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Healthy Caribbean Coalition Salt reduction Initiatives

**Partners Panel:
Cardiovascular Disease
Prevention through Dietary
Salt Reduction. Meeting of
the Regional Expert Group
and Partners, 27-28 October
2011, PAHO, Washington DC**





Healthy Caribbean Coalition (HCC)

- **An indigenous, Caribbean NCD alliance health NGO and other civil society organisations**
- Established following Heads of CARICOM Summit, '07 and civil society led conference, '08
- **Run entirely by volunteers**
- Funding from corporate partners and donors
- Main activity: communication using website and more recently facebook and twitter
- Major project: mobile phone text campaign





CARICOM Declaration (1), 2007

- ◉ Strengthen health institutions
- ◉ CNCD Commissions
- ◉ No Tobacco legislation
- ◉ Screening and management of CNCDs
- ◉ **Improved diets**
- ◉ Trade policies to neutralize negative aspects of globalization





CARICOM Declaration (2), 2007

- ◉ **Food labeling**
- ◉ Promote Physical activity
- ◉ Take account of gender
- ◉ **Public education programmes**
- ◉ **Research and surveillance**
- ◉ Support for CARICOM/PAHO





HCC: Strategic Approach

- strengthen communication and information sharing among members of the network
- contribute to capacity building among member organizations
- create new sources of funding for member health NGOs
- promote specific initiatives of salt reduction, increased physical activity and weight optimization, and reduction of exposure to tobacco smoke





National Nutrition improvement and salt reduction programme

- **Aim:**

- Reduce salt and sugar intake, increase fruit and vegetables, avoid saturated and trans fats, and decrease portion sizes.





Nutrition improvement and salt reduction programme (2)

o Method:

- ✓ Educational campaign on radio/TV/print media
- ✓ Healthy nutrition school policy and program
- ✓ Taxation around healthy foods and beverages
- ✓ Reformulation of food and beverages
- ✓ Make salt the difficult choice
- ✓ Healthy food and beverages in restaurants, and mobile canteens
- ✓ Reading labels
- ✓ Support of Health of the Nation Study - pilot





Salt initiatives

- Booklet for opinion leaders – “Battling the hidden enemy”
- Salt PSAs produced and distributed for showing regionally
- Support for nutrition information booklet and recipes of low salt content – “Lower your blood pressure in 14 days”
- Endorsement of PAHO Policy statement “Preventing Cardiovascular disease in the Americas by reducing dietary salt intake population-wide”





Salt initiatives (2)

- A member of WASH with distribution of salt related information to network
- Featured low salt issue, using facebook, during the educational component of the Get the Message mobile phone advocacy and educational text campaign leading up to the UNHLM





Salt initiatives(3)

- Popn. salt reduction priority in National NCD Strategic Plan
- Workshops for canteen operators, food vendors and food and beverage producers
- Discussions with manufacturers around product reformulation
- Patron of Agrofest 2011: Healthy Living through Agriculture
- Health and nutrition guide for schools
- Get Healthy Barbados TV Series
- Culturally appropriate salt jingle by local calypsonian





Partnerships and population salt reduction - the way forward

- Build capacity of civil society so that it can contribute effectively to “whole of society approach”
- Foster partnerships between national governments, business and private sector, academia and civil society
- Consider use of new media to bring about population salt reduction

