

Afterword

Lessons learned in the project

At the end of the project, the national coordinators, consultants and FAO staff met to review the experiences and lessons learned during the project. In addition to the information shared in the manual, the project gained the following insights.

Political

A key institution and support from a senior government official is needed to push the process forward. FBDGs need to be viewed as part of the national policy to get political support.

Meetings to sensitize different actors are important. These meetings could be conducted by universities or prestigious institutions.

Some topics are sensitive and affect stakeholder groups. For example, sugar consumption is a political issue in the Caribbean.

Organizational

There can be obstacles to participation of the task force or multi-sectoral committee members. Some members may be too busy. Sometimes the high-level members do not attend all the meetings. The task force members should report to the permanent secretary of the ministry which is leading the process.

The process of producing FBDGs took around two years in the project (this is typical for most countries). The schedule should be adhered to; otherwise, the task force members lose interest if the process takes longer than planned.

The participation by NGOs and the private sector cannot be taken for granted; many did not participate.

The launch should be planned as a whole-week activity, including a week before raising awareness through the media. National committees need to invite very senior people and agencies to the launch at least one month before and remind them the activity.

The National Coordinator should carry out advocacy with the government during

the process. After all the development work is done, the Cabinet approval of FBDGs usually took one month. However, when there were changes in government, the process was affected. Political parties and stakeholder groups should not view the FBDGs as belonging to one group; when the process is followed, the FBDGs are “made by the country not by an official group”. They are based on the population’s needs and perspectives.

Resources

Production of educational materials and field work are costly. Project planners should attempt to accurately plan the details of budgets. For example, the quantities of posters to distribute can be high.

Training teachers, health workers, agriculture personnel, and others in how to use and explain FBDGs to their target population has to be planned. To train different personnel, the regular meetings should be used. For example, teachers and nurses can be trained to use FBDGs during their routine in-service training meetings. FBDG can be incorporated into training curricula.

Working with graphic designers takes time. Some designers had difficulty understanding the technical meaning of the graphic and the concept of proportionality. In small countries, the choice of designers and printers may be limited.

The process requires significant amounts of staff time. The ministry which leads the FBDGs process needs to allocate staff for this.

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Annex 2

Behavioural trial

Initial Interview: Recommendation

Read the following:

Reduce fat and oil intake.

Name _____

Address _____ Phone _____

Age _____ Education level _____ Sex _____

No. of persons in the house _____ Adults _____ Children <5 _____ >5 _____

Interviewer _____ Date of Interview _____

1. What are some of the things you prepare using fats and oils?

2. Do you trim off the fat? (Meat and poultry) _____

When? (Before or after cooking) _____

3. What do you do with the fats? _____

4. Are there any foods that you add fat to before eating? _____

Which fats? _____

To which foods? _____

5. Do you make gravy? _____

How do you make it? _____

6. What are the foods that you eat fried?

Who eats these foods? _____

7. What type of fats or oil do you use for frying? _____

8. Could you prepare these foods any other way? _____

How? _____

9. Do you use salad dressings? _____

(If yes) what types? _____

What foods do you use them on? _____

Who eats these foods? _____

10. What types of seasonings do you use? _____

11. What foods do you consider as fast foods? _____

12. How often do you and your family eat these foods? _____

13. Which are the ones you eat more often and why? _____

Final Interview: Recommendation (*Reduce fat and oil intake*)

Name _____

Address _____ Phone _____

District _____

Interviewer _____ Date of interview _____

1. Do you remember what we spoke about last time? (ASK THEM TO EXPLAIN)

2. Were you able to follow the recommendation? Yes _____ No _____

Somewhat _____ (YES) Why? _____

(NO or somewhat) Why? _____

3. Did you have any problem following the recommendation? Yes _____ No _____

(YES) What exactly? _____

4. For how many days did you follow this recommendation? _____

5. Did you make any changes? YES _____ NO _____ (YES) What?

6. Do you plan to continue with the recommendation in the future? YES_____

NO_____ If YES, why?_____

If NO, why not?_____

7. What would you suggest to other people so that **they would reduce their fat intake?** _____

Annex 3

Choosing the pictorial diagram

Saint Vincent and the Grenadines

Instructions:

Each diagram should have a number on the bottom. Try to post all diagrams on the wall. Ask the participants to look at them very carefully and ask individually the following questions:

1. Which of these diagrams makes you think more of our country?
2. Why?
3. If we were to show you how to divide the different types of foods you should eat every day, which of these diagrams would you like to see them on?
4. Do you have any suggestions?

Annex 4 Draft Communication Strategy - Saint Vincent and the Grenadines

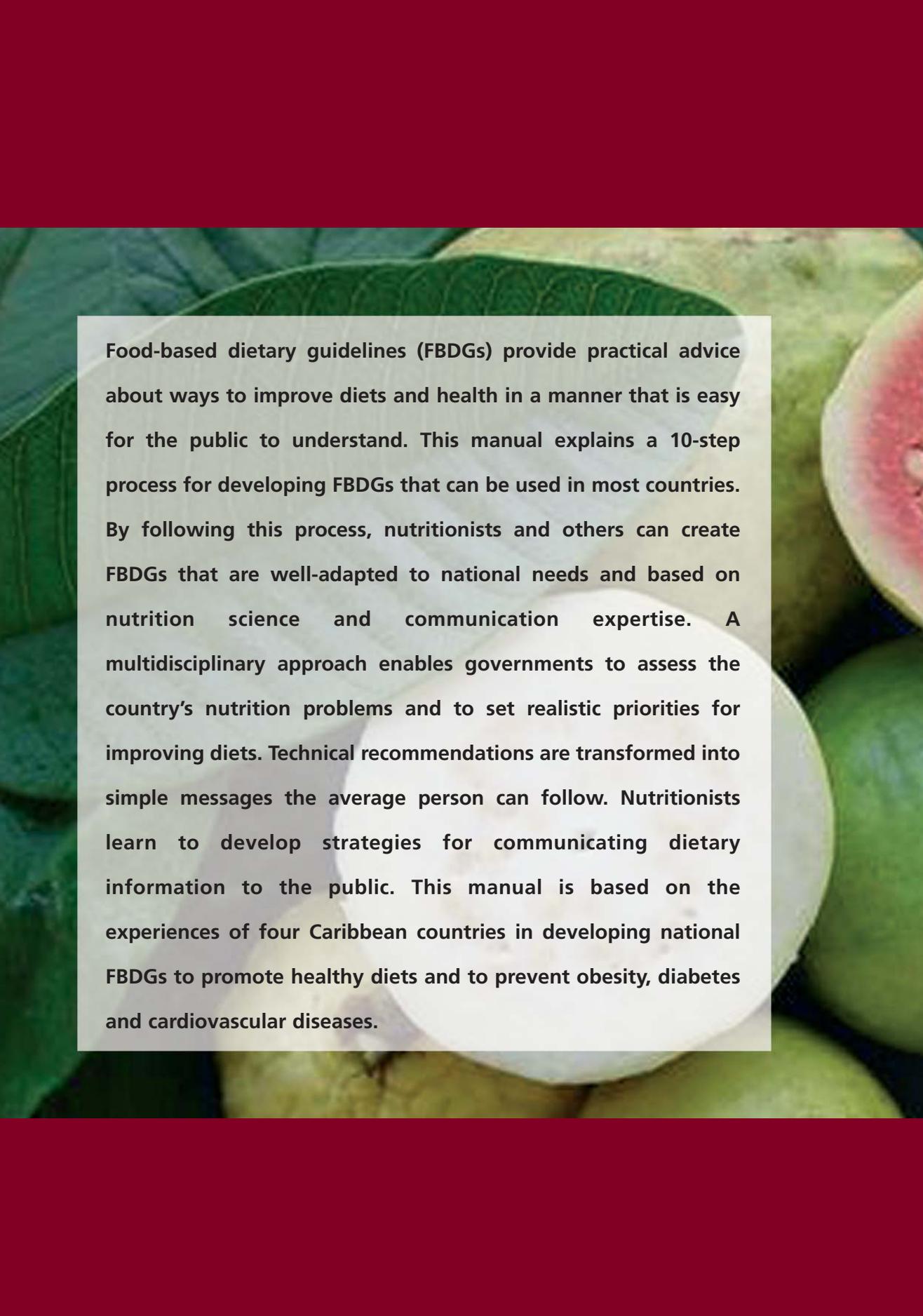
Main goal	Objectives	Indicators	Draft Message	Priority level (Anchor Activity) (Milestone Activity)	Audiences:		Type of Activity and/or output	Channels	Lead Agency	Partner Agencies	Time Frame				Budget
					Primary	Secondary					1st quarter	2nd quarter	3rd quarter	4th quarter	
Multisectoral/ Task Force Meeting	To direct and implement the FBDG and monitor and evaluate the same	Four (4) quarterly meetings of Task Force Provision of Quarterly Reports		Anchor			Minutes of meetings and quarterly reviews		Min. of Agric. and Health	Other Govt Depts, NGOs and Private Sector	April meeting	July	October	Dec-Jan	
Production of Booklet	To draft and produce technical booklet on guidelines	Draft Final Booklet prepared	Technical information related to the FBDG	Milestone	Primary: General Public Secondary: Technical Personnel, Nutritionist, Doctors, Nurses Teachers etc,		250 booklets	Clinics, Doctors Offices Pharmacies Libraries Schools, Churches etc;	Multisectoral Task Force	CFNI/FAO Nurses Association, Medical Association	Completed by 2nd month in January				
Slogan Competition	To produce promotional item to support campaign			Milestone	Primary: General Public		Slogan on promotional items	Audio-visual, Radio and TV and Print Materials	Ministry of Health, Ministry of Agriculture	Ministry of Education and Culture					
Production and airing of jingles - Radio and TV	To produce promotional items to support campaign and secure the support of local radio and TV stations for broadcast of same		Jingles prepared on each of the guidelines	Milestone	Primary: General Public Secondary: Media House Managers and Personnel		Nine (9) jingles prepared	All Radio and Television Stations	Ministry of Health, Ministry of Agriculture	API, NBC All other Radio and TV Stations Corporate Sector	Jan.-Mar.				

Production and Establishment of Two Billboards	To prepare, establish and maintain billboards at strategic locations depicting the FBDG	Boards with main graphic and guidelines	Milestone	Primary: General Population	Two (2) billboards prepared and established at strategic locations	Radio and television	Multisectoral Task Force	Central Planning Chamber of Industry and Commerce – Corporate Sector (ECGC)	Apr.–June	July– Aug.	
Public-Speaking Competition (Schools)	To use the competition to further highlight the guidelines		Milestone	Primary: Specific Audience Secondary: Participants Teachers	Live television and radio broadcast of the event	Radio and television	Multisectoral Task Force	Cable and Wireless/ Jaycees			Oct.–Nov.
Young Leaders Programme	To use the annual event to highlight the issue of the need for the guidelines and a healthy population	Promotional materials of young leaders programme with the messages	Milestone	Primary: General Public Secondary: Schools Participants Teachers	Various promotional items as determined by the Young Leaders	Various channels as determined by the Young Leaders	Multisectoral Task Force	RBTT Secondary Schools	Apr. – June		Sept – Dec.
Labelling of Packages, bags etc. in Supermarkets	To label packages, bags etc. that are use for placing local food items – vegetables, meat, fruits etc. – for a period of two (2) years	FBDG either individually or in a combination	Milestone	Primary: Housewives General Public Secondary: Supermarket, Food Stores and Restaurant Owners	Various packages, bags, containers with guidelines	Supermarket, Restaurant and Food stores products	Multisectoral Task Force	Chamber of Industry and Commerce – Supermarket, Restaurant and Food Processing facility Managers;			Dec.
Adoption of a Guideline by a Member of the Corporate Sector	To use a product of a member (s) of the corporate sector to promote guideline	FBDG	Milestone	Primary: General Public Secondary: Corporate Sector	For example, bottled water and the need for drinking more water	Products to be determined	Multisectoral Task Force – Chamber of Industry and Commerce	Mountain Top Water Bottling and Coconut Water Bottling, ECGC, Vacuum Packing Products Cassava Products	Jan.		Dec.

Annex 4 (continued)

Production of a Calendar	To promote a guideline with tips each month	FBDG	Milestone	Primary: General Public Secondary: Management of Bank or Vinlec	Calendar depicting guidelines each month	Calendar	Multisectoral Task Force	Vinlec, Bank	Apr.–June	Jul.–Sept	Dec.
Fliers in Newspapers	To produce glossy, colourful, one-leaf fliers with graphics and messages to achieve high impact in the population	Nine (9) FBDG and graphic with food groups	Milestone	Primary: General Public	10,000 fliers	Newspapers	Multisectoral Task Force	Newspapers News, Searchlight or Vincentian	Last week Dec. and		
Web Page with Basic Guidelines	To produce, establish a web presence with guidelines and booklet	Graphic and FBDG	Milestone	Primary: General Public Secondary: Web Site Managers	Web Site with Guidelines	Government Website, with links to the relevant Ministries, Intranet	Ministry of Health, Education and Agriculture	Web Unit, Ministry of Telecommunications, Science and Technology and Industry			Oct.–Nov.
Preparation of Advertising Boards	To promote FBDG at major playing fields and hard courts	Graphic with food groups and FBDGs	Milestone	Primary: Sports persons General Public Secondary: Sports Associations and Organisations	At least 3 advertising boards	Advertising Boards	Multisectoral Task Force	National Sports Council and relevant sporting organisations	Jan.		Dec.
Presentations to Community Groups	To promote FBDG through community groups, clubs and organisations and Adult Literacy programme	FBDG and food groups in graphic	Milestone	Primary: Specific Groups – Adult Population Secondary: Civic and Community Organisations, Leadership and members	15 constituency meetings	Community Presentations	Ministry of Health	Community Development, Ministry of Education, Adult Literacy Crusade	Jan.	Mar.	

Incorporation into the Home Economics Curriculum and School Feeding Programme	To ensure that the guidelines are incorporated into the home economics, social studies and family life education curriculum and the school feeding programme	Food groups and FBBDG	Milestone	Primary School Population Secondary Ministry of Education Officials and Curriculum Development Unit, Management of the School Feeding Programme	Guidelines adopted in all schools in the programmes identified	Curriculum and School Feeding programme guidelines	Ministry of Education	Ministry of Health	Sept	
Promotion for Increased Vegetable Production	To ensure that optimum quantities of vegetables are available that are of good quality and an affordable price for the general population	FBBDG -Eat more vegetables and fruits, encourage farmers to produce more vegetables	Milestone	Primary Farmers Secondary Ministry of Agriculture Extension Staff and Policy Makers	Vegetable Production Plan	Extension Service Farmers meetings Radio and Television Programs	Ministry of Agriculture	Ministry of Health Supermarkets etc;	Sept	
Monitoring and Evaluation of the Implementation of the Strategy and its Impact	To conduct four (4) sample surveys every six months to assess the impact of the campaign						Multisectoral Task Force		Jan. –Jan. Jul. –Jul.	



Food-based dietary guidelines (FBDGs) provide practical advice about ways to improve diets and health in a manner that is easy for the public to understand. This manual explains a 10-step process for developing FBDGs that can be used in most countries. By following this process, nutritionists and others can create FBDGs that are well-adapted to national needs and based on nutrition science and communication expertise. A multidisciplinary approach enables governments to assess the country's nutrition problems and to set realistic priorities for improving diets. Technical recommendations are transformed into simple messages the average person can follow. Nutritionists learn to develop strategies for communicating dietary information to the public. This manual is based on the experiences of four Caribbean countries in developing national FBDGs to promote healthy diets and to prevent obesity, diabetes and cardiovascular diseases.