

HCC CIVIL SOCIETY ACTION PLAN 2017-2021: PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

WEBINAR SERIES

BUILDING ADVOCACY CAPACITY FOR CHILDHOOD OBESITY PREVENTION IN CARICOM

“Belize’s Response: Healthy Schools Belize- NCD COPA”

25th April 2019

Heather Reneau



Belize's Response

Current initiatives related to Childhood Obesity prevention in Belize:

Ministry of Health (MOH)

- National Plan of Action for the Prevention & Control of NCDs 2013-2023.

Pan American Health Organization (PAHO)

- Plan of Action for prevention of obesity in children & adolescents.
- Front of Package labelling initiative

Belize Bureau of Standards

- Review Draft of CARICOM Regional Standards for FOP

Ministry of Education (MOEYS)

- Healthy School nutrition development . Healthy Feeding programs.

National Council for Families and Children (NCFC)

- National results framework for children & adolescents 2017-2030

Civil Society Organization, NGOs and Social Partners



Belize's Response: From a Civil Society Approach



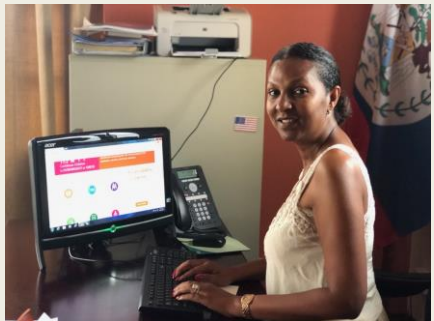
- The Belize Cancer Society (BCS) was the recipient of a 2018 HCC Childhood Obesity grant :ADVOCACY STRATEGIES FOR NATIONAL POLICY AND LEGISLATION: BAN ON SUGAR SWEETENED AND UNHEALTHY BEVERAGES IN AND AROUND SCHOOLS COUNTRYWIDE.
- BCS along with local government and social partners participated in capacity building workshops to develop and execute logical frameworks and a 6 month advocacy plan of action in Belize to address SSBs.
- Birth of the “ *Let’s Make Healthier Choices Campaign*” and the Healthy Schools :Non- Communicable Disease Childhood Obesity Prevention Alliance (NCD-COPA)
- Grant supported advocacy initiatives, trainings, education & sensitization campaigns, mass media education, community outreach in urban and rural Belize as well as primary school outreach and numerous other lobbying initiatives.
- Belize supported the Regional COP Call to Action spearheaded by the HCC.

Coalition Formation- NCD COPA

"Alone we can do so little; together we can do so much." – Helen Keller.

- It was recognized that the creation of an alliance including civil society and government would make a greater impact on the Belizean Community in addressing Childhood Obesity education, awareness, prevention and advocacy.
- All inputs received from represented organizations was developed into a 6 month Action Plan for execution. **Sharing limited resources builds lifelong loyal friendships and strengthens relationships.**
- Oath of commitment developed and signed by represented organizations to solidify individuals efforts to one unison cause.





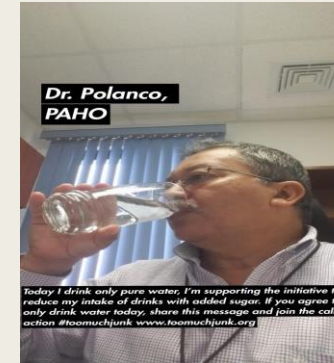
Understanding our environment

- We understood that even though we have different mandates we shared the same goal for healthy schools and Belizean healthy children who are not over weight and at risk of becoming obese.
- Intense lobbying efforts commenced to sensitize our leaders of government on the detriment of sugars on our children and the need for us collectively to raise the awareness and make a stand now.
- We put aside our individual interest for the achievement of a National Goal.
- Support was garnered from all leaders of government.
- The alliance carefully evaluated the environment and strategically planned initiatives and outreach sessions to support all sectors of the country.

Work of the Coalition

Coordinates, facilitate and participate in:

- Community Health fairs.
- Health promotion campaigns.
- Education sessions to, businesses, church groups and community groups.
- Support Health education to rural communities in multi language.
- Vendors health education training
- Wellness Day offering free screening services and education.
- Healthy schools education campaign.
- Mass media education and promotions. Local TV, Radio and social Media.
- Capacity Building workshops/ training.
- Advocate and lobby for policy and legislation on SSBs.



The Way Forward

- Continued commitment to work from all alliance members.
- Increased visibility and support of community health initiatives by COPA member.
- Increased membership of the Healthy Schools NCD-COPA by organizations countrywide.
- Sustained agitation for policy and legislation to ban unhealthy food and drinks from in and around schools. Increased community education.
- **Ultimate Goal:** *To halt the increase in childhood obesity in Belize in alignment with national strategic goal in the Belize National Plan of Action for the Prevention and Control of Non Communicable Diseases 2013-2023, which aims to reduce NCD premature mortality through integrated action on NCD risk factors and their underlying determinants.*





THANK YOU!

Heather Reneau
Belize Cancer Society
2625 Mercy Lane
Belize City Belize
501-223-0922
Mia.bcs.admn@gmail.com