Phase 2 – HSFB COP Campaign
Feb 2019 – Jan 2020

HSFB is advocating for policy change: calling on policymakers to ban/restrict the sale and advertising of unhealthy food and beverages in and around schools across Barbados.
Almost there!

Almost there.
Barbadians are showing strong support for policies that will create a healthier environment in the nation’s schools.

In 2018, the Heart & Stroke Foundation of Barbados, Inc. commissioned the services of the Caribbean Development Research Services (CADRES) to conduct a public opinion poll on obesity policy measures.

Methodology:
- Face-to-face household survey using nationally representative sample via random selection of households
- 816 survey respondents
- Survey conducted November – December, 2018

Support for Policies to Create a Healthy School Food Environment

Support for National Guideline for a Healthy School Food Environment

Support for Front of Package Warnings

Key Takeaways

1. Barbadians are very concerned about obesity (83%) and childhood obesity (88%).
2. The majority of Barbadians (97%) believe HAVE INDICATED that it is important for children to have access to healthy food and drinks at school and a large number (62%) said that the current food environment in schools was not healthy.
3. Barbadians are showing strong support for policies that will create a healthier environment in the nation’s schools including restricting the sale of unhealthy foods and beverages (72%) as well as the marketing/advertising of these unhealthy products (75%) within the schools.
4. Barbadians (92%) support having a National Policy to ensure a healthy school environment.
5. There was an overwhelming recognition by 99% of Barbadians polled that it is important that government takes action to reduce Obesity and the related Non-Communicable Diseases (NCDs).
6. There was also strong support for the introduction of Front of Package Warning Labels on food and beverages (89%).
HSFB STRATEGY

- BUILDING PUBLIC SUPPORT
- BUILDING A CIVIL SOCIETY VOICE
- BUILDING OUR CASE
HSFB has engaged the support of 11 POLICY CHAMPIONS to advocate among/educate the public and their circle of influence.
PHASE ONE:
May 24 – July 31

PHASE TWO:
Oct 2 – Nov 29
Digital Media Engagement: followed by Ministers of Government and high-level influencers
Barbados Childhood Obesity Prevention Coalition

- Official Launch – May 2019
- 12 CSOs and 24 individual experts to date
- Youth Sub-Committee initiated
- First Open Letter to Government – May 29th 2019
- Collaboration on various stakeholder outreaches
KEY POLICY ENGAGEMENTS

• Ministries of Health, Education and Finance

• National NCD Commission, Barbados

• Barbados Association of Vendors, Entrepreneurs and Retailers (BARVEN)

• Barbados National Council of PTAs
The signing on of model schools...

From October 1st, 2019, the Childhood Obesity Prevention Coalition will work with six Model Schools to create healthier school environments, starting with the implementation of a ban/restriction on SSBs; the introduction of healthy clubs and advocacy among all the key stakeholders – teachers, parents and students.
CHALLENGES

PARENTS:
Economic Considerations
Cultural Norms

POLICY MAKERS:
Economic Considerations
Stakeholder Relations

SCHOOLS;
Economic Considerations
Alternative Products
(including making water more accessible)

MAYBE WE SHOULD STOP ASKING WHY REAL FOOD IS SO EXPENSIVE AND START ASKING WHY PROCESSED FOOD IS SO CHEAP.
THANK YOU