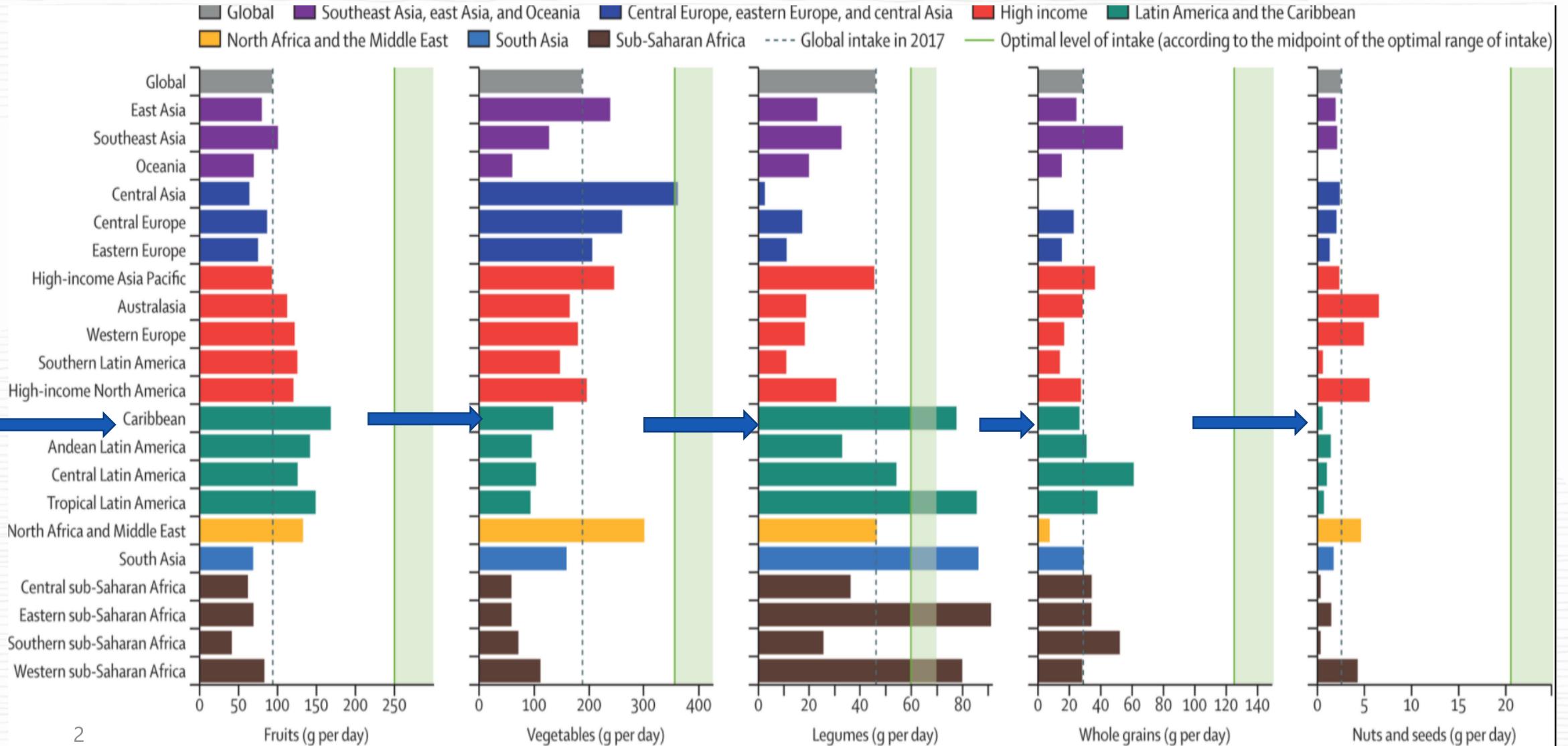


Our Food, Our Health, Our People

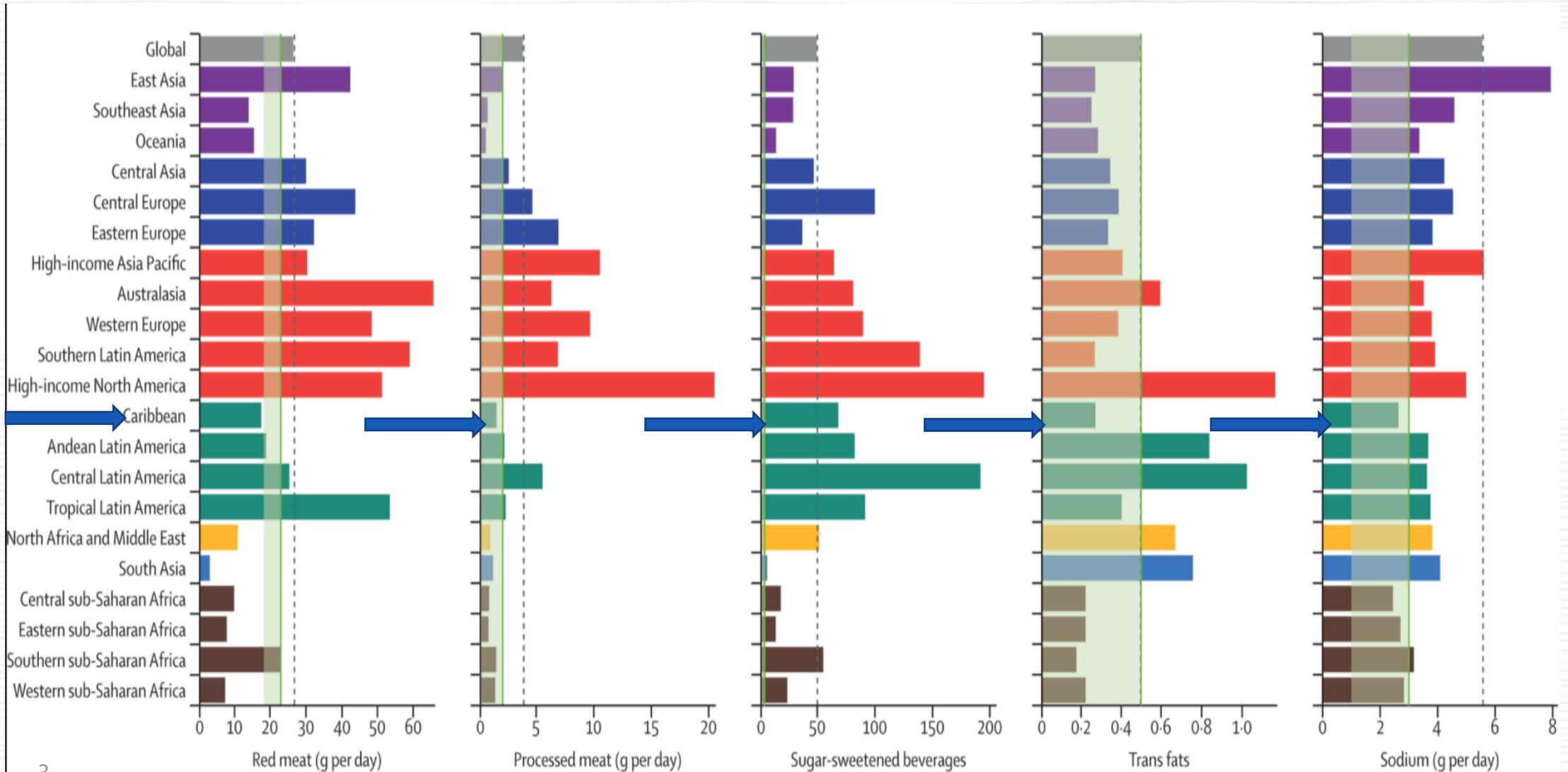
Supporting healthy food policies in
the Caribbean

Dr. Anselm Hennis
Director, Non-communicable diseases and
mental health
Pan American Health Organization

Age-standardised intake of dietary factors among adults aged 25+ years at the global and regional level in 2017



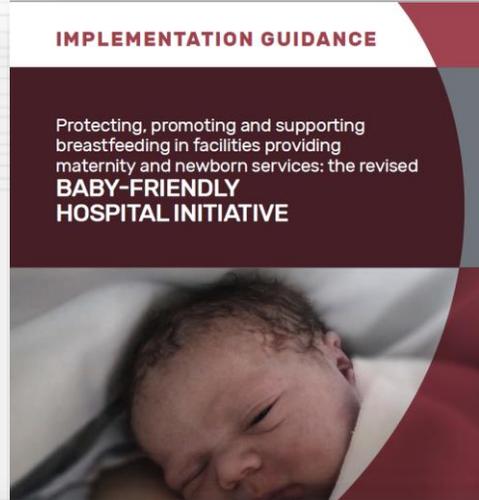
Age-standardised intake of dietary factors among adults aged 25+ years at the global and regional level in 2017



What we eat matters

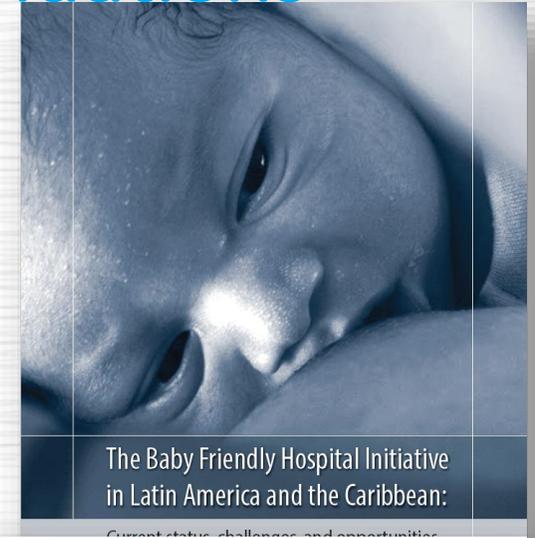
- in 2017, dietary risks were responsible for 11 million deaths (22% of all deaths) among adults
- Cardiovascular disease was the leading cause of diet-related deaths (10 million deaths) among adults;
- Globally, **consumption of nearly all healthy foods and nutrients was suboptimal,**
- Daily intake of **all unhealthy foods and nutrients** exceeded the optimal level globally
- Diets low in whole grains was the most common dietary risk factor for death
- High intake of sodium is a leading dietary risk for death
- Globally, sub-optimal intake of **three dietary factors - whole grains, fruits, and sodium/salt** - account for more than 50% of diet-related deaths

Breastfeeding and Infant & Young Child Feeding Policies based on WHO Recommendations



Key messages:

- Critical importance of the first 1000 days of life
- High prevalence of overweight/obesity among Caribbean children
- Risks for child obesity
- maternal factors: diabetes, obesity, pregnancy weight gain;
- Infant factors - high birthweight; **lack of breast feeding;**
- Disparities: low income
- Focus on promoting good dietary and physical activity habits

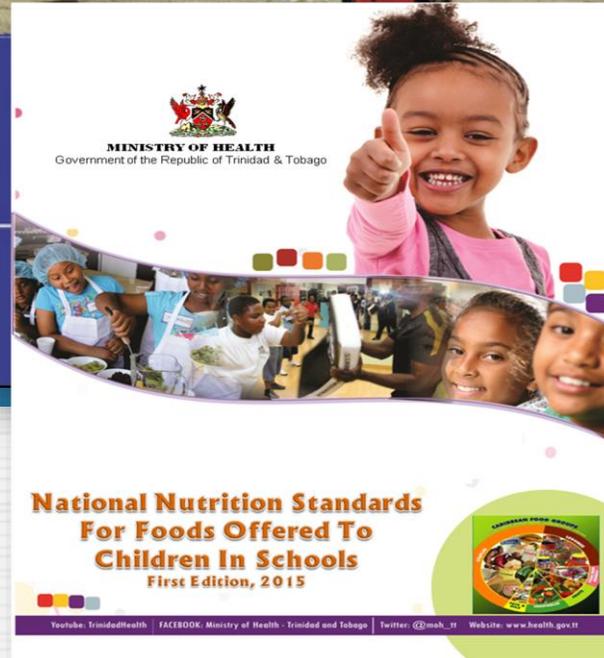


School Nutrition Policies and Standards

PAHO/WHO

Components:

- School Recognition
- School curriculum
- Food services environment
- Physical activity environment
- Health promotion
- School health services



Preventing child overweight /obesity:

- Importance of the school environment – nutrition and physical activity impact weight outcomes
- Active parental engagement linked to better weight
- Nutrition education programs (focused; context and age-specific) are beneficial
- Healthy environments for nutrition are key – increase healthy foods and beverages and reduce unhealthy UPP/junk foods and SSB
- 60 minutes of physical activity daily; tackle sedentarism

Support for Healthy Policies and Norms

- Policies coherent with a healthy diet
- Healthy environments – schools, workplaces
- Healthy food shopping, preparation, and consumption

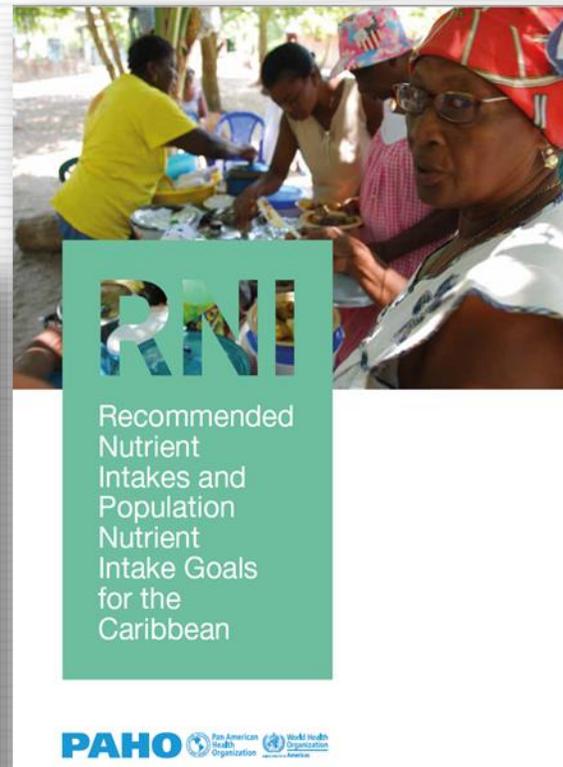
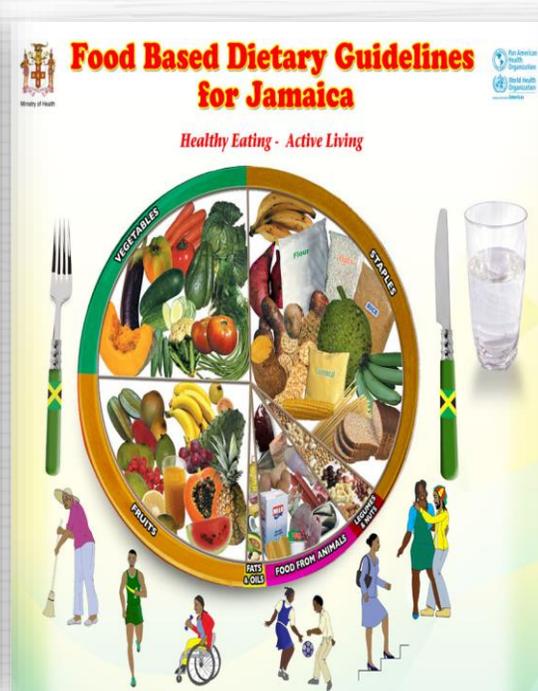
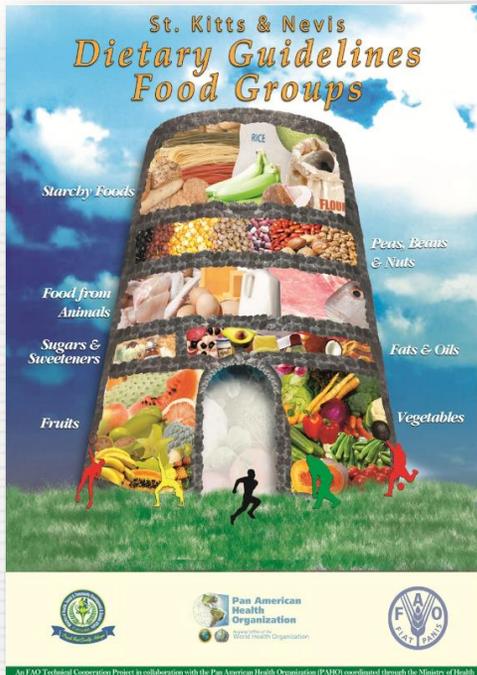


- Reduce the demand for and offer of food and drink products of public health concern:

- Salt/sodium
- Fat, trans fat, saturated fat
- Sugars

- Development and implementation of norms

- Dietary guidelines
- Front-of-package labeling with nutrient content information that promotes healthy choices



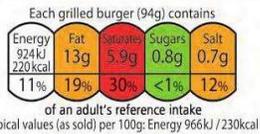
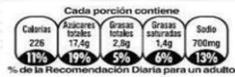
FRONT-OF-PACKAGE LABELING (FOPL) SYSTEMS:

IDENTIFY, IN A QUICK, EASY AND CORRECT WAY, PRODUCTS THAT ARE IN EXCESS OF CRITICAL NUTRIENTS (THOSE ASSOCIATED WITH NCDs): FREE SUGARS, FATS (TOTAL, SATURATED, TRANS), SALT/SODIUM

ENDORSEMENT SYSTEMS:



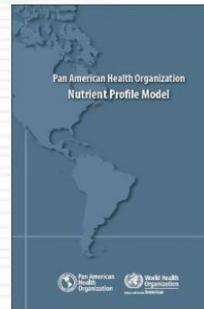
MONOCHROMATIC/COLOR GDA:



INTERPRETATIVE TEXTUAL AND COLOR-CODED SYSTEMS:



OCTAGONAL WARNING LABELS



PAHO NUTRIENT PROFILE MODEL:

<http://iris.paho.org/x/mlui/handle/123456789/18621>

PAHO Superior Efficacy of Front-of-Package Warning Labels in Jamaica

OCTAGONAL WARNING LABELS PERFORM BEST
IN IMPROVING THE CAPACITY OF CONSUMERS TO MAKE HEALTHIER FOOD DECISIONS IN JAMAICA

The Ministry of Health and Wellness of Jamaica, the University of Technology, Jamaica, and the Pan American Health Organization conducted a randomized controlled trial to measure the best performing front-of-package labeling (FOPL) in Jamaica. The study is the first to take place in the Caribbean and contributes to the evidence that has been accumulated in the region of the Americas.

The study compared the impact of four FOPL systems: (CTR) Control, (TFL) Traffic Light Label, (MCC) Multiple Critical Component Label, and (WRN) Warning Label. The results showed that the WRN system significantly improved consumer knowledge and choice of healthier products.

Methods

A total of 1,200 adult shoppers at popular supermarkets across Jamaica of varying socioeconomic and educational status, gender, and age participated in the study. They were randomly placed in one of four groups (see figure above). Interventions took place between December 2016 and February 2017 in nine retailers countrywide.

The FOPL systems were applied to mock-up products presented in a random order to maximize independence. They were asked to (i) select the option they would buy; (ii) select the least harmful option; and (iii) identify the nutrients that were in excess in the products.

Source: PAHO. FOPL as a policy tool for the prevention of Noncommunicable Diseases in the Americas. Available here: <https://iris.paho.org/handle/10665.2/52740>

<https://iris.paho.org/handle/10665.2/53328>

Current Status of the CROSQ Process to Develop a CARICOM Standard including FOPWL

- **REGIONAL TECHNICAL SUBCOMMITTEE (RTSC)** comprised of 11 Member States (ATG, BRB, BHS, DMA, GUY, HAI, JAM, KNA, LCA, SUR and TTO), and **NATIONAL MIRROR COMMITTEES (NMCs)** established by the National Bureau of Standards in all CARICOM MS.
- NMCs may comprise 7 categories of stakeholders, including **industry** and **commerce**.
- RTSC produced a **Final Draft CARICOM Regional Standard (FDCRS)**, which retains the **octagonal warning labels and the PAHO Nutrient Profile Model**.
- Voting by all CARICOM Member States during the period, extended to 30 June
- If approved by at least three quarters of MS, it will be presented to the **CROSQ Council** for approval and subsequently to the next appropriate and available CARICOM Council of Ministers for approval as a CARICOM Regional Standard.

Conclusions

- The Caribbean Region must invest in moving towards sustainable food production and food systems as a priority
- A key investment for Caribbean parents to control childhood obesity is to provide appropriate nutritional support, including breast feeding, during the first 1000 days of a child's life.
- Safeguard the school environment and promote nutrition and physical activity
- What we eat matters - sub-optimal intake of **three dietary factors - whole grains, fruits, and sodium/salt** - account for more than 50% of deaths due to dietary factors
- FOPWL is an evidence-based method – and the octagon shaped ‘HIGH IN’ system is supported by robust scientific data from the Caribbean – and it empowers the consumer with the ‘right to know’ facilitating informed choices.