



Backgrounder

“We Support Front-of-package Warning Labels” Campaign

Background

- 76% of premature deaths in the Caribbean are caused by non-communicable diseases.²⁴
- 89% of Barbadians support front-of-package warning labels.²²
- 1 in 5 adult Barbadians has diabetes.²⁵
- 92% of Jamaicans support front-of-package labels on food and drinks as part of the government’s plan to promote a healthier diet in Jamaica.²³
- 55% of Jamaicans agreed that it takes too much time to interpret the nutrition facts panel.²³
- 80% of all deaths in Jamaica and Barbados are caused by non-communicable diseases (NCDs).^{1,20}
- Many pre-packaged foods are processed with high levels of added sugars, sodium, saturated fats, and refined carbohydrates.²⁻⁶
- Substantial evidence demonstrates that consuming excess sugar from both beverages and foods increases the risk of developing diabetes, liver and kidney damage, heart disease, and some cancers.⁷⁻¹⁵
- Excess sodium intake is associated with increased blood pressure¹⁶⁻¹⁷ as well as increased risk of cardiovascular disease, stroke, and death.¹⁸⁻¹⁹
- 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 2017.²¹

Campaign Overview

The “We Support Front-of-package Warning Labels” campaign focuses attention on the collective call for octagonal high-in front-of-package warning labels as the CARICOM standard as an effective way to help consumers to make healthier food choices. It also highlights health harms of unhealthy foods, particularly ultra-processed (packaged) foods that are high in sodium, sugar, and saturated fat or trans-fat. These ultra-processed (packaged) foods can increase the risk of obesity, hypertension, Type 2 diabetes, and heart disease. The primary campaign video depicts the long term negative effects of consuming too many foods high in these nutrients over the life stages from child to adult. It specifically shows the impact of obesity, Type 2 diabetes, and hypertension.

Campaign Key Messages

Foods high in sodium, fats, and sugar increase the risk of hypertension, obesity, type 2 diabetes, and heart disease; Give us octagonal high-in front-of-package warning labels; we support front-of-package warning labels; we’re on the side of health, join us; let’s continue to put the health of our people first.

Ways to Support the Campaign

1. Find out more at <https://www.hsfbarbados.org/> and <https://heartfoundationja.org>
2. Reduce consumption of unhealthy foods.
3. Exercise your right to know what’s in your food.
4. Link your website to <https://www.hsfbarbados.org/> and <https://heartfoundationja.org>
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: #WeSupportFOPWL, #What’sInOurFood?, #GiveUsTheFacts, #FrontofPack, and #FoodLabels
 - b. Like, comment, share or repost messages from @hsfbarbados and @heartfoundationja social media pages.

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