HEART & STROKE FOUNDATION OF BARBADOS

November 18th 2018

Heart & Stroke Foundation of Barbados Inc.
"Everybody has a Heart"

History of the HSFB

- The Heart & Stroke Foundation of Barbados Inc. (HSFB) is a non-profit organisation.
- The Foundation was founded in 1985 as the Heart Foundation of Barbados and in 2006 embraced stroke to become the Heart & Stroke Foundation of Barbados.
- The motto of the HSFB is ***"Everybody has a heart"*** which speaks to the fact that all individuals should be committed to living healthy lifestyles.

Heart & Stroke Foundation of Barbados Inc.
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Mission

"To promote and support heart health and reduce suffering and death from heart disease and stroke."

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Values

CARE AND COMPASSION

CONNECTED

TEAMWORK

PROACTIVITY AND PASSION

Heart & Stroke Foundation of Barbados Inc.
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Objectives

- **TALENT:** To build an effective team of Board, staff and volunteers.
- **PROCESSES AND PROGRAMMES:** To build and sustain progressive, relevant programmes and procedures.
- **COMMUNITIES:** Become "*top of mind*" for all things heart, serving the relevant needs of our communities.
- **FUNDING:** To be financially sustainable in order to expand the foundation's impact as it executes on its Mission.

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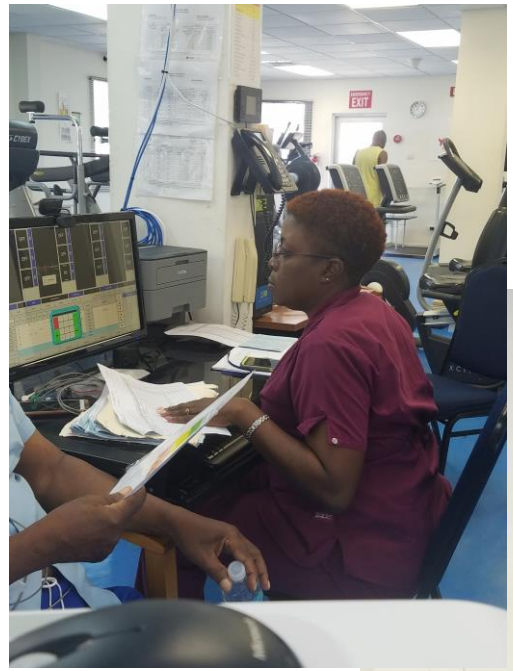
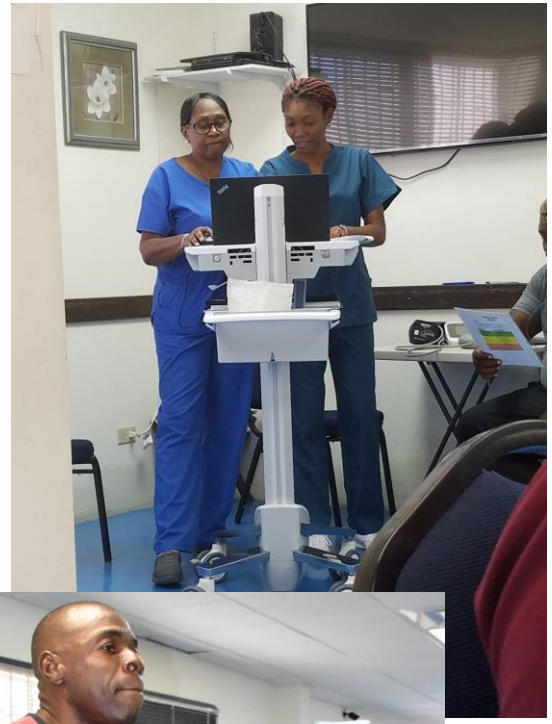
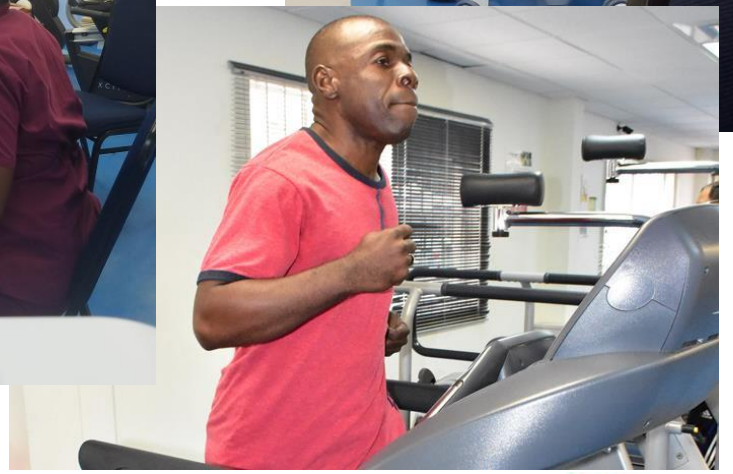
Programmes

Cardiac Disease Prevention and Rehabilitation Programme (CDP&R)

- Through the AACVPR our CDP&R programme provides specific rehabilitation through regular prescribed and monitored exercise, dietary and psychological counselling and the education of persons who have had heart surgery, a heart attack, heart failure, a stroke or are at special risk of the foregoing.







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Programmes

Emergency Cardiac Care Programme

- Under this programme the following AHA certified courses are taught:

  - **Basic Cardiac Life Support (BLS)**
  - **Advanced Cardiac Life support (ACLS)**
  - **A Heart Saver First Aid**
  - **Paediatric Advanced Life Support (PALS).**

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Programmes

YUTE Gym

- The HSFB provides a programme designed to target childhood obesity. The programme is run weekly on a Saturday morning for children who have been referred by a healthcare professional.
- The programme centres around exercise and nutrition in a safe environment with monthly monitoring of weights, blood pressure and heart rate.
- The programme caters for children between the age of 8 and 19 years of age.

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Other Activities

- Resource Centre to supply educational material and loan interactive tools in relation to cardiovascular disease.
- Outreach activities to include participation in health fairs and provision of lectures on cardiovascular related topics.
- Corporate screening sessions as requested.
- Networking with other Civil Society Organisations
- Advocacy work

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Capacity Building for Advocacy

Through Healthy Caribbean Coalition

- Advocacy Workshop
- Capacity Assessment
- Workshop Action Plan Development

Global Health Advocacy Incubator (GHAI)

January 15th 2018 to December 31st 2019

Advocacy Campaign to Ban Selling and Promoting Unhealthy Food and Beverages in Schools, Laying the Ground Work for SSB Taxation Increase

Healthy Caribbean Coalition(HCC)

March 16th 2018 – August 30th 2018

Advocacy strategies for policy to ban the provision and/or sale of SSBs in and around schools developed and implemented.

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Core Objectives

- Raise awareness, through CSO coalition building activities, of the health implications of unhealthy food and beverages for school children
- Build public support around policy change, through the implementation of a targeted evidence-based communication plan utilizing earned and digital media.
- Develop strategies that would counter resistance to health promotion policies
- Community outreach interventions highlighted and promoted to showcase best practices and development of Youth Advocates.
- Promote legislative change to ban the sale and promotion of unhealthy food and beverages in schools in Barbados.
- Promote 10% increase of existing SSB taxation in Barbados from 10 to 20%.

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Key Stakeholders

- CARICOM
- CARPHA
- PAHO
- Ministry of Health & Wellness
- Ministry of Education, Technology & Vocational Training
- Ministry of Foreign Trade
- Ministry of Creative Economy, Culture and Sports
- Ministry of Agriculture and Food Security
- Ministry of Finance
- Healthy Caribbean Coalition (HCC)
- Local Civil Society Organisations & Coalitions
- National NCD Commission
- National Taskforce on Wellness
- GA-CDRC
- Medical Community
- Local media
- School Boards, Principals and Parent-Teacher Associations
- Food & Beverage Manufacturers
- Fast food restaurants and foodservice providers
- Faith-based Organisations

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PROJECT LAUNCH

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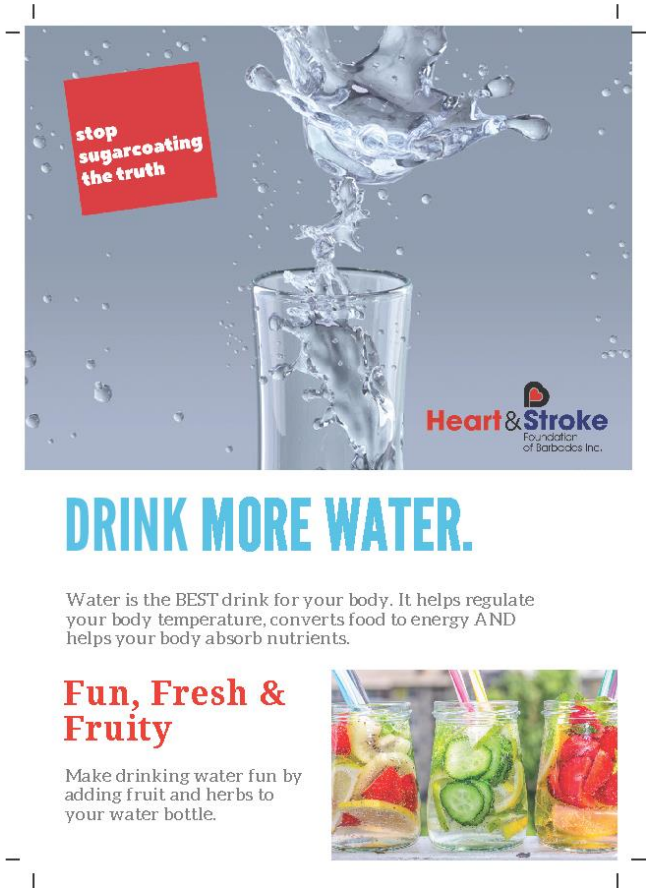
Activities

- Meetings with Ministries and Policy Makers
- Development of Policy Champions
- Working with other CSO's on initiatives around childhood obesity prevention
- Communications strategy to include:
  - Social Media Campaign
  - Production of PSA's
  - Production of video for social Media
  - Earned media through community based activities – such as the HCC School led Initiative
  - Development of materials for schools
- Work towards a portfolio of healthy alternatives to the food and beverages currently being sold in schools

STOP! Yuh TOO Sweet!

Stop Sugarcoating the Truth

Materials for Schools



Earned Print Media

CEO of the Heart and Stroke Foundation of Barbados, Fiona Anthony (second left); Minister of Health and Wellness Jeffrey Bostic (fifth left); president of the Heart and Stroke Foundation of Barbados, Dr Kenneth Connell (sixth left); and Governor General Dame Sandra Mason (seventh left) flanked by other supporters of the cause during a photo opportunity with the campaign's banner. (Picture by Ricardo Leacock.)

Governor General Dame Sandra Mason signing the National Accord as president of the Heart and Stroke Foundation of Barbados, Dr Kenneth Connell (left), looks on.

Fight against obesity

The Heart and Stroke Foundation of Barbados is taking charge in the fight to curb childhood obesity in the island.

During the foundation's recent launch of its childhood obesity advocacy campaign programme at the **Frank Collymore Hall**, chief executive officer Fiona Anthony said it was a complex problem, which had significant health, economic and social effects on society.

She said the aim of the programme was to promote a healthy environment in schools.

"A 2011 World Health Organisation school-based student health survey indicated that in Barbados among 13 to 15-year-olds, over 30 per cent were overweight and over 14 per cent were obese. The survey also showed that over 70 per cent of the students usually drank carbonated soft drinks one or more times per day.

"... The Heart and Stroke Foundation of Barbados' campaign aims to contribute to a change in obesogenic environment, which currently exists in our schools."

Anthony said the campaign, as a part of a multi-sector approach, would push for policy change to ban the sale and promotion of sugary drinks and unhealthy foods to schools and to schoolchildren.

Minister of Health and Wellness Jeffrey Bostic, who spoke on behalf of Prime Minister Mia Amor Mottley, said Government was endorsing the initiative. He said his ministry was committed to working with other partners such as the Pan American Health Organisation, University of the West Indies (UWI) and Healthy Caribbean Coalition to deal with the issue.

He added that plans were in the works to promote breastfeeding as an integral part of early childhood nutrition, support the monitoring of growth and development in early childhood, encourage regular physical activity in school-aged children and engage the food industry on reducing the production, manufacture, distribution and marketing of energy dense and high-salt foods.

Referring to research done by UWI, Bostic said that in 1987, 8.5 per cent of Barbadian schoolchildren were obese, but that increased to 32.5 per cent in a 2010 study and was projected to be 50 per cent in a project conducted in 2013.

Two years ago, in an effort to address non-communicable diseases, including obesity, Government imposed a ten per cent tax on sweetened beverages. (SB)

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Zero tolerance for childhood obesity

TIME SPENT ON SCREEN GAMES and use of cell phones is contributing to an increase in the number of overweight children.

Director of the Heart & Stroke Foundation, Professor Anne St John, said an escalating incidence of non-communicable diseases was having an adverse health impact on Barbadian children in the areas of overweight and obesity.

She was delivering the welcome address yesterday at the **Childhood Obesity Prevention Campaign Conference** at the

school environments, communicating by cell of Government,

GOVERNOR GENERAL Dame Sandra Mason (left) in conversation with director of the Heart & Stroke Foundation, Professor Anne St John (centre), and CEO of the Foundation Fiona Anthony. (Pictures by Nigel Browne.)

KEYNOTE SPEAKER Dr Patrice Lawrence Williams.

child obesity in the wider Caribbean was also a concern.

She said the Caribbean's childhood obesity rate was higher than the global average and was likely to increase.

Pupils of the St. Michael School Barbados with Principal Dr. Yvette Mayers (2nd row far left), Barbados Senator Dr. Crystal Haynes (front 2nd left), Honourable Col. Jeffrey Bostic (3rd from left), CEO of The Heart and Stroke Foundation, Fiona Anthony (3rd from right), Dr. Alison Bernard – President of the BCNF (2nd right) and Krystal Boyce, HCC Youth Ambassador (far right) with Francine Charles, HCC COP Communications Officer (2nd row far right).

Fight against childhood obesity moves into schools

THE Healthy Caribbean Coalition (HCC) and some of its member civil society organisations (CSOs) are now taking the Call to Action against Childhood Obesity into schools across the region.

The main objectives are to arm the region's children with information about the dangers of an unhealthy lifestyle and the choices they can make to safeguard their health. The second objective is to also encourage the children to show support for action against childhood obesity, by signing the HCC's Call to Action.

Outreach activities have already started in Barbados as well as the Bahamas and Grenada.

On Monday October 1st, the HCC in collaboration with its CSO partners, including the Heart and Stroke Foundation of Barbados (HSFB) and the Breastfeeding and Child Nutrition Foundation Barbados (BCNF), launched the Schools Outreach programme in Barbados at the St. Michael School.

That launch event gave a sneak peek into the format of the outreach, and it also featured inclusive fun exercise activities and interactive games, which will allow children to learn more about the dangers of too much sugar sweetened beverages and other unhealthy lifestyle choices.

Speaking at the launch was Barbados' Minister of Health and Wellness, the Honourable Col. Jeffrey Bostic. Minister Bostic, who had just recently returned from the third UN High Level Meeting overseas.

He fully endorsed the HCC-led initiative and appealed to the students to make healthier food choices.

Also speaking at the launch was the CEO [illegible] The Heart and Stroke Foundation [illegible] Anthony, [illegible] Yvette [illegible] St Michael [illegible] Executive Director of the HCC, Maisha Hutton.

The HCC in collaboration with other CSOs in Barbados meanwhile hopes to carry the message of childhood obesity prevention to other secondary schools across the country and across the region, in the coming months.

(PR/RSM)

Heart&Stroke
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stop sugarcoating the truth
DRINK MORE WATER.

Fuel your body!
DON
Live 54321+10
Numbers to live by!
5 servings fruits & vegetables
4 glasses water
3 good laughs
2 hours or less screen time
1 hour physical activity
+10 hours or more sleep

STOP! YUH TOO SWEET!
CWA 2018
Caribbean Week of Agriculture
"Strengthening agriculture for a healthier future in the region."
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Heart&Stroke
stop sugarcoating the truth
How Much
Sugar
Drinking ?

LESC

STOP! YUH TOO SWEET!
Heart&Stroke
CHILDHOOD OBESITY PREVENTION CAMPAIGN
A NATIONAL CALL TO ACTION

Next Steps

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