



National NCD  
Commission  
Barbados



# **Scaling up the Multi-sectoral Response - engaging governments, civil society and the private sector for the prevention and control of NCDs**

Invited Presentation 84th UWI / BAMP CME, 18th November 2018, Lloyd Erskine Sandiford Centre.

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# NCDs in the Caribbean

- **40 million Deaths** globally— **75%** of deaths and 40% of premature deaths
- **High Blood Pressure** - leading risk factor for death
- **Diabetes** prevalence double global rates
- Adult **overweight / obesity** highest rates globally:
  - up to 69%
  - up to 30% among children



# NCDs in the Caribbean

- Risk factors and **cost** on the rise
- Estimated that the cost of **dialysis** for a single individual is equivalent to that for 30 persons
- **BDS\$64 million** spent on CVD & diabetes
- economy may be losing as much as **BDS\$145 million** annually

**\$=?**

# 9 voluntary global NCD targets by 2025 - WHO



 **NCD premature mortality from  
by one third by the year 2030 -  
SDGs**



# Progress in achieving Global and Regional commitments

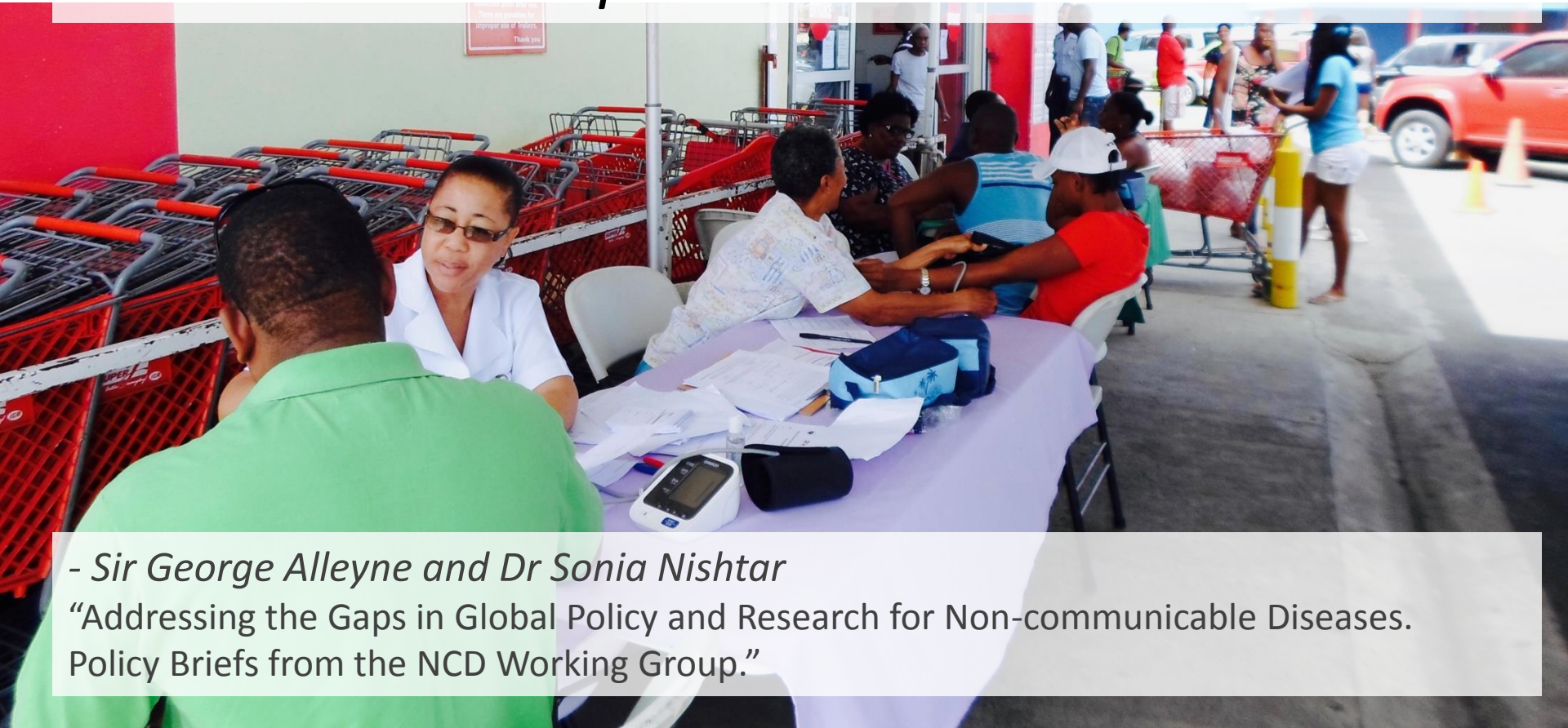
## Progress Indicators 2017 – Caribbean status



Source: Progress Indicators, 2017 – Scorecard Americas. Available at: <https://goo.gl/Bsv32h>



*“The **major social problems** of our time are by definition complex, and - certainly in democratic societies – the only hope of addressing them is through the **involvement of many parts of society**. Difficult though **collaboration** may be, there is no other option.”*



*- Sir George Alleyne and Dr Sonia Nishtar*

*“Addressing the Gaps in Global Policy and Research for Non-communicable Diseases. Policy Briefs from the NCD Working Group.”*

# TOOLS OF SECTORS

**GOVERNMENT**

**Legislation**

**Regulation**

**Taxation**

**CIVIL  
SOCIETY**

**Advocate**

**Provider**

**Inform**

**Watchdog**

**BUSINESS**

**Philanthropy**

**Product power**

**Shared value**



- National NCD Commissions
- Health Caribbean Coalition
- National NCD Alliance, TnT
- Caribbean Cooperation in Health
- Jamaica National Food Industry task Force
- CARPHA Foundation

- PAHO led Pan American Forum on NCDs
- # NCD Multi-sectoral platforms





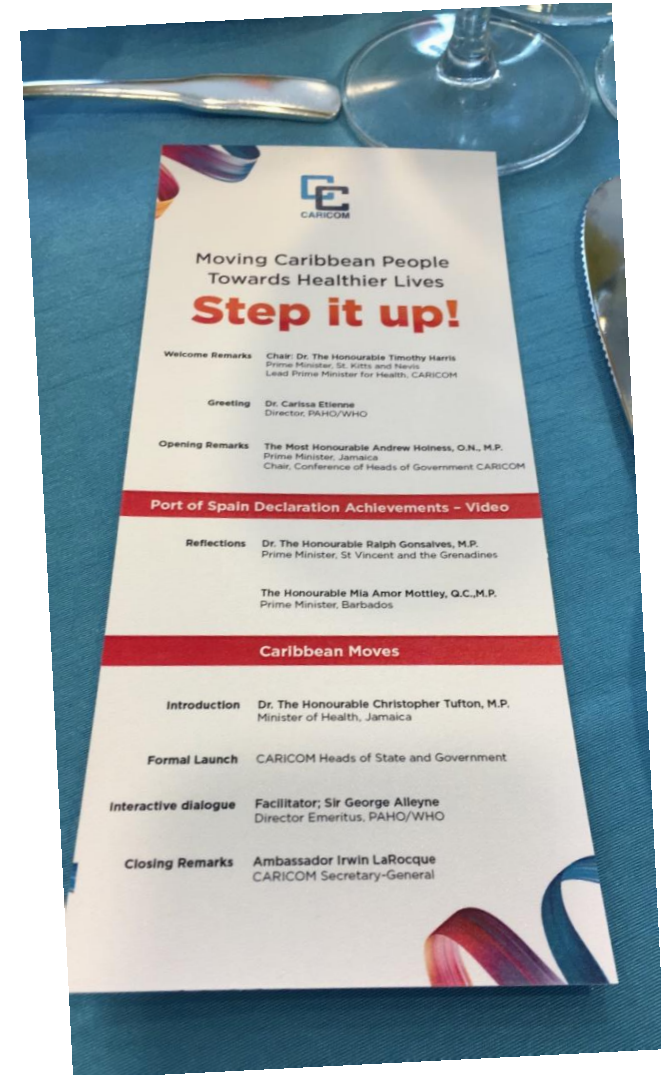
- Tobacco Free Caribbean by 2022
- Six-point policy package for improving the food environment
- NCD research GA-CDRC
- Enhanced funding
- Caribbean Moves

## Multisector achievements - Regional

# CARIBBEAN MOVES



- **Vision**
  - More active and healthy society
- **Purpose**
  - Empower all people in the Caribbean to be more physically active in daily lives
  - Make healthier eating choices



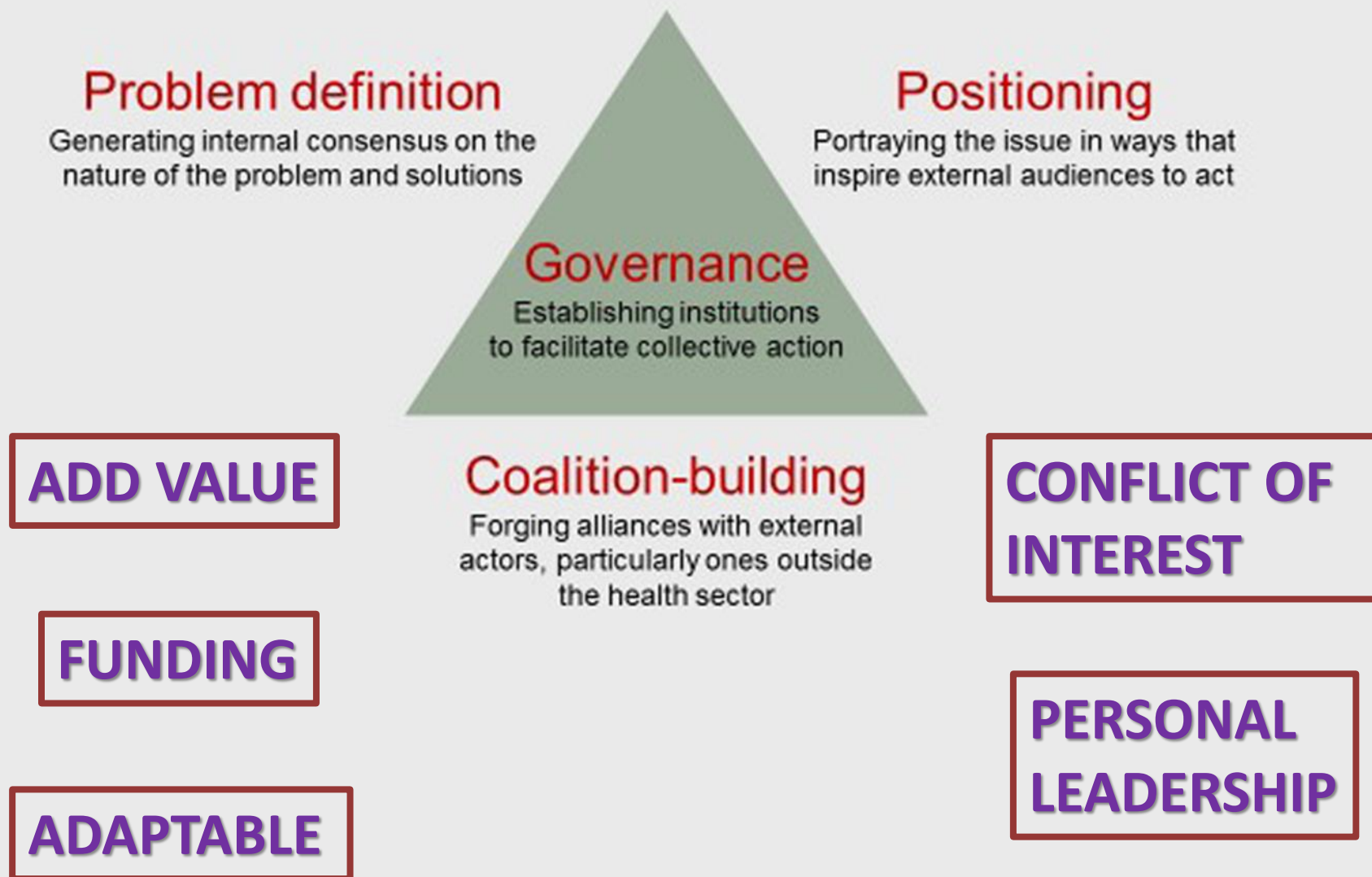


# Multisector achievements – Barbados

- National NCD Commission
- NCDs now a part of the national dialogue
- More informed and educated public
- Increased participation of persons engaged in healthy living especially physical activity
- Significant increase non health groups undertaking NCD activities
- Tax on SSBs
- Legislation tobacco control
- Outstanding NCD advocacy by civil society organisations to ban SSBs and unhealthy fast foods in schools
- National Workplace Wellness policy and establishment of an NCD Committee by the BCCI









# Public Sector challenges of the Multisector approach



- Absence of an enabling environment for enactment of policy and legislation
- Weak track-record of collaboration with other sectors
- Absence of Health in All Policies



# Civil Society challenges of the Multisector approach

- Absence of sustainable finance
- Disease specific focus
- Lack capacity
- No NCD engagement by Non-health NGOs





# Private sector challenges of the multi-sector approach



- No interaction with tobacco industry
- Challenges with food and beverage industry
- COI challenges



# AWARENESS BUILDING CALL TO ACTION



The screenshot shows the Healthy Caribbean Coalition website. At the top, there's a logo with a palm tree and the text "HEALTHY CARIBBEAN COALITION". To the right, it says "Your Voice Matters!" and "CLICK/TAP TO SIGN NOW". Below the navigation bar, there's a banner with the text "#TOO MUCH JUNK WE'RE AT RISK" and a photo of three children eating and drinking. Below the banner, it says "Childhood Obesity Prevention Call To Action". A pink box contains the text "1 in 3 Caribbean Children is OVERWEIGHT or OBESE" with icons of three children. To the right, it says "Childhood obesity is linked to complications in childhood such as diabetes and hypertension and it tracks into adulthood increasing the risk of developing NCDs (diabetes, cancers, and heart disease)." Below this, there's a section with three icons and text: "The HCC and our 100+ CARICOM members are joining hands with Caribbean citizens to call on our Heads of Government to enact any of the following policies and legislation which have been demonstrated as effective measures to combat childhood overweight and obesity." The three policies are: "Imposition of a tax of not less than 20% on Sugar Sweetened", "Banning the sale, promotion and marketing of SSBs, and", and "Mandatory physical activity in all primary and secondary schools." At the bottom right, there's a "Your Voice Matters Sign now" section with a "Country where you live" dropdown menu, an "Email Address" input field, and a "Please feel free to provide us with" text.

HEALTHY CARIBBEAN COALITION

Your Voice Matters!

CLICK/TAP TO SIGN NOW

Home Look Who's Signed Campaign Materials Childhood Obesity Prevention

#TOO MUCH JUNK

WE'RE AT RISK

Childhood Obesity Prevention Call To Action

1 in 3 Caribbean Children is OVERWEIGHT or OBESE

Childhood obesity is linked to complications in childhood such as diabetes and hypertension and it tracks into adulthood increasing the risk of developing NCDs (diabetes, cancers, and heart disease).

The HCC and our 100+ CARICOM members are joining hands with Caribbean citizens to call on our Heads of Government to enact any of the following policies and legislation which have been demonstrated as effective measures to combat childhood overweight and obesity.

Imposition of a tax of not less than 20% on Sugar Sweetened

Banning the sale, promotion and marketing of SSBs, and

Mandatory physical activity in all primary and secondary schools.

Your Voice Matters Sign now

Country where you live  
Please select a country

Email Address  
Please enter your email address

Please feel free to provide us with

Your voice matters

Total Number of Signatures

00025035

Click here to view your country's progress on  
signing on to our E-petition.

# Ambush Marketing to children? – Beware!







**Positive  
Power and  
Outreach**



- Contribute to multi-sector platforms
- Advocate for what is needed to prevent and control NCDs
- Lead by personal example

**Opportunities- medical profession**





- finance health care
- strengthen health systems
- ensure affordable effective essential medicines available for the treatment of NCDs and their complications
- support system changes that result in emphasis on prevention and control
- support Universal Health Coverage with strengthening of quality of care

## **Big Ticket National Items**

# **“The Barbados we want: a Country of Healthy Living”**

- 
- climate change and fossil fuel dependence
  - air pollution
  - use of illegal substances and drug abuse
  - crime and violence
  - road traffic deaths
  - financial and economic issues
  - food and agricultural policies
  - misuse of alcohol
  - sense of not being empowered
  - declining family life, and
  - reduced spirituality
- All major areas of societal concern, inter-related and connected to the NCDs.



Thank you

