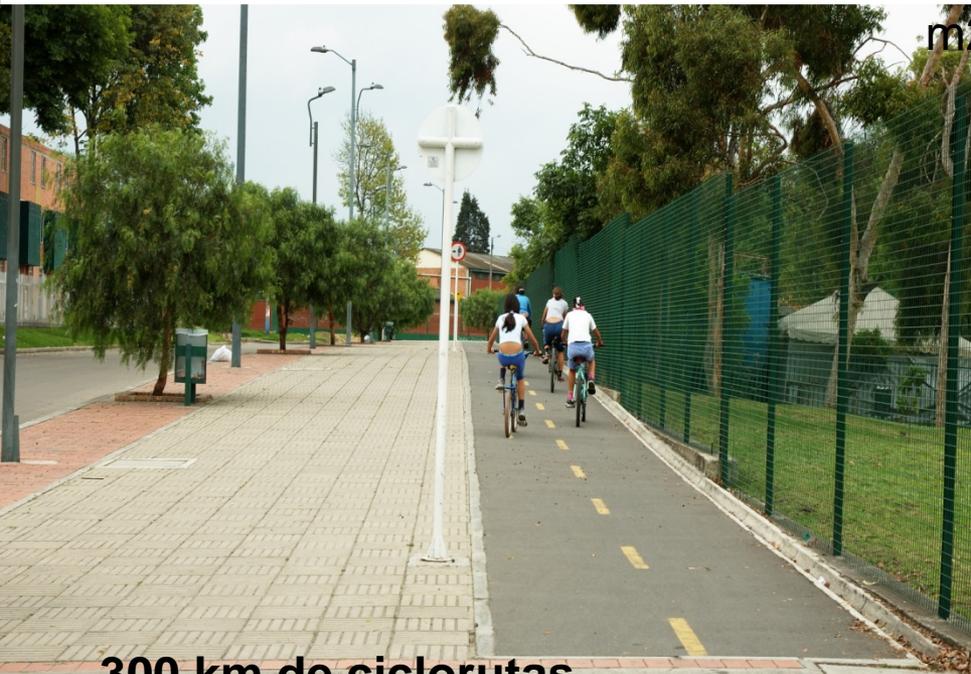




De 2.5 a 4.12 m<sup>2</sup>



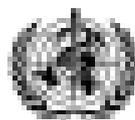
70 km TransMilenio



300 km de ciclorutas



112 km ciclovia dominical



**FCTC** 10  
 WHO FRAMEWORK CONVENTION  
 ON TOBACCO CONTROL  
 10 years  
 2003-2013



# *Saving lives for a decade*

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the world's only legally-binding public health tool. It aims to save lives through preventing and controlling the use of tobacco products – 179 countries and the European Union have so far become Parties to the Convention, demonstrating how important they believe it to be.



## Challenges ahead

The tobacco industry's strategies to counteract, delay or dilute measures to implement the WHO FCTC are evolving. They include the use of front groups (e.g. tobacco growers), promoting "corporate social responsibility", circumventing advertising bans by using media not covered in existing legislation, and lobbying of decision-makers. Legal actions in national and international forums, as well as trade and investment agreements, are used by the tobacco industry and its allies to hinder tobacco control measures.

The growth in the use of new products, such as electronic nicotine delivery systems, and of existing products in new settings, such as waterpipes, is alarming. Addressing new and emerging tobacco products will be vital to the success of future tobacco control efforts.

The global threat posed by noncommunicable diseases and the need to provide urgent and effective public health responses were recognized in resolution WHA51.18 (1998), in which the Health Assembly requested the Director-General to develop a global strategy for the prevention and control of noncommunicable diseases



WHO Technical Report Series  
916

**DIET, NUTRITION AND  
THE PREVENTION OF  
CHRONIC DISEASES**

Report of a  
Joint WHO/FAO Expert Consultation



World Health Organization  
Geneva

• In May 2000, Resolution (WHA 53.14) was adopted by the World Health Assembly: Global strategy for the prevention and control of noncommunicable diseases

• WHO has adopted, in May 2004, the "Global Strategy on Diet, Physical Activity and Health".

# DIET, NUTRITION AND THE PREVENTION OF CHRONIC DISEASES

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World Health Organization

Geneva



WORLD HEALTH ORGANIZATION

# GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH

*[The following text is a dense, illegible block of small print, likely bleed-through from the reverse side of the page. It contains various words and phrases that are difficult to decipher due to the low resolution and high density of the text.]*

**Sixty-sixth session 2011**

**Resolution adopted by  
the General Assembly**



**66/2. Political Declaration of the High-level Meeting  
of the General Assembly on the Prevention and  
Control of Non-communicable Diseases**



Promote the implementation of the World Health Organization Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children.

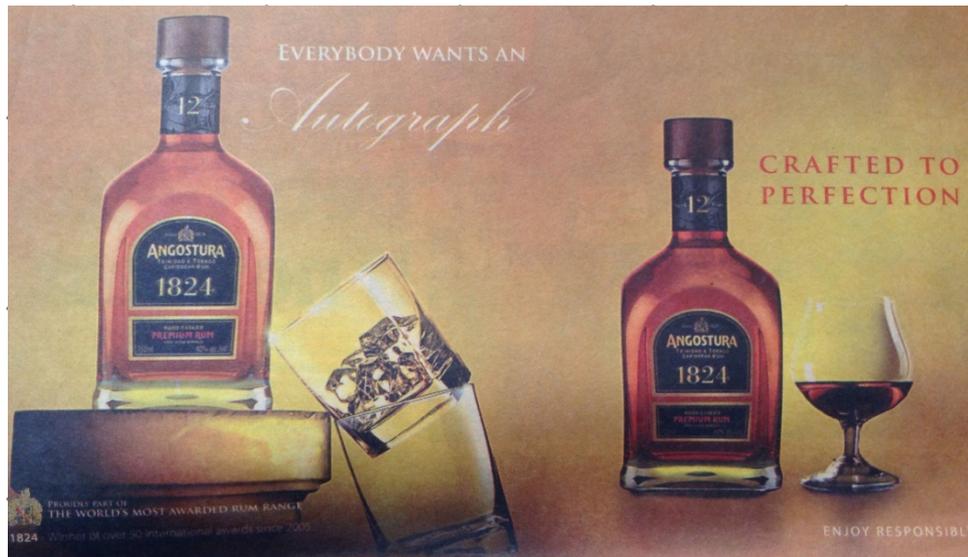


# Advertising and Marketing of Alcohol in the English-speaking Caribbean

**Dr. Rohan Maharaj**

Senior Lecturer UWI, St. Augustine, Trinidad  
Technical Advisor on Alcohol Policy, The Healthy  
Caribbean Coalition.

# Advertising Print Media Content: Subtle



## Mount Gay: a bottle full of history

### By Amy Leon Singh

BARBADOS may be known for its flying fish but the island is also known for its spirits. Not the ghostly type but more along the line of premium rums—and for most Bajans, it does not get any better than Mount Gay Rum.

Making rum since 1703, Mount Gay is the oldest rum in the world. Showcasing its unique blends, fine craftsmanship and

versatility, Aioli restaurant on October 15, opened its doors and took diners on a storied dinner with Mount Gay Rums.

Highlighting the history of this prized Barbados rum and the creativity used by master blender, Allen Smith, diners were served five different blends which included Mount Gay Silver, Mount Gay Eclipse, Mount Gay Extra Old, Mount Gay 1703 and the highlight of the evening,

Mount Gay Black Barrel. Each rum blend was paired with a meal, prepared by Aioli's executive chef, John Aboud.

Described by Mount Gay's International brand ambassador, Chesterfield Browne as "The Real McCoy", the Mount Gay Black Barrel was paired with an Indian spiced chicken with mango salsa and papadum crisps.

Bringing the rich flavours

of vanilla, cinnamon, clove, ginger and black pepper, Mount Gay Black Barrel is the ultimate in luxury. Different from other spiced rums on the market where spices are added to achieve the flavour notes in the rum, Mount Gay Black Barrel has a special ageing process where the rum will first age in a lightly toasted wood barrel and then taken out and aged again in charred bourbon barrels to achieve the flavour profile, Browne said.

For the first course, diners enjoyed dill and tomato soup with

pecans paired with Mount Gay 1703. With caramel notes with a delicate finish, 44 blends from Mount Gay's oldest reserves were necessary to create exceptional roundness in this rum.

Sharing how the premium rum got its name, Browne noted that it was named for Sir John Gay Alleyne, First Baronet of Four Hill. Sir John Gay Alleyne was a trusted friend of John Sober, who inherited the unknown Mount Gilboa Plantation/Distilleries from his father, William Sandiford in 1747. Sir John Gay Alleyne agreed to become the manager of the company



# Alcohol Producer as good corporate citizen

28 SUNDAY 2014

SUNDAY EXPRESS



## C.S.R. Year in Review 2014

Angostura attributes the sustainability of its legacy and growth as a company to its careful management of profits, people and the planet. Success is not only measured in dollars and cents. It is in the management of the environment, the care of its employees and the levels of social support of its surrounding neighbours and the national community as a whole. Over the course of 2014 the Company participated in or facilitated a number of activities which ascribed to this 'triple bottom line'. Some of these included:

### ENVIRONMENTAL ETHICS

The construction of our own waste water treatment facility on the compound to deal with all effluent coming out of the plant and continued emphasis on recycling in as many areas of its day-to-day operations as possible. These include - recycling cartons, glass, sugar bags, tinner & ink cartridges, waste of industrial metal.

Celebration of World Environment Day (W.E.D.) with a display of posters in the staff lunch room on the years theme and a Q&A session with employees who had an opportunity to win seedlings.



Environmental protection also means with energy which is the Company's main asset.

Support for the Friends of Angostura Community Mitigation Fund (FACM) aimed by providing O&M.

### COMMUNITY INVESTMENT

- Sponsored the Phoenix Foundation "It Takes a Hero" project in the Buccoo Lagoon Secondary School, Morvant.
- Field Development work days for teachers of the Buccoo Lagoon Secondary School.
- Provided support for the 'Back to School' program executed by the Chiquang Police Youth Group.
- Provided financial assistance to the Housing with Persons with a Disability for 2014 with special needs.



Sponsored the Phoenix Foundation 'It Takes a Hero' project in the Buccoo Lagoon Secondary School, Morvant.

Provided financial assistance to the Housing with Persons with a Disability for 2014 with special needs.

Field Development work days for teachers of the Buccoo Lagoon Secondary School.

### EMPLOYEE ENGAGEMENT



All Angostura we encourage staff to participate in activities that would help them give back to the community or society as a whole. One of the major activities employees participated in this year is the annual International Coastal Cleanup (ICC) where a group collected over 1000lbs of garbage during an exercise in Scotland Bay, Chaguaramas.



Part of the annual Coastal Cleanup (ICC) exercise in Scotland Bay, Chaguaramas.

Employees participating in the annual International Coastal Cleanup (ICC) exercise in Scotland Bay, Chaguaramas.

### ALCOHOL AWARENESS AND RESPONSIBLE CONSUMPTION

The Company supported and conducted several initiatives this year under the banner of Alcohol Awareness and Responsible Consumption, which forms part of its core CSR objectives. Some of these included:

- Sponsored two persons to the annual national two-week symposium on alcoholism and addiction studies hosted by CARAD in Esbjerg.
- Assisted Arrive Alive's awareness campaign through the donation of a breathalyzer, printing road safety booklets and advertising materials, as well as financial support for its 'Remember Me' walkathon.
- Placed ads in the daily newspapers promoting the concept of Designating a Driver and Knowing your Limit.



Donated an alcohol awareness and a September booklet with activities by Arrive Alive to members of the community.



Conducted workshops at three primary schools in the Buccoo Lagoon area to educate children on responsible drinking.

### SUPPORT FOR ARTS AND CULTURE AND YOUTH DEVELOPMENT

- Sponsored the Lipton Carnival Bands Competition, assistance to the Arts Council committee and over 20 sponsored students.
- Financial support for the productions of 'Jesus Christ, Superstar' and 'The Pirates of the Opera', and assistance to the Calabash Foundation for the Arts.
- Several bursaries to students under its UWI Development Fund program in a variety of academic fields.
- Financial support to the Grob Foundation for Justice.



Part of the annual Carnival Bands Competition, assistance to the Arts Council committee and over 20 sponsored students.



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# Alcohol Producer as generator of industry- Grenada



**October 14th, 2013 – St. George's, Grenada:** Grades four and five students of Sunnyside Primary School, Richmond Hill, St George take a tour of Grenada Distillers Limited



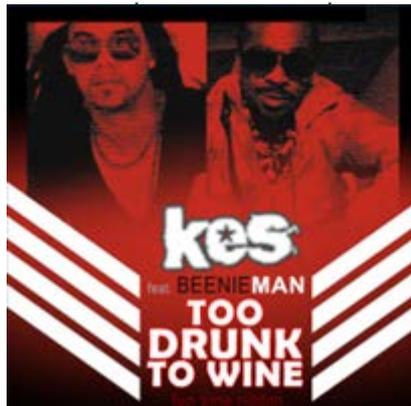
# Marketing: Carnival



# Marketing: Personality Driven



Tallpre (Popular Soca Artiste)  
Promoting pure jab rum



12 SUNDAY RUNCH DECEMBER 16, 2012  
ENTERTAINMENT



## Ravi B justifies rum lyrics

... says positive messages can be attached

OVER the years, there's been a lot of talk, with some complaining that it's a bit irresponsible on the part of artists and songwriters, to pen lyrics that promote the over-indulgence of alcohol.

Well, former Chutney Soca Monarch King, Ravi B of the band Karma, recently gave his two cents on the matter, telling *Boomchampions* 94.1FM radio personality Jahmoun Mendoza that he thinks the rum songs work once there's a positive message embedded.

His latest single, *Prescription* is receiving tremendous airplay and the masses are loving it. In it, Ravi says the doctor has given him a pre-

scripting his endorsement of designating a driver. Ravi said he felt that if *Prescription* is played as patrons leave events, they would walk away with the message that drivers should be sober as they make their way to their destinations. "Let's say *Prescription* happen to play as the walking out song when the fete finish and people would hear the line... 'driver drink sprite', and they might say oh shucks, make sure that man not drinking. It would send a message. Everything comes down to how you do it," he said.

As for the upcoming Carnival season, Ravi says he is anticipating a fruitful one.

He shone light on the fact that his



www.healthycaribbean.org

# A “smart choice” beer – only 95 calories

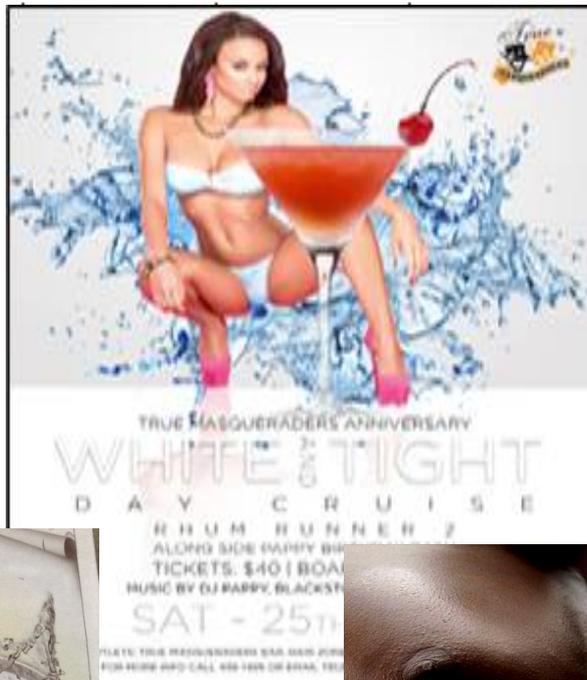




# Marketing: Erotica



Kalua 21  
Westhall  
Presents  
THE WEEKLY  
Sunset Lounge  
IT'S A  
**BEACH PARTY**  
The ultimate after work time @ BBC Beach  
The Most Authentic Caribbean Beach Time  
Live DJ Music  
Happy Hour  
Each & Every Friday  
**6 PM - 10 PM**  
3 drinks for more having \$80 in you  
Get free entry to Club Fantasia plus bottle  
Couples @ \$80 receive complimentary C  
Take part in our weekly lucky dip for a night at the  
Don't forget to try the Westhall Superb Light coo  
For Further info or RSVP, Call 444 5254 or email Kalua



TRUE MASQUERADERS ANNIVERSARY  
**WHITE & TIGHT**  
DAY CRUISE  
RUM RUNNER 2  
ALONG SIDE HAPPY BR  
TICKETS: \$40 | BOAT  
MUSIC BY DJ RABBY, BLACKST  
SAT - 25th  
PLEASE: THIS RESERVATIONS CAN ONLY BE MADE  
FOR RUM RUNNER 2 CALL 444 5254 OR EMAIL, THE



**wo-ments**  
things that make  
you go  
when it Pours  
you Reign  
White  
OAK  
ENJOY RESPONSIBLY



Jack Tron  
Rum

# SOCIAL NETWORKS



YouTube channel page for 'Cerveza Tecate México'. The page shows a video player with a beer advertisement, a 'Saltar anuncio' button, and a list of videos. The channel name is 'Cerveza Tecate México' and the page includes navigation options like 'Página principal', 'Videos', and 'Listas'.

Facebook news feed showing sponsored posts. The top post is for 'Strongbow' (Patrocinada) with the text: 'Strongbow Apple Cider. El refrescante sabor de las manzanas ahora en México.' Below it is a post for 'Ballantine's México' (Patrocinada) with the text: 'Regístrate y obtén gratis tus entradas para nuestras 15 fiestas #StayTrue Nights.' The bottom post is for 'Captain Morgan con Kimmer Bbson y 12 personas más' (Patrocinada) with the text: 'LAS MENTIRAS Y UN MAL CHISTE, NUNCA ACABAN BIEN.' The feed also shows a 'Registrarte' button and interaction options like 'Comentar' and 'Compartir'.



Twitter post from 'Absolut Vodka México' (@absolutmexico). The post includes the Absolut logo and text: 'Dice @Milenio que es la bebida más mencionada por los Absolut fans, ustedes...'. It shows 7,395 tweets, 802 following, and 27.7K followers.

Profile content for Brandy Torres (@TorresMx\_). The bio reads: 'Un amigo te da follow, un mejor amigo te sigue a todos lados. Debes ser mayor de edad para poder seguirnos.' It shows the location 'México', website 'torresmexico.com.mx', and 'Joined June 2010'. There is a 'Tweet to Brandy Torres' button and a section for '644 Photos and videos'.



Alcohol marketing reduces the age at which young people start to drink, increases the likelihood that they will drink and increases the amount of alcohol they will consume once they have started to drink<sup>3</sup>.

<sup>3</sup> Anderson, P. de Bruijn, A. Angus, K. Gordon, R. and Hastings, G. (2009) *Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies*, *Alcohol and Alcoholism*, 44 (3) pp.229-243

## •Key components

• **Information/analysis** Surveillance is essential to quantify and track noncommunicable diseases and their determinants, and it provides the foundation for advocacy, national policy and global action.

• **Best practices/health determinants** Promotion of health across the life course and prevention are the most important components for reducing the burden of premature mortality and disability due to such diseases, and are seen as the most feasible approach for many Member States.

• **Health system research** Health care innovations and health sector management that address needs arising from the epidemics are essential. Equally important is the provision of cost-effective and equitable interventions for the management of established noncommunicable diseases.