



**RENÉ BRATHWAITE, the new CEO of the Heart and Stroke Foundation of Barbados. (GP)**

## HSFB welcomes new CEO

THE BOARD OF DIRECTORS of the **Heart & Stroke Foundation of Barbados (HSFB)** has announced the appointment of René Brathwaite as chief executive officer with effect from July 1, 2009. She succeeds Adrian Randall, who retires from the Foundation at the end of August 2009, after five years at the helm of the leading health NGO.

The organisation was founded in 1985 as the **Heart Foundation of Barbados**, and included stroke in 2006 to become

the **HSFB**. Its programmes include the provision of training in Emergency Cardiac Care for persons in the medical profession, also for the general public, as well as specific monitored rehabilitation in its Cardiovascular Disease Prevention and Rehabilitation programme for persons who have had heart surgery, a heart attack, heart failure, a stroke or are at risk of those conditions.

The foundation also organises health fairs and other outreach programmes that educate

and inform young persons and adults about the benefits of healthy living.

Brathwaite is a businesswoman who brings more than 13 years of strong marketing, business development and general management experience to her new role as CEO of the **HSFB**.

A Jamaican-trained pharmacist and pharmacologist, she began her working career in Jamaica on completion of her studies with the International Pharmaceutical Company **ROCHE**, where she was

introduced to the field of marketing and had the opportunity to work both in Jamaica and Bermuda.

René returned to Barbados towards the end of 1997 to take up a management position with the French Pharmaceutical company Servier at their Caribbean head office, and this was where her passion for marketing and business development on an international level was developed.

She has worked extensively throughout the Caribbean, Latin America and Europe with various medical fraternities at the pharmaceutical level in such areas as cardiology, neurology, psychiatry, internal medicine, dermatology, and orthopaedics, to name a few.

In 2001, feeling the need to contribute to her country in a more significant way, René accepted the offer to become the aide/advisor to the then Minister of Health. Here she had responsibility to develop, lead and execute the production of all marketing and community development strategies.

She also sought to advise the former Minister on a strategic vision for the

This page compliments

# BHL

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Ministry of Health and all of its departments, to elevate the profile of the Ministry throughout the wider community, and to advise on business process optimisation and reengineering in the day-to-day management of the Ministry and all of its departments as well as with external agencies.

A past student of Queen's College, University of the West Indies and the University of Technology (Jamaica), René is also a sports and fitness enthusiast, having represented all of these institutions in various sporting disciplines. Her most outstanding contributions have been to Barbados in lawn tennis and hockey at both the junior and senior level. She is the former junior vice-president of the Pickwick Cricket Club and has represented that club for about 25 years at the highest level in hockey.

René also holds an MBA degree from the University of Leicester (UK) and is looking forward to her mission at the **HSFB** to "keep people heart healthy and to reduce suffering and death from heart disease and stroke".

# Beware of tobacco industry interference

STAKEHOLDERS of the Caribbean Graphic Health Project and the **Heart & Stroke Foundation's** civil society partners are asking regional governments and the Government of Barbados to guard against the tobacco industry's interference in public health policies addressing tobacco protection.

Article 5.3 of the World Health Organisation (WHO) **Framework Convention on Tobacco Control** obligates those countries that have ratified the convention, like Barbados, to protect their health policies from the tobacco industry's interference.

On **World No Tobacco Day** (Sunday, May 31) this year, the statements made by British American Tobacco (BAT), in collaboration with the Trinidad-based Carisma Marketing Services Limited (a marketing ally of BAT) and which appeared in the **SUNDAY SUN** seemed to support appropriate health warnings on primary packaging of tobacco.

BAT also claimed that "the tobacco industry could play a central role in facilitating the effective introduction of packaging regulations, and was prepared to discharge this role in a cooperative and positive manner".

## Holding governments accountable

The WHO Tobacco Free Initiative is mandated to control the world tobacco epidemic, which was caused not by a pathogen such as a microbe (germ) but by an industry whose products kill exactly when used as the manufacturers intended.

Therefore the main goal of 'tobacco control' is to prevent tobacco induced diseases, disabilities and death. Note that this does not entail an actual ban on tobacco sales or smoking itself. Basically tobacco controls are public health strategies that run into direct conflict with the tobacco industry's commercial agenda.

BAT has been around since 1902 when the UK Imperial Tobacco Company and the American Tobacco Company became a joint venture. BAT describes itself as 'the world's most international tobacco group'. It sells its brands of death in over 180 markets, including 21 Caribbean countries. BAT

is the number two tobacco transnational in the world and generates billions in revenue. The company is a well recognised heavyweight in the tobacco industry.

As with most commercial entities, the bottom line for the tobacco industry is financial prosperity. Tobacco is one of the leading causes of disability and, according to the WHO, it is the leading cause of preventable deaths in the world.

'It is therefore entirely predictable that the tobacco industry does what it can to ensure that effective tobacco control policies fail' (WHO quote), such as picture health warnings on packages of cigarettes.

There is clear evidence from the tobacco industry's own secret documents, which became public through court orders, showing that tobacco companies strenuously tried to derail the work of WHO and governments on the implementation of tobacco

control life-saving measures.

When this industry seeks inclusion in the development of regulations and policies governing tobacco control, their main intention is to frustrate, delay, prevent and undermine the process.

## A CALL FOR ENTRIES!!

## ESSAY COMPETITION

### RULES

1. Entries should be submitted to the Heart & Stroke Foundation of Barbados Inc., #3 Railway View, Ladymade Gardens, Jemmotts Lane, St. Michael by **Friday 31st July, 2009**.
2. The Heart & Stroke Foundation of Barbados and Guardian Life of the Caribbean can use participants' names and/or photographs for promotion in all media.
3. All work will remain the property of the Heart & Stroke Foundation of Barbados to be used in local and international promotion.
4. Participants must be between the ages of 9-11 years.
5. Participants can win one prize only.
6. Winners will be announced at an awards ceremony to be held at Harrison College on **Thursday 1st October, 2009**.
7. Entry forms must be completely filled out. Photocopies will not be accepted.
8. Judges decision is final.

This competition is approved by the Ministry of Education.

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Write an essay **350 words or less** depicting the theme:

**Wellness in the Workplace**

**WIN LOTS OF GREAT PRIZES!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Phone Contact: \_\_\_\_\_ Email: \_\_\_\_\_

School: \_\_\_\_\_

Teacher's/Principal's Name: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Contact: \_\_\_\_\_ Email: \_\_\_\_\_