



According to the CDC,
about 19%, 14.4 million
children are obese

Child Obesity



How do children become obese?

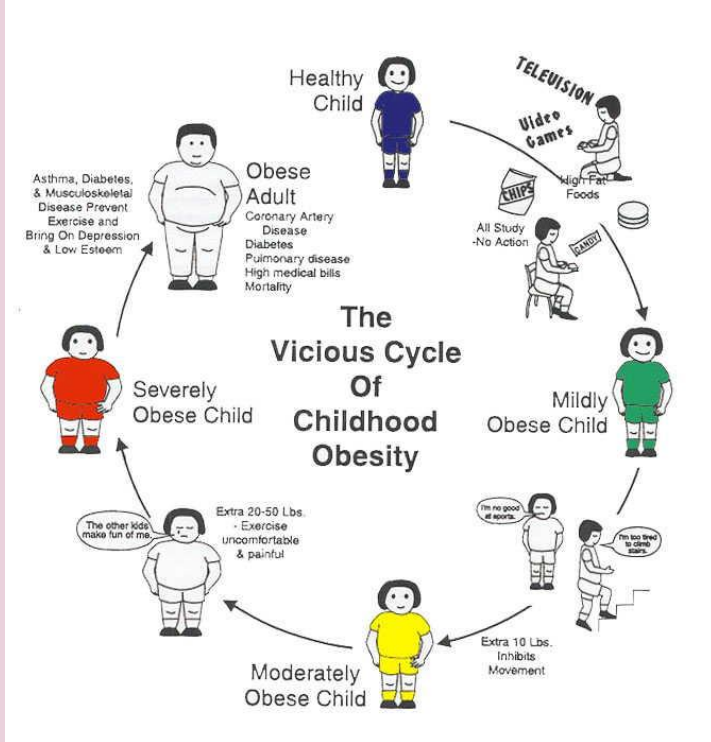
The lack of activity and allowing children to have too much screen time

Consumption of too much sugar, salt, and fats.

Consumption of too little fruits and vegetables

Poor sleeping schedule

Too much stress



Why are junk foods normalized for young children? Who is to blame?



Junk food is normalized for young children because it's the easier way to provide food for children.

Parents or guardians are to blame because children aren't in charge of providing themselves healthy meals or snacks.

Some parents believe that their children are going through a 'phase' and being obese will pass

The Food Industry...

Food manufacturers hire top researchers including neuroscientists, to design foods to be addictive

The extra salts and sugars provide immediate and intense pleasure

Sugar impacts the brain 20 times faster than nicotine

Foods linked to "addictive" eating behaviors

In a survey of 120 undergraduates, processed foods were more often associated with out-of-control eating than were non-processed foods. (Frequency indicates how many times respondents selected each food as problematic.)



Health Risks of Child Obesity

High blood pressure and cholesterol which leads to heart disease

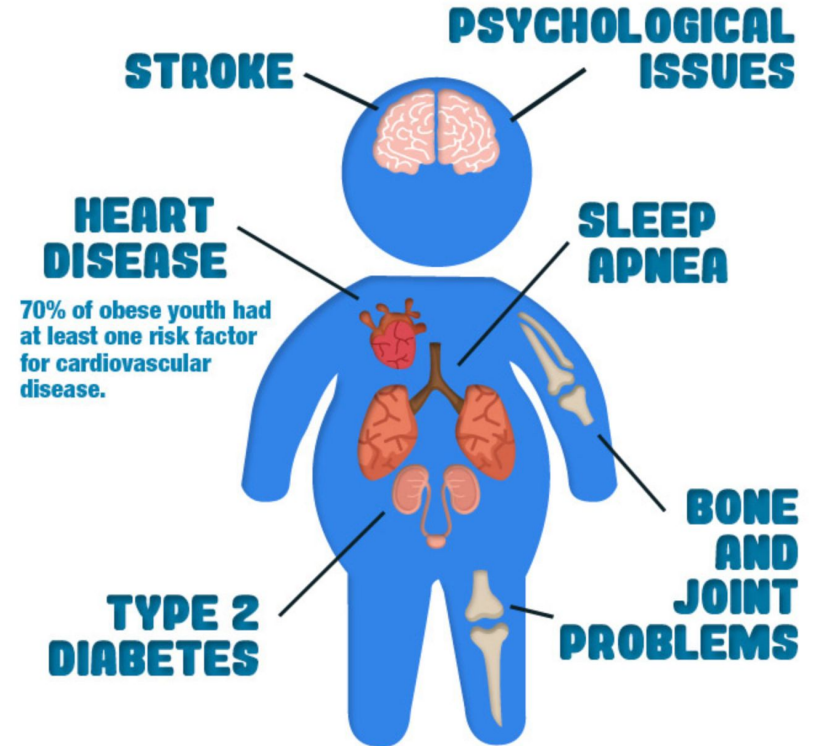
Type 2 diabetes

Liver damage or failure

Damaged joints and bones not growing properly

Mental health issues

CHILDHOOD OBESITY INCREASES RISK OF:




Childhood Obesity Prevention

CDC recommends the 10 5 2 1 0 lifestyle.


- 10 hours of sleep
- 5 fruits and vegetables
- Less than 2 of screen time
- 1 hour of physical activity
- 0 sugary drinks

CHILDHOOD OBESITY




1 IN 3
Caribbean Children is overweight or obese

Fueled by unhealthy diets linked to the over consumption of ultra-processed foods









EXCESS SUGAR CONSUMPTION is a major cause of **overweight and obesity**

Sweet beverages are the primary source of sugar in the diets of Caribbean children and adolescents



66% OF CARIBBEAN CHILDREN 13-15 drank carbonated soft drinks one or more times per day during the past 30 days. These drinks are ultra-processed, energy-dense and nutrient-poor


HCC POLICY ASKS


-  **HEALTHY SCHOOL POLICIES**
Banning the sale and marketing of sweet beverages and unhealthy foods in and around schools
-  **TAXATION OF SWEET BEVERAGES**
Imposition of a tax of not less than 20% on sweet beverages and use tax revenue for NCD prevention and control
-  **MANDATORY FRONT OF PACKAGE NUTRITION WARNING LABELS**
Labelling of prepackaged foods high in key nutrients related to NCDs and obesity including fats, salts and sugars
-  **NO MARKETING TO CHILDREN**
Banning the marketing of unhealthy foods and beverages to children (includes non-school environments)
-  **MANDATORY PHYSICAL ACTIVITY**
Mandatory physical activity in all primary and secondary schools
-  **PROTECT AND PROMOTE BREASTFEEDING**
Enacting legislation related to The International Code of Marketing of Breast-milk Substitutes


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POTENTIAL RISKS

Childhood Obesity can lead to the development of Non Communicable Diseases (NCDs) in adult life


Heart Disease & Stroke



Cancer


Diabetes

8/10
NCDs are responsible for approximately 8 out of 10 deaths in the Caribbean*

40%
40 per cent of NCD deaths in the Caribbean occur prematurely before the age 70*

*The Caribbean Health Systems Research Group, Regional Health Observatory, WHO, 2017



ENOUGH

Follow the Healthy Caribbean Coalition on:

