</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>Ban unhealthy food &amp; bev company sponsorship</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Limit food &amp; bev sales &amp; marketing within 100m of schools</td>
<td>53%</td>
<td>32%</td>
</tr>
<tr>
<td>Require clean drinking water</td>
<td>93%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*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