

WEBINAR

9TH CARIBBEAN ALCOHOL REDUCTION DAY (CARD)

29 NOVEMBER

10:30AM-

12:30PM

AST



UNMASKING INFLUENCE: REGULATING ALCOHOL MARKETING IN THE CARIBBEAN

Scan the QR code or Register here
<https://bit.ly/HCCCARD2024>



The goal of **CARD 2024** is to: Promote CARICOM-wide implementation of bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion.

The objectives of **CARD 2024** are to:

- Reinforce the dangers of alcohol consumption especially among young people and women and the link between alcohol marketing (advertising, sponsorship and promotion) and consumption.
- Build public and policymaker awareness of the scope and extent of alcohol advertising, sponsorship and promotion to young people and women.
- Highlight regional gaps in alcohol advertising, sponsorship and promotions regulations.
- Build public support for bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion especially those targeting young people and women.
- Call for multistakeholder action including CARICOM Governments to implement bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion; and the regional alcohol industry to cease alcohol advertising, sponsorship, and promotion.

Panelists



Dr. Kenneth Connell
HCC President



Dr. Gloria Giraldo
NCDs and Mental Health Caribbean SubRegional Advisor
PAHO



Maisha Hutton
Executive Director
Healthy Caribbean Coalition



Professor Rohan Maharaj
HCC Alcohol Policy Advisor, Professor of Family Medicine of University of the West Indies



Juan Tello
Unit Head, Less Alcohol
WHO



Elisabet Ruiz Cairó
Legal Consultant
WHO



Angélica María Claro
Civil Society Coordinator
Movendi International



Dr. Asante Le Blanc
Director on the Board of Directors for the Trinidad and Tobago Cancer Society



Dr. Tamara Remy
President - Saint Lucia Cancer Society, Consultant General Surgeon, HCC Board Member



Simone Bishop-Matthews
HCC CARD 2024 Consultant



Karissa Moss
HCC CARD 2024 Consultant

Any questions or for more information please email hcc@healthycaribbean.org

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