Preventing disease
Promoting and protecting health
Panel Discussion: The Size of the Problem and Commitment to Act

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September 17-18, 2019, Barbados
Endorsement of the 6-Point Policy Package

• In November 2015, COTED considered a paper on “Childhood Obesity: Economic Sector Related Aspects of its Prevention”.

• It was agreed that review and further consultation on adopting the CARPHA 6-point policy package for healthier food environments in a stepwise manner was required.

• This was subsequently supported by the CARICOM Heads of Institutions at a meeting held in March 2016; the 37th Conference of CARICOM Heads Meeting in July 2016; and the 43rd Meeting of the COTED in November 2016 (reaffirmation of the decisions to advance the agenda on reduction of childhood obesity).
The 6-point Policy Package

The 6-Point Policy package includes measures to address:

1. Food Labelling;
2. Nutrition Standards and Guidelines for schools and other institutions;
3. Food Marketing;
4. Nutritional Quality of Food Supply;
5. Trade and Fiscal Policies; and
1. Food Labelling

**Objective of Food Labelling**

To enable consumers to make *informed food choices* and to prevent *misleading claims* about nutrition and health benefits

**WHY?**

- Nutrition labelling on packaged food or menus
- Better informed consumer
- Healthier Food Purchases
- Healthier Diet
- Prevent obesity

**WHAT is the policy proposal?**

- Mandatory *Nutrition Facts Panels* (NFP) on all packaged retail foods and beverages
- Standardized *interpretive nutrition labels* on all packaged retail foods and beverages. To be used in conjunction with NFPs
- Regulate all on-pack marketing, and health claims, including promotions and characters
- Mandatory nutrition labelling on menus
2. Nutrition standards and guidelines for schools and other institutions

**WHAT is the policy proposal?**

- **Mandatory** national nutrition standards for all foods provided and sold in schools and early childhood services, based on generic regional guideline
- Regional guidelines for foods in other (public) institutions, including workplaces

**OBJECTIVE**

- To ensure that food provision in schools and (government-funded settings), encourages dietary choices that are **aligned with dietary guidelines**

**WHY?**

- Healthier food environments
- Schools and workplaces
- Nutrition standards and guidelines for schools/institutions
- Food service modifications
- Prevent obesity
- Healthier food purchase and consumption

Preventing disease, promoting and protecting health
3. Food Marketing

**WHAT is the policy proposal?**
Regional guidelines to reduce children’s overall exposure to unhealthy food advertising through all channels.

**WHY?**
- Guidelines to reduce children’s overall exposure to unhealthy food ads
- Reduction in # ads for HFSS targeting children
- Decline in proportion of ads viewed by children that are for HFSS foods
- Reduce purchase of energy dense, high fat, salt, sugar foods
- Impact, of persuasion from marketing, on children reduced

**OBJECTIVE**
- To minimize the impact (exposure and power) of unhealthy food and beverage advertising on children

Reduce body weight
Prevent obesity
4. Nutritional quality of food supply (levels of harmful ingredients)

WHAT is the policy proposal?

- Mandatory removal of artificial **trans-fats** in all food products
- Regional standards and time-bound targets for salt, fat and **sugar reduction for specific food product categories**
- Guidelines for, and work with, food service outlets and street vendors to improve nutritional quality of ingredients and foods sold

**OBJECTIVE**

- To minimize the energy density and unhealthy composition (i.e. foods with high levels of salt, sugar, saturated and trans fats) of processed foods and foods prepared for sale

**WHY Sugar?**

- Sugar reduction standards & targets
- Reduce the amount of free sugars in food products
- Reduced sugar intake
- Reduce body weight
- Prevent obesity

**WHY Transfat and salt?**

- Removal of TFA; Standards and targets for salt, reduction
- Elimination of TFA and reduction of salt content in products
- Consumption of healthier diets
5. Trade and Fiscal Policies

WHAT is the policy proposal?
- Selectively adjust sales taxes to align with the nutritional value of foods
- Align tariff schedules with the healthfulness of foods by selectively adjusting import duties on foods and beverages originating outside CMSE
- Tailor public assistance, such as subsidies and welfare payments, to incentivize healthy food consumption

Objective
To protect national and regional food sovereignty* and to promote demand for healthy domestic foods

*the right of countries and peoples to define their own food policies which are ecologically, socially, economically and culturally appropriate

WHY- Fiscal policies

Fiscal policies
Subsidies and taxes

Alter food buying behaviour

Price

Demand

Reduce consumption of HFSS foods

Reduce body weight
Prevent obesity
5. Trade and Fiscal Policies

WHY- Trade policies

Adjust trade policies (Tariff-tax or duties) to align with healthy foods

Pricing and importation of healthy/unhealthy foods

Reduce purchase & consumption of HFSS
Increase purchase & consumption of nutritious foods

Prevent obesity
6. Food chain incentives

**WHAT is the policy**
- Preferentially target agricultural supports and incentives towards nutrient-rich commodities, especially fruits and vegetables.
- Promote demand-side incentives for domestic healthy food chains.
- Identify and address bottlenecks in domestic healthy food chains.
- Work with food processors/suppliers/vendors to promote use of healthier ingredients.
- Promote and support community food production.

**OBJECTIVE**
- To ensure agricultural and food systems policies are in coherence with healthy eating.

**WHY?**
- Increase demand for nutrient rich commodities.
- Increase production & supply of nutrient rich commodities.
- Increased purchase & consumption of nutritious foods.
- Prevent obesity.
High-Level Meeting

• High-Level Meeting of Officials from CARICOM institutions and other agencies (HLM), was held in Barbados, from 8-10 February 2017.

• The specific objective of the meeting was “to develop a ‘Roadmap on Multi-Sectoral Action in Countries to Prevent Childhood Obesity through Improved Food and Nutrition Security’.”
<table>
<thead>
<tr>
<th>Some Key Action Area</th>
<th>Lead Agency</th>
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<tbody>
<tr>
<td>Undertaking revision of labelling standards (Jamaica and Suriname leads) and</td>
<td>CROSQ</td>
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<td>undertaking awareness, communication and advocacy to promote mandatory food</td>
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<td>labelling.</td>
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<td>Providing technical support to countries to adapt and adopt regional nutrition</td>
<td>CARPHA</td>
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<td>guidelines for schools.</td>
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<td>Developing regional guidelines to reduce the marketing of unhealthy food and</td>
<td>PAHO</td>
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<td>beverages to children through all channels.</td>
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<td>Reducing levels of harmful ingredients: developing a model regulatory legislative</td>
<td>FAO</td>
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<td>framework for the removal of trans fat from the food supply; and engaging industry</td>
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<td>in dialogue to reduce salt, fat, sugar and overall calorie levels.</td>
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<td>Promoting the levying of taxes on food and drink products that are high in sugar,</td>
<td>OTN/CARICOM</td>
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<td>salt and/or fat. Incorporating the labelling law requirements for manufactured</td>
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<td>products in prospective trade agreements negotiated by CARICOM and assist Member</td>
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<td>States in the notification of changes made in labelling and packaging requirements</td>
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<td>through the relevant notification mechanisms of the WTO.</td>
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<td>Preferentially target agricultural supports and incentives towards nutrient - rich</td>
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<td>commodities, especially fruits and vegetables.</td>
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Progress to date

- ITC formed: One virtual and one face to face meeting held to date. Roadmap updated at second Meeting June 2019.

- Meeting on the Chilean Labelling Law.

- Food labelling, nutritional quality – small processors (IICA).

- Front of Package Labelling (CROSQ, PAHO).

- Taxation workshops for Public Sector Departments – Health and Finance (PAHO).

- Research HEU/UWI; CAIHR.

- Childhood Obesity Plans and Child Obesity Score Card: HCC
Progress to date

- Integration of causes of obesity and diabetes and a broader socio ecological model and social determinants in the Human and Social Biology Curriculum (CARPHA, CXC and the UWI Sir George Alleyne Chronic Disease Research Centre).

- Small Grants research programme; Nutrition Standards and Guidelines; Regional Salt Framework (CARPHA).

- School Nutrition Policies; infant and Young Child Feeding Policies; (CARPHA and PAHO).

- Food and Nutrition Surveillance Systems(CARPHA).

- School-based behavioural interventions in Grenada and St. Lucia(CARPHA).

- Improved planting materials and nutritional content of some selected indigenous staple foods; value chains for corn and beans in Belize: CARDI
Challenges

• **Resources** to support implementation of the 6-point policy package – human and financial, and including consumer education – are to be secured.

• Implementation of the new Chilean labelling law is expected cost approximately US$2.5 million over 2 years, for the research, communications, consultations, legal work, monitoring packages, etc.

• Additional investments are needed to **strengthen CARPHA’s capacity** and to support related implementation research by the UWI/CDRC and other academic partners, and the monitoring and advocacy role of HCC.

• Lack of legislative capacity in Member States