



HCC 'WALK THE TALK' AWARDS 2019

In this inaugural year of awards, the HCC 'Walk the Talk' Awards recognizes excellence in the area of childhood obesity prevention. The HCC is committed to supporting the promotion of population-level interventions which yield country-wide impact on NCD morbidity and mortality. The two awardees this year have demonstrated tremendous leadership nationally, regionally and globally through the implementation of obesity prevention legislation and the formation of a social movement across the region in support of NCD prevention.

1. AWARDEE – Bermuda Multisectoral Team

The HCC is pleased to present the HCC 'Walk the Talk' award to **The Bermuda Multisectoral Team** in recognition of **outstanding legislative action** to reduce the consumption of sugar sweetened beverages (SSBs) in Bermuda through the implementation of a 75% tax on SSBs.

About the tax

Bermuda has one of the highest taxes on sweet beverages in the world. The implementation of the tax was achieved under the leadership of the Bermuda Department of Health in partnership with the Well Bermuda Partnership, HM Customs and civil society partner, the Bermuda Diabetes Association.

On 1 October 2018, the **Customs Tariffs Amendment (No 2) Act 2018** introduced the first phase of an ad valorem tax of 50% of the value of waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavouring, and other non-alcoholic beverages entered into force. Syrups containing sugar or other sweetening matter were also taxed at 50%, while fruit and vegetable juices were exempt. Tariff Code 1704.909 also introduced a 50% tax on sugar confectionery not containing cocoa. On April 1st, 2019, the tax shifted into phase 2 when the **Customs Tariffs Amendment Act 2019** increased the ad valorem tax on waters with added sugar from 50% to 75%. Tariff Code 1704.909 was amended to increase the tax on sugar confectionery not containing cocoa from 50% to 75%. Planning for an evaluation of the impact of the tax is underway.

2. AWARDEE – Team Jamaica

The HCC is pleased to present the HCC 'Walk the Talk' award to **"Team Jamaica" led by the Minister of Health & Wellness, Jamaica** in recognition of **outstanding leadership** in creating a Healthy Caribbean Mass Movement – **Caribbean Moves**.

About Caribbean Moves

Caribbean Moves is a regional initiative launched by Dr. the Hon. Christopher Tufton, Minister of Health and Wellness for Jamaica, and endorsed by the CARICOM Heads of Government at the 3rd UN High Level Meeting on NCDs in September 2018. Caribbean Moves, based on the highly successful Jamaica Moves, is a mass movement aimed at combating non-communicable diseases (NCDs) through

policies and legislation and increased physical activity. Jamaica Moves has many achievements including increased engagement in physical activity, increased public awareness about NCDs and the launch of Jamaica Moves in Schools. Following the success of Jamaica Moves, Caribbean Moves was formed as an umbrella initiative to support similar national movements across the region. To date Barbados Moves, Trinidad and Tobago Moves and St. Kitts and Nevis Moves have all been launched. The success of Caribbean Moves will be recognized and celebrated at the 1st UN High Level Meeting on Universal Health Coverage this September 2019 in New York City.