Creating Social Movements for Healthier Food Environments:
Lessons from the Barbados Childhood Obesity Prevention Coalition - July 1st 2021
Support for Policies to Create a Healthy School Food Environment

Q18. How strongly would you support or oppose each of the following as part of a national guideline to create a healthy school food environment for kids?

- Maintain Healthy School Meal Nutrition Standard: 88% Support, 10% Oppose
- Restriction on Unhealthy Food & Beverage Sales: 72% Support, 28% Oppose
- Restriction on Unhealthy Food & Beverage Advertising: 73% Support, 19% Oppose
- Restriction on Unhealthy Food & Beverage Company Sponsorship: 42% Support, 40% Oppose
- Limit Food & Beverage Sales & Marketing within 100 m of School: 53% Support, 32% Oppose
- Require Clean Drinking Water: 93% Support, 6% Oppose

Support for National Guideline for a Healthy School Food Environment

- Before read-out of policy: 81% Support
- After read-out of policy: 92% Support

Support for Front of Package Warnings

- Introduce warning labels on food & drinks: 89% Support, 4% Oppose
BARBADOS CHILDHOOD OBESITY PREVENTION
PUBLIC OPINION POLL

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
- 516 survey respondents
- Survey conducted November – December, 2018

General Concern About Obesity in Children

88% Very Concerned
12% Not Concerned

Importance of Government’s Role in Reducing Obesity

81% Very Important
17% somewhat important
4% little important
1% not important

Support for Policies to Create a Healthy School Food Environment

- Maintain Healthy School Menu Standard
- Restriction on Unhealthy Food & Beverage Sales
- Restriction on Unhealthy Food and Beverages Sponsorship
- Limit Food & Beverage Brands & Marketing in Schools
- Require Clean Water

Support for National Guideline for a Healthy School Food Environment

81% Support
92% Oppose

Support for Front of Package Warnings

89% Support
4% Oppose

Key Takeaways

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 (82%) 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 (73%) within the schools.

4. Barbadians (82%) 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 (88%).
Barbados

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value 2010</th>
<th>Value 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest survey: % infants overweight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016: % boys aged 5-9 with obesity</td>
<td>12.2</td>
<td>15.8</td>
</tr>
<tr>
<td>2016: % girls aged 5-9 with obesity</td>
<td>10.6</td>
<td>15.1</td>
</tr>
<tr>
<td>2016: % boys aged 10-19 with obesity</td>
<td>10.9</td>
<td>75.3</td>
</tr>
<tr>
<td>2016: % girls aged 10-19 with obesity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010: % adolescent boys insufficient physical activity</td>
<td></td>
<td>86.7</td>
</tr>
<tr>
<td>2010: % adolescent girls insufficient physical activity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Choice Risk Score**: 7.5/11

**Chance of meeting WHO 2025 Target**: 1%
SO HOW DO YOU GET FROM HERE TO THERE?
#1: TOGETHER... with a clear mandate: The Barbados Childhood Obesity Prevention Coalition was established to be the voice of the children of Barbados in the creation of healthier school, home and community environments

May 2019

March 2020
#2: A Whole of Civil Society Approach
We need to act now quickly to take, implement, and mental is to support our children and their health.
#4: Nothing for the Youth without the Youth!
#5: Walking the Talk…

- COVID 19 Support to Persons living with NCDs

- Free Vendors Training

- Donations to Schools
#6: Build muscle

Over the last two years, the Coalition has sought to build up its members via:

- Digital advocacy and social media training
- Understanding/Identifying Conflict of Interest and Industry Interference
- Strengthening policy knowledge-base
- Relationship-building
- CSO collaboration and support
Any Signs of success??

• 2020: Government commissioned PAHO to develop a Schools Nutrition Policy. HSFB and HCC, with the support of the wider Coalition, were invited to participate in the Stakeholder Consultation process. By May 2021, the Ministry of Education announced plans to implement the Schools Policy by the start of the September 2021 term.

• 2021: Barbados and CARICOM countries required to vote/decide on the FOPL Octagonal system. Coalition members threw our support behind HCC and celebrated a Win!

• 2021: HSFB and the Coalition’s Youth Sub-Committee were invited to share our experience and to contribute to the development of the revised COP Policy Programming for the World Obesity Federation.
THE BIG LESSON:

THIS MOVEMENT IS NOT A SPRINT...IT’S A MARATHON

BUT

WE ARE STRONGER TOGETHER

Thank You!