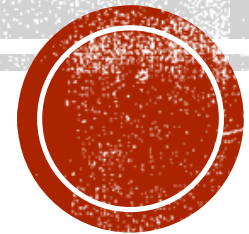


**ACCELERATING NUTRITION POLICIES IN THE
CARIBBEAN CREATING SUPPORTIVE ENVIRONMENTS
FOR HEALTHY CHILDREN**

Wrap Up Day 1



THE ENEMY

- **Childhood Obesity- Greatest threat to our future**
- **Enemy is disguised as a friend- transportation and technology, economic development, instantaneusness, Microwave Culture, Gospel of prosperity, instanteeism an self gratification**
- **Is it Food?- SSBs, ultraprocessed,- is there any nutrients (2% of the foods marketed to children meet nutritional scrutiny)**
- **Accessibility- Systematic marketing- as close as your child's school book, at eye level**



OBJECTIVES- WHAT

- Build Capacity and Momentum
- Build Awareness- Diverse Stakeholders
- Engage Policy/Decision Makers-
- Conflict of Interest



THE ROAD TO DATE- MARATHON

- 2001 Nassau Declaration
- 2007 POS Declaration
- 2011, 2014 , 2018 UN HLMs
- PAHO plan, UNICEF response, FAO mandate, CARPHA 6PPP
- Multiple declarations by COTED and COHSOD



BUILDING MOMENTUM- DIVERSE STAKEHOLDERS

- Bottom up approach, Political Champions
- Engaging Multiple Sectors
- All of Government
- Engaging the Youth
- The debate on how to engage industry- from vendors and canteens to BIG FOOD
- Effective flow of information- left and right hands
- Father Grandfather godfather
- Mother, Auntie



OBJECTIVES HOW- THE TOOLBOX

- Front of Package Labelling- Is it Food?
- Restricting Sale and Marketing in Schools
- SSB Tax
- Not reinventing the wheel- learned from FCTC/ Tobacco: Limit Marketing, Change Environments, Taxation, Warning Labels, manage conflict of interest
- Busy work- Presenteeism- Just do something vs Solving the Problem



EVIDENCE



WHAT TO DO- TAXES

- Taxes- Excise tax, per unit (avoid substitution for larger quantities and cheaper brands)
- Broad based taxes- sugary drinks (avoid substitution)
- Higher rates for more sugary or more expensive drinks (drive the behavior you want)
- Regional Approach- Avoid Crossborder shopping, smuggling etc.
- WHO recommends minimum 20%



WHAT TO DO- WARNING LABELS

- Decisions made in milliseconds
- Salt Sugars Fats
- High contrast
- All risks displayed
- No conflicting signals
- Placement and size



WHAT TO DO- SCHOOL POLICIES/ LIMIT MARKETING

- Kids are constantly bombarded with messaging and accessibility
- Rally the troops- Youth, PTA, Canteens, Vendors, Education, Health
- Make the healthy choice the easy choice- water, fresh foods, vegetables and fruits, agriculture, school gardens, physical activity for all
- Standards and Guidelines
- Manage Conflict of Interest- PTA, Policy Makers, School Sponsorship
- Monitor and evaluate



MANAGING CONFLICT OF INTEREST- WHY

- Marketing – Why
- What is being Marketed
- To Whom it is being Marketed
- How it is being marketed



INTERNATIONAL EXAMPLES

- Chile legislation- 2007- 2019- limits food advertising
- Uruguay- Laws on Sale and Marketing of processed products in school
- Canada- FOPL, Marketing, transfat sodium reduction, food guidelines

David and Goliath:

Chile, Australia

Antigua and Barbuda



BARRIERS TO IMPLEMENTATION

- Lack of Accountability and Transparency in process
- Industry Interference
- Lack of Resources- there are partners
- Political Will
- WTO- need to know the rules



THINGS TO CONSIDER

- Need for Common Purpose- Confluence of Interest- Know your Enemy
- Fyre- Social Influence
- Perception of value- cost vs. nutritional value
- Impact of Climate Changes- increased consumption of SSBs post hurricanes
- We need to do things differently- new generations
- Discipline- no quick fix- incremental changes
- Moral imperative to act



CALL TO ACTION

ACT NOW



TODAY

- Regional Examples
- Call to Action

