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
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
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
  – Marketing 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

• 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
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.......

**Tobacco:**

- Implement policies to make CARICOM 100% smoke-free in public spaces by Sept 2017
- Implement regional standard for labelling of tobacco products
The labels of all tobacco products, intended for retail sale in Jamaica, MUST include 10 elements:

**On the principal display panels**

1. A graphic health warning

**Caribbean Unity in Health**

**Love That Body**
Suriname graphic warnings

**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

Example of user-friendly color coded nutrition labels

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<th>Sugar</th>
<th>Fat</th>
<th>Sat Fat</th>
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<td>10.8g</td>
<td>1.1g</td>
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<tr>
<td>LOW</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MED</td>
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</tbody>
</table>

Each 1/2 pack serving contains

Source: Food Standards Agency

18% of your guideline daily amount

• 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