



DOMINICA

CARIBBEAN WELLNESS DAY 2017 ACTIVITIES

Theme: Love that body: **#GetFitDontQuit**

As customary Dominica will observe the day and celebrate one month of activities. Activities are held in collaboration with stakeholders to include: Faith based Organizations, government ministries /agencies and organizations, schools, colleges, youth organizations, pharmacies, health clubs, corporate Dominica and NGOs.

Caribbean Wellness Day planning session began with a stakeholders' planning meeting where a theme was selected, with the focus on the **Youth** -15 – 29 years.

This year's activities will run from September 1st to October 7th, 2017, to include the following:

- The Ministry of Health and Environment /Health Promotion will launch Caribbean Wellness month of activities on September 1st 2017. The launching will be a three-prong activity.
 1. Launch of Caribbean Wellness Day.
 2. Launch of two health education booklets on Tobacco and Diabetes for primary school students between the ages of 5 to 13 years. These booklets were funded by Pan American Health Organization and
 3. A stakeholder consultation on Tobacco which raises the awareness on the effects of tobacco and second-hand smoke on the body (individual), family and society.
- A radio address by the Minister for Health and Environment will be aired on Caribbean Wellness Day, September 9, 2017
- Health Promotion Unit will spearhead a social media campaign in collaboration with youth leaders who have a wide social media influence in Dominica to encourage the Dominican youth to share photos and videos of themselves doing a physical activity, eating healthy or any other health promoting activity on their social media accounts using **#GetFitDontQuit**
- Beach Ball Competition at Layou Beach. This include football and volleyball competitions, healthy eating and food fair. Teams/ Group registration consists of a written a paragraph on the benefits of physical activity in fighting NCDs. This will be done in collaboration with the Dominica Olympic Committee and the Dominica Volley Ball Association.
- The Adult Education Division in partnership with Health Promotion has planned a National Exhibition displaying the works of young people and a Literacy Day which highlights the importance of nutrition education in young adults.
- The Dominica Council on Ageing in partnership with Health Promotion has programmed a two-week long exercise called *Seniors Go To School*, including a panel discussion.
- Cardio Jam, Health Walks and Health screenings in partnership with Jolly's Pharmacy.

- The Health Promotion Unit will join the Seventh Day Adventist Churches, and other Faith Based Organizations, the seven Health Districts of the Ministry of Health and Environment and the National HIV/AIDS Response Unit in undertaking Health Walks, Health Screenings, Health talks/lectures and health fairs.
- Mass Aerobics on the Dame Eugenia Charles Boulevard in partnership with the Fitness Plus Gym.
- Annual Walk and Rally of Dominica Cancer Society on October 7, 2017, highlighting cancer survivors and families and young people whose parents succumbed to cancers.

The Press will be invited to provide coverage for the events