

Mobilizing around optimum intake of sodium/salt: Healthy Caribbean Coalition Experience

The Pan American Health Organization and American Heart
Association

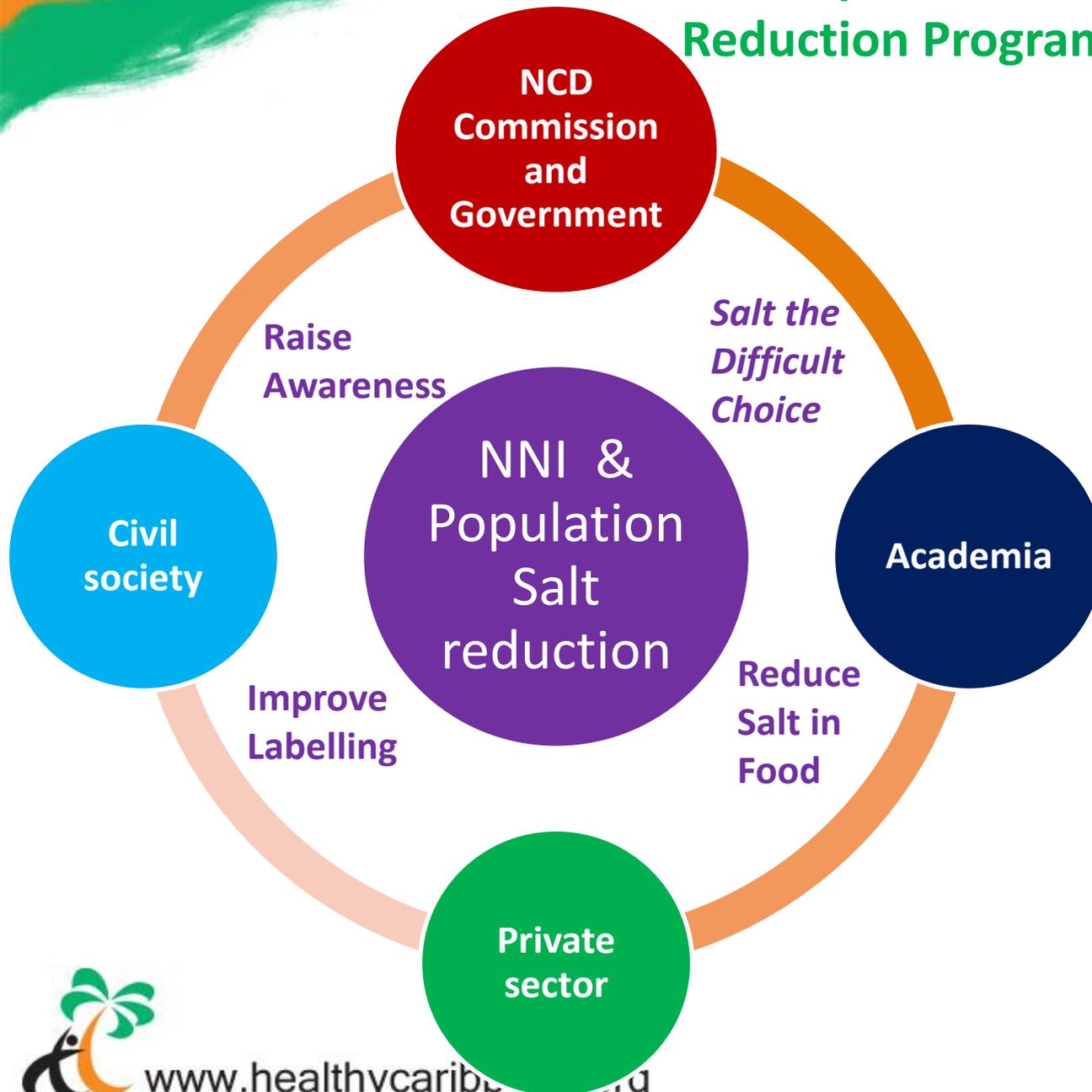
SEMINAR/WEBINAR: Salt Smart Americas

In commemoration of the **Salt Awareness Week 2015, 17th March
2015**

Trevor Hassell and Maisha Hutton



National Nutrition Improvement and Population Salt Reduction Program



- Seminars
- PSAs
- Meetings with food producers
- Advertisements on buses
- Nutrition booklet for schools

“Health of the Nation Study”
Levels and sources of salt intake
Physical activity

- Publication and funding of *No Salt* booklet for opinion Leaders
- Drink & food reformulation

- Educational Outreach



Social Marketing Training and Technical Assistance to Build Capacity for Dietary Sodium Reduction

Undertaken by the PAHO led Salt Smart Consortium, acting as the Secretariat, supported by the Healthy Caribbean Coalition (HCC) and the American Heart Association (AHA)

Technical support
provided by the University of South Florida.

Social marketing approach

- Use of marketing concepts
- Influence behaviors
 - Individuals or end consumer
 - Providers and stakeholders
 - Policy makers
- Promote social good

Project Goal

Prepare Healthy Caribbean Coalition (HCC) to work towards its goal of reducing dietary sodium intake by providing training and technical assistance on the use of social marketing.

Phase I

- Online social marketing training
- Situational analysis
- Literature review
- Planning workshop/research plan

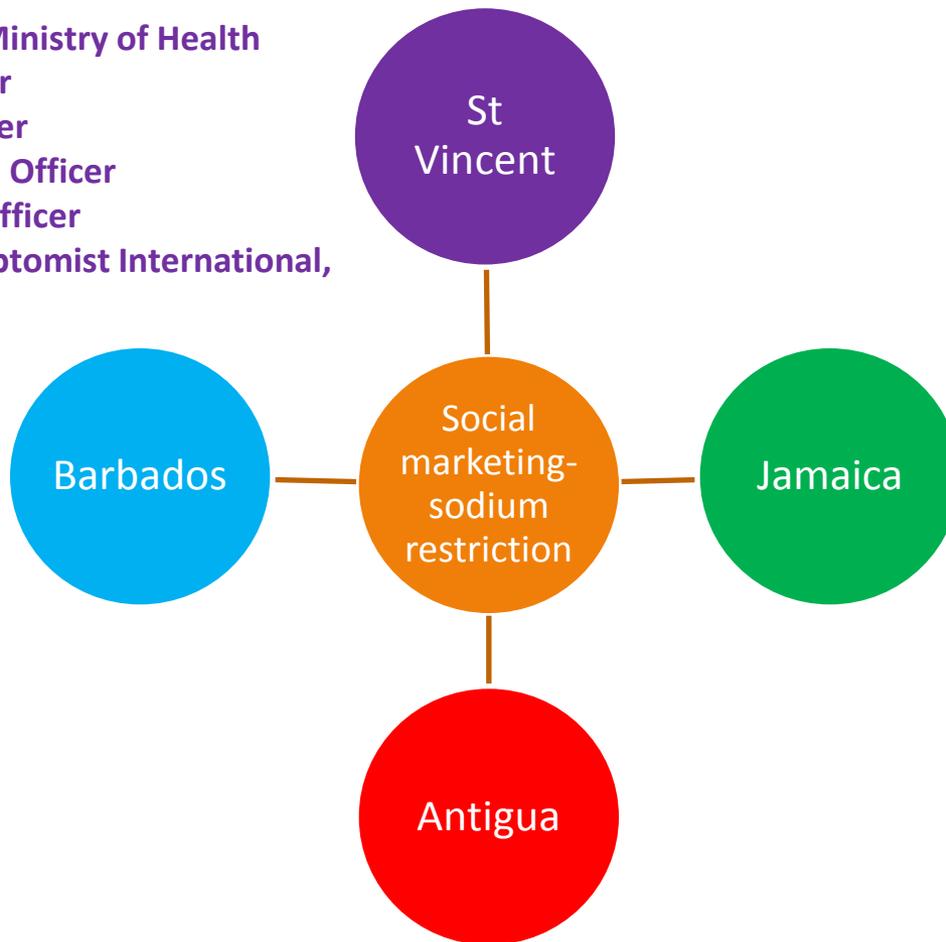
Phase II

- Formative research
- Strategy formation workshop
- Integrated marketing plan



Participating countries and Organisations

Chief Medical Officer, Ministry of Health
Communications Officer
Health Promotion Officer
Chief Health Promotion Officer
National Surveillance Officer
Representative of Soroptomist International,



SHPO, Ministry of Health
NCD Commission
Representative of Private Sector
Representative of Media
Nutritionist, CDRC

Prof. of Medicine, UWI, Mona.
Director, Health Promotion, Ministry of Health.
Director, TMRI, UWI, Mona.
Medical Director, Guardian Life Insurance
Manager, Health Promotion, Heart Foundation



Thank YOU

“If you want to go fast, go alone. If you want to go far, **go together.**”

African Proverb

www.healthycaribbean.org

www.twitter.com/healthcaribbean



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