

## Backgrounder

### “Give Us Warning Labels” Campaign

#### Background

- 75% of Barbadians support front-of-package warning labels.<sup>22</sup>
- 1 in 5 adult Barbadians has diabetes.<sup>24</sup>
- 31% of children are overweight/obese.<sup>21</sup>
- 66% of adults are overweight, and 33% obese.<sup>23</sup>
- 80% of all deaths in Barbados are caused by non-communicable diseases (NCDs).<sup>1,20</sup>
- Many pre-packaged foods are processed with high levels of added sugars, sodium, saturated fats, and refined carbohydrates.<sup>2-6</sup>
- 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.<sup>7-15</sup>
- Excess sodium intake is associated with increased blood pressure<sup>16-17</sup> as well as increased risk of cardiovascular disease, stroke, and death.<sup>18-19</sup>

#### 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:
  - a. using the hashtags: #GiveUsWarningLabels,
  - b. #What’sInOurFood?, #GiveUsTheFacts, #RightToKnow, and #OurHealthComesFirst
  - b. Like, comment, share or repost messages from @hsfbarbados social media pages.

1. World Health Organization (WHO). Non-communicable Diseases (NCD) Country Profiles. 2018. [https://www.who.int/nmh/countries/2018/jam\\_en.pdf](https://www.who.int/nmh/countries/2018/jam_en.pdf)

2. Monteiro CA, Moubarac JC, Cannon G, Ng SW, Popkin B. Ultra-processed products are becoming dominant in the global food system. *Obesity reviews* 2013; 14(S2): 21-8.

3. Pries AM, Huffman SL, Mengkheang K, et al. High use of commercial food products among infants and young children and promotions for these products in Cambodia. *Maternal & Child Nutrition* 2016; 12: 52-63.

4. Pries AM, Huffman SL, Adhikary I, et al. High consumption of commercial food products among children less than 24 months of age and product promotion in Kathmandu Valley, Nepal. *Maternal & Child Nutrition* 2016; 12: 22-37.

5. Feeley AB, Ndeye Coly A, Sy Gueye NY, et al. Promotion and consumption of commercially produced foods among children: situation analysis in an urban setting in Senegal. *Maternal & Child Nutrition* 2016; 12: 64-76.

6. Marriott BM, Campbell L, Hirsch E, Wilson D. Preliminary data from demographic and health surveys on infant feeding in 20 developing countries. *The Journal of nutrition* 2007; 137(2): 518S-23S.

7. World Health Organization. Guideline: Sugar intake for adults and children. In: WHO Department of Nutrition for Health and Development (NHD), editor. Geneva: WHO; 2015. p. 50.

9. World Cancer Research Fund International. Curbing global sugar consumption: Effective food policy actions to help promote healthy diets and tackle obesity. 2015. <http://www.wcrf.org/int/policy/our-policy-work/curbing-global-sugar-consumption> (accessed March 4 2019).

10. Malik VS, Popkin BM, Bray GA, Despres JP, Willett WC, Hu FB. Sugar-sweetened beverages and risk of metabolic syndrome and type 2 diabetes: a meta-analysis. *Diabetes care* 2010; 33(11): 2477-83.

11. Malik VS, Popkin BM, Bray GA, Despres JP, Hu FB. Sugar-sweetened beverages, obesity, type 2 diabetes mellitus, and cardiovascular disease risk. *Circulation* 2010; 121(11): 1356-64.

12. Malik M, Raziz SA. The Prevalence of the Metabolic Syndrome among the Multiethnic Population of the United Arab Emirates: A Report of a National Survey. *Metab Syndr Relat Disord* 2008.

13. Ebbeling CB, Feldman HA, Chomitz VR, et al. A Randomized Trial of Sugar-Sweetened Beverages and Adolescent Body Weight. *New England Journal of Medicine* 2012; 0(0): null.

14. Morenga LAT, Howatson AJ, Jones RM, Mann J. Dietary sugars and cardiometabolic risk: systematic review and meta-analyses of randomized controlled trials of the effects on blood pressure and lipids. *The American Journal of Clinical Nutrition* 2014; 100(1): 65-79.

15. Morenga, Lisa Te, Mallard, Simonette, Mann Jim. Dietary sugars and body weight: systematic review and meta-analyses of randomised controlled trials and cohort studies. *BMJ* 2013; 346.

16. Graudal NA, Hubeck-Graudal T, Jürgens G. Effects of low-sodium diet vs. high-sodium diet on blood pressure, renin, aldosterone, catecholamines, cholesterol, and triglyceride (Cochrane Review). *American journal of hypertension* 2012; 25(1): 1-15.

17. Barquera S, Campos-Nonato I, Hernández-Barrera L, Pedroza A, J R-D. Obesity in Mexican adults: results of Mexican National Health and Nutrition Survey 2012. *Salud Publica Mex* 2013; 55: (in press).

18. Mozaffarian D, Fahimi S, Singh GM, et al. Global sodium consumption and death from cardiovascular causes. *New England Journal of Medicine* 2014; 371(7): 624-34.

19. Graudal N, Jürgens G, Baslund B, Alderman MH. Compared with usual sodium intake, low-and excessive-sodium diets are associated with increased mortality: a meta-analysis. *American journal of hypertension* 2014; 27(9): 1129-37.

20. World Health Organization (WHO). Non-communicable Diseases Country Profile. 2018. [https://www.who.int/nmh/countries/brb\\_en.pdf?ua=1](https://www.who.int/nmh/countries/brb_en.pdf?ua=1)

21. St. John, Hall, Knight, Hinds, Ferrandez, Gaskin. Non-communicable Diseases in a Group of Primary School Children in Barbados 2010

22. CADRES. 2019. Public Opinion Poll.

23. Ministry of Health, Barbados. The Barbados Health of the Nation Survey: Core Findings 2015. 2016

[http://www.archive.healthycaribbean.org/newsletters/aug-2015/CDRC\\_HealthOfTheNationSurvey.pdf](http://www.archive.healthycaribbean.org/newsletters/aug-2015/CDRC_HealthOfTheNationSurvey.pdf)

24. Ministry of Health, Barbados. The Barbados Health of the Nation Survey: Core Findings 2015. 2016. [http://www.archive.healthycaribbean.org/newsletters/aug-2015/CDRC\\_HealthOfTheNationSurvey.pdf](http://www.archive.healthycaribbean.org/newsletters/aug-2015/CDRC_HealthOfTheNationSurvey.pdf)