



Evaluation of the 2007 CARICOM Heads of Government Declaration on NCDs

How do we accelerate action?





Background to the evaluation

Goal

- To evaluate the implementation of the CARICOM NCD Summit Declaration after seven years, to
 - learn lessons to support and accelerate its further implementation
 - report on United Nations global NCD targets

Research partners

- UWI (3 campuses)
 - Chronic Disease Research Centre, Barbados (Principal Investigators)
 - Public Health Group, Cave Hill
 - Department of Community Health and Psychiatry, Mona
 - HEU, Centre for Health Economics, St. Augustine
 - Institute of International Relations, St. Augustine
- Healthy Caribbean Coalition
- G8 Research Group, University of Toronto
- Caribbean Public Health Agency
- **Pan American Health Organization**
- **CARICOM**
- Canadian International Development Research Centre (funders)

Results reviewed and validated,
recommendations for accelerating action
at a multisectoral implementation
workshop, POS, February 2016



Research highlights



Trends

- NCD mortality in CARICOM highest in the Americas
- 40% of NCD deaths occur prematurely, in those < 70, and are potentially preventable
 - Twice as high as in North America
 - T&T, Guyana, Bahamas highest premature CVD mortality
- Heart attacks, stroke, diabetes and cancers leading causes of death
- Hypertension leading risk factor for death
- Diabetes prevalence double global rates
- Only 8/20 countries on course to meet WHO's premature NCD mortality target





Gender matters

- Women:
 - 60% more likely to have diabetes
 - Twice as likely to be obese
 - Higher rates of physical inactivity
- While men:
 - Higher death rates from NCDs at every age
 - More than twice as likely to binge drink and smoke
 - Less likely to use health services
 - Worse control of chronic conditions



Children at high risk



- Childhood obesity more than 10% in most countries
- Partly due to aggressive marketing of fast foods
- Less than a third of children aged 13-15 years, get the recommended level of physical activity
- Children are increasingly at risk of developing NCDs – type 2 diabetes, hypertension, arthritis

Marketing to children

- Marketing **influences** children's preferences, requests, consumption
- Result: **30% children's calories from sweets, drinks, salt snacks, fast food**



New

July 3, 2000 : \$3.50 US

**LIES ABOUT
SOCIAL
SECURITY
BY ALLAN
SLOAN**

newsweek.msnbc.com

WATER ON MARS

New Hints of Life

'ME, MYSELF & IRENE'

The Wild Men of
Comedy

Fat for Life?

**Six Million Kids
Are Seriously Overweight.
What Families Can Do.**

By Geoffrey Cowley & Sharon Begley

Chefette branding in primary schools

- Branding and imprinting Chefette on young minds in public and private primary schools
- Book covers, exercise books, pencils, calendars with an unhealthy food featured each month
- Effort to associate brand with physical activity
 - Support for sports activities



Policy responses and lessons learned

- NCDs need to be given higher political priority and resources to get programmes going
- Different levels of implementation of NCD Declaration in different countries depending on :
 - Country size
 - Resources
 - Burden of NCDs
- The all-of-society and all-of-government response needs strengthening...



Implementation in countries and lessons learned

- ***Worst performance:*** diet (labels, marketing), schools, communications
 - ***Best performance:***
 - NCD surveys: supported by CAREC/PAHO, CARPHA
 - Caribbean Wellness day: supported by PAHO & CARICOM
- Due to clear guidance for action and support from regional or international organisations

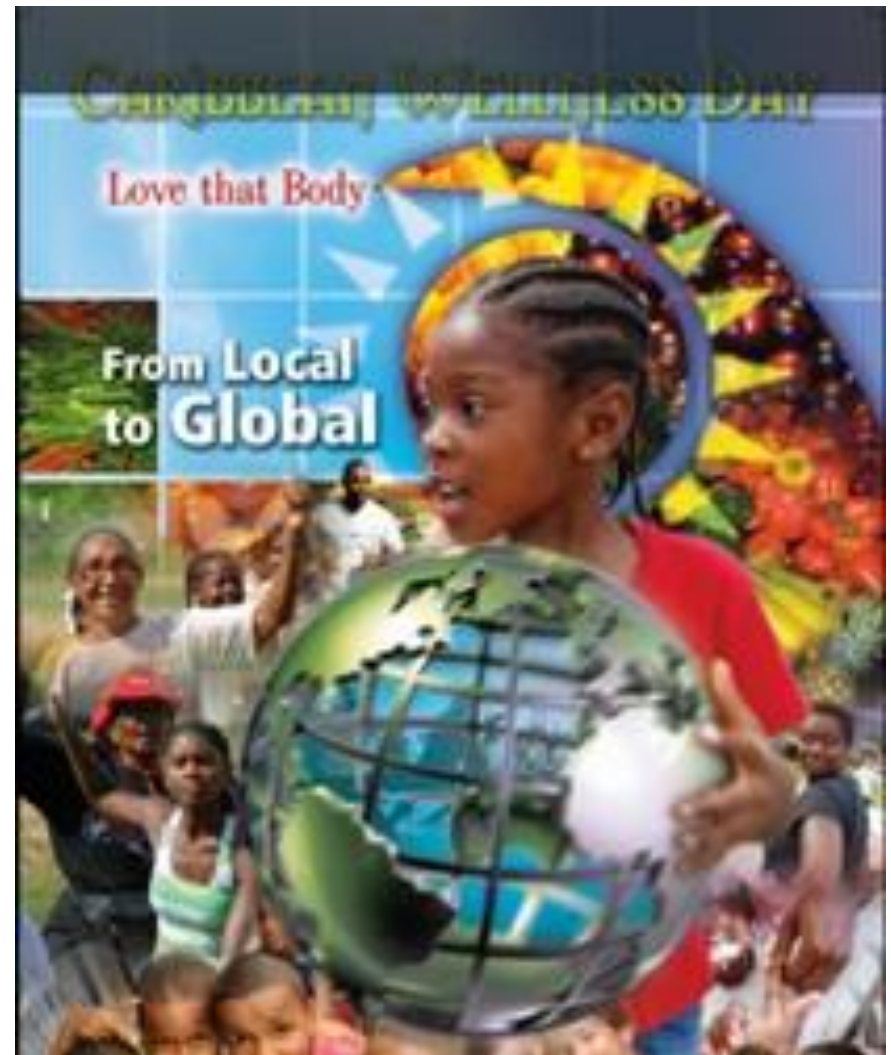
Caribbean Wellness Day

- Only completely new Declaration mandate
- Been observed in 19/20 countries
- Successful involvement of private sector and civil society
- Annually updated toolkit to guide activities needed
- Should be greater collaboration and improved networking between countries for CWD



NCD Declaration's international impact

- Summit helped shape global approach to chronic diseases
- Led to the 2011 United Nations High-Level Meeting on NCDs
- Over ½ of 27 CARICOM Summit commitments reflected in the global NCD Declaration
- Caribbean Wellness Day/Week promoted by PAHO in all countries in the Americas



PAHO: Caribbean Wellness Week



Investing: potential role of tobacco and alcohol taxes



- Study in three countries: Grenada, Jamaica and Trinidad and Tobago
 - Revenue generated from further increasing taxes on tobacco and alcohol more than US\$ 37 million
 - Much more than US\$ 12.6 million cost of WHO ‘best buys’ NCD interventions

Investing in health: show me the money

2014 taxation on tobacco

Target taxation 75%

- St. Lucia 63%
- Suriname 56%
- Jamaica 43%
- Trinidad & Tobago 30%
- Guyana 25%
- St Vincent & Gren 17%



Alcohol-related harm



- Not addressed in POS NCD Declaration
- Increases NCDs, domestic violence, motor vehicle accidents

We need:

- Policy on alcohol reduction with focus on young people
- Implement zero tolerance towards drink driving/DUI
- Ban/regulate alcohol marketing and ban sports sponsorship

Sharing the results
on the website: www.onecaribbeanhealth.org

[Home](#)[The Project](#)[Workshop](#)[Publications](#)[Partners](#)[NCD Links](#)[NCD Stories](#)[Contact Us](#)

More facts, figures and implementation ideas

The Port of Spain evaluation on NCDs contains a wealth of detail and recommendations on the way forward in the multisectoral challenge to the epidemic of chronic diseases in the Caribbean. Here is a wide-ranging but easily digestible look at the situation in a number of critical areas and what can and should be done next. There will be more to come!

Evidence Briefs

- [Evidence briefs: Executive Summary](#)
- [Evidence briefs in full](#)

Risk Factors

- [Diet, Food and Food Security: Agriculture and Trade Policies](#)
- [Tobacco Control](#)
- [Reducing Alcohol-related Harm](#)

Search

Latest Updates

- > [Trinidad and Tobago: civil society rises to the NCD challenge](#)
- > [Social determinants of health: inequality is a mass killer](#)
- > [Getting fitter: why we all](#)

Sharing the results

Engagement with:

- Policy makers
 - Heads of Government
 - Health Ministers,
 - Permanent Secretaries & senior staff
 - CMOs and NCD FPs
- General public:
 - Through traditional and social media
 - Outreach (meetings in Barbados, Jamaica and Trinidad and Tobago)
 - Civil Society, private sector





We're all in this together

The multisectoral response

Civil society can be more engaged

- Form local networks like NCD alliances.
- Enhance involvement in National NCD Commissions.
- Choose specific areas for advocacy and monitoring e.g.
 - Tax on sugar-sweetened beverages
 - Caribbean to be 100% smoke free in public spaces
 - Ban trans fats
 - Marketting by fast food companies to children
- Support/host Caribbean Wellness Day activities
- Enhance role in research, policy and programmes



Private sector

- Promote wellness programmes, developed with staff input
 - Provide gym/exercise facilities for employees.
 - Encourage competitions, e.g. 10,000 steps challenge.
 - Make blood pressure monitors and scales available.
 - Offer NCD screenings for employees annually (free or heavily subsidised)
- Integrate NCD interventions in the workplace as part of HR policy
- Develop toolkits to help establish sustainable workplace programmes

Private sector

- Make workplace 100% smoke-free
- Ensure staff restaurants/canteens offer healthy options
- Mark Caribbean Wellness Day

Food manufacturers can:

- Share good practices in product reformulation regionally, e.g. reduced salt in bread in Barbados
- Support user-friendly nutritional labelling and marketing of healthy foods



In schools

Healthy eating

- Ban promotion/sponsorship of unhealthy foods
- Introduce healthy, delicious food options in school canteens/among vendors
- Educate food vendors, parents and students
- Organise healthy eating challenges
- Ensure students have access to water
- Plant vegetable/kitchen gardens in schools and let the children look after them
- Use 'creative' classes to teach children how to make healthy snacks and easy meals



In schools

Active living

- Make physical activity mandatory from pre-primary to tertiary level.
- Promote a wider range of physical activities in school programmes.
- Support Caribbean Wellness Day.

Faith-based organisations

For members

- Arrange for group exercise activities before or after services/religious activity
- Organise healthy eating/exercise support groups
- Ensure that healthy food options are available and promoted during religious functions
- Promote primary prevention of chronic disease
- Publish healthy living sections in bulletins and newsletters

Faith-based organisations

Advocacy

- Develop and issue versions of the Bridgetown Declaration tailored to national circumstances
<http://www.archive.healthycaribbean.org/onevs/documents/DECLARATION-OF-Bridgetown-FBO-NCDS-FEB-26-2014.pdf>
- Enhance participation in National NCD Commissions and/or NCD alliances
- Become national champions for the NCD response, engaging with the media and spreading the health and wellness message
- Observe Caribbean Wellness Day/Week





New initiatives for prevention of NCDs

Dr. Chan, Director General of the World Health Organisation, June 10, 2013

“Globalization of unhealthy lifestyles...is a political issue. It is a trade issue. It is an issue for Foreign Affairs...”

"Few governments prioritise health over Big Business"



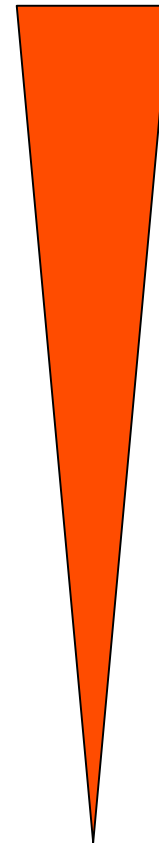
Behaviour change alone is not enough



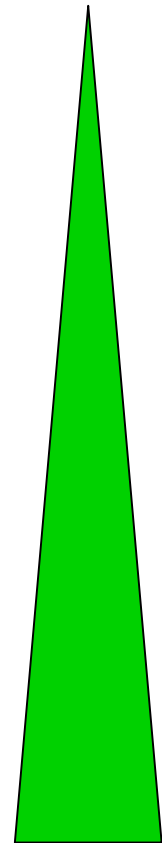
Required strategic changes

- Health staff training
- Public education
- Behavior change efforts (school, work, community)
- Fiscal (dis) incentives
- Regulation & standards

Effort
(Past)



Effort
(Future)



**What we do in the physical and
fiscal environment has more
potential for impact than
health education and one-to-
one counselling**



Accelerating action



Heads of Government July 2016 communique (extract on NCDs)



CARICOM communiqué 37th CARICOM Heads of Government Conference July 4-6, 2016 highlights renewed commitment to NCDs

“As the Tenth Anniversary of the historic Port of Spain Declaration ‘Uniting to fight the Non-Communicable Diseases (NCDs)’ draws near, the Heads of Government recognised the progress made in addressing the issue. They acknowledged, however, that progress was variable and agreed to adopt a more holistic approach. In this regard, they pledged to address issues such as.....



Decisions of Heads of Government Conference, July 2016

Tobacco:

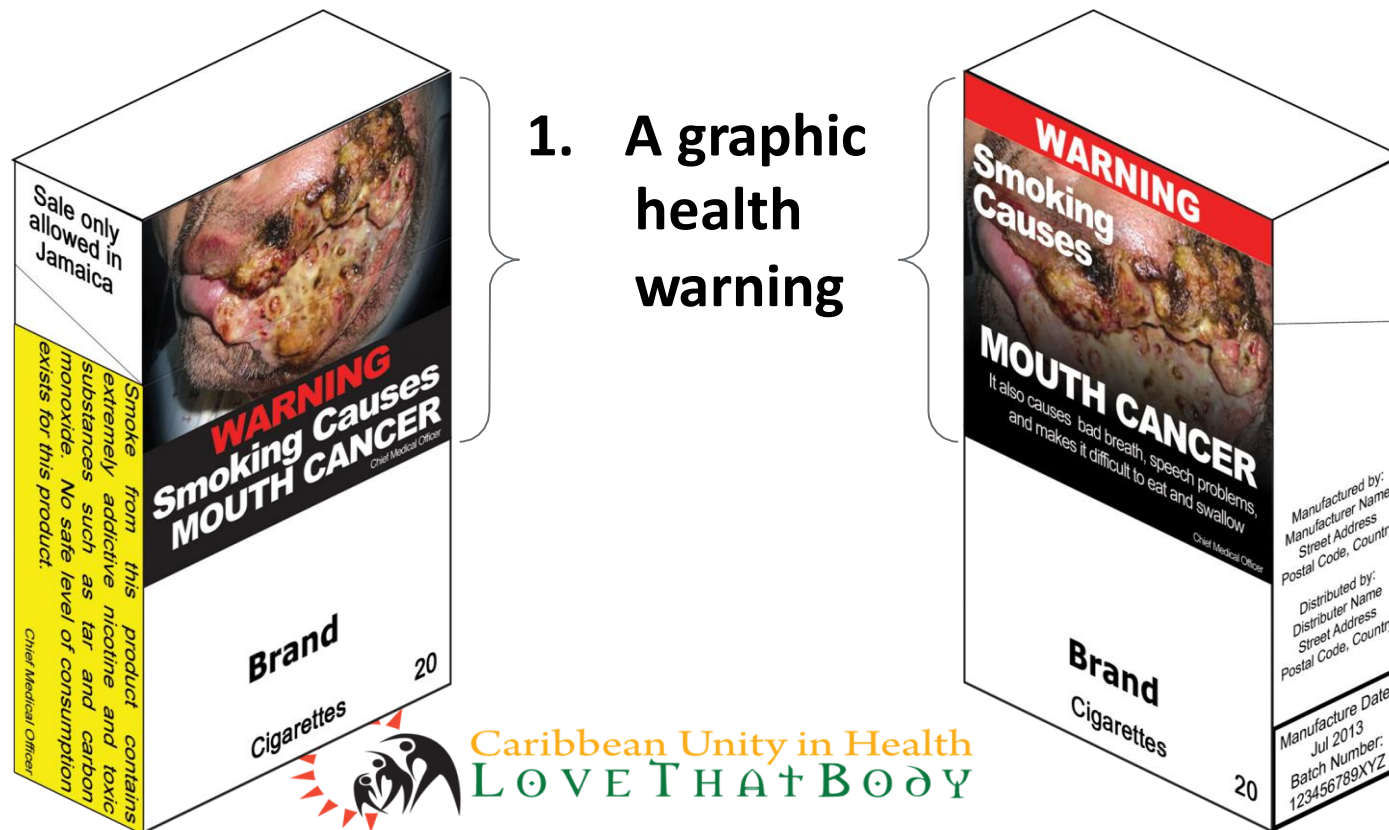
- Implement policies to make CARICOM 100% smoke-free in public spaces by Sept 2017
- Implement regional standard for labelling of tobacco products



Labelling requirements for tobacco products in Jamaica

The labels of All tobacco products, intended for retail sale in Jamaica, MUST include 10 elements:

On the principal display panels



Suriname graphic warnings

Front



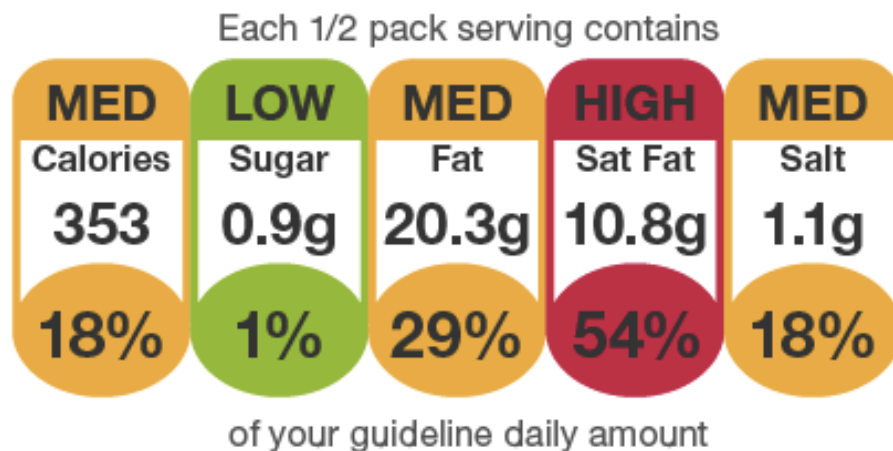
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Decisions of Heads of Government Conference, July 2016

Nutrition

- Implement compulsory food labelling of all commercially manufactured foods
- Reduce advertising of harmful foods and beverages to children
- Include of nutrition education in schools



Source: Food Standards Agency

Example of user-friendly color coded nutrition labels

Decisions of Heads of Government Conference, July 2016

- Taxation to change consumption
 - tobacco,
 - alcohol
 - salty foods
 - sugary foods
 - trans fat containing foods
- A proportion of these revenues earmarked to support health and other social sectors.

Barbados implements tax on sugar sweetened
beverages: \$5.70 vs \$6.10



Jamaica earmarks % of tobacco taxes to invest in Health



- National Health Fund (NHF) since 2008, partially financed by a tax on tobacco
- Access to selected health benefits and subsidised NCD medications
- Private and public sector projects with an emphasis on prevention



Thank
You

