Port of Spain Declaration 2007

The Road to 2009
Economic Burden of Diabetes and Hypertension in Selected Caribbean Countries (2001)

Percentage of GDP (%)
Uniting to Stop the Epidemic of Chronic Non-communicable Diseases
Areas of Focus

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

- Address tobacco control
- Improve eating habits
- Increase level of physical activity
- Ensure quality of care
HOW to get it done

- NCD Secretariats, Regional Plan, M&E
- NCD Commissions
- Surveillance
- Partners
- Media & Communications
- Sustainable financing
WHERE will it be done

• Workplaces
• Schools
• Faith based organizations
• Communities
Addressing the “WHAT”
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
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
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)

- Recommended
- Guyana
- Suriname
- Jamaica
- TRT
- Dominica
- Saint Kitts Nevis
- SVG

http://www.who.int/tobacco/mpower/appendix_2_the_americas.xls
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
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
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.
Addressing the “HOW”
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
NCD Commissions

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

- St. Kitts
- Dominica
- Barbados

Female (pink) vs. Male (blue)
Overweight and Obese Adults from PANAM STEPS

SK male  SK female  Bar male  Bar female  Dom male  Dom female

- Overweight
- Obese
<5 Servings of Fruits & Vegetables / day and Low Levels of Physical Activity from PANAM STEPS
Addressing the “WHERE”
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
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
School-based Activities

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

September 12, 2009

Stimulate ongoing Physical Activity in Communities

Promote healthy food choices and screening
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