HCC ADVOCACY NUTRITION POLICIES
CREATING SUPPORTIVE ENVIRONMENTS FOR HEALTHY CHILDREN

Maisha Hutton  I Executive Director, HCC
September 17-18, 2019
“... This is the first time in the history of humanity - 200,000 years - that our children will be fatter than their parents.

Dr. Anselm Hennis,
Director of the Department NCDs and Mental Health, PAHO

Remarks at the 2017 Regional CARPHA Meeting to Develop a Roadmap on Multi-Sectoral Action in Countries to Prevent Childhood Obesity through Improved Food and Nutrition Security.
Tackling childhood obesity through the life course
HCC CSAP POLICY ASKS

CIVIL SOCIETY ACTION PLAN 2017-2021

PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

Enabling Caribbean civil society’s contribution to national and regional action for healthier, happier children.

KEY POLICY ASKS

1. Taxation of unhealthy foods and beverages
2. Mandatory Front-of-Pack Nutrition Labelling
3. Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes
4. Banning the marketing of unhealthy foods and beverages to children
5. Banning the sale and marketing of unhealthy foods and beverages in schools

Mandatory physical activity in schools

School- and community-based interventions
IMPLEMENTATION PARTNERS

1. CARICOM CSOs
2. CARICOM Govts
3. PAHO, CDB, UWI OC, CARPHA, CARICOM
4. GHA/NCDA/ WCRF/ WOF
APPROACHES

- Awareness, Capacity Building, Advocacy
- Coalition Building
- Accountability
- High-Level Advocacy

APPROACH
PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

AWARENESS, CAPACITY BUILDING AND ADVOCACY
CHILDHOOD OBESITY PREVENTION PORTAL
MY HEALTHY CARIBBEAN SCHOOLS

How does your school stack up?

Is your school a healthy school?
Can you buy healthy foods at your school?
Can you buy junk food at your school?

My Healthy Caribbean School Initiative

My Healthy Caribbean Schools (MHCS) is an initiative of the HCC which generates students, teachers and parents with the opportunity to monitor the school environment with a focus on health and physical activity.

MHCS encourages students, teachers and parents to invest in their school’s environmental health and physical activity. Through feedback and input from students, teachers and parents, the MHCS initiative provides a mechanism for monitoring and improving the health of students, teachers and parents. The initiative also aims to raise awareness about the importance of healthy schools and the need for health-promoting environments.

Check out the My Healthy Caribbean School Initiative.

Rate your School

Head to healthycaribbean.org/mhcs to rate your school and find out how your school compares to other schools across the Caribbean.

How does your school stack up?

1. Country:
   - Please select a country

2. Next select your school:
   - Please select a country first

3. How are you associated with the school?

4. How old are you?

5. What is your gender?

6. Does your school have a school policy which prohibits the sale and marketing of junk foods and beverages at your school?
BUILDING CSO AND YOUTH CAPACITY
PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

COALITION BUILDING
FOSTERING NATIONAL OBESITY COALITIONS AND STRENGTHENING NATIONAL NCD COMMISSIONS

• Barbados CSO Obesity Coalition
• Belize NCD COPA – Childhood Obesity Prevention Coalition
• Bahamas HALT – Healthy Action Lifestyles Team
• HCC NNCDC Portal and Chairs Network
PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

ACCOUNTABILITY
# Childhood Obesity Prevention Scorecard

## Ongoing Updates

**Barbados | August 2018**

The Childhood Obesity Prevention Scorecard (COPS) is a comprehensive tool for assessing a country's progress in preventing childhood obesity. It includes indicators such as the implementation of policies related to healthy eating and physical activity, and is updated regularly based on the latest research and recommendations.

### Called for by Ministers of Health at WHA 2017

The COPS is supported by the World Health Organization (WHO) and the Caribbean Public Health Agency (CARPHA) to help countries track their progress in addressing the growing problem of childhood obesity.

## For More Details Please See the COPS Online Database

[Link to the COPS webpage](http://www.healthycaribbean.org) for detailed information and resources.
THE FOOD AND BEVERAGE SECTOR

Mapping of the Sector – *Who are they and Instances of Interference*

Identifying and Managing Conflict of Interest
PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

HIGH-LEVEL ADVOCACY
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;...
HIGH LEVEL ADVOCACY - PUSHING THE OBESITY AGENDA AT THE HLM3
WORKING WITH CHAMPIONS

Political Champions with national and regional influence

Community Champions including young people - with national and regional reach
CARIBBEAN FOCUS

MONITORING THE FOOD AND BEVERAGE INDUSTRY

ISSUE 1 - JULY 2019

Healthy Caribbean Coalition
NEWSLETTER OBJECTIVES:

1. To highlight specific examples of industry actions that may undermine healthy nutrition policies and contribute to overweight and obesity among children and adults.

2. To increase awareness and appreciation of the detrimental effects of these actions on public health and the development of related policy.

3. To encourage health-supporting actions by the food and beverage industry.

4. To build advocacy capacity among civil society actors in the Caribbean to identify and address industry interference, instances of conflict of interest and predatory marketing of unhealthy foods and beverages to children.
ACTIVITIES

Industry actors engage in a variety of activities to directly and indirectly support continued growth of their brand and companies.

These activities are often cross-cutting and can be broadly categorized under.

1. Public Policy
2. Corporate Social Responsibility
3. Marketing to Children

These categories are cross-cutting and can raise questions around Conflict Of Interest.
DDL joins list of sponsors for U14 football

Stabroek News  June 7, 2019

Pepsi Brand Manager Larry Wills [right] making the presentation to Petra Organization representative Mark Alleyne [centre] while Petra Director Troy Mendonca looks on.

cocacolajamaica
National Stadium

Meet our 28 ladies around the island who are High School MVP football players 🏆 Let’s support and encourage together our women 🇰ʲ.

19 May

Sergeislandja

Zowie Barracks from the Avondale Preparatory School receives her gift basket courtesy of 🇰ʲ Serge #MonsterMilk.

Baskets are being given to students highlighted in the Children's Own for the Month of May. Tune in to our page for more highlights of these amazing students.

Sergeislandja #ChildsMonth
MARKETING TO CHILDREN

1. Coca-Cola: "Be a Superhero to Your Friends"
   - Promoting a healthy snack choice.

2. Seprod Group of Companies: "Cool Fruit"
   - Encouraging the consumption of fruit as a snack.

3. Serge Milk: "Do you remember skipping as a child?"
   - Highlighting the importance of physical activity.

4. Serge Milk: "Looks like she's just as happy for Friday as you are!"
   - Celebrating the end of the week.

5. Nation 246: "Our Health, Our Right, Right Now."
   - Advocating for health and wellness.
CONFLICT OF INTEREST

Minister of State in the Ministry of Education, Youth and Information, Hon. Alando Terrelonge (second left, seated), enjoys the performance of students at the Gregory Park Primary School in St. Catherine, Christine Liscombe and Tyrese Williams, during yesterday’s (May 30), signing of an expanded memorandum of understanding (MOU) between the Ministry and Nestlé Jamaica Limited, for extension of the company’s health and wellness programme in schools. Also enjoying the performance (from left) are Head of Marketing for Nestlé’s Anglo-Dutch Caribbean, Patricio Torres; Managing Director for Nestlé Jamaica, Daniel Caron, and Principal of the school, Richard Williams.
CALL TO ACTION 1

• Title
  – Call to Action? Is this suitable and sufficiently urgent and action oriented? HCC has used this before with petition.
  – Through a civil society lens and perspective
• Length
  – Ideally 2 pages
• To Whom? Target Groups
  – Caribbean Region
    • Political Leadership (and policymakers?)
    • Civil Society
    • Private Sector
• From Whom? Outcome of the Meeting
  – Outcome of the meeting call from the meeting
  – The call doesn’t represent commitment from individuals or organisations
  – Language needs to be inclusive and reflect the diversity of the room
  – Expand to include other HCC members through online process post meeting
CALL TO ACTION 2

• Structure
  – Primary Ask up front ie. implementation of nutrition policies with focus on 3 priority policies
  – General Section
    • Background/ Rational
      – CARICOM Commitments
      – Rational for Nutrition Policies
    • Asks for each target group
  – Policy Specific Section
    • Key actions for each target group specific to the policy area
      – E.g. FOPL /Policymakers/ CROSQ – improve transparency ie. document the correct process to enable advocates hold the process to account
      – E.g. School Policies/ Policymakers/