



Caribbean Community
(CARICOM) Secretariat

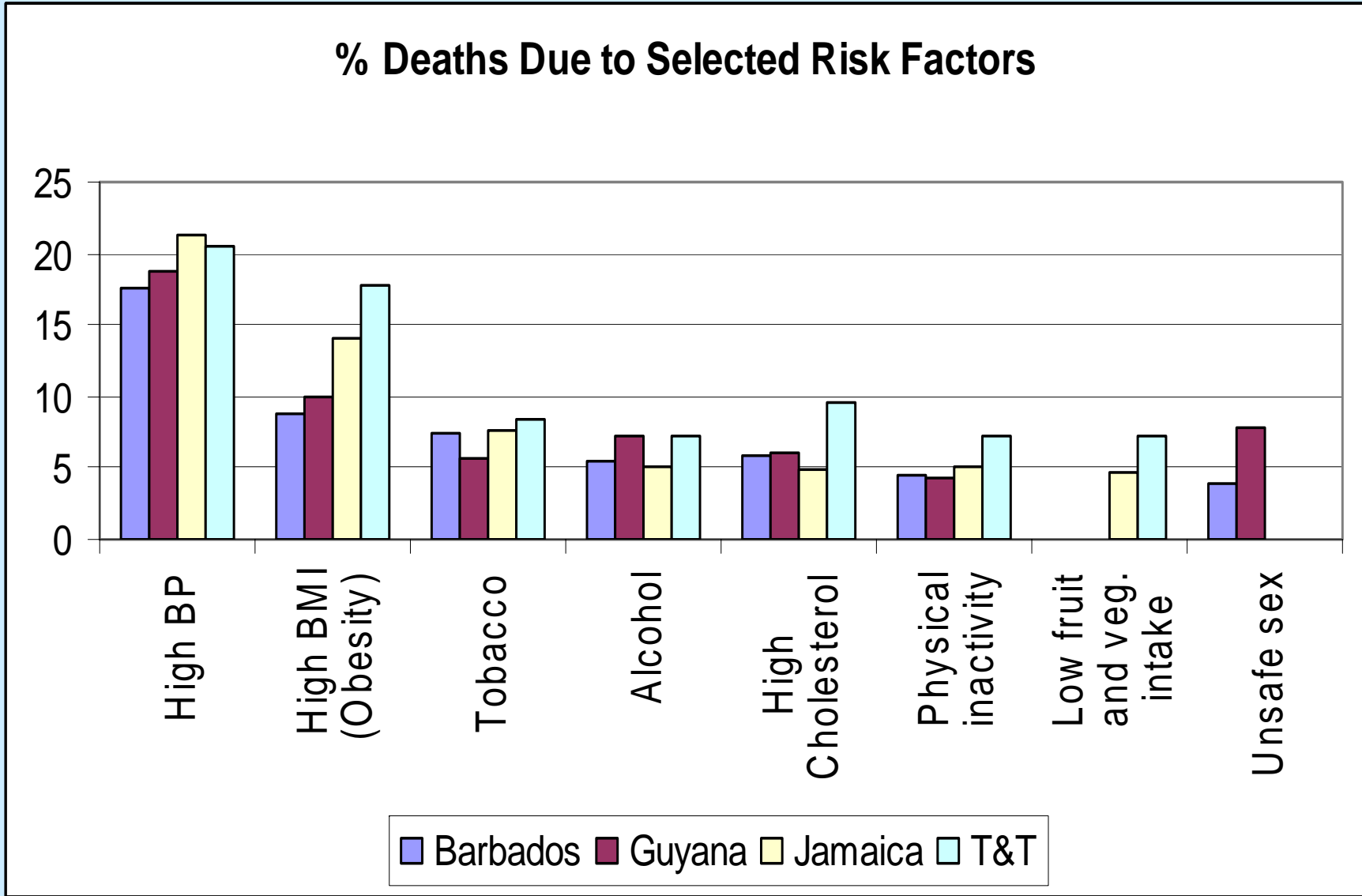


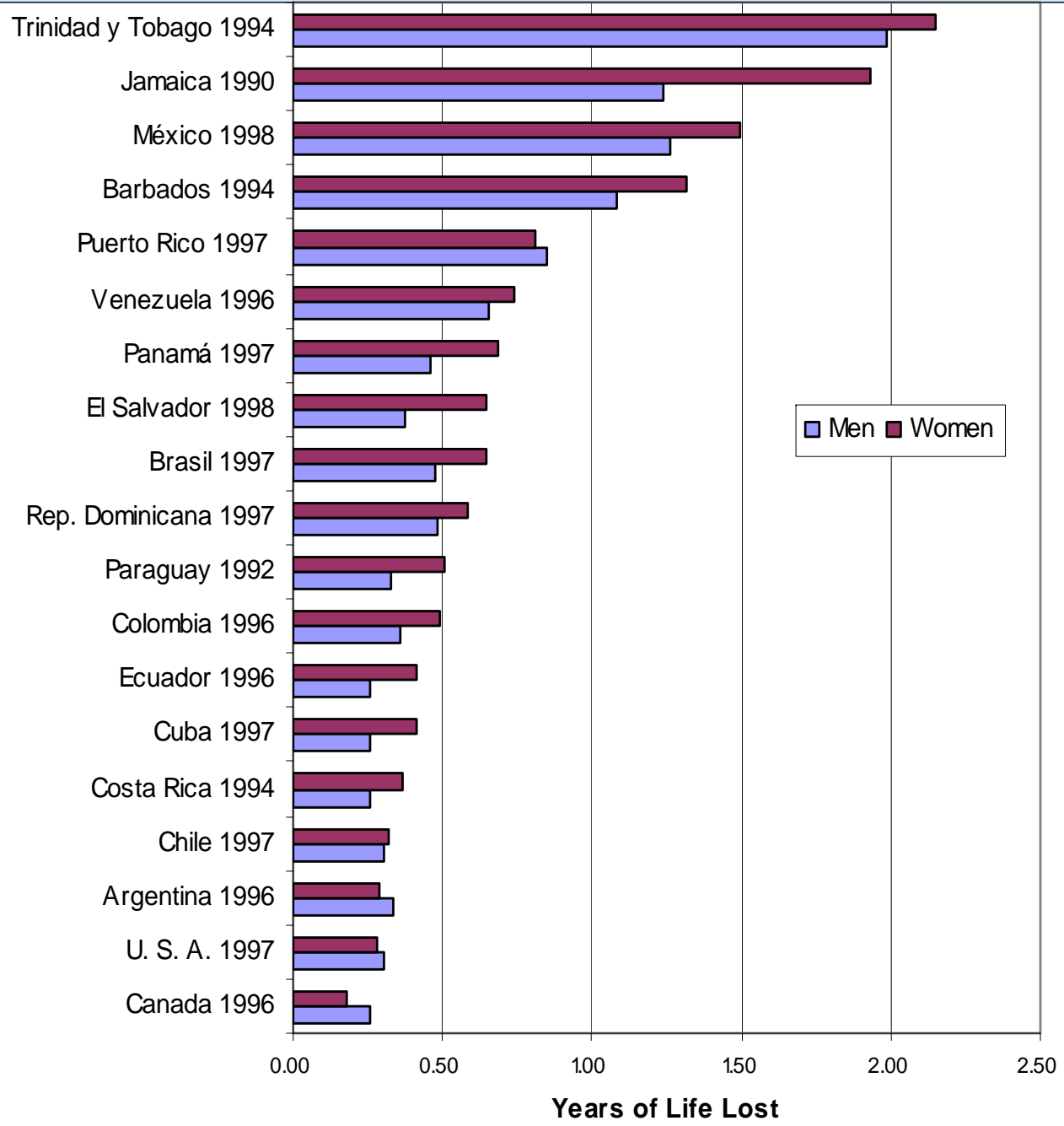
Port of Spain Declaration 2007

The Road to 2009



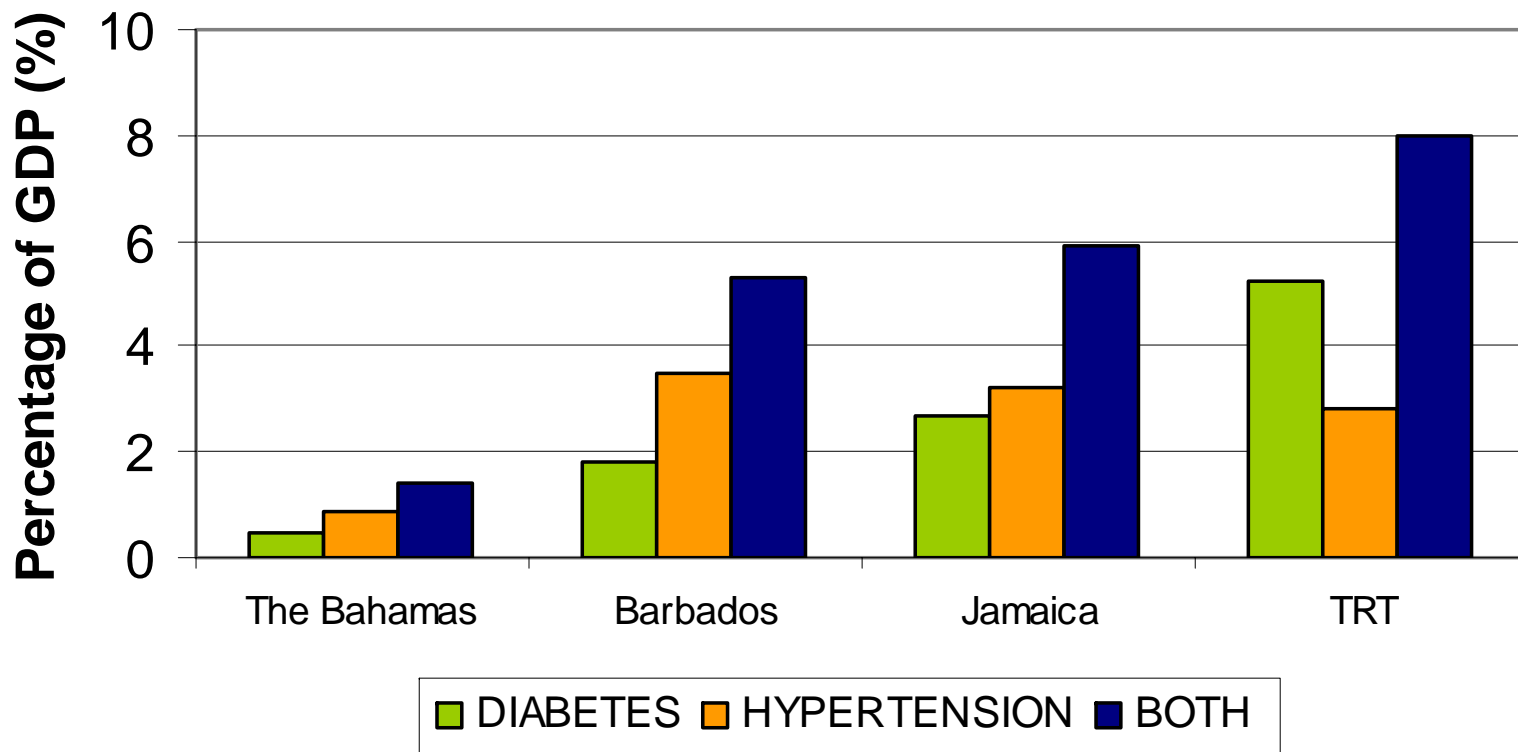
% Deaths Due to Selected Risk Factors







Economic Burden of Diabetes and Hypertension in Selected Caribbean Countries (2001)





Caribbean Community
(CARICOM) Secretariat





Caribbean Community
(CARICOM) Secretariat



Theme of Port of Spain Declaration

**Uniting to Stop the Epidemic of
Chronic Non-communicable
Diseases**



Caribbean Community
(CARICOM) Secretariat



Areas of Focus

- **WHAT** needs to be done
- **HOW** to get it done
- **WHERE** will it be done



Caribbean Community
(CARICOM) Secretariat



WHAT needs to be done

- Address tobacco control
- Improve eating habits
- Increase level of physical activity
- Ensure quality of care



Caribbean Community
(CARICOM) Secretariat



HOW to get it done

- NCD Secretariats, Regional Plan, M&E
- NCD Commissions
- Surveillance
- Partners
- Media & Communications
- Sustainable financing



Caribbean Community
(CARICOM) Secretariat



WHERE will it be done

- Workplaces
- Schools
- Faith based organizations
- Communities



Caribbean Community
(CARICOM) Secretariat



Addressing the “WHAT”



Caribbean Community
(CARICOM) Secretariat



Tobacco Control

- Enact legislation to comply with FCTC
- Ratification of FCTC
- Adopt policies, enact legislation to limit exposure to ETS
- Enact legislation on product labeling
- Adopt ban on advertising/promotion/sponsorship
- Increase taxes
- Monitor tobacco industry
- Establish surveillance system
- Establish national program for tobacco control



Status of Tobacco Control

- 10 of 14 member countries have ratified FCTC
- Legislation drafted in several countries
- St. Lucia, Trinidad & Tobago lead the way on regulations to avoid ETS exposure
- Guyana leads the way on taxation
- GYTS in countries



Caribbean Community
(CARICOM) Secretariat



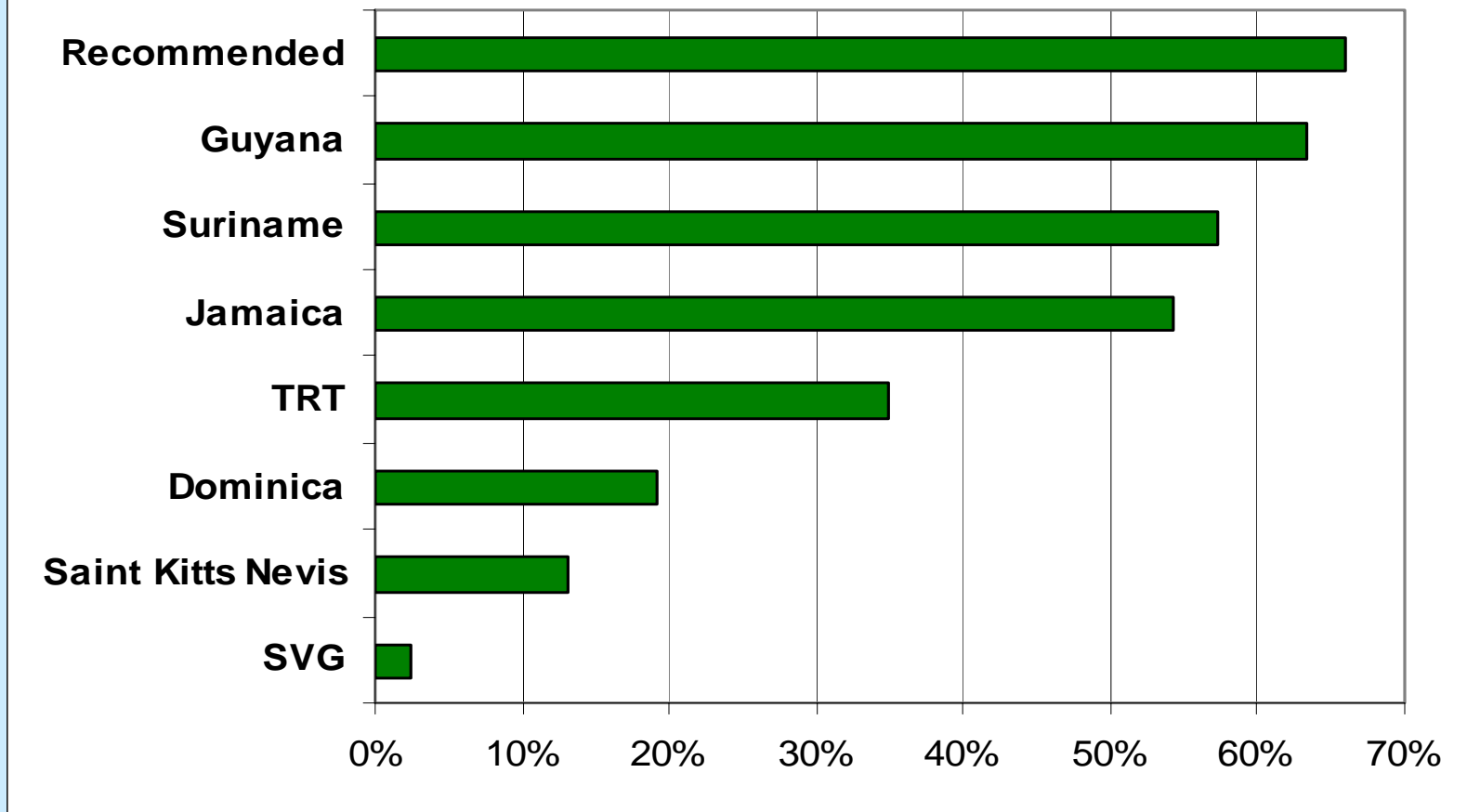
Status of Tobacco Control

Pilot tests for pictorial warnings completed

- Revised labeling draft standard circulated in July 2009
- Meeting held in September to address this matter
- Supported by Bloomberg



Excise Tobacco Tax as a % of Price in CARICOM Countries with Available Data (2006)





Caribbean Community
(CARICOM) Secretariat



Recommendations

Ministers of Health encouraged to:

- Increase taxes to 66% of sale price
- Use tax revenue to fund NCD control
- Pilot policies and legislation on smoke-free indoor environments
- Ban advertisements, promotion and sponsorship



Caribbean Community
(CARICOM) Secretariat



Healthy diets & Physical activity

Labeling of Foods

- Harmonised regional standardisation process being pursued
- Currently out for “Public Comment”
- Drafts to be finalised and submitted to COTED for approval
- Member states required to adopt & implement
- Fair trade policies in all international trade negotiations



Healthy diets & Physical activity

- COHSOD Recommendations:
 - Compulsory Physical Education in schools
 - Promote policies and actions aimed at increasing physical activity in the entire population
 - Public education programmes in support of wellness
 - Observe Caribbean Wellness Day



Caribbean Community
(CARICOM) Secretariat



Quality Care for NCDs: 80% by 2012

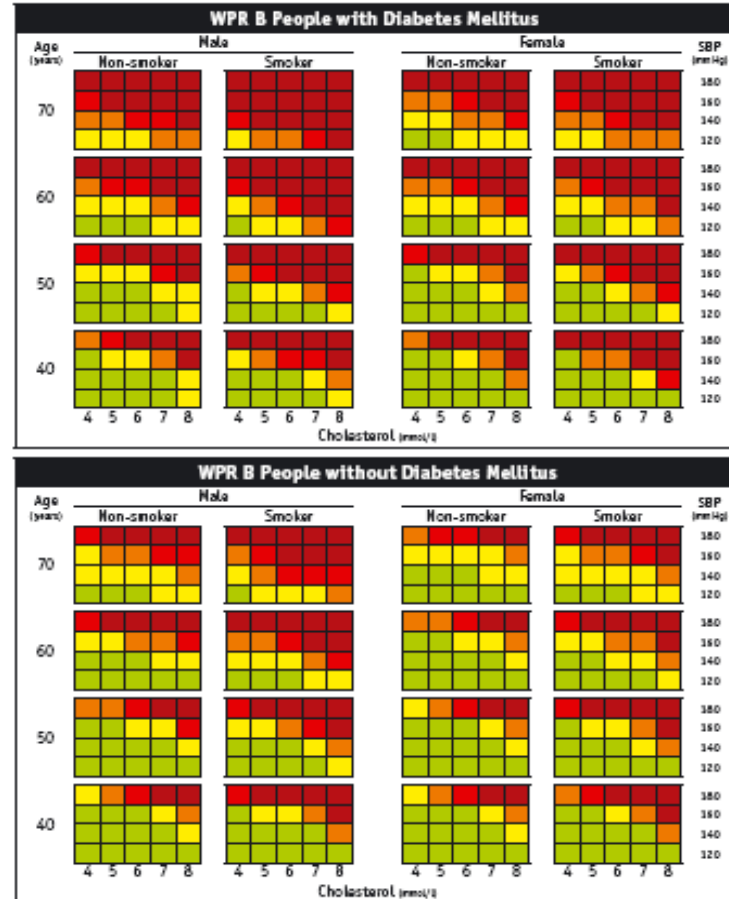
- Scaling up Mx of CVD
 - Collaborate with pharmaceutical industry to fund treatment for CVD risk
 - Support regional bulk purchase of high quality products
- Regional Meetings & Protocols
- Chronic Care Model
- Building Capacity



Quality Care for NCDs

Figure 2. WHO/ISH risk prediction chart for WPR B. 10-year risk of a fatal or non-fatal cardiovascular event by gender, age, systolic blood pressure, total blood cholesterol, smoking status and presence or absence of diabetes mellitus.

Risk Level ■ <10% ■ 10% to <20% ■ 20% to <30% ■ 30% to <40% ■ ≥40%





Caribbean Community
(CARICOM) Secretariat



Addressing the “HOW”



Caribbean Community
(CARICOM) Secretariat



Regional Strategic Plan

Caribbean Regional Plan for Prevention and Control of NCDs 2009 – 2013

- Working draft circulated
- CARICOM and OCPC/PAHO workshop scheduled in November 2009 to
 - finalize the Caribbean NCD Plan
 - Extract projects for funding



Caribbean Community
(CARICOM) Secretariat



NCD Commissions

- Barbados
- Dominica
- Guyana
- Jamaica
- Trinidad & Tobago
 - Many have had NCD summits



Caribbean Community
(CARICOM) Secretariat



Engagement of Civil Society

- **Healthy Caribbean Coalition (HCC)**
- Activities include:
 - Action plan and declaration
 - Public education campaign
 - Support for CWD
 - Audit of the implementation of the FCTC by Caribbean governments
 - Co-sponsor of University Diabetes Outreach Programme: “Diabetes and smoking; the deadly duo”

www.healthycaribbean.org

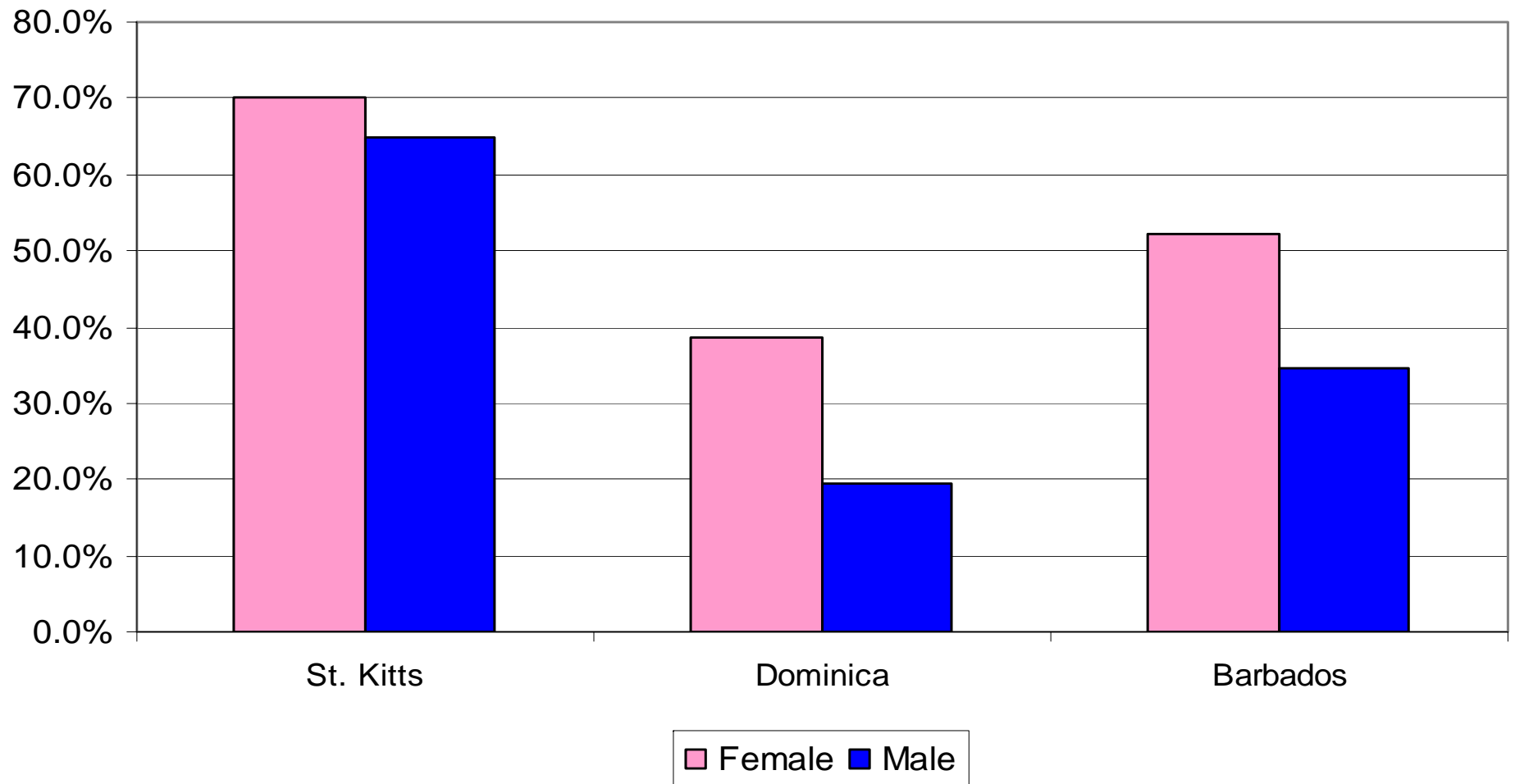


Surveillance

- Surveys in the region:
 - STEPS
 - GTSS
 - GSHS
- Pilot project for regional surveillance system for NCDs and risk factors
 - CAREC Minimum Dataset
- Disease registers:
 - Stroke, Cancer



% with 3 or More Risk Factors from PANAM STEPS



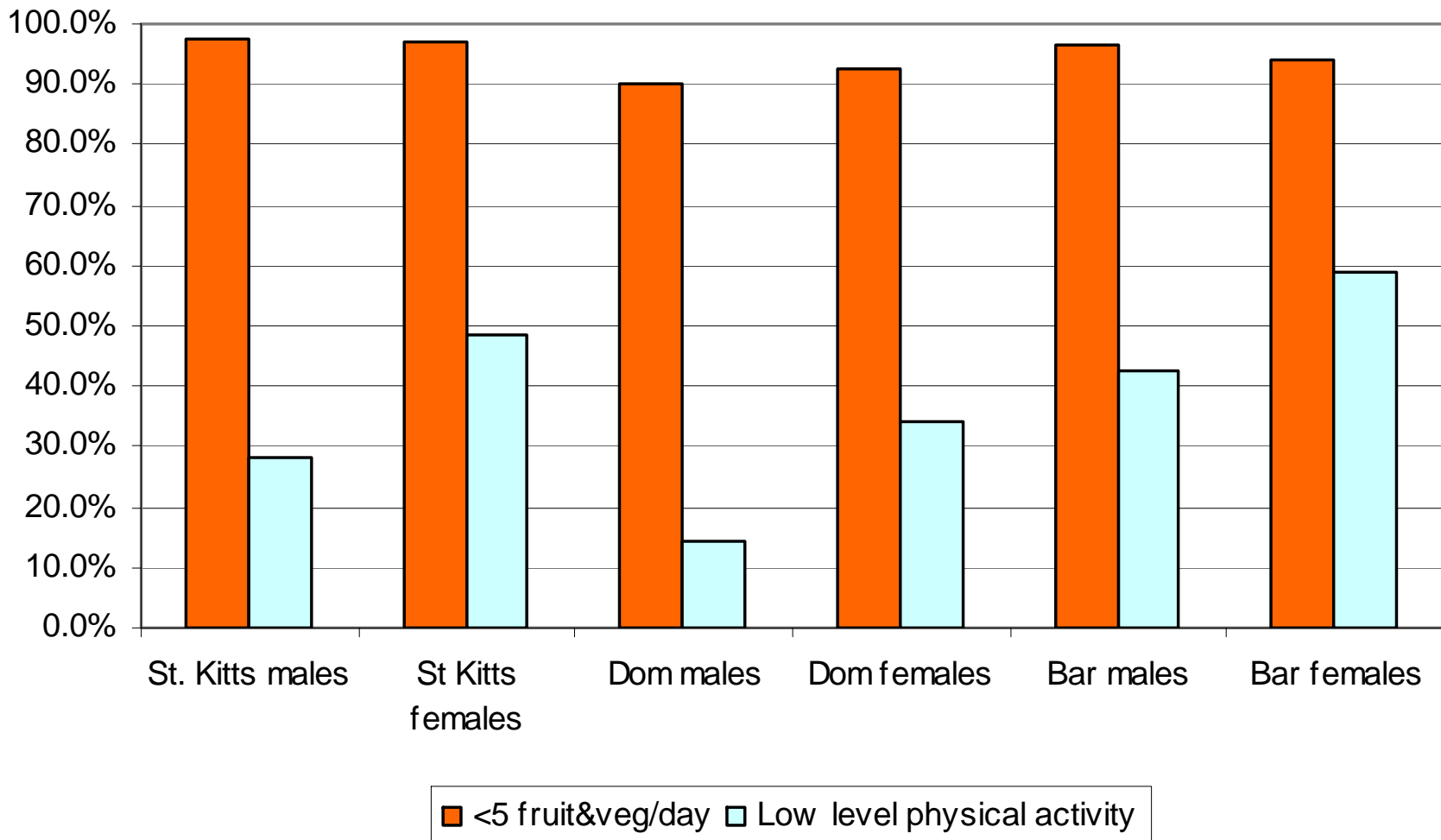


Overweight and Obese Adults from PANAM STEPS





<5 Servings of Fruits & Vegetables / day and Low Levels of Physical Activity from PANAM STEPS





Caribbean Community
(CARICOM) Secretariat



Addressing the “**WHERE**”



Caribbean Community
(CARICOM) Secretariat



Communities/Workplaces

- Grant incentives for employers to provide diet, physical activity and weight management programs
- Implement initiatives that will facilitate walking and cycling
- Companies want comprehensive wellness programmes



Communities/Workplaces

- The CAIC (Caribbean Association of Industry & Commerce) issued “Private Sector Pledge”
- Pledge includes:
 - commitment to Workplace Wellness programmes
 - Production of healthier products
 - support for Caribbean Wellness Day
- Fact/information sheets developed:
 - Faith-Based organizations
 - Schools
 - Workplaces




Caribbean Community
(CARICOM) Secretariat



Communities/Workplaces

RAISING THE STANDARD FROM
Super-Size Families



to **SUPER**
Healthy Families

Starting : **MONDAY FEB. 26, 2007 @ 5:30pm**
Bahamas Academy Auditorium • Wulff Road

8 EIGHT WEEKS
to Wellness Program

What's in it for You?

- Blood Pressure, Blood sugar & Cholesterol screening*
- Aerobic / Exercise Classes
- Health Education Classes
- Cooking Classes
- Weight Management Seminar

Register NOW : \$25.00 Adults / \$15.00 Children

Space is Limited!!!

For Further Information on the program or the screening process, Please call
Bahamas Conference of Seventh-day Adventists @ (242) 341-4022



Caribbean Community
(CARICOM) Secretariat



School-based Activities

- Health and Family Life Education (HFLE)
- Need for increased emphasis on NCD prevention and control in curriculum



Caribbean Community
(CARICOM) Secretariat



Caribbean Wellness Day

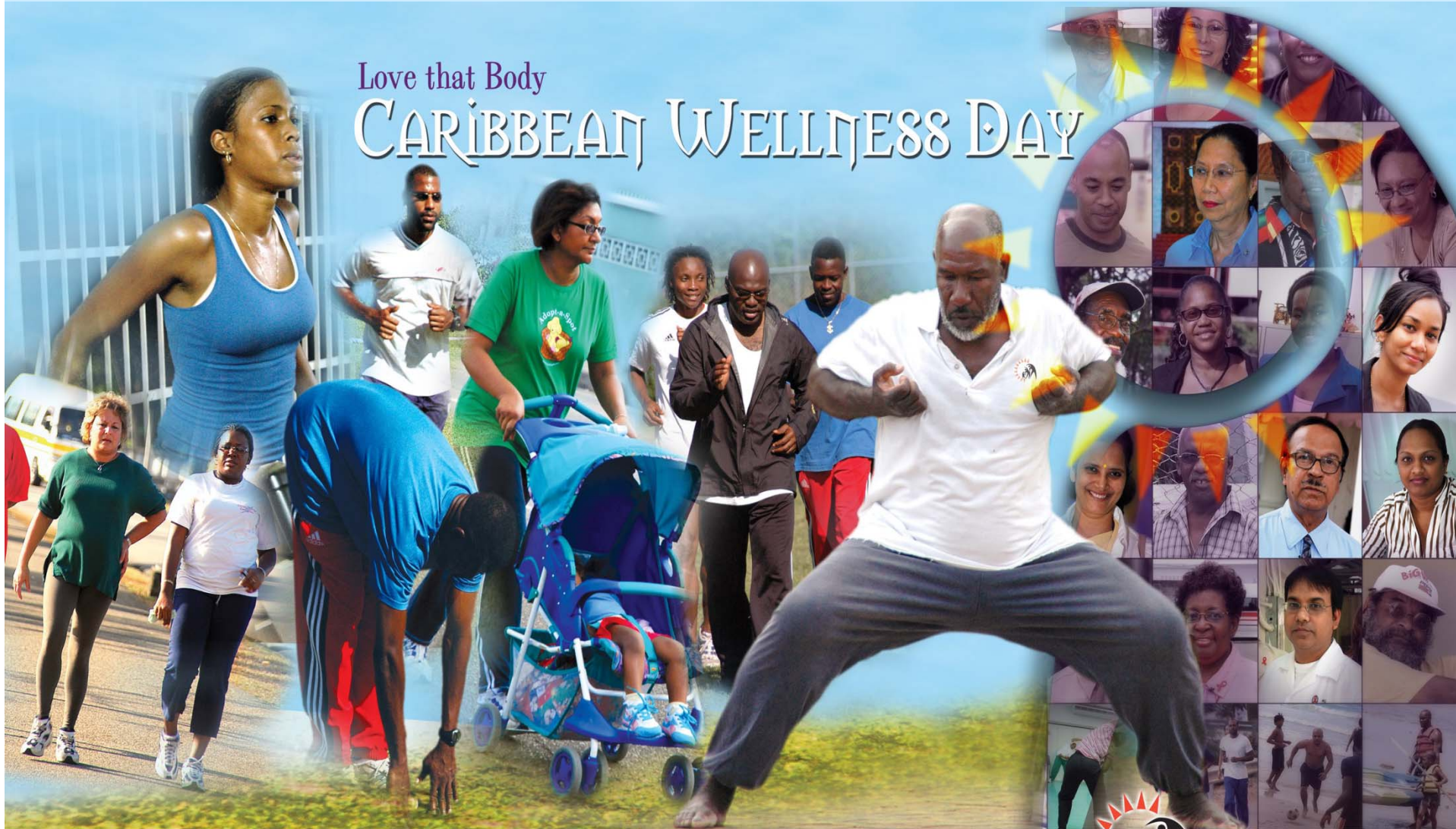
September 12, 2009



Stimulate **ongoing** Physical Activity in Communities

Promote **healthy food choices** and **screening**

Love that Body
CARIBBEAN WELLNESS DAY



**Pan American
Health
Organization**
Regional Office of the
World Health Organization



CARICOM





Messages



No Tobacco

- Half of regular users will die from tobacco

Exercise 30 minutes per day

- Cut your heart attack risk in half

Less salt, less fat and fried foods

- Don't add salt at the table

Check your Blood Pressure

- The Silent Killer

No to harmful use of alcohol

- a major cause of injuries and chronic diseases



Sustained Activities



- Barbados
 - Sea-side boardwalk
- St. Vincent & The Grenadines
 - Weekly fitness programme for elderly
- Trinidad & Tobago
 - Weekly **Keep Moving Family Fitness Sundays**



Novel Ideas



- Parliamentarians walk monthly with constituents
- Blocked roads every Sunday for exercise
- Take a fruit to school to share
- Screening flier to all households
- Rastafarians food demo and tasting
- Biggest Loser Competition



Lessons Learned



- CWD has become the public face of the NCD Summit Declaration
- Schools just resuming in September
- Early planning and funding very important
- Countries use regional branding products with adaptation
- Mass mobilization is possible
- Music and dance very popular
- Need to move from Caribbean Wellness Day to Caribbean Wellness



Caribbean Wellness Day





Caribbean Wellness Day





Caribbean Wellness Day





Caribbean Wellness Day





Caribbean Wellness Day





Caribbean Wellness Day





Caribbean Wellness Day

