PROHIBITION OF SALE OR SERVING OF SUGAR SWEETENED BEVERAGES:
A Policy Option To Protect Childhood Futures From Chronic Diseases

Yvonne Lewis,
Director Health Education Division
Ministry of Health, 2019
### Evidence to support policy development

**Overweight And Obesity Rising in Children**

<table>
<thead>
<tr>
<th>Year</th>
<th>Overweight/Obesity</th>
<th>Obesity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999/2000 (Gulliford and Mahabir)</td>
<td>11%</td>
<td>2.4%</td>
</tr>
<tr>
<td>2009/2010 (CFNI/MOH)</td>
<td>23%</td>
<td>12.5%</td>
</tr>
<tr>
<td>2011 (GSHS) 13-15 yr olds</td>
<td>26.2%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

*4 fold increase in obesity among primary school aged children over a 10 year period*

Health Education Division, MOH, 2017
Evidence to support policy development

**Overweight And Obesity Rising in Children**

- Evaluation of a group of 72 primary school students in Trinidad, who were assessed as obese for biological risk factors of NCDs.
- Elevated Blood Pressure (42.9 %)
- Elevated Cholesterol (> 30%)
- Glycosylated Heamoglobin (Hb A1C)
- Acanthosis Nigricans (> 80 %)

**Confirmation of the development of bio-medical conductions in children, usually associated with obese adults:**

Balkaran BN, Ramcharan J, Singh VR, §Fernandes M, §Lynch R, Maharaj P; Child Health Unit, Faculty of Medical sciences, §Dept of Paediatrics, NCRHA (2012)
Unhealthy Food Consumption Patterns
High Sugar, High Salt, High Fat Foods …Low consumption of fruit and vegetables (Evaluation of School Food Options, MOH/CFNI, 2009)

FOODS
- Hot Dogs, Burgers
- Pizza
- Fries
- Roti
- Curry Chicken
- Pelau
- Chicken Sandwich
- Cheese Sandwich
- Bread and sausage
- Pholourie
- Plain/Vegetable rice
- Stew Chicken

SNACKS
- Potato Chips
- Tortilla chips
- Corn Curls
- Cakes
- Sweet Biscuits

DRINKS (Evaluation of School Meals Options 2010)
- Soft drinks – 24% of Sec and 13% of Prim children daily
- Juice drinks – 12% of sec and prim children daily
- Bottled water – 46% of Sec and 34% of prim daily.

DRINKS (TTO GSHS 2011)
- 74% students usually drank carbonated soft drinks one or more times per day
Overweight and obesity doubled over 10 years
Obesity increased four fold

High consumption of sugar sweetened beverages and foods high in fat, and salt by school children;
Insufficient physical activity

Unhealthy Food Environment in Schools in TTO
Unfettered access to unhealthy foods, limited access to fruit and vegetables

Confirmation of the development of bio-medical conductions in children, usually associated with obese adults

POSD, PAHO/WHO, the UN, CARICOM, CARPHA have identify key policies and actions to create healthier food environments and contribute to reduction of obesity in children
Intersectoral Collaboration
Sharing What We Know... Getting Input From All Sectors

The New Approach
Dr. Fitzroy Henry. Director CFNI (2012)

FROM
CHANGING BEHAVIOUR IN SETTINGS

TO
CHANGING THE ENVIRONMENT TO ENHANCE BEHAVIOUR
A Lot Has Been Done ... Implementation Slow

2012
Sharing the Evidence
Symposium on Protecting Childhood Futures

Policy Strategies
PAHO Childhood Obesity Plan
CARPHA Plan for Healthy Weights of Children
TTO Draft Childhood Obesity Prevention Policy

2014
Drafting National Policies
National School Health Policy
National Nutrition Guidelines for Food Offered in Schools
Submission to Cabin et

2015
High Level Commitments and Actions
COTED approve 6 Point Policy Package
Dialogue with Manufacturers
*JSC on Economic Aspects of Childhood Obesity

2016
National School Health Policy
Policy to Action
Approval of the Beverage Standard
Development of Policy on Sale of SSBs in schools
Sensitisation of Stakeholders
Implementation of SSB Prohibition Policy April 2017

2017
* JSC - Joint Select Committee of Parliament
National Nutrition Standard - Based on Nutrients in Food (Added Sugar, Sodium, Total Fats)

- Create healthy food environments in schools;
- Enable healthful choices of nutrient-dense foods to be made, whilst reducing the consumption and availability of foods high in fats, sugar, sodium, and those with little nutritional value;
- Apply to food offered or sold in schools and expands to the School Nutrition Program

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 1</td>
<td>Staples</td>
</tr>
<tr>
<td>Standard 2</td>
<td>Snack Foods</td>
</tr>
<tr>
<td><strong>Standard 3</strong></td>
<td><strong>Beverage/Drink</strong></td>
</tr>
<tr>
<td>Standard 4</td>
<td>Fruits And Vegetables</td>
</tr>
<tr>
<td>Standard 5</td>
<td>Milk And Other Dairy Products</td>
</tr>
<tr>
<td>Standard 6</td>
<td>Meat And Alternatives</td>
</tr>
<tr>
<td>Standard 7</td>
<td>Cooked Or Combination Dishes</td>
</tr>
</tbody>
</table>
Exploration of policy measures to create healthy food environments in schools and reduce childhood obesity in Trinidad and Tobago: 2017

- Regional and International Commitments
- International and Regional resolutions and action plans
- Bilateral Agreements
- International and regional cooperation
- Dialogue & civil society engagement nationally

CONFLICTS:
- Political goals
- Trade agreements
- Market forces
- Economic challenges

Models of Development:
- Democracy
- Human Rights
- Sustainable Development
- Social Protection
- Health in All Policies
- Global competitiveness
- Value for environment

Foreign Policy:
- •Healthy Children
  •Social Protection,
  •Equity
  •Food Security

Trade:
- Market forces
- Economic challenges
The Committee recommends that:

i. there be a ban or restriction on sugary drinks and unhealthy snacks in schools; and

ii. a programme is developed to educate parents on the implications of unhealthy food and provide easy solutions for the promotion of a healthy lifestyle.
What policy tool did we use to implement the decision of the JSC?

Cabinet has agreed to adopt the guidelines of the World Health Organisation (WHO) regarding sugar intake in adults and children which recommends that “in both adults and children the intake of free sugars should be reduced by ten percent (10%) of the total energy intake.”

Further, Cabinet has taken a decision to prohibit the sale or serving of sugar sweetened beverages (added sugars by manufacturers and other producers) in all government and government assisted schools. These beverages include:

- Soft drinks
- Juice drinks
- Flavoured water
- Sports/energy drinks
- Tea, coffee and milk based drinks with added sugars and/or artificial sweeteners.

In this regard only water, 100% fruit juices, low fat milk and blended vegetables or fruit drinks with no added sugars and/or artificial sweeteners are to be offered for sale.
CIRCULAR MEMORANDUM

TO: School Supervisors III, II, I
    Principals – Primary and Secondary Schools

DATE: 5th May 2017

SUBJECT: Prohibition on the Sale or Serving of Sugar Sweetened Beverages at School Cafeterias/Canteens

Ministry of Education
the implementing agency

Ministries of Education
and Health
monitoring role

Ministries of
Education, Health,
NSDSL, NPTA –
Advocacy and
education

HiAP approach to
creating health food
environment in schools
through policy
Implementation of Prohibition of Sale of Sugar-Sweetened Beverages TTO

Dialogue with the Manufacturers
Presentations To Ministry Of Health
By Beverage Companies

Sensitisation of key sectors and stakeholders –
Education, School Cafeteria Operators, School Boards, Trade Unions, NPTA

Development of Policy Instrument
- Cabinet Note Developed & Minute Issued; Memo to Principals

Monitoring mechanism
Monitoring Checklist; School Supervisor responsible;

Compliance strategy
Compliance linked to Contract renewal; Compliance Report to track progress

Continued Sensitising other civil society partners

Continued Dialogue with the Manufacturers
Presentations To Ministry Of Health By Beverage Companies

[Logos of Coca-Cola, Nestle, SMT, and Pepsi]
A Work in Progress

Challenges .............

- Policy applies to Gov't and Gov't Assisted School
- 95% of Student population
- Monitoring and Evaluation mechanisms need strengthening
- Policy does not cover foods brought into schools from homes and Vendors outside the fence
- Only addresses one aspect of the food environment

Future Opportunities

- School Health Education Program including Nutrition and Healthy Lifestyle Quizes implemented
- Healthy School Physical Activity Project initiated
- School Health Policy and Childhood Obesity Policy revised
- Working with manufacturers for a healthy children
Monitoring Implementation of Ban on Sugar-Sweetened Beverages TTO

- The total percent of students consuming sugar sweetened beverages (SSBs) decreased by 25.3% from 74.6% in 2011 to 49.4% in 2017.

Compliance Summary Primary Level
- No sale of Soft Drink - 96.7%
- No sale of Juice Drinks (added sugar) - 86%
- No sale of Sports/Energy Drinks - 96%

Compliance Summary Secondary Level
- No sale of Soft Drink - 100%
- No sale of Juice Drinks (added sugar) - 65.6%
- No sale of Sports/Energy Drinks - 95%
QUESTIONS?