



How Advocacy Drives Policy

A deep dive into Barbados' Childhood Obesity Prevention Policies



01. Introduction

- Two-thirds of the Barbadian population is overweight or obese; the corresponding statistic for children is one-third
- The 2007 Port of Spain Declaration expressed Barbados' commitment to mitigating the rise of non-communicable diseases
- Factors influencing the childhood obesity rates:
 - Diet and Food Preferences
 - Sedentary Lifestyles
 - Westernization and Fast-food Culture
 - High Cost of Living

03. Civil Society Advocacy

- Heart and Stroke Foundation of Barbados (HSFB), partnered with 30+ likeminded organizations and individuals under the Barbados Childhood Obesity Prevention Coalition (BCOPEC) - develops open letters to government demanding better nutrition policies that better protect Barbadian children.
- HSFB released "Out of Our Schools" and "Are We Drinking Ourselves Sick?" media campaigns.
- the Model School Program developed by HSFB and other partners set an example of what a healthier school could look like.

04. Government Action

- School Nutrition Policy
 - Healthy food and beverage options within schools
 - Teacher and Vendor Training
 - Mandated Physical Education
 - Based on HSFB's Model School Program
- Tax on Sugar-Sweetened Beverages
 - 10% Tax raised to 20% in 2022
 - Associated with decreased soda and increased bottled water sales
- Tax-free Healthy Basket of Goods



06. A Holistic Approach

The childhood obesity prevention initiatives in Barbados are an exemplar of a holistic approach and demonstrate what can happen if government, civil society and the private sector work collaboratively and positively in order to pursue a goal, reminiscent of the 17th sustainable development goal, "Partnership for the Goals."

From religious establishments to small businesses, civil society and government; everyone has a part to play. When the burden is dispersed, the task becomes much more feasible. This case study highlights a new approach to policy - one that is inclusive by design and driven by multiple sectors of society.



05. Public Perceptions and Sensitization to Policies

- Experts identify the link between food and health
- Normalization of fast food culture
- Initial negative reactions to the School Nutrition Policy
- Government and Civil Society Sensitization Measures
 - Townhalls
 - Media and Mass Campaigns

02. Methodology

- Literature Review
- Qualitative Semi-Structured Interviews with 30 Participants

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