

Port of Spain Declaration 2007
Uniting to Stop the Epidemic of Chronic
Non-communicable Diseases

Report to the CARICOM Caucus of Ministers of Health
September 2009, PAHO, WDC

CARIBBEAN WELLNESS DAY 2009

Alafia Samuels MBBS, MPH, PhD
CARICOM Consultant, Prevention and Control of NCDs

Review and lessons learned

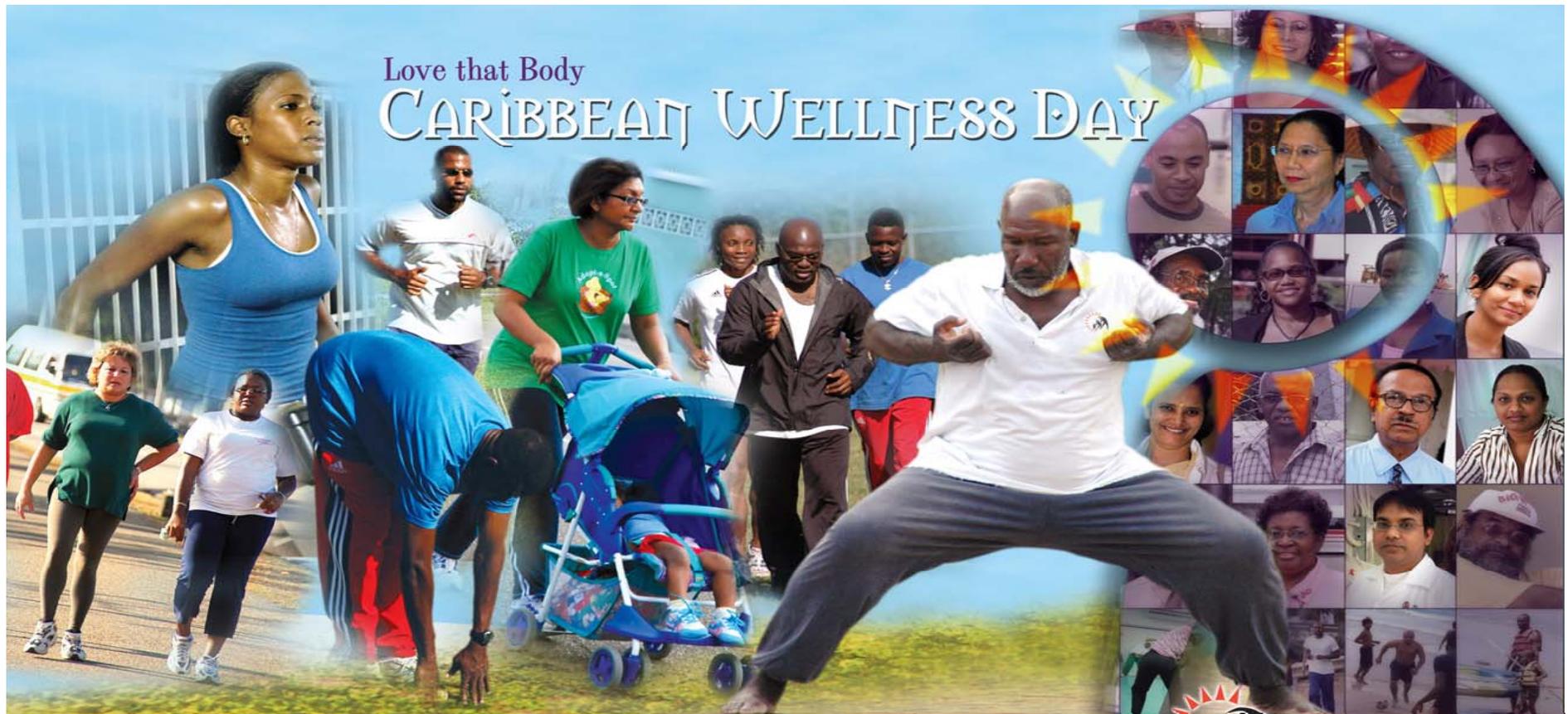
CWD 2009

Primary Objective: Stimulate **ongoing**
Physical Activity in Communities
Also to promote **healthy food**
choices and **screening**

Support from PAHO/PIN & CARICOM

- PAHO/PIN
 - CWD stationary
 - New posters, stickers,
 - Fact Sheets, Public Service Announcements, model editorial, graphics and distribution
 - Web-site www.paho.org/cwd09
 - Caribbean Wellness Day 2009 video:
http://www.youtube.com/watch?v=AErpKC_NYQ0
 - Funds from CIDA
- CARICOM
 - Monthly conf calls
 - Country supports
 - Content of web-site
 - Press conference to launch
 - Media contacts
 - Payment for jingle
 - Competition for best photos and video of CWD

Graphics for posters, folders



Celebrate Caribbean Wellness Day

Stickers



Messages:

No Tobacco

- Half of regular users will die from tobacco

Exercise 30 minutes per day

- Cut your heart attack risk in half

Less salt, less fat and fried foods

- Don't add salt at the table

Check your Blood Pressure

- The Silent Killer

No to harmful use of alcohol

- a major cause of injuries and chronic diseases

Messages from Regional Leaders

- Dr. Mirta Roses, Director PAHO on web-site and YouTube
- Prime Minister Hon. Dr. Denzil Douglas, CARICOM “Minister of Health” on web-site
- CARICOM SG, Dr. E. Carrington

Antigua

- Exercising at Clare Hall Health Centre - ongoing



- Yoga demo at St Johns HC



Antigua

- Healthy Food Demo



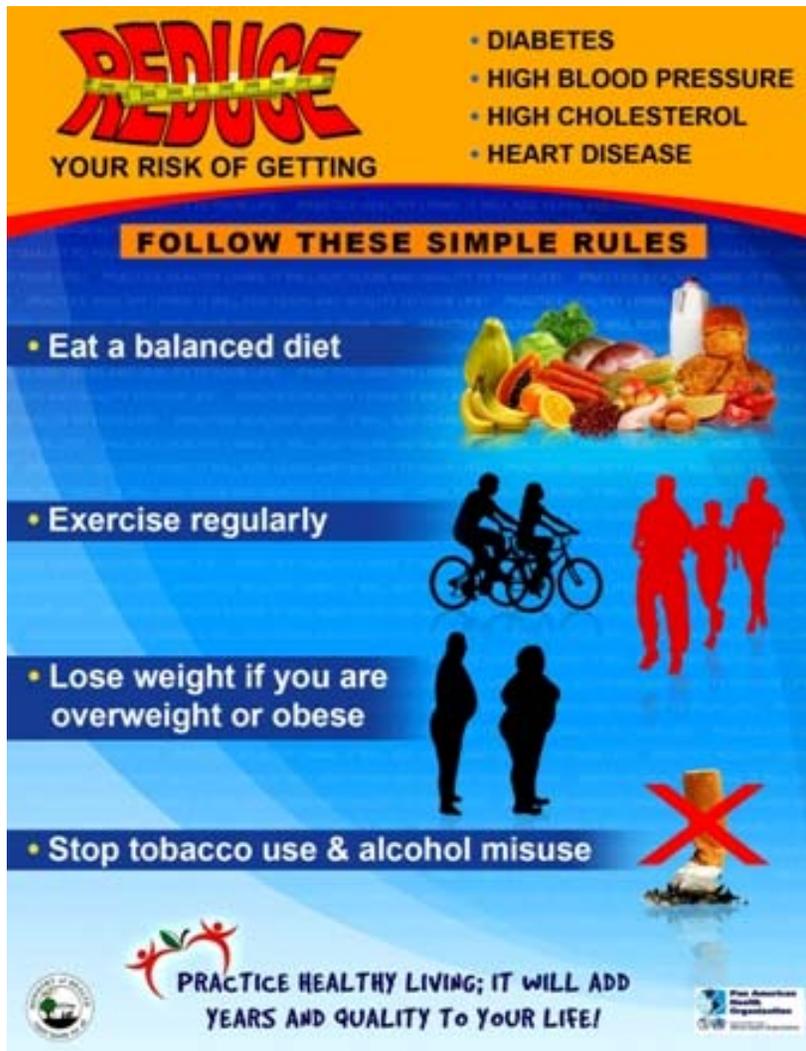
- Sunset Walk with Rotary Club



Antigua

- Senior Managers in the MOH declared the Ministry of Health HQ & depts **smoke free.**
- TV and radio spots 2 weeks before CWD
- On-going activities: Project Footsteps, Aerobic exercise at Clare Hall Health Center
- Workplace Screening at Central Board of Health

Belize



REDUCE
YOUR RISK OF GETTING

- DIABETES
- HIGH BLOOD PRESSURE
- HIGH CHOLESTEROL
- HEART DISEASE

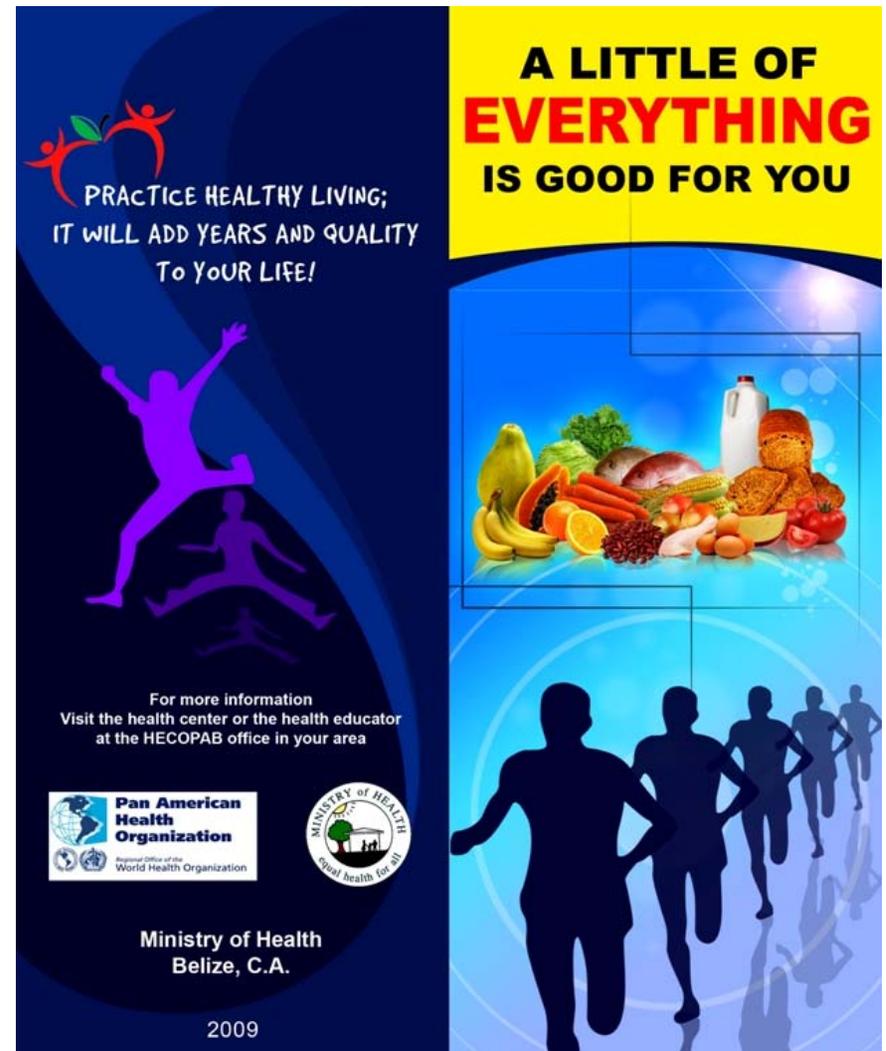
FOLLOW THESE SIMPLE RULES

- Eat a balanced diet
- Exercise regularly
- Lose weight if you are overweight or obese
- Stop tobacco use & alcohol misuse

PRACTICE HEALTHY LIVING; IT WILL ADD YEARS AND QUALITY TO YOUR LIFE!

Pan American Health Organization

This poster features a yellow top section with the word 'REDUCE' in large, red, stylized letters. Below it, a list of health risks is provided. The main body is blue with four horizontal bands, each containing a rule and an illustration: a balanced diet of fruits and vegetables, people exercising (one on a bicycle), silhouettes of overweight and obese individuals, and a cigarette with a red 'X' over it. The bottom section is white with a green and red logo and the slogan 'PRACTICE HEALTHY LIVING; IT WILL ADD YEARS AND QUALITY TO YOUR LIFE!'.



A LITTLE OF EVERYTHING IS GOOD FOR YOU

PRACTICE HEALTHY LIVING; IT WILL ADD YEARS AND QUALITY TO YOUR LIFE!

For more information
Visit the health center or the health educator
at the HECOPAB office in your area

Pan American Health Organization
Regional Office of the World Health Organization

MINISTRY of HEALTH
Good health for all

Ministry of Health
Belize, C.A.

2009

This poster has a dark blue background with a yellow top section containing the slogan 'A LITTLE OF EVERYTHING IS GOOD FOR YOU'. Below this, a purple silhouette of a person in a dynamic pose is shown. The text 'PRACTICE HEALTHY LIVING; IT WILL ADD YEARS AND QUALITY TO YOUR LIFE!' is repeated. A white box contains contact information for the Pan American Health Organization and the Belize Ministry of Health. The bottom of the poster features silhouettes of people running and the year '2009'. A central image shows a variety of fruits and vegetables.

- Screening



Healthy Foods

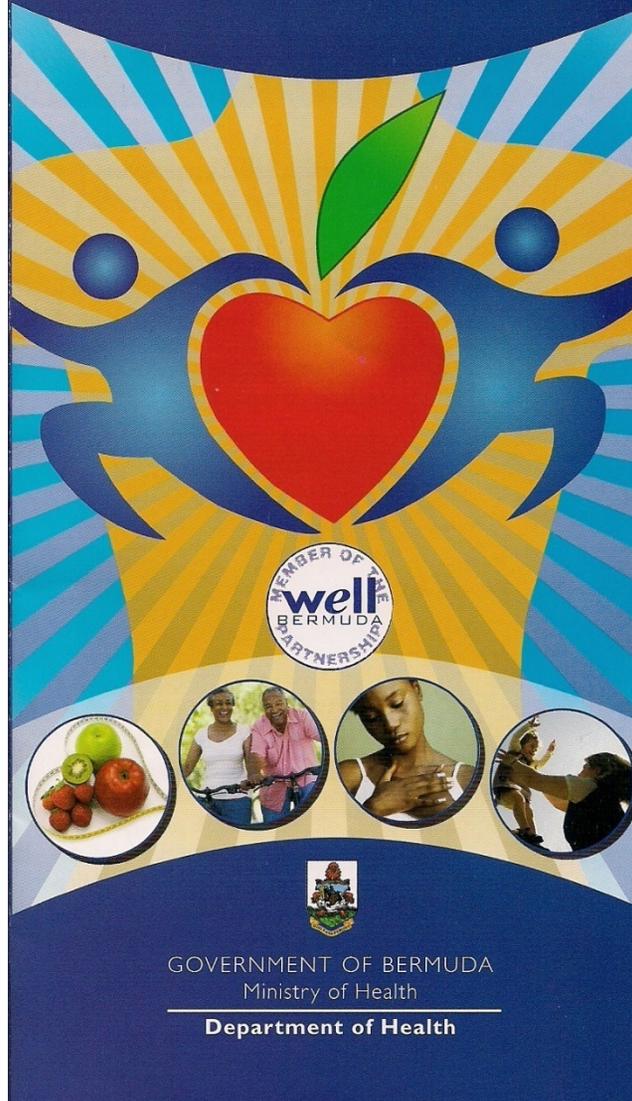


Love that Body in Bermuda Caribbean Wellness Day



LOVE THAT BODY

Commit to a
Healthy Lifestyle

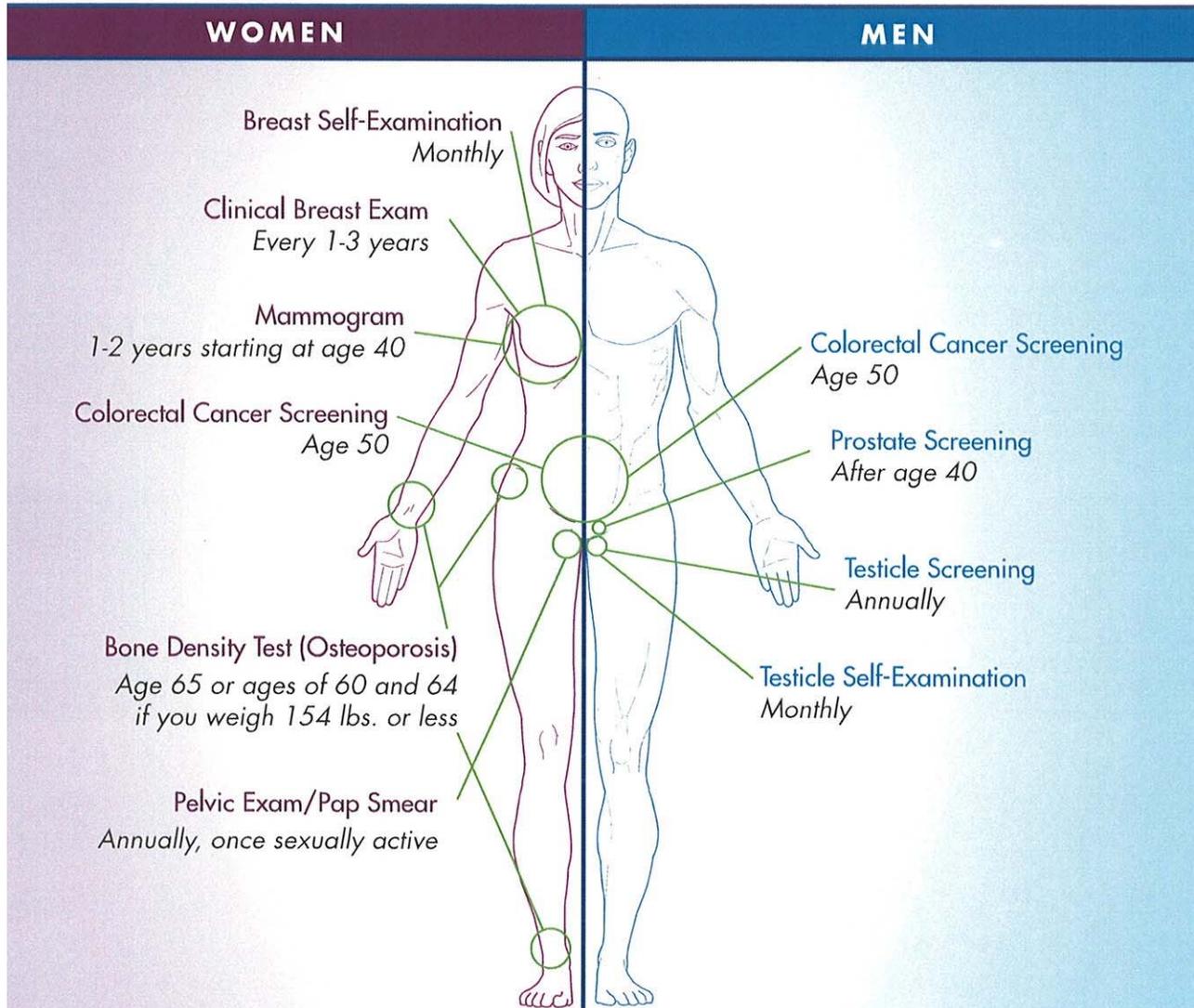


Department of Health

LOVE THAT BODY

Visit your doctor for regular medical check-ups to assess health status and disease risk. Check-ups are recommended every five years until age 40, every 1–3 years until age 50, and annually thereafter or as recommended by your doctor.

At these check-ups your doctor should conduct the health exams or screenings, the frequency of which will be based on your age, health, medical history, and risk factors.



GENERAL

Health Exam/ Screening	Frequency
Blood Pressure	Every 1-2 years
Blood Sugar (Diabetes)	Every 3 years or per risk
Cholesterol (Total & HDL)	Every 5 years if normal
Dental	Every 6 months
Depression	If you feel "down", sad or hopeless for more than 2 weeks contact your doctor
Eye/Vision	Every 2-4 years
Hearing	Every 10 years
HIV Screening	Dependent on risk
Sexually Transmitted Infections	Per risk once sexually active
Skin Cancer Check	Annually after age 40
Thyroid Function	Per risk after age 35
Weight (BMI)	Periodically

Contact Information

Health Promotion Office
 Department of Health
 Tel: 441 278-6504
 healthpromotion@gov.bm
 www.health.gov.bm
 Bermuda Health Council www.bhec.bm



LOVE THAT BODY

Commit to a Healthy Lifestyle



GOVERNMENT OF BERMUDA
Ministry of Health
Department of Health



- Eat healthy well-balanced meals
- Exercise for 30-60 minutes at least three times a week
- Limit caffeine and alcohol intake
- Take steps to stop smoking, if I smoke
- Get 7-8 hours of sleep
- Make time for myself to find healthy ways to manage stress
- Spend time with family and friends
- Practise safe sex
- Visit my doctor for regular check-ups

Caribbean Wellness Day • 12 September 2009



LOVE THAT BODY
Commit to a Healthy Lifestyle



GOVERNMENT OF BERMUDA
Ministry of Health
Department of Health



**TAKE THE
STAIRS
NOT THE
ELEVATOR**

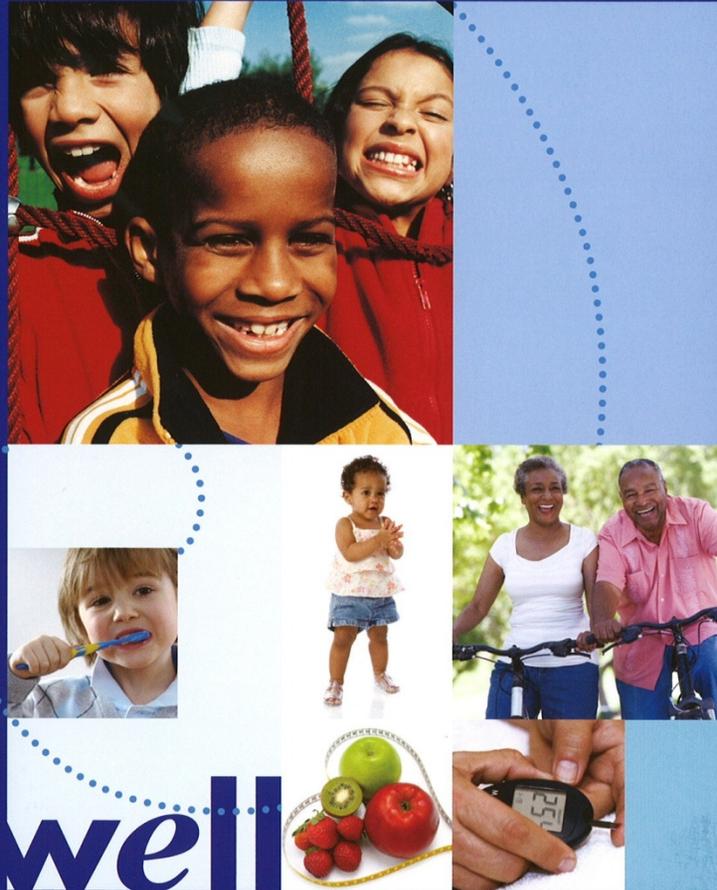
Caribbean Wellness Day • 12 September 2009



GOVERNMENT OF BERMUDA
Ministry of Health
Department of Health

Well Bermuda

A National Health Promotion Strategy
2008





Department of Health



Department of Health



Department of Health

Bermuda

First time joining CWD

Minister Nelson Bascome initiated Bermuda participation

ONGOING WELLNESS ACTIVITIES

- **Well Bermuda** Partners conduct wellness days, health months, seminars, fund raisers etc throughout the year
- Radio spots aired monthly
- Wellness Wednesdays in schools weekly
- Production of annual health promotion calendar

The Bahamas

MEGA HEALTH EXTRAVAGANZA !!!



MINISTRY OF HEALTH

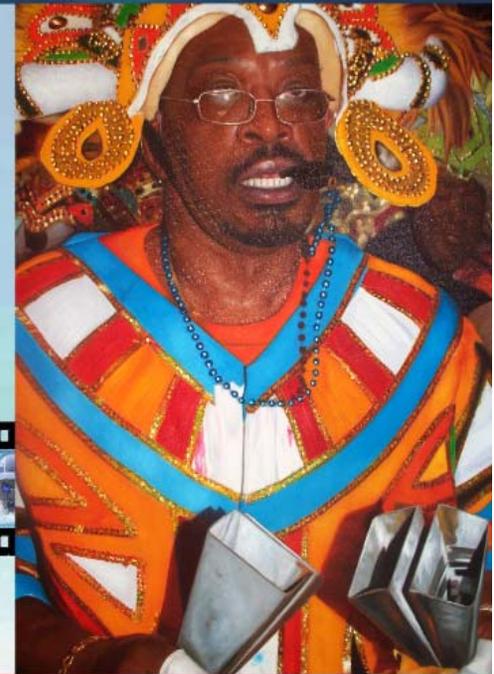
CARIBBEAN 
WELLNESS DAY



LOVE
"MY"
BODY

SATURDAY, SEPTEMBER 12, 2009

Ministry of Health Grounds
Augusta / Delancy / Meeting Streets



Minister Hon. Dr. Hubert Minnis launches CWD Celebrations in 5 islands



Ministry Of Health
CARIBBEAN WELLNESS DAY
Saturday, September 12
2009 11 AM - 7 PM

ACTIVITIES

- Basketball shoot-out (Pastors vs Parliamentarians & Government vs NGO)
- Opening Ceremony
- Dance - Salsa, Steps, National School of Dance & Competition
- Marching & performing bands: RBPF, Crusaders Brass Band, Urban Renewal
- Egg & Spoon race
- RBDF Exercise & Karate Demonstration
- Healthy Food Preparation
- Michael Jackson look-a-like Contest
- Mini Farmer's Market
- Bouncing Castle & Face Painting
- Junkanoo Rush-out
- Variety of Food Items on sale!

ALL ROADS LEAD TO THE
MEGA HEALTH EXTRAVAGANZA
Ministry of Health Grounds; Augusta/Delancy/Meeting Streets

LOVE
"MY"
BODY



- Dpty PM Hon, Brent Symonette at Opening



- CMO
in step







Media Coverage

PAGE 16, MONDAY, SEPTEMBER 14, 2009 THE TRIBUNE

LOCAL NEWS

HEALTH FAIR



MINISTER OF HEALTH Hubert Minnis and Minister of Foreign Affairs Brent Symonette are shown some supplements by a staff member from Bally's Gym. The Ministry of Health fair took place in Meeting Street.



NATIONAL DANCE school dancers



THE MINISTER OF Foreign Affairs Brent Symonette looks at fresh vegetables at the Health Fair on Saturday at the Ministry of Health grounds in Meeting Street.

PHOTOS: Felipe Mator/Tribune staff

Bahamians asked to observe Caribbean Wellness Day

BAHAMIANS are being challenged to improve their health and to observe "Caribbean Wellness Day" next Saturday as part of the effort to eradicate non-communicable chronic diseases in the region.

Caribbean Heads of Government, including Prime Minister Hubert Ingraham, in response to the heavy burden of non-communicable diseases on the citizens of the region, issued the Port of Spain Declaration in September 2007, "Uniting to Stop the Epidemic of Chronic Non-Communicable Diseases" and declared that the second Saturday in September should be celebrated each year as Caribbean Wellness Day.

The Ministry of Health invites all Bahamians to attend an "All Day Mega Health Extravaganza" on September 12 on the grounds of the ministry's complex at the juncture of Augusta, Delancy and Meeting Streets.

For the adults attending there will be a range of free health screenings, including blood cholesterol, blood pressure, blood sugar and weight screening; healthy food demonstrations; the showcase of a range of activities in which to engage in daily to maintain a moderate level of physical activity. For the children there will be a fully supervised bouncing castle, and in the late afternoon everyone will be able to get their "bodies in motion" to the rhythmic beat of the One Family jumbadoo rush out.

There also will be booths organised by various gyms, spas and wholesalers featuring special give-aways throughout the day; a "punchboard" where patrons, for a minimum donation, will be eligible to try for a variety of prizes as well as vendors with healthy Bahamian foods for sale.

MONDAY, SEPTEMBER 7, 2009, PAGE 3

TUESDAY, AUGUST 15, 2009, PAGE 50



HUNDREDS OF Bahamians look part in a "wellness revolution" on the grounds of the Ministry of Health's complex at the juncture of Augusta, Delancy and Meeting Streets last Saturday.

The activities were part of a mega Health Extravaganza, an observance Caribbean Wellness Day, marked by Caribbean Heads of Government in 2007. The event was planned in response to a regional need for definitive action in the fight against chronic diseases, under the theme "Love My Body".

In a statement at the opening ceremony, Health Minister, Dr Hubert Minnis said: "The factors combined with uncontrolled blood pressure, a rise in blood sugar, and elevated cholesterol, may result in loss of life and disability during what should be the most productive years of people."

He estimated that 40 to 50 per cent of non-communicable diseases can be prevented, by equipping the public with knowledge to change their diet, and adopt healthy, active lifestyles which was the purpose of the all-day event.

The Minnis encouraged those who support the fair to translate the knowledge gained into "behaviour change that is sustainable, with 'fitness becoming a daily pursuit' if that is done. Dr Minnis believes that the ministry would have accomplished their mission. Something things up," he told Tribune.

Minnis said he was very pleased with the day's activities, and will continue to champion for a better health.

Deputy Prime Minister Brent Symonette also spoke and made a commitment to "work towards to sustain healthy balanced lifestyles" which is being achieved by providing safe places "where adults exercise in wholesome."

Hundreds of people stopped by throughout the day to take part in health games, including jumbadoo, chess, full body massages, and various gym, spas and wholesalers were present, and had special giveaways throughout the day. Persons were able to try their hand at a "punchboard" and sample a variety of foods including roasted corn, native foods, and fresh platters.

For those that weren't strictly counting the calories, smoothies were available at a booth sponsored by the Metabolic Wellness Group. Natural juices were made on the spot at the Public Hospital Authority's booth. Carrots, apples, bananas, grapes, and lemons were juiced and samples were given out.

The Bahamas Cancer Society, National Insurance Board, and Royal Bank of Canada, were among the organisations taking part.

The health fair included activities such as basketball shoot-out, freestyle patners vs politicians (won by Dr Minnis and performance Shane Gibson) and government vs non government organisations egg and spoon race, and a karate demonstration and a show stopping obstacle course demonstration coordinated by Norene Brown, Fitness guru and owner of Kingdom Fitness and Wellness International.

Attendees were also treated to lively performances from the Royal Bahamas Defence Force and Crusaders bands and a tankzone rock out.

Tribune Features spoke to a number of persons who were especially interested in information on new exercise programmes.

Terrill Rowe who signed up for a daily Total Fitness program said he wanted to be sure he is signed for his two-year-old daughter, Tella Rowe. "There is a lot of information out there that is good for my own upkeep," Mr Rowe explained. "I got my blood sugar tested, and got some information on diabetes."

Elna O'Brien, an educator, spoke to Tribune Features with a VA sample to hand from the Ministry of Health's book. She was particularly excited to visit the "Stamina 120" program to inquire about their services.

"I'm expecting to see what they have going on for heart rate, cardio and to increase my metabolism," she said.

This was her third time supporting a health event, adding "it's a good thing for progress in the community to come out here and see what's available."

Other countries in the region held activities on Saturday and throughout the week. Bermuda, Barbados, Jamaica, British Virgin Islands, St Kitts and Nevis, held basketball games, walks and rides on the different islands. Additional activities were planned during the week leading up to Saturday.

HUNDREDS EMBARK IN 'WELLNESS REVOLUTION' OVER THE WEEKEND



TWO-year-old Tella Rowe is taken up with "Tella the clown."



MARGO Hillhouse and Katrina Kelle showcase products available at the Wellness Center on Thompson Blvd.



THE CANCER Society and US 100 spread the word on breast and prostate cancer.

Barbados

National Task Force on Physical Activity has been established under the chairmanship of Mrs. Mara Thompson, wife of Prime Minister David Thompson.



- Minister Hon. Donville Inniss demonstrated his dance moves at the launch.
- Blocked streets downtown
- Screening and health information
- Healthy foods demos
- Special discounts on exercise equipment

British Virgin Islands



Health Minister Hon. Dancia Penn-Sallah, Q.C., BVI launches “Walk Into It”, a year-long walking initiative kicks off with a 10-week campaign which will end in November with a Territorial walking celebration

Activities held throughout the day in Anegada, Virgin Gorda, Jost Van Dyke, and all of the districts on Tortola.

There were fitness walks in most districts; physical fitness and healthy eating sporting events and fun day in Districts 7 and 8.



BVI Virgin Gorda District

- Screening



Heart Health Walk



Dominica: Minister Hon. John Fabien says CNCDs is creating a financial strain on Caribbean economies



Love Your Body Cricket Match
featuring government ministers,
officials and media personnel





Dominica

- Government is moving towards the enactment of legislation to eliminate smoking in public places (22% of workers exposed to tobacco smoke at the workplace)
- Dominica National Commission on CNCD established



Minister for Tourism and Legal Affairs Hon. Ian Douglas stated on CWD



Grenada

- Minister of Health
Hon Ann Peters



- Drummers led the walkers



- Hundreds participated in the inaugural 3 mile “Wellness Promoting Fitness Walk” walk in St. George’s on Sunday. MOH commended for this preventative health strategy.
- Week-long physical and educational activities to mark CWD

Grenada “*Biggest Loser Title*”

- Grenada Electricity Services Ltd. (GRENLEC) Move It to Lose It winners with their Netherlands Insurance Challenge Trophy



Competition held over **four months** to reduce their collective body weights through health and fitness exercises

- 2nd place winners Bryden & Minors with Minister Peters



Guyana

Minister Hon. Ramsammy
on spot;
Marchers gather





Guyana Products

- Know your BMI campaign launched
- Health Promotion materials:
 - Walking,
 - Smoking
 - Prevent Diabetes
 - High Blood Pressure
 - Cholesterol
 - Cancer

Jamaica: PM Hon. Bruce Golding



Urges Jamaicans to Give Support to Caribbean Wellness Day

"If you cannot get to the festival, get an exercise group going and decide that you're going to exercise three days per week. Do it in your yard, but do it at the front so that other people can see you doing it and become excited about this new thing taking over the country."



- Drummers from the Kingston High School perform a piece during the Caribbean Wellness Day launch at Jamaica House on September 9.

Minister Hon. R. Spencer and Dir of HPP in action









Children in Action



Health Education





Community Competitions



Community Participation



Jamaica: Mandeville



Medical Officer of Health for Manchester, Dr. Beverly Wright, addressing the Caribbean Wellness Day function, Friday (September 11) at Mandeville Park.



Montserrat

- Promoting PA



Montserrat

- Coconut water as a healthy choice



- Healthy Lifestyle Challenge from June to September
- Ongoing:
 - Special radio programme on Mens Health
 - Radio tips on Wellness
 - Foot Care for patients with diabetes

St Kitts / Nevis

- ***Thursday 10th Sept -Fruit Day-Take a fruit to School and Work***
- ***Friday 11th Sept -The Wellness Day Fair (Independence Square)***
- ***Saturday 12th Sept- The Wellness Walk (Spratt Net to the Old Treasury Building, Basseterre)***

St Kitts

Cholesterol, blood pressure, glucose level and HIV/AIDS
height/weight, depression and anxiety screening.



St Kitts Fun Walk



St. Kitts – Share Your Fruits



St. Kitts Screening



Nevis

- NEVIS joins the rest of the region in celebrating Caribbean Wellness Month in September. A number of activities are planned, including the Wellness Walk

St Lucia

- **“Healthy living a life time investment, let’s get moving for Health, Love that Body.**
- 5th Sept: Nationwide fun walk 15 groups 8 – 50 each group
- 8th to 10th: Address by the Minister of Health and a series of television and radio panel discussions
- 11th Sept was **“No elevator day”** at all of the government buildings
- Over **1000 persons were screened** for diabetes and hypertension, body mass index, counseling and dietary advice in Castries and Vieux Fort in the South
- Food preparation and tasting by a **vegetarian** group
- Schools: bring at least five different types of **fruit to school to share**
- Jump rope competitions

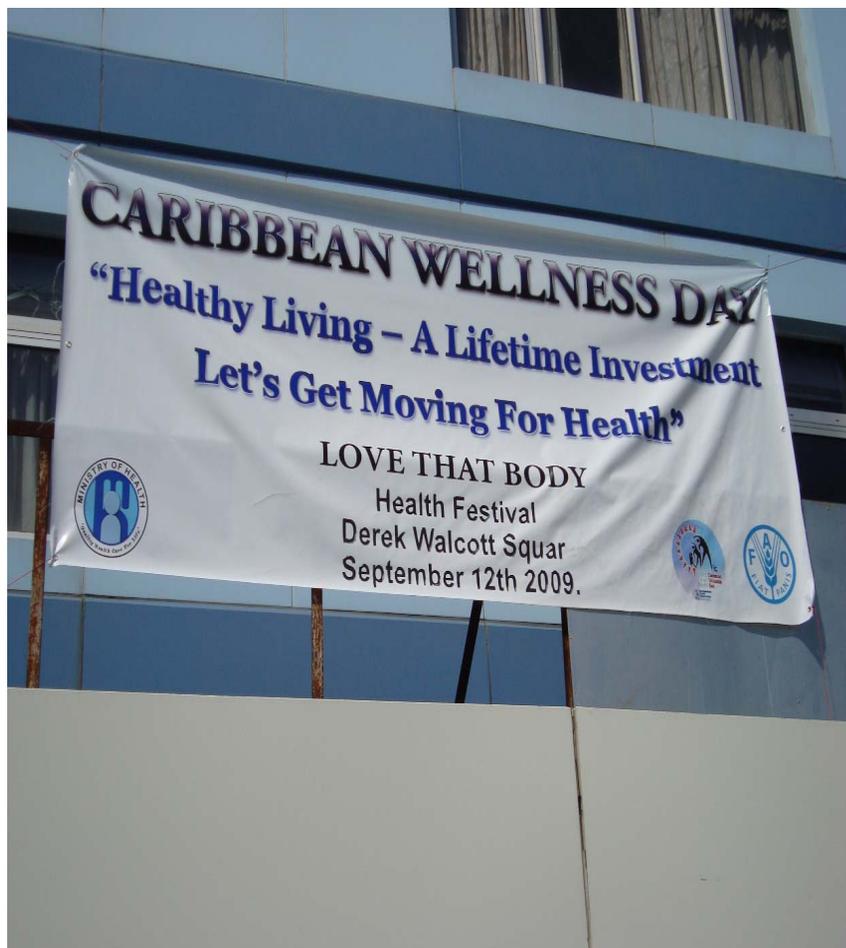
St. Lucia: Ongoing Activities

- Regular exercise at diabetic and hypertensive clinics
- Biggest loser competition
- Beach fiesta
- Functional exercise groups in various communities
- Screening request for employees both private and public sector

Partnerships

Health Ministry and Super J IGA supermarkets teamed up to highlight healthier food choices.









St. Vincent & Grenadines

- First Caribbean International Bank day of testing



Union Island, The Grenadines Wellness Day Walk



Suriname

President and First Lady
Torch Walk & aerobics,
Minister Hon Waterberg
giving prize, youth
bicycling



- Since 2008, ongoing activity every month
- 2009 - focused on **decentralization in the districts**
- Saramacca District took the lead for CWD09
- Local Mayor opened the event
 - Big event 5K walk, Dance-bathon (like the marathon)
 - High levels of participation, at least 250 children
- **Media Campaign** – Interviews
- Ongoing – Publications, mass media with promotional materials
- Main focus on children
 - Nutritional Folder
 - School
 - Shirts caps bandanas with CWD logo and slogan

Trinidad & Tobago:

- Hon Jerry Narace, Minister of Health announcement on CWD



- **Community Health Caravans at month end**
 - Main objective to empower communities, Caravans would focus on high-risk and marginalised communities.
- CWD decentralized into communities





Blocked Streets





MOH Wellness Fest & 5K



Trinidad & Tobago

- Tobago Health Promotion activities
- Celebration for month of September in many communities
- Children – Return to old time games
- Soca artistes took children through exercises
- Schools, private sector and NGOs very active

MINISTERS OF HEALTH ARE REQUESTED

- TO SUPPORT **WEEKLY BLOCKED STREETS** TO FACILITATE PHYSICAL ACTIVITY IN THE COMMUNITIES
- TO ADVOCATE FOR **SEGREGATED SAFE BICYCLE AND PEDESTRIAN LANES /** SIDEWALKS IN ALL NEW ROAD CONSTRUCTION
- TO ENCOURAGE THEIR NCD FOCAL POINTS TO BUILD ON CWD FOR **HEALTH PROMOTION PROGRAMMES**

CWD Lessons Learned

- Schools just resuming in September
- Early planning and funding very important
- Countries use regional branding products, and adapt as they like
- CWD has become the public face of the NCD Summit Declaration
- Mass mobilization is possible
- Music and dance very popular
- Need to move from Caribbean Wellness Day to Caribbean Wellness

Novel Ideas

- Parliamentarians walk monthly with constituents
- Blocked roads every Sunday for exercise
- Take a fruit to school to share
- Screening flier to all households
- Rastafarians food demo and tasting
- Biggest Loser Competition

CWD SWOT Analysis

- Strengths: Country CWD Coordinators and inter-sectoral supports. US\$20,000 average MOH allocation
- Other strengths & weaknesses: To be documented by group
- Opportunity:
 - CWD is building in scope, reach and uptake.
 - Need for collective analysis and documentation. Good time for formal 2 year evaluation of impact of NCD Summit Declaration.
 - Could use to strengthen ongoing NCD Health Promotion, Disease Prevention programmes
- Threats:
 - Lack of adequate, long term funding for NCD Summit Implementation
 - Funding has been intermittent, with long gaps, 3 monthly, and ends in October.
 - Possibility of Missed Opportunities if no funds are available to do de-briefing meeting, learn lessons from the most successful for improvement and to document this process and publish, and for maintenance of and building on activities spawned by CWD.