

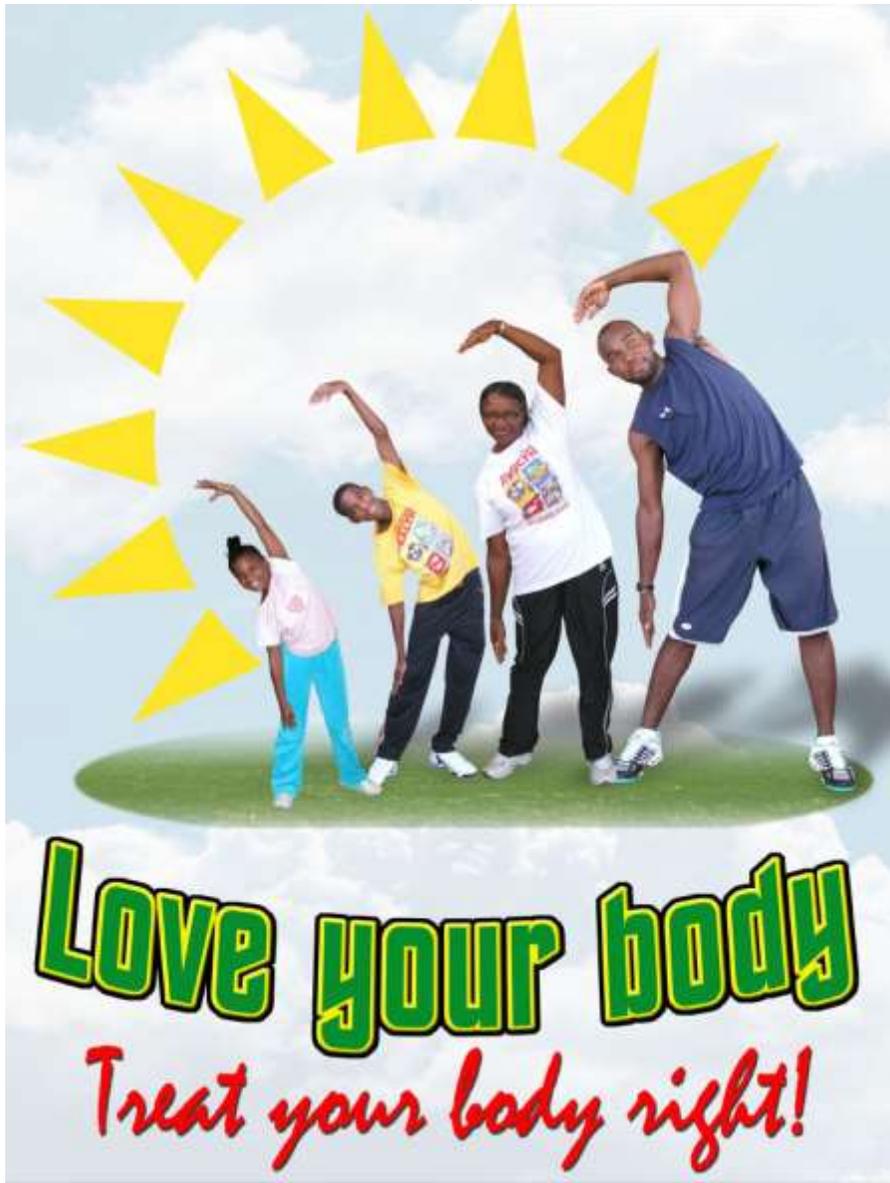


Ministry of Health

JAMAICA

CARIBBEAN WELLNESS DAY 2015

“HEALTHY LIFESTYLE, HEALTHY AGEING”



Background

In recognition of the increased prevalence of the Chronic Non Communicable Diseases (CNCDs) and the burden that they place on the health sector, the CARICOM Heads of Government met on September 15th 2007 and issued the historic Port of Spain Declaration “Uniting to Stop the Epidemic of Chronic Non Communicable Diseases”. The second Saturday in September was declared **“Caribbean Wellness Day”** in commemoration of this landmark summit.

The concept for Caribbean Wellness Day (CWD) is to highlight, strengthen or initiate sustainable population based healthy lifestyle initiatives and the partnerships that will make them possible. It was not intended for CWD to be confined to a day or one Special Event. It is intended that activities leading up to the day, on the day and after stimulate workplaces, schools, Faith-Based Organizations and the community at large to see “Every day as a Wellness Day” and incorporate health promoting activities in their organization. The Regional slogan for Caribbean Wellness Day is “Love that Body” and Jamaica adapted it to **“Love your body; Treat your body right”** which was a slogan used previously in Jamaica’s Healthy Lifestyle Campaigns.

CWD 2008-2011 Local to Global

The first four years of CWD focused on raising awareness at national, Regional and International levels by mobilizing a whole of society approach for addressing NCDs at national level i.e. government, private sector, civil society and faith based stakeholders; which included the development and implementation of national NCD plans.

CWD 2012 – 2015 Preventing and Controlling NCDs throughout the Life Course

In 2012, a new approach was adopted that is a life course approach to NCD prevention and control and mainstream the activities around CWD observations into national NCD programming for sustained efforts. In this light, the following focus and themes were proposed by CARICOM and implemented by the Caribbean inclusive of Jamaica:

- 1) 2012 focused on children under the theme *‘Building the foundation for building healthy lifestyles’*.

Jamaica collaborated with Ministry of Education and brought focus to the continuing efforts of both Ministries to establish schools in Jamaica as Health Promoting Schools

- 2) 2013, focused on YOUTH ages 15-29 under the theme '*Safeguarding the health of our youth for a brighter future*';

Jamaica collaborated with National Centre for Youth Development and focused on key health messages emanating from the Public Health (Tobacco Control) Regulations 2013 which was introduced in July of that year.

- 3) 2014 focused on Adults '*Preserving the workforce for National and Regional development*';

Jamaica collaborated with the Ministry of Sports, the Ministry of Labour and Social Security and the Human Resource Association of Jamaica in promoting the importance of workplaces establishing wellness initiatives. Some workplace wellness initiatives were highlighted and the Ministry of Health engaged workplaces in testing a draft of the Physical Activity Toolkit & Guidelines for the Workplace.

- 4) 2015 the focus will be on the ageing population '*Improving the quality of life of the Regions' ageing population*'.

Overview CWD 2015

The theme for Caribbean Wellness Day 2015 is “Healthy Lifestyle, Healthy Ageing”. As the elderly is the focus for CWD this year, the Ministry of Health has sought to partner with the National Council of Senior Citizens whose mandate is the welfare of all senior citizens 60 years and older .They annually commemorate the month of September as Senior Citizen month. The outcome of the collaboration is the execution of a National Event in the form of a mini Wellness Expo at the Emancipation Park; the execution of parish activities and the exploration of sustainable health initiatives for the elderly beyond CWD.

1. Goal & Objectives for Caribbean Wellness Day:

Goal:

To engage senior citizens across the island in activities which promote healthy aging through partnership with the governmental, non-governmental organizations and private sector.

Objectives:

- To collaborate with the National Council of Senior Citizens to host a National event and parish activities that will promote the benefits of physical activity, healthy eating, good mental and oral health and facilitate screening for NCDs for the elderly.

- To strengthen the partnership with the National Council of Senior Citizens and facilitate collaborative sustainable health promoting activities for the elderly beyond CWD.
- To engage the Ministry of Local Government & Community Development to incorporate sustainable healthy lifestyle initiatives in the Infirmaries.
- To engage private sector, and non-governmental organizations to incorporate sustainable initiatives to promote healthy ageing.

2. Activities for Caribbean Wellness Day

1) Media Launch (Sept. 9, 2015)

2) Wellness Expo at Emancipation Park (Sept. 11, 2015)

- a) Outside Broadcast
- b) Screening (Vision, Blood Pressure, Blood Sugar, Cholesterol, Limited ECG)
- c) Physical Activity Demonstrations & Competitions (eg. Hula Hoop & Dance)
- d) Food Demonstrations & Sampling
- e) Education Sessions
- f) Entertainment package

3) Parish Activities (Calendar Attached)

The parish Health Departments will partner with the local council of senior citizens to facilitate healthy lifestyle initiatives for the elderly. A Healthy Eating and Physical Activity initiative is mandated but the other areas for focus are Mental and Oral Health as well as Screening for and management of NCDs.

4) Promotion of Key Health Messages and Activities for the Elderly through the engagement of :

- a) National Council for Senior Citizens
- b) Ministry of Labour & Social Security
- c) Ministry of Local Government & Community Development
- d) Other members of the Public Sector
- e) Faith Based Organizations
- f) Seventh Day Adventist Health Ministry as they commemorate September as wellness month.
- g) Private Organizations

JAMAICA

CARIBBEAN WELLNESS DAY

