

Christine Bocage

Sr. Technical Officer, Food Security and Nutrition Caribbean Public Health Agency (CARPHA)

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Overview of Presentation

- Background/Rationale
- Objectives of the Proposal
- Expected Results
- Methodology
- Proposed Activities
- Next Steps

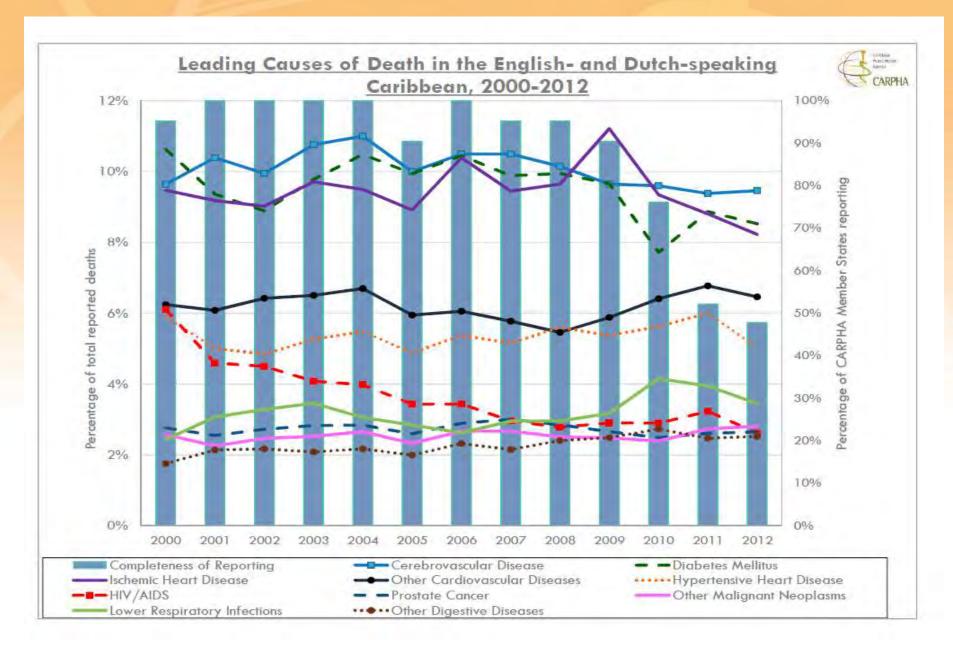


Background

- NCDs are the main cause of disability and premature deaths in Latin America and the Caribbean.
- In addition, cardiovascular diseases (CVDs) are the number one cause of morbidity and mortality worldwide.
- In the English and Dutch-speaking Caribbean, Ischaemic Heart Disease, Cerebrovascular Disease and Diabetes Mellitus are the leading causes of death.



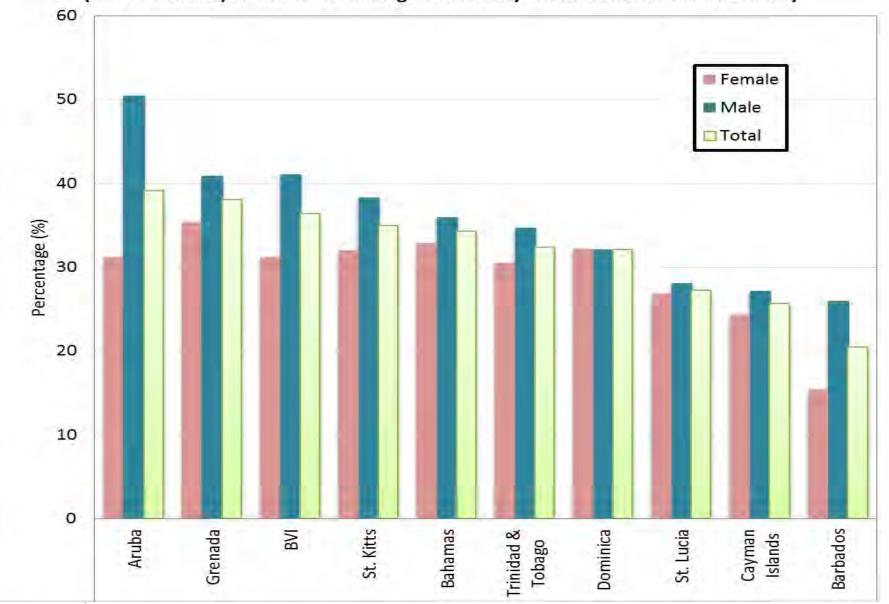
LEADING CAUSES OF DEATH IN THE ENGLISH- AND DUTCH-SPEAKING CARIBBEAN



- The risk of CVDs and stroke has been associated with excessive salt intake and hypertension.
- According to WHO (2012), by 2025, 29% of adults in the world will be expected to have elevated blood pressures if appropriate interventions are not implemented.
- The recommended intake of salt is <5g/day, however, the average intake in most countries range from 9g to 12 g per day.



Prevalence of raised BP (SBP ≥ 140 and/or DBP ≥ 90 mmHg or currently on medication for raised BP)

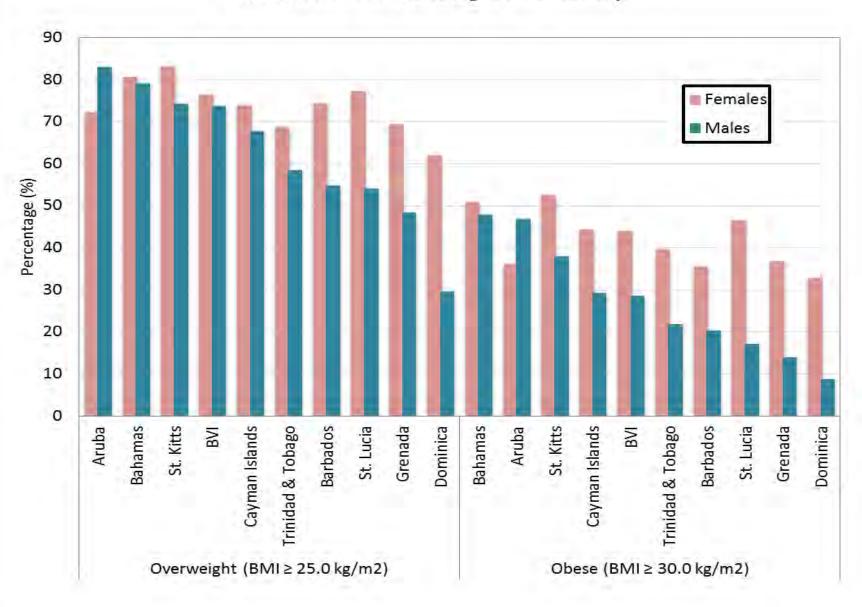


Background

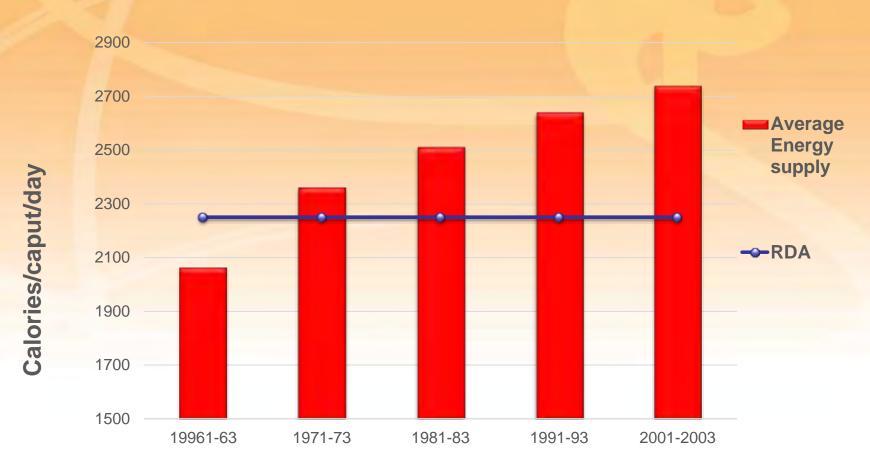
• Fats and oils form part of a healthy diet but too much saturated fatty acids and trans fatty acids can be harmful. High *trans fatty acids intake* affects choesterol levels; metabolism of omega-3 fatty acids; and has a highly damaging effect in development and growth of the infant during pregnancy

• Obesity is the major risk factor for the NCDs. Major contributors are: too much fats and sugars.

Prevalence of overweight and obesity

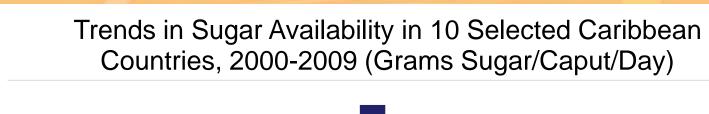


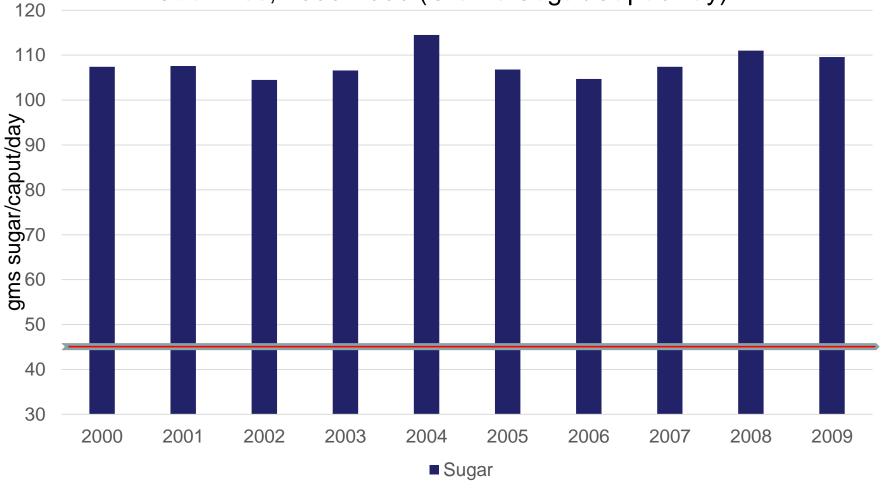
Energy Availability in the Caribbean 1961-2003





Source: CFNI



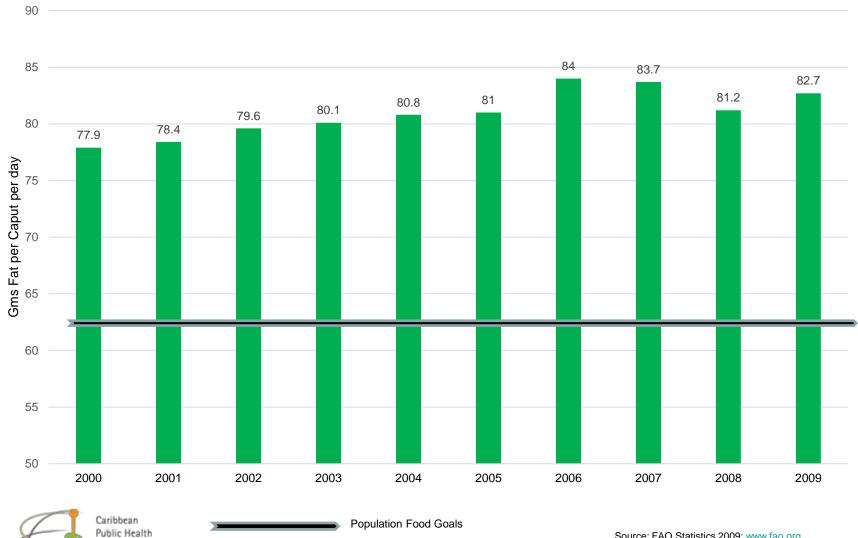




Population Food
Goal

Source: FAO Statistics 2009: www.fao.org

Trends in Fat Availability in 10 Selected Caribbean Countries, 2000-2009 (grams/caput per day)





Source: FAO Statistics 2009: www.fao.org

Background

- Product reformulation, offering increased access to healthier alternatives and in some cases incentives for healthier choices have had their genesis in Social Marketing Principles.
- Social Marketing will help in the integration of individual and population-based initiatives (PAHO/WHO 2013).

Objectives of the Proposal

- To develop National Policies on Trans Fatty Acids, Dietary Salt and Sugar Intake
- To provide information for designing and implementing interventions to reduce population levels of dietary salt consumption.
- To apply a social marketing framework to the design of salt and sugar reduction initiatives
- To determine the fatty acid profile (saturated, cis- and trans unsaturated fatty acid content) of selected typically consumed commercially processed foods
- To engage Industry (manufacturers, distributors etc) and other key stakeholders in discussions about initiating product reformulation to salt and fat and to eliminate trans fats

Expected Results

Public Health

- Countries with a better understanding of the processes involved in population-wide salt, sugar and fat reduction initiatives
- Social Communication initiatives developed.
- Comprehensive documentation of the trans fatty acids in commonly eaten foods in the región
- MOU with industry to reformulate products with reduced salts, fats, and sugars
- National Evidence based policies and programmes developed.

Methodology

Phase I:

 This will focus sensitizing industry and sharing experiences from Latin America and the Caribbean

Phase II:

 Trans fats surveys to will be conducted to determine the fatty acid profile of populations; and the fatty acid content of commercially processed foods typically consumed

Phase III:

Policy and Programme Development; and Reformulation of foods



Proposed Activities

- Review available data on salt consumption in Lating America and the Caribbean.
- Organize a regional meeting for NCD Focal Points and other key stakeholders (including industry) to address concerns and share experiences re salt, fats and sugars.
- Conduct sessions for industry and other key stakeholders re product reformulation for salt, transfats and sugars.
- Conduct research to determine the transfatty acid content of processed foods; and plasma fatty acid profiles in populations of the CMSs
- Convene meetings of multisectoral groups to develop national policies on salt, transfats and sugars
- Design Information, Communication and Education (IEC) programmes to facilitate behaviour change with respect to salts, fats and sugar consumption

Next Steps

- Receive feedback from collaborators (CARICOM, PAHO, Ministry of Health Argentina; Ministries of Health Member States) to finalize the proposal.
- Discussed at the Officials Meeting before the COHSOD on September 26th 2014.
- Get feedback from COHSOD Meeting on September 27th and 28th, 2014.
- Finalized with collaborators and signed off.