

Campaign Backgrounder Jamaica Obesity Prevention Campaign –“Are Your Children Drinking Themselves Sick?”

Background

- 78% of all deaths (nearly 4 in 5) in Jamaica are caused by non-communicable diseases (NCDs)¹.
- Obesity is one serious NCD. One in two Jamaicans (54%) were classified as overweight (pre-obese or obese)².
- Obesity is increasing for Jamaican boys and girls (13-15). The obesity rate for boys almost doubled from 5.3% in 2010 to 10.3% in 2017 and an increase from 6.7% for girls in 2010 to 9.9% in 2017.
- Diabetes is the fourth highest cause of deaths in Jamaica. In its 2016 country profile report, WHO states that diabetes is responsible for 11% of total deaths in Jamaica
- Tooth decay is the most common NCD worldwide⁵.
- Children had a higher access to sugary drinks at school and homes as compared to homes or other places outside home⁶
- Excess sugar consumption, including sugary drinks, is a major risk factor for tooth decay, obesity and its related diseases, as it causes increased risk of diabetes, liver and kidney damage, heart disease, and some cancers⁷.

The “Are Your Children Drinking Themselves Sick?” campaign was created to continue efforts to prevent obesity in Jamaica by highlighting NCDs- tooth decay and diabetes. This follows on from the success of the “Dad Knows Best” campaign earlier this year, which highlighted the father’s responsibility to educate and protect children from the negative health impact of excessive consumption of sugary drinks.

Campaign Overview

The campaign ad for “Are Your Children Drinking Themselves Sick?” shows a child consuming sugary drinks from infancy to adulthood. He develops tooth decay during his teenage years and as an adult is shown to be suffering from type 2 diabetes. This reflects the reality of many Jamaicans: the newly released Jamaica Health and Lifestyle Survey (JHLS) 2016/2017, stated that the overall prevalence of diabetes was 12% among persons 15 and over. Among persons 15-74 years, the prevalence of diabetes was approximately 10%, and this compares to 7.8% among the same age group in JHLS11, 2007/2008.

Campaign Messages

Excess consumption of sugary drinks can be bad for your health and can increase the risk of tooth decay, obesity, type 2 diabetes, heart disease and stroke. Cut out sugary drinks at home and at school.

Ways to Support the Campaign

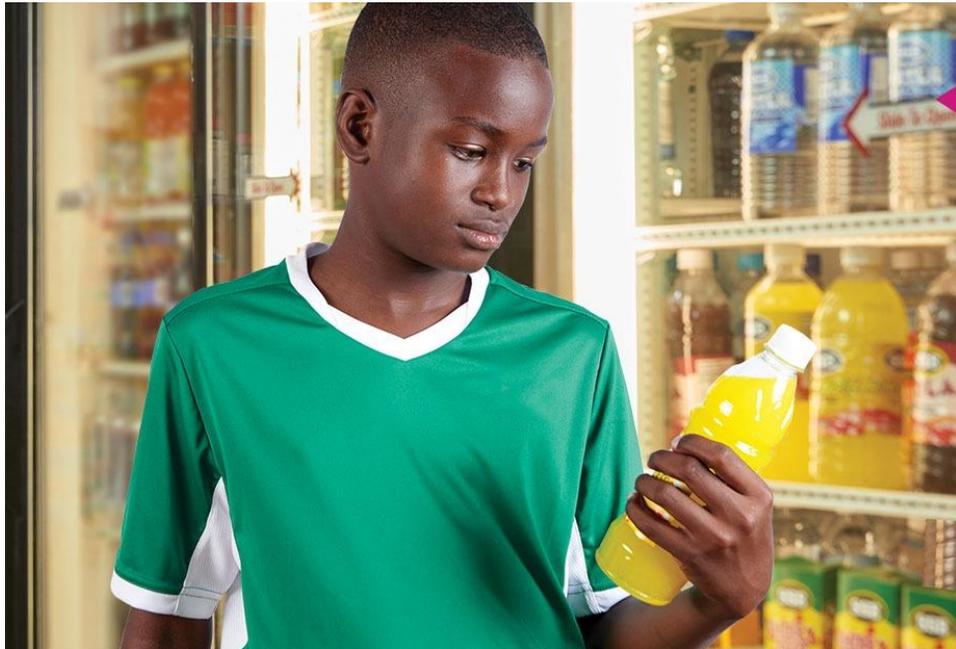
1. Find out more at <https://heartfoundationja.org> or <http://moh.gov.jm> or <https://www.jamaicamoves.com>
2. Share or repost messages from @heartfoundationja, @heartjamaica, @themohgovjm and @jamaica_moves social media pages.
3. Drink more water and reduce consumption of sugary drinks.
4. Link your website to <https://heartfoundationja.org> or <http://moh.gov.jm> or <https://www.jamaicamoves.com>
5. Publish the campaign materials on your website and social media pages.
6. Raise awareness and support the campaign regularly through your social media posts by:
 - a. using the hashtags: #RejectToothDecay, #AreYourChildrenDrinkingThemselvesSick #RaiseHealthyChildren, #lessugarmorelife and #drinkwaterinstead
 - b. retweeting posts or commenting on posts from the following Instagram, twitter or Facebook pages: @heartfoundationja, @heartjamaica, @themohgovjm, and @jamaica_moves

References

- 1 World Health Organization (WHO). Regional Mortality Estimates 2000-2015. 2017. http://www.who.int/healthinfo/global_burden_disease/estimates/en/index1.html
- 2 Wilks, R, Younger, N, Tulloch-Reid, M, McFarlane, S, & Francis, D. Jamaica Health and Lifestyle Survey. 2016-2017. <https://www.moh.gov.jm/wp-content/uploads/2018/09/Jamaica-Health-and-Lifestyle-Survey-III-2016-2017.pdf>
- 3 National Council on Drug Abuse. 2017. Global School-Based Student Health Survey.
- 4 World Health Organization (WHO). Diabetes Country Profile- Jamaica. 2016 http://www.who.int/diabetes/country-profiles/jam_en.pdf
- 5 World Health Organization (WHO). WHO Technical Information Note (WHO/NMH/NHD/17.12)- Sugars and Dental Caries. 2017. <http://apps.who.int/iris/bitstream/handle/10665/259413/WHO-NMH-NHD-17.12-eng.pdf>

6 Hope Caribbean, The Heart Foundation of Jamaica, Vital Strategies. Jamaica Obesity Prevention Campaign- Quantitative Phase Final Report. December 2017.

7 World Cancer Research Fund International. Curbing global sugar consumption: Effective food policy actions to help promote healthy diets and tackle obesity.2015.



**YOUR CHILDREN
COULD BE DRINKING
THEMSELVES SICK.**

Just because they're active,
doesn't mean sugary drinks
aren't damaging their health.

Sugary drinks are a big reason
for the obesity crisis in
Jamaica.

Drinking too many sugary
drinks can bring on type 2
diabetes, high blood pressure
and tooth decay.

Drink water instead!

