

Men still wary of getting tested

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they prefer not to know. But, increasingly they are seeing the need to get checked and are doing so," he stated.

However, he said there are still some men who are wary of being tested, and he feels strongly that women have an important role to play to help ensure more men take this aspect of their health seriously.

"No one should be dying from prostate cancer or breast cancer in this day and age. Women are on top of their pap smears and mammograms, and we are going to educate the women so that they can educate their husbands and sons to make sure they too pay attention to their body," he added.

Meanwhile, noting the success to date in respect of raising awareness about prostate cancer, Public Relations Officer, Antoine Williams, said CSS is set to soon embark on a new initiative to raise the public's awareness regarding colon cancer.

Williams, who was himself diagnosed with colon cancer a few years ago and underwent a successful surgery, said the programme will be similar to the initiative CSS has done in terms of prostate cancer, where it will have a practical testing component and an educational component, utilising a variety of media to get the message out. With that in mind, he said the programme, which will be done in conjunction with the hospital, will be fully rolled out soon.

"It has already been launched, and we are working out the logistics," he said.

Williams said that there is definitely a need to raise awareness about colon cancer, as the number of persons being diagnosed and deaths as a result of the disease are becoming increasingly alarming. He made the point while noting that quite a bit of focus is placed on prostate cancer and breast cancer, but persons tend to overlook colon cancer which affects both men and women, and this must change. (JRT)

CSS has new home

CANCER Support Services (CSS) has relocated from Belmont Road to Dayrells Road and the new home is giving the organisation much needed space to continue its current initiatives and also expand on them going forward.

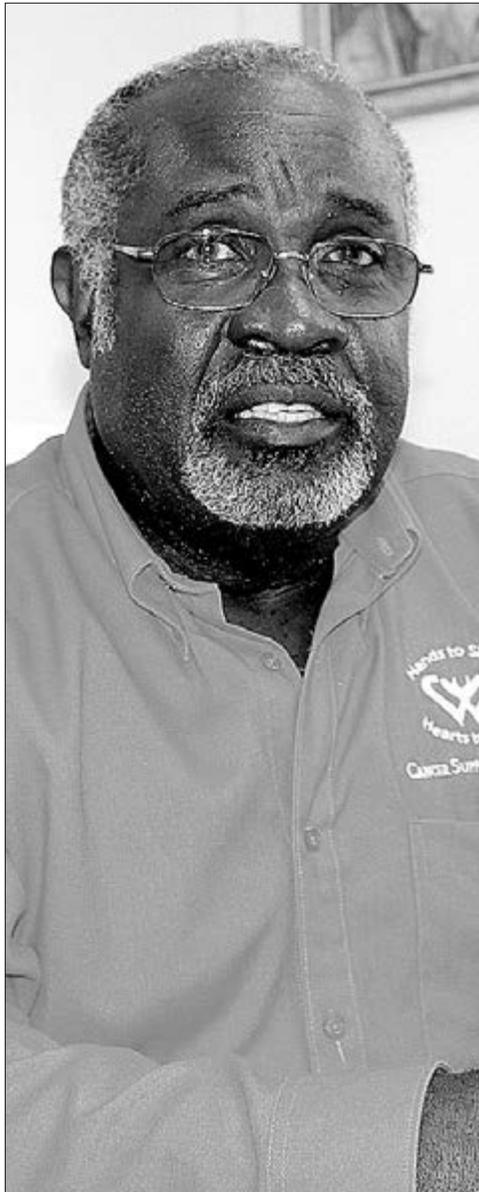
"The issues we had in the other building, especially when we had gatherings was the space. The space was limited, the ability to be flexible and do different things were limited and overall the building just didn't meet our needs. It probably was good ten years ago, but as we continue to grow we definitely needed more space," President Henderson Griffith said in an interview with *The Barbados Advocate* as he reflected on the move which occurred last month.

Griffith's comments came as he reflected on the public's knowledge about cancer, noting that while more Barbadians are becoming aware about the need to be tested, this awareness has not happened as fast as they would like it to. To that end, he said the intention is to broaden their scope in terms of services they offer the public as they continue to offer support to those who have received cancer diagnoses and seek to encourage as many Barbadians as possible to know if they are at risk of getting cancer and what to do to ensure they catch it before it is too late.

"For Barbadians who generally don't like to get tested, especially the men, we are trying to do a lot of education for all types of cancers and that is one area where we are going to try to broaden our scope," he said.

The CSS President said this is occurring at a time when financing of organisations like his is a bit challenging, given the current economic environment.

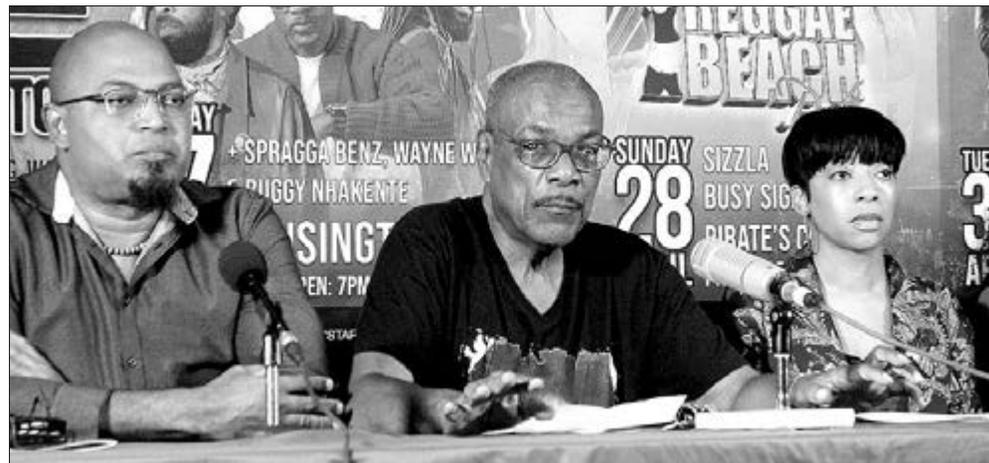
"It has been hard and I don't have a lot of faith the subventions are going to continue at the level they were, so we are working on a campaign now to talk more to the private sector to get more support from them. We are trying to make sure we get our fundraising going, as our funds go directly back into the



President of Cancer Support Services (CSS), Henderson Griffith.

organisation and the programmes we offer," he said.

Additionally, he said that they are hoping to see their membership increase. He explained that there was some growth last year and they want to see it continue on that upward trajectory. (JRT)



LIAT's Chief Executive Officer, Egbert Riley, Director of FAS7STAR, Al Gilkes and Destine Media- Buju Banton Publicist, Ronnie Tomlinson at last Friday's Barbados Reggae Festival Media Launch.

LIAT increases capacity for Barbados Reggae Festival

By Marsha Gittens

REGIONAL CARRIER, LIAT will be "increasing capacity" into Barbados for the upcoming Barbados Reggae Festival.

LIAT's Chief Executive Officer, Egbert Riley made this disclosure as he addressed last Friday's Barbados Reggae Festival Media Launch held at the Caribbean Media Corporation (CMC).

He further stated the airline will be "putting into the market special fares for the Festival into Barbados." Riley also disclosed that there has been a noticeable rise in persons purchasing airlines tickets from some Caribbean countries to ensure that they are in the island for the upcoming event.

"What we have noticed over the last few years, year on year, is a steady increase in airlift from all of our destinations into Barbados for the Festival. This year there is an obvious bump in particular from markets such as Trinidad, French West Indies, Martinique and St. Lucia. Our airlines are increasing capacity into Barbados and we will continue to market the demand for those

flights to see if there is room for us to increase that even further."

The 2019 Barbados Reggae Festival comprises three events - the Barbados leg of the Buju Banton Long Walk To Freedom Tour on April 27th, the Reggae Beach Party on April 28th and the Vintage Reggae Show and Dance on April 30th.

Speaking particularly about what patrons can expect for the first event, Buju Banton Publicist, Ronnie Tomlinson said the singer, whose real name is Mark Myrie, will be bringing energy when he graces the local stage. She said the Jamaican dancehall recording artist, who was recently released after spending seven years in prison in America, has already begun preparations for the event.

"Currently, Buju is rehearsing. The band is pretty much, with the exception of one member, the entire band is back together... and will be performing here along with Buju. The band is performing four days a week rehearsing. He is also a part of those rehearsals and I can tell you and guarantee the energetic, charismatic Buju onstage that we all love is coming and that is what we are going to see."

Taxes affecting consumer habits: Study

A STUDY done on the tax applied to sugar-sweetened beverage has found that it was effective in lowering the sales of SSBs and increasing sales of non-SSBs in a major retail establishment.

"We found evidence to suggest that consumers may have changed their behaviour in response to the tax by purchasing cheaper sugary drinks, in addition to substituting to untaxed products," according to the team of researchers. The team comprised Miriam Alvarado, Nigel Unwin, Stephen Sharp, Ian Hambleton, Madhuvan Murphy, T. Alafia Samuels, Marc Suhrle and Jean Adams.

Sales of SSBs were lower than predicted over the 59-week post tax period whereas those of non-SSBs were higher in the same period. Sales of bottled waters also picked up at the end of the study period.

"Sales of other non-SSBs increased overall, although at the end of the study period there was no evidence of a

difference," the survey found.

In June 2015 the Government of Barbados announced the introduction of a 10 per cent ad valorem tax on SSBs to help combat the consumption of sweetened beverages and address the high burden of non-communicable diseases in Barbados.

Taxable products included sweetened beverages that contain added high calorie sweeteners. Bottled waters, 100 per cent juices, coconut water, unsweetened milk and powdered drinks were exempt.

"Initial analyses of price changes following the Barbados tax suggest that SSB prices increased by almost six per cent while prices of non-SSBs remained constant," according to a report on the findings.

The team of researchers undertook the study against the background of the World Health Organization (WHO) advocating for the SSB taxes as part of a broader non-communicable disease prevention strategy.