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NEWS RELEASE

Caribbean Public Health Agency Launches Unique Health Assurance Stamp, and Mobile App to Protect Tourism Industry

Pot of Spain, Trinidad and Tobago (October 20, 2020) As part of its ongoing efforts to mitigate the impact of Coronavirus Disease 2019 (COVID-19) and other public health threats, the Caribbean Public Health Agency (CARPHA) is preparing to officially launch two important initiatives to protect the Region's tourism sector and safeguard the health and safety of residents and visitors.

Dr. Joy St. John, CARPHA's Executive Director, explained that the new tools, which will debut on [November 5, 2020](#), are part and parcel of CARPHA's [Traveler's Health Program \(THP\)](#), which provides an early monitoring and response system to public health issues that impact tourism.

The THP, set up several years ago by CARPHA with funding from the Inter-American Development Bank (IDB), is a key outcome of a unique partnership established six years ago to bridge collaboration between health and tourism authorities aimed at safeguarding the health of travelers and employees in the hospitality industry.

The [Caribbean Travelers Health Assurance stamp for Healthier Safer Tourism \(HST\)](#) is a measurable and verifiable recognition award for tourism entities and destinations that are implementing the recommended proactive COVID-19 health monitoring and safety measures.

"Caribbean travelers now have the added assurance of a healthier, safer option for accommodations (hotels, guesthouses) and services (transport, tour operators) awarded the HST stamp," said Dr. St. John, who noted the stamp has been officially approved by the Caribbean Tourism Organization (CTO) and the Caribbean Hotel and Tourism Association (CHTA), the region's preeminent tourism bodies.

The public health expert explained that hospitality facilities awarded the HST stamp will be listed as preferred options on the Caribbean Traveler's Health Mobile App. Awardees will also later be listed on the websites of CARPHA and CHTA, with links to regional and international health and tourism stakeholders.

The [Caribbean Traveler's Health Mobile App](#) is a unique, multifaceted, health information repository, designed for travelers and health and tourism stakeholders. It provides travel health information by each Caribbean destination (inclusive of vaccination requirements, health care facilities, accommodations listings), health alerts of current public health issues, COVID-19 proactive/prevention measures, and travel requirements by country (testing, health screening, pre-approval, and tracking). It links directly to CARPHA's COVID-19 situation reports, guidelines, and the THP. The app also identifies accommodations and other hospitality facilities within a destination that have been awarded the Caribbean Travelers Health Assurance stamp.

Dr. Lisa Indar, Director of Surveillance and Head of the THP, explained that the app will be expanded next year to include cruise ships that have been awarded the stamp. "CARPHA is uniquely resourced and positioned to provide reliable travelers health information of this detail and magnitude," she added, explaining that the app has been designed for both [iOS](#) and [Android](#) platforms.

In addition to the stamp and the app, CARPHA's [Proactive COVID-19 Health Measures for Tourism](#) are aimed at building travelers' assurance, tourism resilience, and regional health security. The measures include utilizing the Tourism and Health Information System (THiS), a web-based, early warning and response information

system to capture illnesses in real time and thereby reduce spread and reputational damage; certified training in COVID-19 health measures for the hospitality sector (including testing, masks, social distancing, handwashing hygiene, sanitization, and response from visitor arrival to departure); guidelines and checklists; hospitality health, safety and environmental sanitation (HSE) operational standards.

CARPHA is a global pioneer in tourism-health partnerships, having worked with tourism stakeholders in the Caribbean over the past six years on health safety, education and training matters. Earlier this year in March, CARPHA partnered with CTO, CHTA, the Global Tourism Resilience and Crisis Management Center (GTRCMC), and the Organisation of Eastern Caribbean States Commission (OECS) to form the COVID-19 Tourism Task Force to launch Caribbean health, safety and sanitation guidelines and training for thousands of the Region's tourism employees.

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About the Caribbean Public Health Agency

The Caribbean Public Health Agency (CARPHA) is the new single regional public health agency for the Caribbean. It was legally established in July 2011 by an Intergovernmental Agreement signed by Caribbean Member States and began operation in January 2013. The Agency is the Caribbean region's collective response to strengthening and reorienting its health system approach so that it is equipped to address the changing nature of public health challenges. The approach is people-centered and evidence-informed. CARPHA is leading the COVID-19 regional health response.

For more information visit www.carpha.org

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing the interests of national hotel and tourism associations. For more than 55 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 33 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, legislative issues, emerging technologies, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most. For further information, visit www.caribbeanhotelandtourism.com.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), which is headquartered in Barbados, is the Caribbean's tourism development agency comprising membership of the region's finest countries and territories including Dutch, English, French and Spanish-speaking, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean. For more information on the Caribbean Tourism Organization, please visit www.OneCaribbean.org and follow CTO on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) to be part of the conversation.

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