



- HOME
- OUR WORK
- NEWS
- PUBLICATIONS
- MEMBERSHIP
- WHAT ARE NCDS?
- ABOUT US
- COVID-19
- EVENTS CALENDAR
- CONTACT

## TACTIC #1

THE STAKEHOLDERS  
IN POLICY-MAKING  
BUSINESS"



# See the Truth:

Unhealthy food companies that profit from the sale of ultra-processed food products help design policies that will impact the health of those products.

This is a clear conflict of interest.



- HOME
- OUR WORK
- NEWS
- PUBLICATIONS
- MEMBERSHIP
- WHAT ARE NCDS?
- ABOUT US
- COVID-19
- EVENTS CALENDAR
- CONTACT

## TACTIC #2

SUPPORT FRONT OF  
PACKAGE LABELS BUT  
USE OCTAGONAL  
WARNING LABEL."



## See the Truth:

The Octagonal Warning Label is proven to be 9x more effective at helping us quickly, correctly identify products high in sugars, fats and salts than any other front of package labeling system.

It can help reduce the purchase of ultra-processed products by 24%!



- HOME
- OUR WORK
- NEWS
- PUBLICATIONS
- MEMBERSHIP
- WHAT ARE NCDS?
- ABOUT US
- COVID-19
- EVENTS CALENDAR
- CONTACT

## TACTIC #3

"GOOD IN OUR  
COMMUNITIES THROUGH OUR  
VISIBLE ACTIVITIES!"



## See the Truth:

The food industry often uses sponsorships in vulnerable nations (especially of their healthy products within vulnerable communities) as part of their marketing strategy to gain new customers and brand awareness as well as public support, stability and political authority.



HOME

OUR WORK

NEWS

PUBLICATIONS

MEMBERSHIP

WHAT ARE NCDS?

ABOUT US

COVID-19

EVENTS CALENDAR

CONTACT

# TACTIC #4

CONDUCT OUR OWN  
S TO DETERMINE THE  
ONT-OF-PACKAGE  
NG SYSTEM."



## See the Truth:

nce used for public health policies to  
our people must be unbiased and  
dent.

gn of policies to reduce the consumption of  
ccessed food products cannot be influenced  
rch done by unhealthy food companies who  
om the consumption of these  
ccessed food products.



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HOME

OUR WORK

NEWS

PUBLICATIONS

MEMBERSHIP

WHAT ARE NCDs?

ABOUT US







COVID-19

EVENTS CALENDAR

CONTACT

See the Truth.

Professionals speak out against food industry interference tactics that are obstructing health policies!



Find out more here

d, is facing a health crisis fuelled by a rise in unhealthy diets with an excess of ultra-processed food products high in their additives. This type of diet is the leading risk factor for obesity and non-communicable diseases (NCDs) such as ressure and even some cancers; so changing unhealthy food environments is a priority.

ribbean Public Health Agency (CARPHA) and the Pan American Health Organisation/ World Health Organisation -of-Package Warning Labels as a key policy measure which will help consumers make healthier and more informed food ore easily identify products which should be regulated through other measures, such as taxation or bans on the sale and schools.


I island developing states where the rules of engagement between public health and the private sector are murky and e, policymakers — and to some extent, the public —are increasingly acknowledging industry interference as a major ementation of effective healthy food policies like Front of Package Warning Labelling like the Octagonal Warning Label.

e and opposition to health policies like the Octagonal Warning Label is therefore delaying the Caribbean's potential for a xtension a healthier population.

agonalWarningLabels, and transparent and accountable governance systems.

y, 2024

od policies like the Octagonal Warning Labels, and build support for the implementation of measures to safeguard ing industry interference tactics deployed during the front-of-package labelling decision making process.



<https://www.healthycaribbean.org/see-the-truth/>

6/7

HOME

OUR WORK

NEWS

PUBLICATIONS

MEMBERSHIP

WHAT ARE NCDS?

ABOUT US

COVID-19

EVENTS CALENDAR

CONTACT

What Is Happen

Labels in C

The role of octagonal warning labels in

Webi

HIGH IN SODIUM

Ministry of Health

HIGH IN SUGAR

HIGH IN SODIUM

HIGH IN FATS

The Oct help co

HCC

PAHO

ECS

Octagonal Warning Labels Help Consumers Act on Facts

Currently the Caribbean does not have standardised nutritional labelling for pre-packaged foods. More impactful labels are needed and the Octagonal Warning Label – as the most effective option – is a crucial step toward creating the healthy food environments

What Is Happening With Food Labels in CARICOM

On Wednesday 4 October, 2023 the HCC in partnership with UNICEF and the Caribbean Public Health Law Forum, providing an update on the status of front of package nutrition labels in CARICOM including: promoting the new campaign entitled Octagonal warning labels help consumers #ActOnFacts

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Read more

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HCC Secretariat, Culloden Office Complex, Culloden Road, St Michael, Barbados, BB14018

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BACK TO TOP

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7/7