



THE UNIVERSITY
OF THE
WEST INDIES



Caribbean Institute for Health Research

Private Sector Partners to Improve Healthy Eating

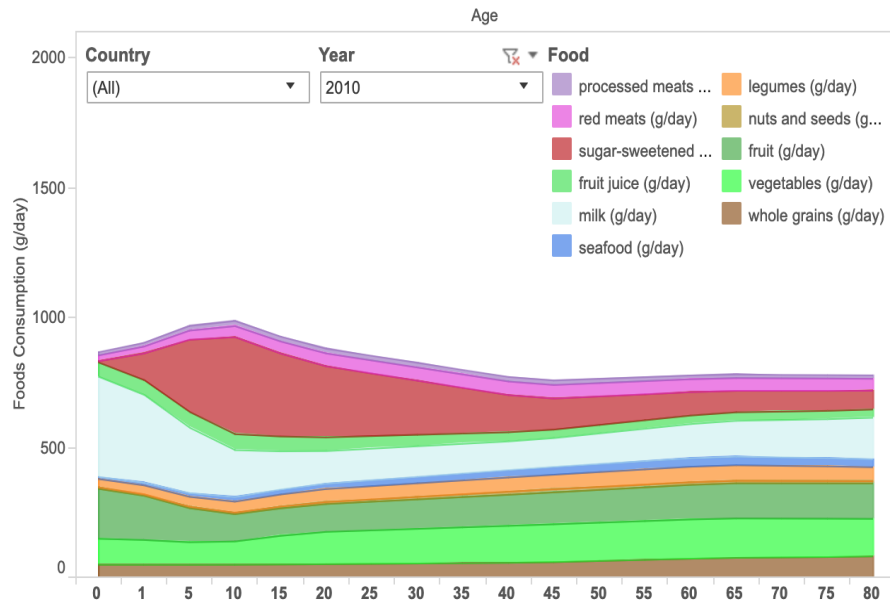
Professor Alafia Samuels

Caribbean Institute for Health Research

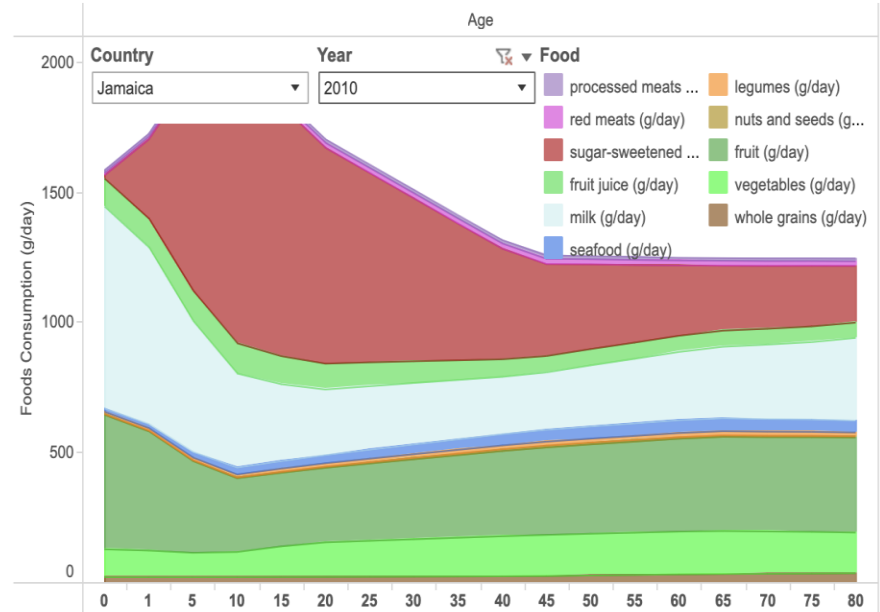
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Global vs Caribbean consumption by age and food categories

Intake of Major Foods by Age
All, 2010

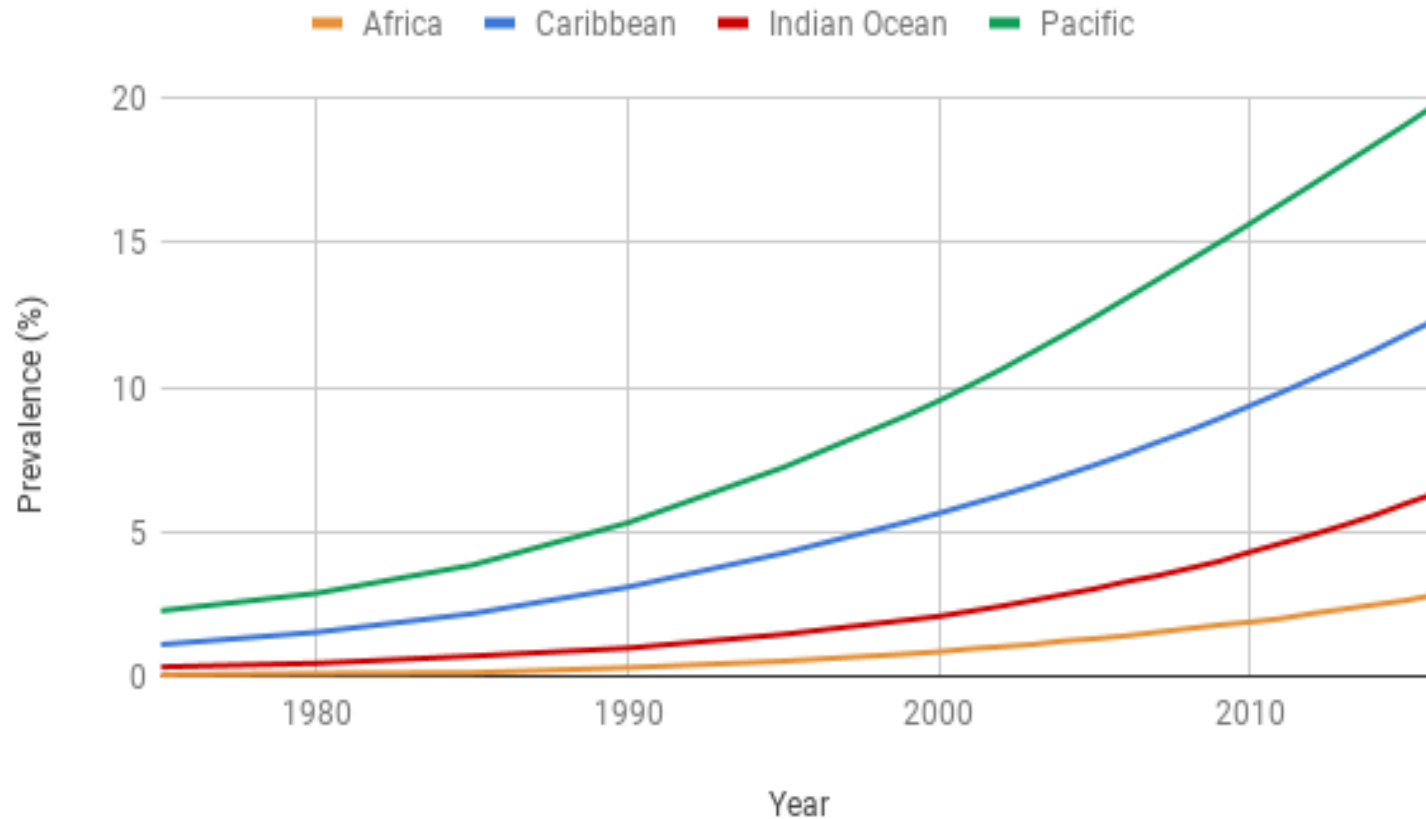


Intake of Major Foods by Age
Jamaica, 2010



Source: Global Dietary Database.

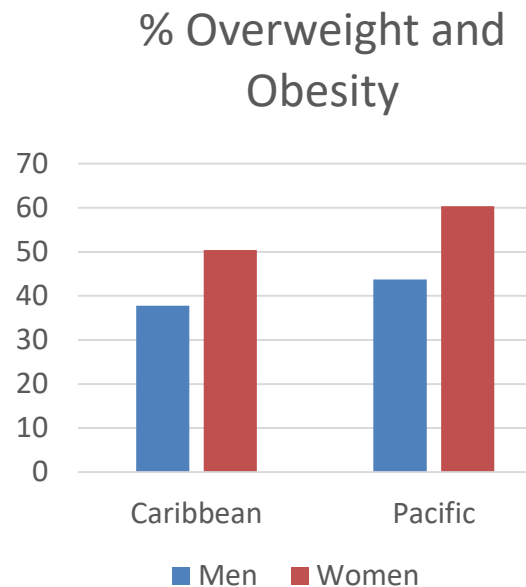
Trends in childhood obesity in small island states



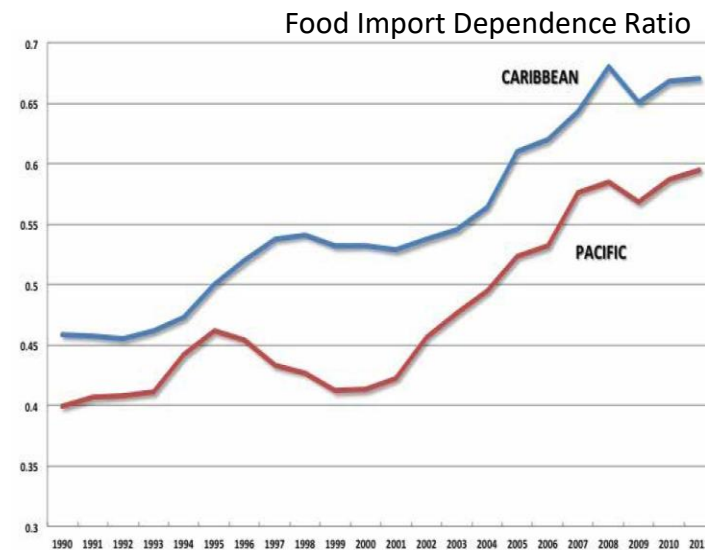
Obesity in children has dramatically increased in the last decades in Small Island States

Source: T. Alafia Samuels, Leonor Guariguata, Angela MC Rose, George Alleyne, Confronting the epidemic of non-communicable diseases in the Commonwealth. Report to the 2018 Meeting of Commonwealth Ministers of Health

Link between food systems and high burden of NCDs in SIDS



Source: Global Burden of Disease Study 2014

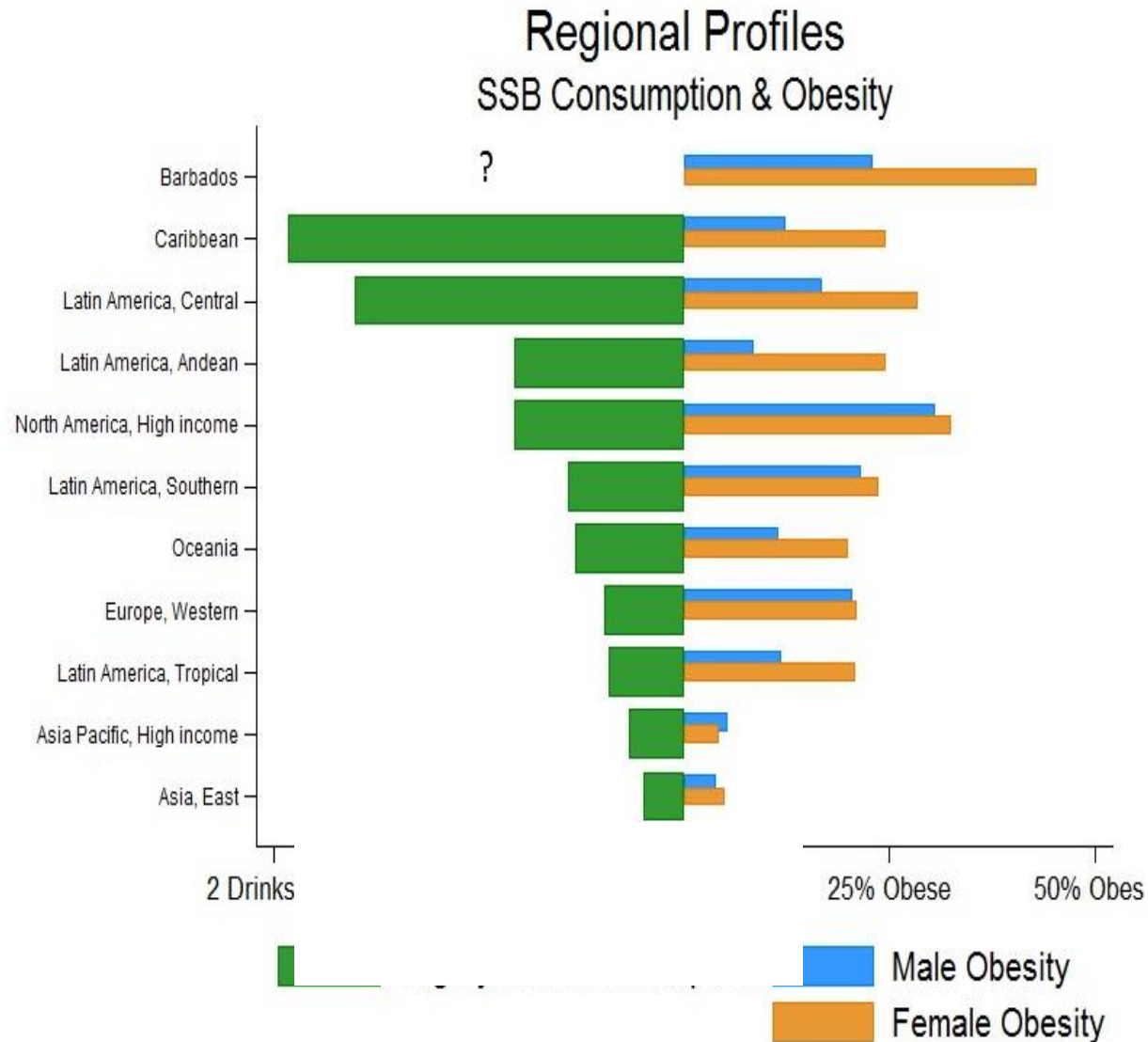


Source: FAO 2016

Sugary drink consumption levels

The Caribbean has been estimated to have the highest SSB consumption in the world with an estimated 2 SSB/person / day

(Jou & Techakehakij 2012)



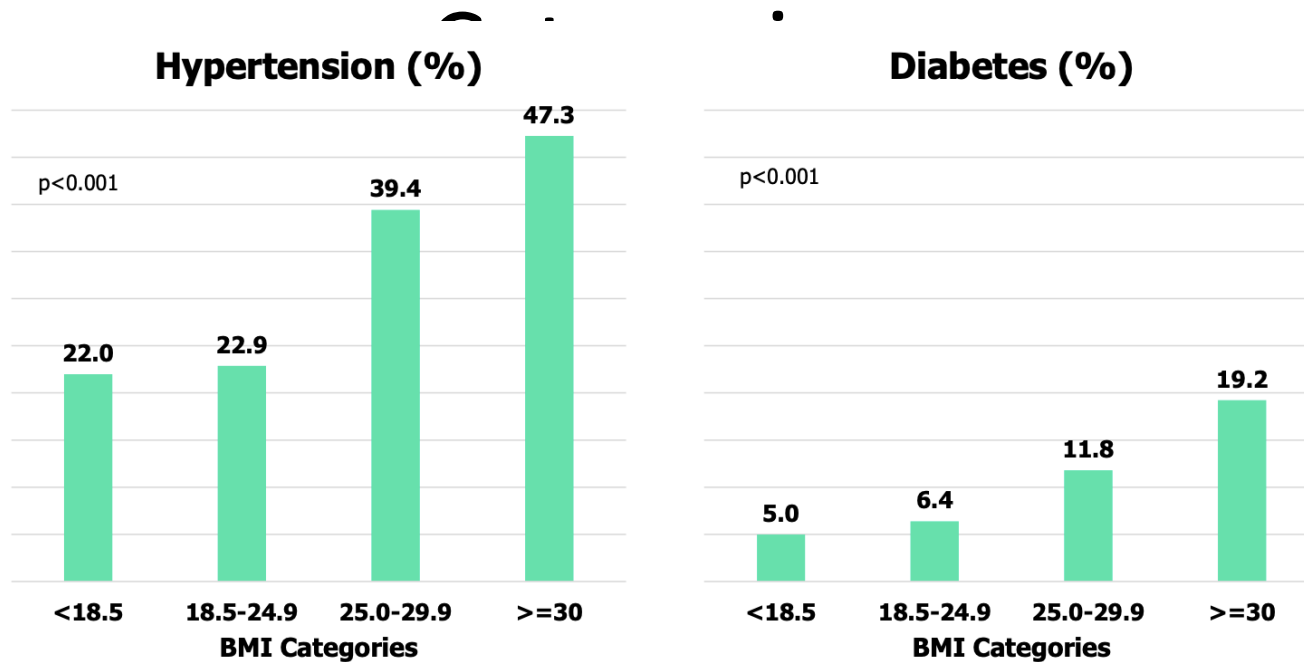
LIFE IN THE FAT LANE STARTS IN CHILDHOOD



11 years

190lbs

Hypertension and Diabetes by BMI

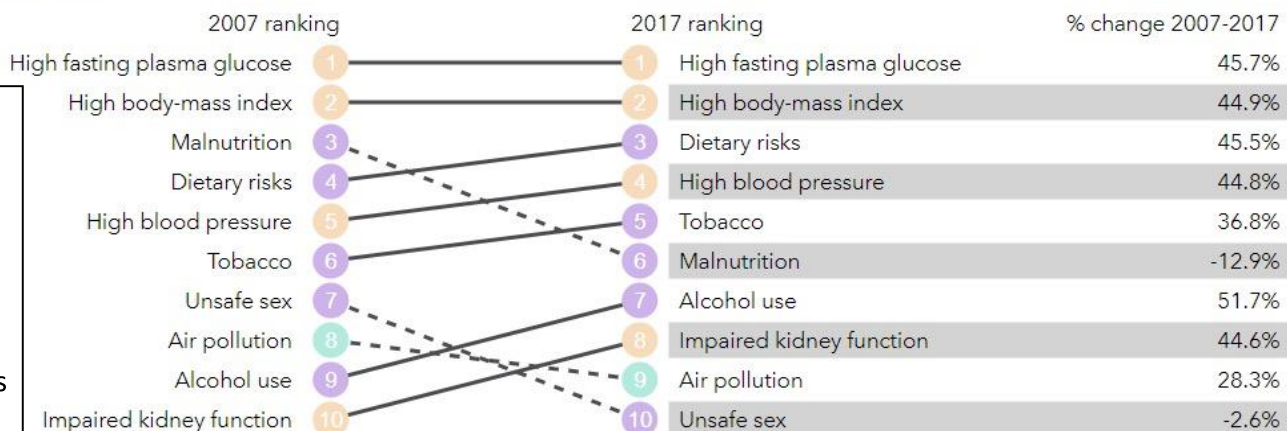


BMI categories: <18.5 = underweight; 18.5-24.9 = normal weight; 25.0-29.9 = pre-obese; ≥ 30 = obese (units = kg/m²)

Source: Wilks R and Younger-Coleman N Jamaica Healthy Lifestyles Survey (JHLSIII) Research Team 2018

Jamaica: Top 10 risks for death and disability 2007, 2017

- Metabolic risks
- Environmental/occupational risks
- Behavioral risks



UNHEALTHY DIET

#1 High glucose (diabetes)
 #2 High BMI (obesity)
 #3 Dietary risk
 #4 High blood pressure

INCREASED 45% in 10 years

Top 10 risks contributing to DALYs in 2017 and percent change, 2007-2017, all ages, number

GBD 2019 Diseases and Injuries Collaborators. Global burden of 369 diseases and injuries in 204 countries and territories, 1990-2019: a systematic analysis for the Global Burden of Disease Study 2019. Lancet. 2020 Oct 17;396(10258):1204-1222

**UNHEALTHY DIET IS THE LEADING
MODIFIABLE CAUSE OF NCD
DISEASE, DISABILITY AND DEATH IN
THE CARIBBEAN**

The private sector feeds people
Need to transition to a planetary
sustainable diet

- Food is the single strongest lever to optimize human health and environmental sustainability on Earth.



Figure 1

An integrated agenda for food in the Anthropocene recognizes that food forms an inextricable link between human health and environmental sustainability. The global food system must operate within boundaries for human health and food production to ensure healthy diets from sustainable food systems for nearly 10 billion people by 2050.

TRANSITION TO PROCESSED FOODS

Increasingly unhealthy diet

Level of processing	Examples
Unprocessed and minimally processed	Fresh, frozen, dried vegetables, fruit, meat, fish
Processed culinary ingredients	Plant oils
Processed food products	Canned / bottled vegetables, salted nuts, smoked fish, bacon.
Ultra processed food products	Chips, burgers, hot dogs, cakes, pastries, most breakfast cereals, sugar sweetened drinks

Ultra processed foods:

High in added sugar, salt, trans-fats and chemicals

Low in nutrients



Partnerships and Reformulation

- Must work with private sector
 - They feed the population, not us
 - Implementation of warning labels and nutrition information
 - Conflict of interest recognized and addressed
- “Friendly” private sector
 - Making profit from selling healthy foods
 - Farmers, retailers, healthy food vendors
- Reformulation – trust but verify

So what should we drink?

- WATER: Bottled, water fountain, from the tap

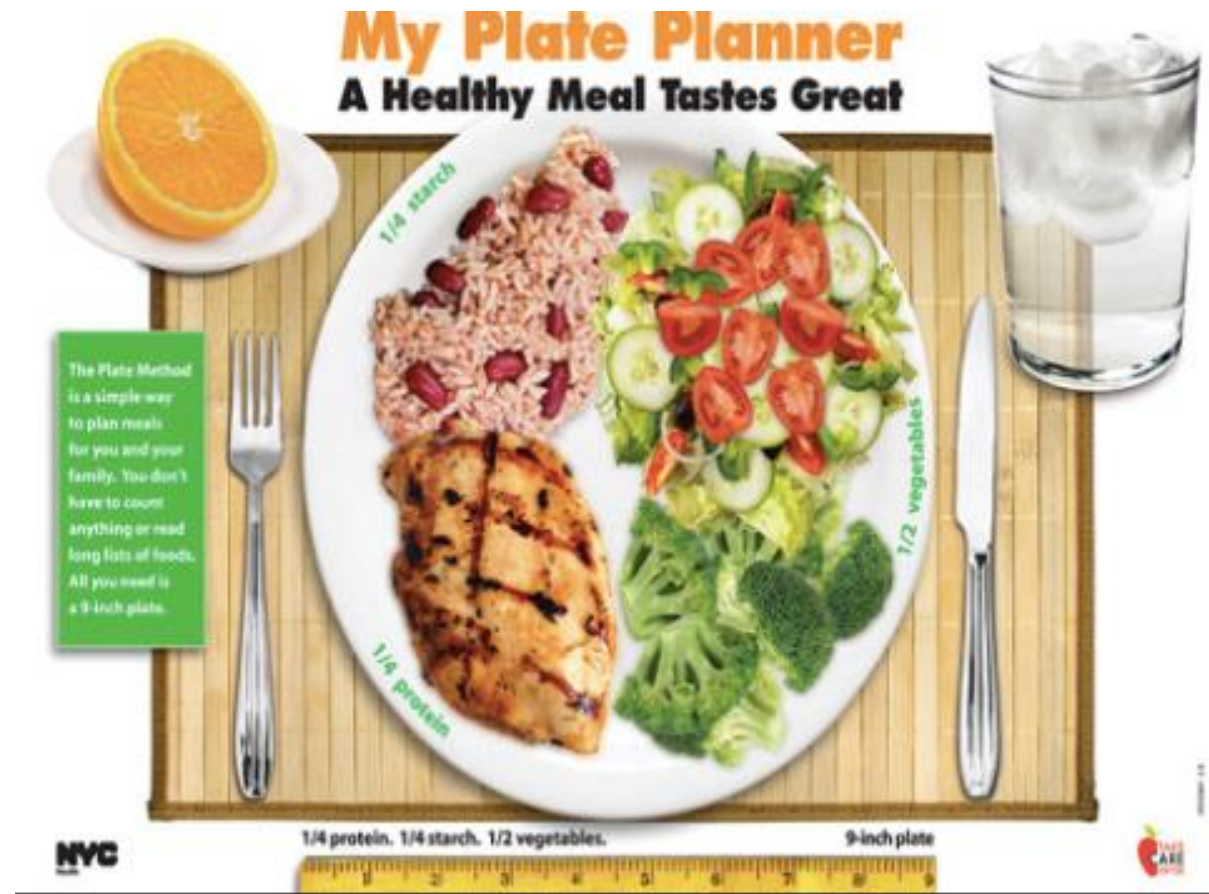


International Chair on Cardiometabolic Risk (ICCR) hydration pyramid



So what should we eat?

Half -
vegetables
Quarter -
good starch,
Quarter -
protein



So what
should we
eat?



-Jerk chicken
-Steamed fish
and yam



**“FRIENDLY” PROFITABLE PRIVATE
SECTOR**

PRIVATE SECTOR RESPONSE

- Frozen food products Jamaica, St Vincent, Trinidad
- Red Stripe experience – Jamaica
- Bakery sector – (Purity Bakeries) Barbados, (Village Bakery) Grenada, Guyana, (National) Jamaica, (Mannee’s Bakery) St Lucia, (Ems Bakery – Trinidad)
- Health Food/ Specialty Foods – Cassava flour pasta (Slim down – Trinidad); cassava muffin (small entrepreneur – Barbados)
- Tobago Cassava Products Limited – Tobago (cassava punch, fruit cake, blended bread, farine)
- Indigenous community
 - Cassava porridge – Suriname; Farine – OECS andn Guyana
- Overall increase in production and processing



PURITY PASTRIES
Casava
Infused flour

Locally grown Casava is blended with flour to produce a **Healthier** loaf that is **High in Fiber** & **Rich in Nutritional Value**.

Try It Now

Food and Agriculture Organization of the United Nations

The advertisement features a woman in athletic wear jumping joyfully. Below her, there are images of a loaf of bread, a sandwich, and some pastries. A purple circular badge with the text "Try It Now" is positioned to the left of the food items.

Friendly private sector: Island Grill Jamaica



Answering
the question:
Well what
should we
drink?



Island Grill

July 28 · 🌐

#SupaahFacts: Supaah Juices

Our Supaah juices contain no added sugar, artificial flavours or preservatives! Our Veggie Boostaah and Rootz Rockaah are made of ALL natural Supaah ingredients!. The Veggie Boostaah is made of callaloo, cucumber, pakchoi, stringbeans, pineapple and ginger. The Rootz Rockaah is made of beetroot, banana, carrot and apple 😊 #EatGood #LiveGood

#IslandGrill

Friendly private sector: Purity Bakeries

Barbados

Measuring and Engaging the Business Sector Response to NCDs





THE CARIBBEAN NCD PRIVATE SECTOR FORUM

Voluntary reformulation of food products –
The reduction of salt in bread.

The Purity Bakeries Experience

Presented by – Christopher Symmonds



Nutritional Facts	WONDER 100% Whole Wheat	PEPPERIDGE 15 Grain Loaf	DEMPSTERS 12 Grain Loaf	EZEKIEL Sprouted Grain Loaf
Based on a 2,000 calorie diet				
SERVING SIZE	1 SLICE	1 SLICE	1 SLICE	1 SLICE
CALORIES	40	100	100	80
CALORIES FROM FAT	7.5	20	16	5
TOTAL FAT	0.5g	2g	1.5g	0.5g
SATURATED FAT	0.35g	0.5g	0.2g	0.2g
TRANS FAT	0g	0g	0g	0g
CHOLESTEROL	0g	0g	0g	0g
SODIUM	85mg	115mg	130mg	75mg
TOTAL CARBOHYDRATE	13g	20g	18g	15g
DIETARY FIBRE	3g	4g	3g	3g
SUGARS	1g	3g	3g	0g
PROTEIN	4g	5g	4g	4g

CASDIAW SANDWICH



Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 2g	3%	Sodium 9.5mg	0%
Saturated Fat 1g	5%	Total Carbohydrate 24g	8%
(50g) Trans Fat 0g		Dietary Fiber 3g	12%
or 7 Polyunsaturated Fat 0.5g		Sugars 2g	
Monounsaturated Fat 0.6g		Protein 3g	6%
Cholesterol 0mg	0%		

*Percent Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carb		300g	375g
Dietary Fiber		25g	30g





Caribbean Unity in Health LOVE THAT BODY

