



Media Release

Headline: HCC and PAHO Sensitise Regional Stakeholders on Commercial Determinants of NCDs in the Caribbean SIDS and Protecting NCD policymaking from Conflicts of Interest and Undue Influence

Bridgetown, Barbados, 15 October 2025. The Healthy Caribbean Coalition (HCC) in partnership with the Pan American Health Organization (PAHO) undertake the first regional meeting on Commercial Determinants of Non-communicable Diseases (NCDs) and Conflicts of Interest entitled **Addressing the Commercial Determinants of NCDs in the Caribbean SIDS: Protecting NCD policymaking from conflicts of interest and undue influence** in Barbados, at the Courtyard by Marriott, from October 15-17, 2025. This meeting was long in coming as the development of safeguards to protect the healthy nutrition food policy space are becoming more inherent.

The **goal** of the meeting: to increase regional capacity to protect NCD policymaking from conflicts of interest and undue influence by actors with vested commercial interests. The Objectives:

1. Sensitize key NCD stakeholder in the public sector (primarily technocrats and policymakers with emphasis on Ministries of Health) and other key actors including civil society advocates and appropriate private sector representatives about key concepts of commercial determinants of health, conflicts of interest and undue influence in NCD policymaking, and policy coherence within the context of good governance.
2. To share examples of conflicts of interest, undue influence and weak governance undermining of NCD policymaking in the unique context of Caribbean SIDS.
3. To share tools developed to support technocrats/ policymakers and civil society advocates in improving NCD governance to manage conflicts of interest and prevent undue influence.
4. To review, adapt and draft tools/strategies/approaches for the management of conflict of interest, prevention of undue influence and overall improvement of NCD governance in Caribbean SIDS.



Day one (1) of the meeting opening ceremony with Opening Remarks by Senator Dr. The Most Honourable Jerome Walcott, Minister of Health and Wellness, Barbados, with remarks delivered by Dr. Amalia del Riego, PAHO/WHO Representative, Barbados and OECS and Ms. Piedad Huerta, Director (Interim), Pan American Health Organization (PAHO) Subregional Program Coordination for the Caribbean, will set the tone of the meeting.

Day two (2) opening session with Opening Remarks by the Honorable Colin E. Jordan, Minister of Labour, Social Security and the Third Sector, Barbados, bringing workplace wellness into focus.

For the past three years the HCC has implemented social media campaigns which highlight the public policy issues around conflicts of interest and commercial determinants of health which stand to derail public health policies.

Delegates are from Academia, Public Health, Trade, Sports, Civil Society and some Private Sector.

End.