Background

"Give Us Warning Labels" Campaign

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- 75% of Barbadians support front-of-package warning labels.
- 1 in 5 adult Barbadians has diabetes.
- 31% of children are overweight/obese.
- 66% of adults are overweight, and 33% obese.
- 80% of all deaths in Barbados are caused by non-communicable diseases (NCDs).
- Many pre-packaged foods are processed with high levels of added sugars, sodium, saturated fats, and refined carbohydrates.
- 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.
- Excess sodium intake is associated with increased blood pressure as well as increased risk of cardiovascular disease, stroke, and death.

Campaign Overview

The "Give Us Warning Labels" campaign aims to build stronger support for the introduction of octagonal 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 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 can increase the risk of hypertension, obesity, type 2 diabetes, and heart disease; Give us octagonal warning labels; let's continue to put the health of our people first.

The campaign was inspired by the "Right to Information Concept" campaign developed by Red PaPaz in Colombia.

Ways to Support the Campaign

1. Find out more at https://www.hsfbarbados.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/
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:
   - using the hashtags: #GiveUsWarningLabels, #What'sInOurFood?, #GiveUsTheFacts, #RightToKnow, and #OurHealthComesFirst
   - Like, comment, share or repost messages from @hsfbarbados social media pages.