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

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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

NNI & Population Salt reduction

- NCD Commission and Government
  - Salt the Difficult Choice
- Academia
  - Reduce Salt in Food
- Civil society
  - Raise Awareness
  - Improve Labelling
- Private sector
  - NNI & Population Salt Reduction Program
  - Improve Labelling
  - Reduce Salt in Food
  - “Health of the Nation Study” Levels and sources of salt intake
  - Physical activity
  - Educational Outreach

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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.

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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

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Participating countries and Organisations

- **St Vincent**: Social marketing - sodium restriction
  - Prof. of Medicine, UWI, Mona.
  - Director, TMRI, UWI, Mona.
  - Medical Director, Guardian Life Insurance
  - Manager, Health Promotion, Heart Foundation

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

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

- **Antigua**
  - Director, Health Promotion, Ministry of Health.
  - Medical Director, Guardian Life Insurance
  - Manager, Health Promotion, Heart Foundation
"If you want to go fast, go alone. If you want to go far, go together."

African Proverb

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