

Campaign Backgrounder

Barbados Obesity Prevention “Right to Healthy Foods” Mass Media Campaign

Background

- 95% of Barbadians believe it is very important or somewhat important that the government play an important role in reducing obesity¹.
- Almost all of Barbados (92%) support having a National Policy to ensure a healthy school environment².
- 88% of Barbadians are concerned about childhood obesity³.
- 8 out of 10 deaths in Barbados are caused by non-communicable diseases (NCDs)⁴.
- 1 in 3 children in Barbados is overweight or obese⁵.
- 1 in 3 people in the Caribbean is overweight or obese⁶.
- Excess sugar consumption, including sugary drinks, is a major risk factor for obesity and diabetes and their related diseases, as it causes increased risk of liver and kidney damage, heart disease, stroke, and some types of cancer⁷.
- The NCD burden of cardiovascular disease and diabetes is approximately \$BBD 64 million per year on cardiovascular disease and diabetes⁸.

The “Right to Healthy Foods” campaign aims to increase public knowledge about the health harms of excess consumption of sugary drinks, which can lead to obesity and diabetes that increase the risk of heart attack and stroke. It also intends to encourage policy makers to implement a comprehensive Healthy Nutrition in Schools Policy, including the removal of sugary drinks from schools with the support of parents and guardians.

Campaign Overview

The campaign video for “Right to Healthy Foods” tells the story of a Barbadian parent who is engaged in physical activity with his children after school. After leaving a game of football, the family stops at a local mini mart to purchase refreshment. The father, as a responsible parent, chooses water instead of sugary drinks after considering the health harms. His children followed his example, which they can also practice in school. The campaign focuses on children and young people, as they represent the future of the population. The campaign slogan is: **“our children have a right to nutritious foods”**, followed by a call to action for government to remove sugary drinks from our schools.

Campaign Messages

Our children have a right to nutritious foods. It’s time for government to remove sugary drinks from schools. Sugary drinks increase the risk of Type 2 diabetes and obesity, which can bring on heart attack and stroke.

Ways to Support the Campaign

1. Find out more at <https://www.hsfbarbados.org/>
2. Reduce consumption of sugary drinks.
3. Support ours and our children’s health.
4. Link your website to <https://www.hsfbarbados.org/>
5. Publish the campaign materials on your website and social media pages.
6. Raise awareness and support the campaign regularly through your social media posts by:
 - a. using the hashtags: #PolicyIntoAction #ProtectOurChildren, #RightToHealthyFoods, and #WeDeserveBetter, #PeopleBeforeProfits
 - b. Like, comment, share or repost messages from @hsfbarbados social media pages.

¹ Caribbean Development Research Services Inc. (CADRES). Barbados Childhood Obesity Prevention Public Opinion Poll. 2018

² Caribbean Development Research Services Inc. (CADRES). Barbados Childhood Obesity Prevention Public Opinion Poll. 2018

³ Caribbean Development Research Services Inc. (CADRES). Barbados Childhood Obesity Prevention Public Opinion Poll. 2018

⁴ World Health Organization (WHO). Non-communicable Diseases Country Profile. 2018.
https://www.who.int/nmh/countries/brb_en.pdf?ua=1

⁵ St. John, Hall, Knight, Hinds, Fernandez, Gaskin. Non-communicable Diseases in a Group of Primary School Children in Barbados 2010

⁶ Pan-American Health Organization (PAHO). 2017. https://www.paho.org/trt/index.php?option=com_content&view=article&id=232:overweight-affects-almost-half-the-population-of-all-countries-in-latin-america-and-the-caribbean-except-for-haiti
http://www.who.int/healthinfo/global_burden_disease/estimates/en/index1.html

⁷ World Cancer Research Fund International. Curbing global sugar consumption: Effective food policy actions to help promote healthy diets and tackle obesity. 2015.

⁸ World Health Organization (WHO). Investment Case for Non-communicable Disease Prevention and Control in Barbados. 2017