Drinking sugary drinks increases the risk of obesity, type 2 diabetes, and other NCDs. Are we drinking ourselves sick? All drinks consumption for a healthy Barbados.

Consumption of sugary beverages in Barbados. The prevalence of obesity is almost twice as high in women (43%) as in men (23%).

Sugar drinks often have no nutritional value and are particularly harmful to the body in liquid form. Liquid sugars used to sweeten beverages are absorbed more quickly by the liver and processed in a way that increases fat and glycogen deposits, which can lead to fatty liver disease and increase risks for diabetes and other NCDs.

Excess sugar consumption is a major cause of obesity and its related diseases, increasing risk of type 2 diabetes, hypertension, liver and kidney damage, heart disease, and some cancers.

Drinking just 1 sugary drink a day increases the likelihood of being overweight by 55% for children and increases the risk of developing type 2 diabetes by 26%.

Having diabetes, heart disease, and hypertension increases the health risks from COVID-19.

92% of Barbadians think drinking sugary drinks contributes a lot/somewhat to obesity in adults and children.

95% of Barbadians believe it is very important or somewhat important that the government play an important role in reducing obesity.

Campaign Overview

The “Are We Drinking Ourselves Sick?” campaign aims to inform Barbadians about the health harms of consuming excess sugar, particularly via sugary drinks. These include carbonated and noncarbonated soft drinks, fruit drinks, energy and sports drinks. The campaign also highlights the public support of and need for government policy to help reduce sugary drinks consumption and thereby play a role in reducing obesity, diabetes, and other NCDs in Barbados. The campaign tagline is: “Are We Drinking Ourselves Sick?”, with a call to action to implement measures to reduce sugary drinks consumption for a healthy Barbados.

Campaign Main Messages

Drinking sugary drinks increases the risk of obesity, type 2 diabetes, and other NCDs. Are we drinking ourselves sick? All that sugar adds up; Help our children grow up healthy; Especially now, we need government policy to reduce sugary drinks consumption for a healthy Barbados.

Ways to Support the Campaign

1. Find out more at https://healthykidsbarbados.org/
2. Reduce consumption of sugary drinks.
3. Support our and your child’s health.
4. Link your website to https://healthykidsbarbados.org/
5. Publish the campaign materials on your website and social media pages.
6. Sign our petition to policymakers supporting the need for leaders to enact policy for the excessive consumption of sugary beverages in Barbados.
7. Raise awareness and support the campaign regularly through your social media posts by: using the hashtags: #DrinkingOurselvesSick, #WeDeserveBetter #ProtectOurChildren, #PeopleBeforeProfit, #RightToHealth, #HealthyCaribbeanYouth #SwitchItUp246, and #SwitchItUpBarbados

a. Like, comment, share or repost messages from @hsfbarbados social media pages.

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