De 2.5 a 4.12 m²

70 km TransMilenio

300 km de ciclorutas

112 km ciclovía dominical
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.

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

Report of a Joint WHO/FAO Expert Consultation

World Health Organization
Geneva
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.

www.healthycaribbean.org
Advertising Print Media Content: Subtle

Mount Gay: a bottle full of history

Mount Gay Black Barrel. Each rum blend was paired with a meal, prepared by Aiol'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 papadom 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/Downtown from his father, William Sandford in 1747. Sir John Gay Alleyne agreed to become the manager of the company.

BARRADOS 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, Aiol 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.

Everybody wants an autograph.

Crafted to perfection.

Enjoy responsibly.
Alcohol Producer as good corporate citizen

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 benefits of social support of its surrounding neighbors and the national community as a whole. Over the course of 2014 the Company participated in or facilitated a number of activities which conformed to this "triple bottom line." Several of these included:

**ENVIRONMENTAL ETHICS**

The construction of our new waste water treatment facility on the compound is one of the major steps in the plant's continued emphasis on environmental management. As more and more of the daily day-to-day operations become as possible, there are efforts to reduce, recycle, reuse, replace bags, reuse & refill cartridges, waste oil and environmental pollution.

Observation of World Environment Day on June 5 with a display of posters. The list of environmental actions for this year's theme and a USA version with employees and children on the cover in some meetings.

**COMMUNITY INVESTMENT**

- Sponsored the Posadas Foundation "Students Alive" project in the Hasidic English Secondary School, Maracas.
- Development of workshops to teachers of the secondary and the secondary school.
- A number of "Posadas" programs, sponsored by the Angostura Foundation. Support to the school in training, with the exception of a few activities which conformed to this "triple bottom line." Several of these included:

**ALCOHOL AWARENESS AND RESPONSIBLE CONSUMPTION**

The company (Angostura) did so last year in its second year of the "Alcohol Awareness and Responsible Consumption," which focused on the area's awareness. Some of these included:

- Sponsored two events in the annual social awareness awareness awareness.
- The addition of two week-long programs to alcohol and tobacco education programs run by CAMACO in Tobago.
- A list for the awareness of alcohol and tobacco education programs run by CAMACO in Tobago.
- Financial support to the Carriacou Children's Association.
- Financial support to the Carriacou Children's Association.

**SUPPORT FOR ARTS AND CULTURAL DEVELOPMENT**

- Sponsored the annual Central Bikini Competition, assistance to the Arts Establishment and Active Development of the Arts. Several activities in the area's arts and culture, including the Carriacou Youth Association, its students under its DMT Development Fund program in a variety of academic fields.
- Financial support to the Carriacou Children's Association.
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.

Courtesy Mr. Dave Alexander, Drug Control Officer, Drug Control Secretariat.
Marketing: Carnival
Marketing: Personality Driven

Tallpree (Popular Soca Artiste) Promoting pure j abs rum

www.healthycaribbean.org
A “smart choice” beer – only 95 calories
No carbs – no question
Marketing: Erotica
SOCIAL NETWORKS

facebook

Strongbow
Peticionada Ø

Strongbow Apple Cider. El refrescante sabor de las manzanas ahora en México.

Ballantine's México
Peticionada Ø

Regístrese y obtenga gratis sus entradas para nuestras 15 fiestas #StayTrue Nights.

twitter

Captain Morgan con Kimmer Bbson y 12 personas más
Peticionada Ø

LAS MENTIRAS Y UN MAL CHISTE, NUNCA ACABAN BIEN.

Torres 10

Brandy Torres
@Torres10

Un amigo te da follow, un mejor amigo te sigue a todos lados. Debes ser mayor de edad para poder seguirme.

México
Torres10mexico.com.mx
Joined June 2010

PROMOTION

YouTube

Cerveza Tecate México

Anuncio: 0:46

AMUN53 de TVcervezaSOL
4 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.\(^3\)

Key components

- Surveillance is essential to quantify and track noncommunicable diseases and their determinants, and it provides the foundation for advocacy, national policy, and global action.

- 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 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.

Information/analysis

Best practices/health determinants

Health system research