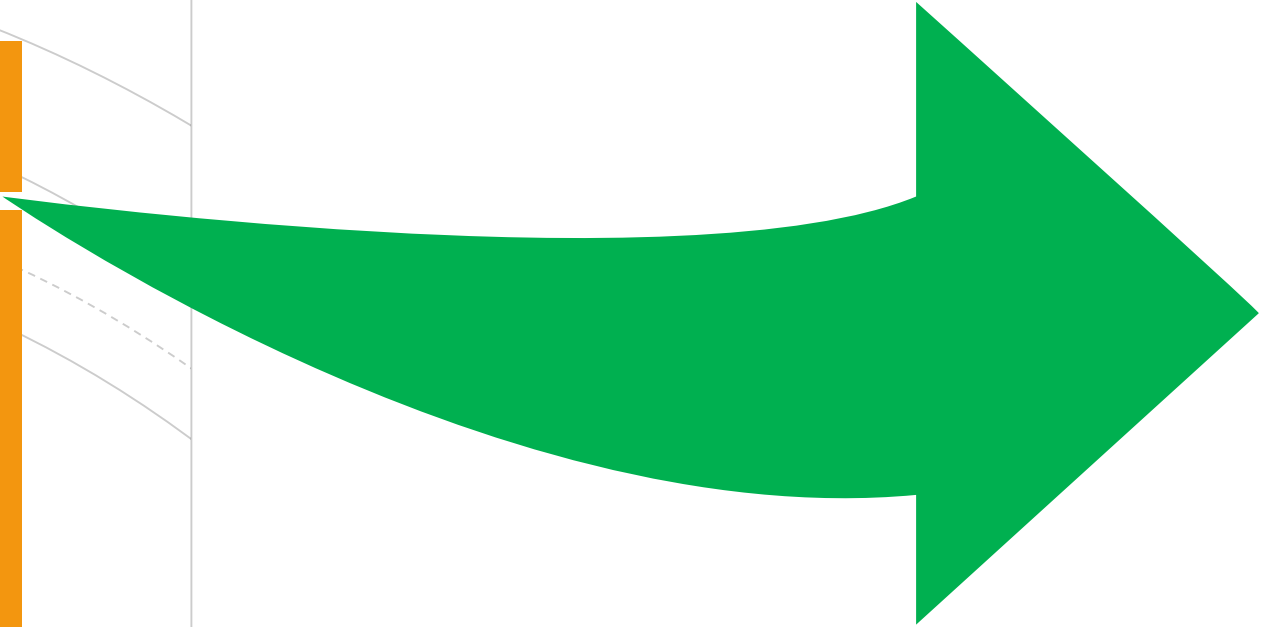


Maisha Hutton, HCC

**Front-Of-Package
Labelling:
The Way Forward For
The HCC**



CIVIL SOCIETY ADVOCACY FOR FRONT OF PACKAGE NUTRITIONAL WARNING LABELS



ADVOCACY FOR FOPNL



Heads of Government commended the contribution of civil society organisations to regional efforts to counter NCDs and endorsed implementing policies geared to preventing childhood obesity, including for health-promoting school environments **and Front of Package (FOP) labelling**;

HCC OPEN CONGRATULATORY LETTER

IN RESPONSE TO THE OFFICIAL COMMUNIQUE

FOLLOWING THE 39TH REGULAR MEETING OF THE CONFERENCE OF HEADS OF GOVERNMENT JULY 4-6, 2018, JAMAICA

July 9, 2018

The Healthy Caribbean Coalition notes with tremendous pleasure the significant leadership in NCD prevention and control demonstrated by CARICOM Heads of Government and State at the recently concluded 39th Caribbean Community Summit.

CARICOM leaders at the Summit agreed that Member States should be represented at the highest level at the United Nations (UN) High-Level Meeting (HLM3) on Non-Communicable Diseases (NCDs) to be held on Thursday, 27 September 2018 at UN Headquarters, New York, USA. Additionally CARICOM Leaders endorsed six priorities on which the Region should advocate for during the negotiation of the Outcome Document. These are: 1. establishing and maintaining a smoke-free status for the Region; 2. implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling; 3. promoting the elimination of cancer of the cervix; 4. support for mitigation of post-disaster vulnerabilities related to NCDs in particular nutrition, treatment and care; 5. increasing international financing and technical support; and 6. strengthening accountability through national coordinating mechanisms. These priorities are aligned with HCC's nine regional advocacy priorities for inclusion in the HLM3 Political Declaration.



FRONT OF PACKAGE NUTRITION WARNING LABELS

- Member of PAHO CCHD Team (PAHO-Chilean-CARICOM joint-project).
- Building regional FOPL CSO/stakeholder advocacy network.
- Providing intelligence and support for effective participation in national consultations.
 - Monitoring transparency and accountability of the consultation process.
- Public and policymaker education
 - FOPL resource for CSO advocates
 - Hosting webinars: *Pushing and Pulling: The Caribbean Experience Moving Towards Front-Of-Package Nutrition Labels.*
 - Graphics, PSAs etc



SNAPSHOT OF PUBLIC EDUCATION GRAPHICS

WOULDN'T IT BE GREAT TO KNOW WHAT YOU AND YOUR FAMILY ARE EATING?

HIGH IN SUGAR
Ministry of Health

HIGH IN SODIUM
Ministry of Health

"HIGH-IN"
FRONT OF PACKAGE LABELLING CAN HELP YOU MAKE A BETTER CHOICE

HIGH IN SUGAR
Ministry of Health

HIGH IN SODIUM
Ministry of Health

HIGH IN SATURATED FATS
Ministry of Health

HIGH IN FAT
Ministry of Health

CONTAINS TRANS FAT
Ministry of Health

CONTAINS ARTIFICIAL SWEETENER
Ministry of Health

HEALTHY CARIBBEAN COALITION

NO MARKETING TO CHILDREN

"HIGH-IN"
FRONT OF PACKAGE LABELLING PROHIBITS TARGETED MARKETING AIMED AT CHILDREN

HIGH IN SUGAR
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WHAT IS IN YOUR SNACK?

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Ministry of Health

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ARE YOU SURE ABOUT WHAT IS IN YOUR FOOD?

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DO YOU REALLY KNOW WHAT YOU ARE DRINKING?

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