CARIBBEAN TOURISM AND HEALTH, SAFETY & ENVIRONMENT PROGRAMME

CREATING A SAFER, HEALTHIER, MORE SUSTAINABLE CARIBBEAN

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Caribbean Public Health Agency
OVERVIEW OF PRESENTATION

- Background
- Overall Goal and Strategy
- Main Objectives
- Reasons for a Regional Tourism and Health Program
- Areas of Focus
- Programme Components
- Main Beneficiaries
- Outputs
- Benefits
- Country Priorities and Needs
CARPHA in partnership with Caribbean Tourism Organization (CTO) established Regional Tourism and Health Program in January 2014

Approved by CARPHA Executive Board in Sept. 2013

Approved by CTO’s Board of Directors in January 2014

Caribbean Hotel & Tourism Association (CHTA) – April 2014

Launch, Awareness and Discussion Workshop, Aruba, May 2014

CTO, CHTA and CARPHA MOU signed in June 2014, New York

Countries letters of commitment (7), April 2014

Resource Mobilization, Awareness Raising, Program Development Partnerships (CDC, FCCA): commenced
### Key Partners

<table>
<thead>
<tr>
<th>CARIBBEAN TOURISM ORGANIZATION (CTO)</th>
<th>CARIBBEAN PUBLIC HEALTH AGENCY (CARPHA)</th>
<th>CARIBBEAN HOTEL &amp; TOURISM ASSOCIATION</th>
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<tbody>
<tr>
<td>The Caribbean’s tourism development agency</td>
<td>New single regional public health agency for the Caribbean</td>
<td>Represents the entire spectrum of hospitality industry's private sector</td>
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| Promotes the Caribbean as a single tourism destination | Combines the functions of five Caribbean Regional Health Institutes  
  - Environmental Health Institute (CEHI)  
  - Caribbean Epidemiology Centre (CAREC)  
  - Caribbean Food and Nutrition Institute  
  - Caribbean Health Research Council (CHRC)  
  - Caribbean Regional Drug Testing Laboratory | facilitate the full potential of the Caribbean hotel & tourism industry |
| Services and information for sustainable tourism for the economic and social benefit of the Cbean | **Prevent disease, Promote health and Respond to public health emergencies** | Serves member needs and building partnerships in a socially responsible and sustainable manner. |
| 35 member countries, tourism ministers, private sector allied members, including the CHTA | Serves 24 Member states | 36 hotel associations, 600 hotel members, 91,000 rooms, 300 'Allied' members. |
| It has a special place in world tourism and speaks for Caribbean tourism | Integrated PH agency, manifestation of “One Caribbean” | |
| | Mandate and vision for health and addressing the changing nature of public health | |
GOAL : To Improve the health, safety, quality and sustainability of the Caribbean tourism industry and thereby contribute to the industry being more competitive, resilient and sustainable (vision for sustainable Caribbean development)

STRATEGY : Integrated Health, Safety and Environment management approach of combining training, surveillance, monitoring and response, standards implementation and research to address the critical link between health and tourism
VISION FOR SUSTAINABLE CARIBBEAN DEVELOPMENT

Caribbean Group for Cooperation in Economic Development

Sustainable development

Trade & Economic Measures (TOURISM)

Good Governance

ENVIRONMENT Conservation

HEALTH & Education

Workforce

Travelers

Systems

Caribbean Group for Cooperation in Economic Development
VISION FOR CARIBBEAN TOURISM

"To be the Safest, Happiest, and Healthiest of Comparable Destinations in the World"
MAIN OBJECTIVES

▪ To build a healthier, safer, better quality and more environmental friendly tourism industry which would lead to more sustainable tourism.

▪ To reduce foodborne and other illnesses within the tourism sector

▪ To implement food and environmental safety, training and certification

▪ To provide timely alert of health, environmental and social events, to support health monitoring efforts and stimulate a rapid and coordinated response

▪ To establish a credible and affordable regional certification and recognition system for improving health, safety and environmental quality in the tourism sector.

▪ To promote a healthy workforce and reduce avoidable health costs to employers

▪ To increase awareness and promote mutual understanding, partnership and collaboration at national and regional level between tourism, health and environment stakeholders to address tourism and health as a joint priority

▪ To develop partnerships, networks, resource mobilization and business strategies for sustainability of the tourism and health program
WHY THE NEED FOR A REGIONAL TOURISM & HEALTH PROGRAM

- Caribbean: most tourism-dependent region in the world
- Tourism: a priority, principle contributor to income, employment, foreign exchange, economic growth and has one of the highest development impact in the Caribbean.
- Tourism is vulnerable to health, safety and security and environmental challenges including
  - Foodborne & enteric diarrheal disease outbreaks: Ongoing & costly (hotels & cruise-ships)
  - Increasing violence, crime, injuries
  - Declining natural resources, environmental degradation and serious deficiencies in environmental sanitation and safety
- High and increasing number of visitors from other regions (Asia, Americas, Africa, Middle East and Europe) and intra-regional travel, increases the potential for visitors and locals to transmit or acquire diseases and threatens the integrity of our natural resource base.
- Typified by experience with SARS, norovirus, A(H1N1)pdm09 and Chikungunya.
- Largely preventable through good surveillance and monitoring systems, rapid response, training in food safety, sound environmental management, and standards & certification.
Most tourism-dependent region in the world

- US$28.1 billion industry
- 25.0 M stay-over arrivals
- 21.8 M cruise ship arrivals
- 302,500 hotel rooms (2012)
- 25-65% country GDP
- 12.3% (2M+) – employed by tourism
- 3rd fastest growing region for international tourism arrivals for 2012
- MOST (>50%) VISITORS FROM USA

Reducing the risk of transmitting or acquiring diseases would improve the health and safety of US visitors to the Caribbean
Table 1: Tourist arrivals to the Caribbean by Main Market (‘000), 2009-2013

<table>
<thead>
<tr>
<th>MARKETS</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013*</th>
<th>%ch 13/12</th>
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<tbody>
<tr>
<td>Total Arrivals</td>
<td>22,426.5</td>
<td>22,790.1</td>
<td>23,407.0</td>
<td>24,564.3</td>
<td>25,010.3</td>
<td>1.8</td>
</tr>
<tr>
<td>United States</td>
<td>11,278.1</td>
<td>11,305.4</td>
<td>11,404.2</td>
<td>11,975.9</td>
<td>12,323.1</td>
<td>2.9</td>
</tr>
<tr>
<td>Canada</td>
<td>2,558.9</td>
<td>2,677.0</td>
<td>2,865.0</td>
<td>3,063.5</td>
<td>3,085.9</td>
<td>0.7</td>
</tr>
<tr>
<td>Europe</td>
<td>4,916.2</td>
<td>4,857.0</td>
<td>4,962.8</td>
<td>4,916.5</td>
<td>4,734.3</td>
<td>-3.7</td>
</tr>
<tr>
<td>Caribbean</td>
<td>1,457.9</td>
<td>1,487.0</td>
<td>1,584.4</td>
<td>1,562.8</td>
<td>1,595.2</td>
<td>2.1</td>
</tr>
<tr>
<td>South America</td>
<td>858.9</td>
<td>898.2</td>
<td>1,131.6</td>
<td>1,289.6</td>
<td>1,456.9</td>
<td>13.0</td>
</tr>
<tr>
<td>Other*</td>
<td>1,356.5</td>
<td>1,565.5</td>
<td>1,459.1</td>
<td>1,756.0</td>
<td>1,814.9</td>
<td>3.4</td>
</tr>
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</table>

Note: - * The list of countries included in “other” varies from country to country. Imputed from data on international travel to member countries.

Source: CTO Member Countries and CTO estimates.
FACTORS AFFECTING TRAVELERS’ HEALTH AND SUSTAINABLE TOURISM

Source: Caribbean Epidemiology Center, Pan American Health Organization / World Health Organization (CAREC/PAHO/WHO).
Tourist (Air) Arrivals in Top 10 Caribbean CARPHA Countries by Year (2000-2013)

- Cayman Islands
- British Virgin Is.
- Haiti
- Trinidad & Tobago
- Curacao
- St Maarten
- Barbados
- Aruba
- Bahamas
- Jamaica

Cruise Ship Arrivals* in Top 10 Caribbean CARPHA Countries by Year (2000-2013)

- Curacao
- British Virgin Is.
- Haiti
- Turks & Caicos Is.
- Belize
- Aruba
- Jamaica
- Cayman Islands
- St Maarten
- Bahamas

*Total cruise passenger arrivals as given above represent the sum of arrivals at individual destinations. However, because most cruise ships stop at more than one destination, this figure is considerably larger than the number of cruise passengers visiting the region.
COMMUNICABLE DISEASES POTENTIALLY IMPACTING ON SUSTAINABLE TOURISM

- Food & water-borne diseases
  - **Most common cause** of illness in Caribbean travelers; $250M losses 2000-05
  - Norovirus, *Salmonella, Shigella, Giardia, Staphylococcus, E.coli*
- Vector borne diseases: Dengue, Malaria,
- Respiratory diseases: Legionnaires’, seasonal flu, RSV
- Vaccine preventable diseases
  - Polio, Measles, Rubella, Hepatitis
- Sexually Transmitted infections
  - HIV/AIDS, antibiotic resistant gonorrhea
- Emerging and new Diseases
  - *Chikungunya in 2013/14, A(H1N1)pdm09, MERsCoV*
- Skin and ear infections
SELECTED FOODBORNE DISEASE OUTBREAKS AFFECTING TOURISM

- **2014 - Cruise ships**: Norovirus outbreaks: >15 in past 5 years
- **2012 - TCI**: Norovirus outbreak, closure of hotel ($ US17M to that hotel). 2 others followed
- **2007 - Tobago**: Norovirus outbreak - all inclusive hotel resulting in temporary closure of hotel
- **2002 - Tobago**: Twin-hotel, food poisoning outbreak; likely source water; 70 ill, hotel closed for 3 months; 190 staff on breadline
- **2000 - Tobago**: *Salmonella* foodborne outbreak at major hotel, $4M class action lawsuit
- **2000 - Jamaica**: >300 hundred guests became ill with *Salmonella* in 6 hotels. *CDC threatened to issue Travel Advisory*. One hotel was closed, lawsuits
- **2000-2005**: 56 outbreaks of foodborne illness reported from hotels on 14 islands, estimated that 2,600 guests affected, approximate cost = US$250 million
- **1997 – Bermuda**: >400 guests at a major hotel became ill due to contaminated water - US$75M lawsuit, closure for several months
CARIBBEAN HEALTH ISSUES IN INTERNATIONAL HEADLINES

CBC News Health

Chikungunya travel health warning for Caribbean expands

Public Health Agency of Canada expands

Norovirus: The winter vomiting that is hard to conquer

By Smita Mundasad

BBC News

Dozens get sick on Caribbean cruise ship

January 18, 2014

One of the biggest enemies to the cruise industry is norovirus, the stomach-churning gastrointestinal illness that leaves you cowering in your cabin with no interest in the endless bounty of meals and buffets aboard the ship. In the grand scheme of the more than 10 million passengers who cruise each year, norovirus isn’t a major problem—seven outbreaks occurred last year, according to the industry, sickening 1,238 people—but highly contagious illnesses are like crippling engine fires in that they tend to garner headlines and make travelers leery.
KINGSTON, Jamaica (AP) — The Royal Caribbean cruise line on Sunday ended a ship's 10-day trip in the Caribbean early after hundreds of passengers and crew members were sickened with a gastrointestinal illness.

The Miami-based company made the announcement a few hours after officials from the U.S. Centers for Disease Control and Prevention boarded the Explorer of the Seas during its U.S. Virgin Islands port call to investigate the illness and evaluate the outbreak response.
**Chikungunya Epidemic in the Caribbean**

- Started in Dec 2013 in St Marteen
- Now in 28 Caribbean countries
- **Introduction and Spread is Travel Related**

[Starred Advances Through East Caribbean - NYTimes.com](http://www.nytimes.com/.../virus-advances-through-east-...)

The New York Times
Feb 8, 2014 - The spread of Chikungunya fever, a painful mosquito-borne virus, is a once-distant illness that public health experts fear will become ...


The New York Times
Dec 18, 2013 - ... are being warned that, for the first time, a mosquito-borne illness called chikungunya has been detected there. ... Search All NYTimes.com.
Tourism requires environmental safety, safe water supply, sewage & proper waste disposal

- 91% of LAC population have access to safe drinking water; ONLY 24% is quality controlled
- 77% have adequate excreta & liquid waste disposal; many obsolete
- Beach and coastal water quality are being seriously degraded by uncontrolled dumping of solid waste and litter on beaches or inland (current US travel advisory on Bermuda sea water)
- Degrading Natural Environment Flagged by Nat’l Geographic, WTTC, WRI, Yale Univ ....

- Inadequate road safety, noise pollution, chemical pollution cause unpleasant living & ecological degradation for the resident population

- Storms and natural disasters

- **CLIMATE CHANGE**

- Increasing crime and homicide in many destinations
  - *murder rate in Caribbean: 30/100,000: higher than other regions*

- Obesity, heart disease, stroke, cancer and diabetes are reaching epidemic proportions in the Caribbean, affecting the health of the workforce.

- Lack of workforce wellness policies for tourism industry
**KEY ISSUES AFFECTING SUSTAINABLE TOURISM TO BE ADDRESSED**

- Inadequate capacity in food safety, health and hygiene and environmental management
- No regional industry-wide, public health information & monitoring systems to monitor and provide timely alerts and coordinated responses to adverse health, safety and environmental incidents (or hotels & cruise ships)
- No regional system of standards and certification that cumulatively addresses health, safety & environmental issues
- Inadequate interdisciplinary training & capacity for ensuring quality and sustainable work in tourism, health and environment
- Fragmented approach with focus on either health or tourism
- Inadequate inter-sectoral approach and collaboration between Ministries and Agencies of Health, Tourism, Trade & Environment
- Lack of strong public-private sector partnerships to support a cohesive and coordinated approach to deal with adverse health, safety and environmental incidents
- Insufficient awareness among policy/decision makers of the importance of health, safety and environmental issues linked to a sustainable tourism
PROGRAM AREAS OF FOCUS & ACTIVITIES

HOW WILL WE ADDRESS THE MAIN HEALTH SAFETY AND ENVIRONMENTAL ISSUES THAT POSE SERIOUS THREATS TO THE SUSTAINABILITY OF TOURISM?
1. Awareness Raising and Promotion of multisectoral and multiagency collaboration among stakeholders

2. Partnerships, Networks and Business Strategies for Sustainability of the tourism industry and program

3. Food and Environmental Safety Assessment Training & Certification

4. Information, Monitoring, Surveillance and Response Systems

5. Health, Safety & Environmental Standards Certification and Recognition

6. Health and Safety in the Tourism Workplace
1. **FOOD AND ENVIRONMENTAL SAFETY ASSESSMENT TRAINING & CERTIFICATION**

- **Advanced Food Safety (certified) and Environmental Safety Training**
  - Based on U.S., UK, and Caribbean food safety standards risk foods, practices, regulations
  - Internationally recognized certification (5yrs), (SERVSAFE)

- **HACCP certified training**
  - USA based certification (5 years)

- **Department-specific food safety courses**
  - ½ day courses for specific departments

- **Preventing food and water borne disease outbreaks**
  - Prevention of Contamination and from Receipt to Service
  - Preventing & Managing Norovirus for hotels and cruise ships

- **Environmental Management and Sanitation**
  - Water quality monitoring and testing (including recreational water Q)
  - Training in areas of workers’ health and safety

**Target Audience:**
Tourism food establishment staff (hotels, cruise ships)
2. INFORMATION MONITORING SURVEILLANCE AND RESPONSE SYSTEMS

- Development of a Regional Public Health Surveillance Monitoring and Response system for tourism sector (hotels & cruise ships)
  - Linkages to national, regional and international surveillance systems
  - Automated systems to trigger timely notification to key persons and agencies on adverse incidents occur and a rapid coordinated response to reduce/stop the problem

- Development of a regional protocol for managing illnesses on cruise ships coming to the Caribbean
  - to prevent introduction and spread of illnesses

- Recognition, Endorsement and Implementation by Ministries, Authorities and relevant regional and International agencies
3. HEALTH, SAFETY AND ENVIRONMENTAL STANDARDS CERTIFICATION & RECOGNITION SYSTEM

- Development and implementation of a core set of credible and affordable Caribbean-wide Health, Safety and Environmental “clean and green” Standards, Certification and Recognition System to improve health, safety and environmental quality in the hospitality sector.
  - Standards (7): food safety, sewage treatment, energy management, solid waste management, integrated pest management and water testing and treatment, including recreational water
  - Certification through CROSQ or other recognized certifying bodies
  - Certified Hotels: Published on CTO, CHTA, CTDC, websites with links to international tourism and health websites
- Implementation of management systems to improve recreational and other water quality
4. HEALTH AND SAFETY IN THE TOURISM WORKPLACE

1. Encourage Healthy Eating Habits

2. Promote Physical Activity

3. Reduce Stress/Coping Mechanisms

4. Create Healthy & Safe Workplaces

5. Address Obesity

- Develop Health & Wellness E-Toolkit for tourism workforce
- Develop Healthy Lifestyles YouTube video
- In house training to promote a healthy workforce
- Encourage corporate policies & activities for workplace health & safety issues
PROPOSED OUTCOMES

▪ Fewer, less costly outbreaks and related events in the tourism industry (through relevant training, guidelines and the provision of timely alerts to trigger rapid responses to outbreaks and other negative incidents)

▪ Increase in the reputation, comparative advantage, resilience and sustainability of the Caribbean tourism industry and economies by enabling a safer, healthier, better quality and standards-based certified destination
OUTCOMES

- Greater awareness, mutual understanding among stakeholders & policy /decision makers in the public and private sector
- Strong public-private sector and intersectoral partnerships between tourism, health and environment stakeholders to support a cohesive and coordinated approach to deal with adverse health, safety and environmental incidents
- Industry-wide, hotel and cruise ship based public health surveillance, information and monitoring systems for enhancing public health
OUTCOMES

- Relevant, timely and accurate surveillance information and research evidence available for monitoring and responding and informing policy, plans and program
- Enhanced capacity and skills in food safety, health and hygiene and environmental management
- Healthier more productive workforce and families with lower health care costs
OUTCOMES

- A regional system of health, safety and environmental standards and certification

- Cleaner, Safer and More SUSTAINABLE ENVIRONMENT

- Improved recreational water quality
COUNTRY PRIORITIES AND NEEDS

Program will work with countries to
- address their specific priorities & needs
- tailor the activities to suit the countries’ needs
EXECUTION STRUCTURE

▪ Regional level:
  ▪ Overall coordination by CARPHA in collaboration with the CTO
  ▪ Regional agencies mandated to protect the health of the Caribbean and to sustainably develop Caribbean tourism
  ▪ Platform for addressing health and tourism issues though regional collective action

▪ Country level:
  ▪ Ministries of Health, Tourism and Environment, other relevant national agencies such as private sector tourism associations, port authorities and disaster management agencies
  ▪ A national project coordinator /liaison officer in each country will be identified.

▪ Joint planning, development and execution of the project
  ▪ Joint press releases, website, promotion of tourism and health as a priority to their regional boards, international and regional partners
WHAT IS BEING REQUESTED FROM COUNTRIES

1. To provide feedback on the program

2. To Implement the Tourism and Health program
   - written commitment from MOH/MOT: 7 countries
     - Antigua and Barbuda, Barbados
     - Bahamas, Belize
     - Guyana, Jamaica
     - Trinidad and Tobago

LET’S DISCUSS !!!!
THANK YOU

For further information - Contact us

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