

# 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**

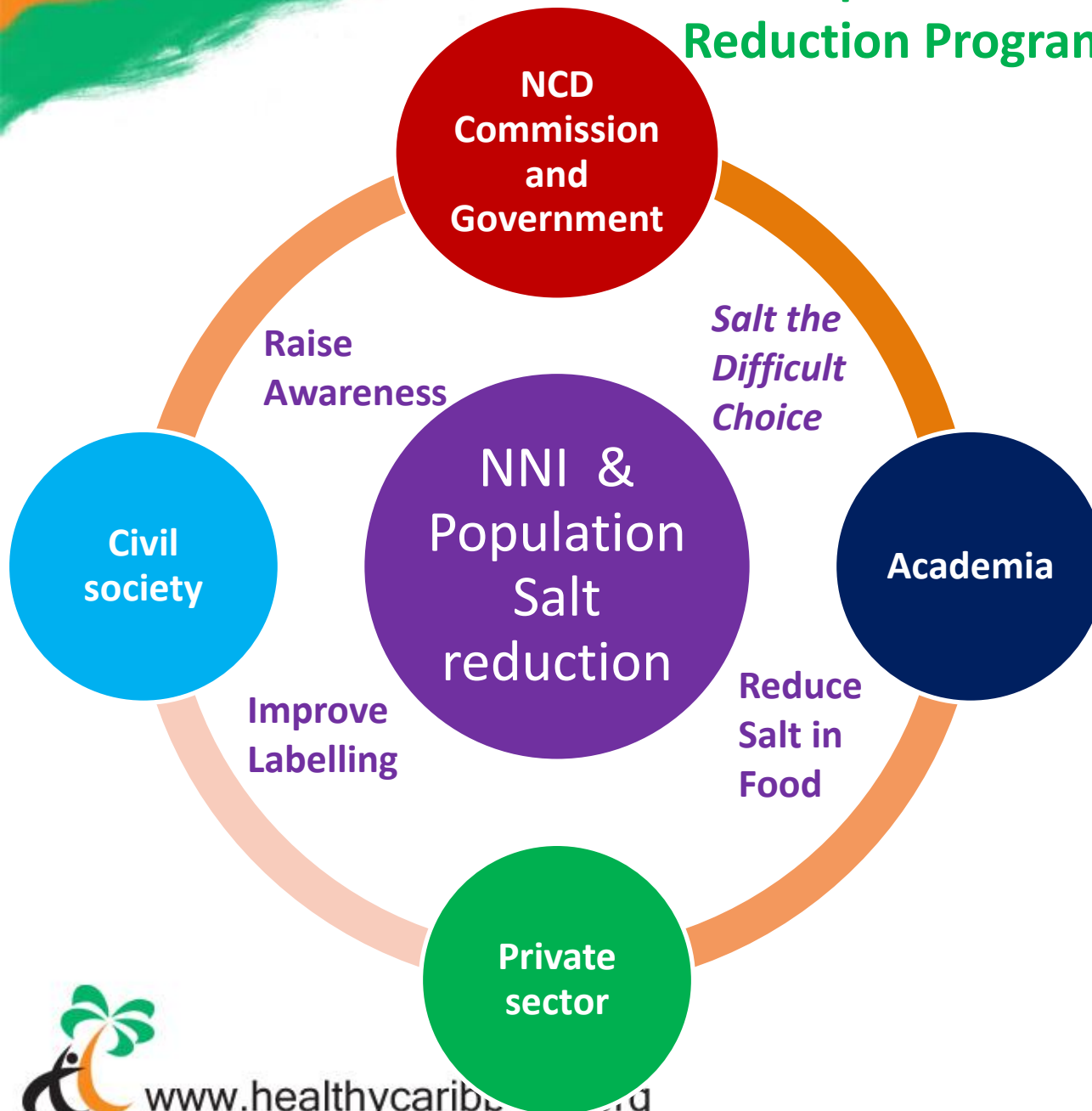
In commemoration of the **Salt Awareness Week 2015, 17<sup>th</sup> March  
2015**

**Trevor Hassell and Maisha Hutton**



[www.healthycaribbean.org](http://www.healthycaribbean.org)

# 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

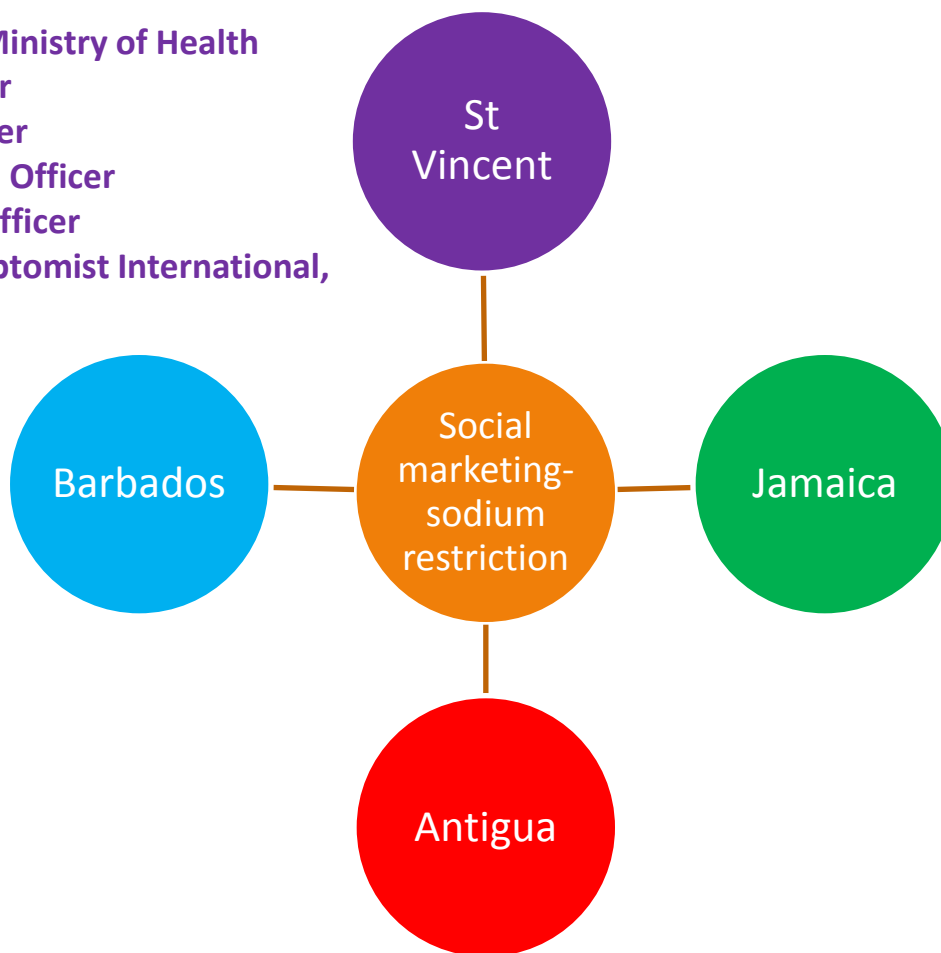
## Phase II

- 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,



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

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





# Thank You

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

African Proverb

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