



PAHO/CAIC WORKSHOP

Caribbean Private Sector Response to Chronic Diseases

(Hotel Normandie,
Port-of-Spain, Trinidad & Tobago,
8–9 May 2008)

Jointly sponsored by the Caribbean Association of Industry and Commerce (CAIC)

Objectives of the Workshop

- To encourage the Caribbean Private Sector to take a more active role in the reduction of chronic noncommunicable diseases (CNCDs) by implementing measures to reduce the risk of these diseases affecting its own employees as well as the wider community.
- To give support to a *Caribbean Wellness Day* on 13 September 2008

The key objective will be facilitated by:

- 1. Changed private sector policies & practices that favor chronic noncommunicable diseases**
- 2. Adoption of certain areas from the Summit Declaration: 6 areas**
- 3. Regular use and circulation of health information**
- 4. Workplace health promotion programs**
- 5. Promotion of Physical Activity and Healthy Living**
- 6. Increased partnership of private sector and government**

Expected Outcomes

- **The identification of the roles and responsibilities of the Caribbean Private Sector in the reduction of chronic noncommunicable diseases**
- **An action plan that identifies workplace wellness programs and activities**
- **Statement from the Caribbean private sector in support of the initiative**

Ground Rules for a Successful Meeting

- **Time Management**
- **Participation**
- **Cell Phones off**
- **Stay on the objective of the meeting**
- **Achieve the outcomes**

AGENDA

- **Presentation of Papers**
- **Panel Discussions**
- **Viewing of Exhibits**
- **Workgroups (6)**

Workgroups

- 1. Workplace Wellness Programs**
- 2. Healthy Foods Import and local foods**
- 3. Media and Communication**
- 4. Physical Activity and Caribbean Wellness Day**
- 5. Workplace Policies and Practices**
- 6. Fundraising – Regional and Local levels**

Workshop Procedures

- **Each workshop will have a workshop leader**
- **Each group will discuss the topic assigned to it with the main objective of achieving the following outcomes**
 - **Roles and Responsibilities of the Private Sector**
 - **Action Plan**

SWOT Analysis

List the strengths, weaknesses, opportunities and threats in relation to the areas you are discussing. Work on the strengths and opportunities first.

STRENGTHS

OPPORTUNITIES

WEAKNESSES

THREATS

Action Plan Format

Workshop Title

Key Timelines Program/ Activities	Key Measures	Action Steps	Resources	Responsibilities

CARICOM Statement

- **At the end of the conference, we hope to have a statement that represents the commitment of the private sector to the reduction of chronic noncommunicable diseases. This statement would be presented to the Meeting of the CARICOM Heads of Government meeting later this year.**