CHILDHOOD OBESITY

The Healthy Caribbean Coalition (HCC) has identified and embraces a set of policies to tackle the issue of childhood obesity.

**EXCESS SUGAR CONSUMPTION** is a major cause of overweight and obesity.

Sweet beverages are the primary source of sugar in the diets of Caribbean children and adolescents.

**66% OF CARIBBEAN CHILDREN 13-15** drink carbonated soft drinks at least once a week during the past 30 days. These drinks are ultra-processed, energy dense and nutrient-poor.

**IMPOSITION OF A TAX OF NOT LESS THAN 20% ON SWEET BEVERAGES AND USE TAX REVENUE FOR NCD PREVENTION AND CONTROL**

**Mandatory physical activity in all primary and secondary schools**

**Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes**

**ProTect aNd ProMote BreastFeediNg**

**Labelling of prepackaged foods high in key nutrients related to NCDs and obesity including fats, salts and sugars**

**Mandatory Front of Package Nutrition Warning Labels**

**Follow the Healthy Caribbean Coalition on:**

- No Marketing to Children
- Banning the marketing of unhealthy foods and beverages to children (includes non-school environments)
- Mandatory physical activity in all primary and secondary schools
- Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes
- Impose a tax of not less than 20% on sweet beverages and use tax revenue for NCD prevention and control
- Mandatory front of package nutrition warning labels

**CHILDHOOD OBESITY**

- **Fueled by unhealthy diets linked to the over consumption of ultra-processed foods**
- **EXCESS SUGAR CONSUMPTION**
  - Sweet beverages are the primary source of sugar in the diets of Caribbean children and adolescents.

**HCC POLICY ASKS**

- 8 in 3 Caribbean children are overweight or obese.
- 66% of Caribbean children aged 13-15 drink carbonated soft drinks at least once a week during the past 30 days.

**POTENTIAL RISKS**

Childhood Obesity can lead to the development of Non-Communicable Diseases (NCDs) in adult life.

- **Heart Disease & Stroke**
- **Diabetes**
- **Cancer**
- **Mental Health Issues**

**8/10** NCDs are responsible for approximately 7 out of 10 deaths in the Caribbean.

**40%** of NCD deaths in the Caribbean occur prematurely before the age 70*.


HEALTHY SCHOOL POLICIES

- Banning the sale and marketing of sweet beverages and abnormal foods in and around schools

TAXATION OF SWEET BEVERAGES

- Imposition of a tax of not less than 20% on sweet beverages and use tax revenue for NCD prevention and control

MANDATORY FRONT OF PACKAGE NUTRITION WARNING LABELS

- Labelling of prepackaged foods high in key nutrients related to NCDs and obesity including fats, salts and sugars

NO MARKETING TO CHILDREN

- Banning the marketing of unhealthy foods and beverages to children (includes non-school environments)

MANDATORY PHYSICAL ACTIVITY

- Mandatory physical activity in all primary and secondary schools

PROTECT AND PROMOTE BREASTFEEDING

- Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes

**IN 3** Caribbean children are overweight or obese.

**66% OF CARIBBEAN CHILDREN 13-15** drink carbonated soft drinks at least once a week during the past 30 days. These drinks are ultra-processed, energy dense and nutrient-poor.

**20%**

**NO MARKETING TO CHILDREN**

Banning the marketing of unhealthy foods and beverages to children (includes non-school environments)

**MANDATORY PHYSICAL ACTIVITY**

Mandatory physical activity in all primary and secondary schools

**PROTECT AND PROMOTE BREASTFEEDING**

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