Public Education & Media Campaigns in the Caribbean

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What Do we Have?


- Supportive Culture and art form for innovative methodologies
Successes

• Immunization (Make measles history)

• Cholera Prevention

• Clean up campaigns
Challenges

• Competing issues
• Outing of Fires
• Medical approach
• Lack of Funds
• Exclusion of Research
• Interpretation of education/communication: Process vs Product
• Stand alone campaigns (should be part of a comprehensive programme)
Caribbean Charter for Health Promotion (1993):

Provides a Framework for planning interventions:

- Formulating Healthy Public Policy
- Reorienting Health Services
- Developing Increasing Personal Health Skills
- Empowering Communities to achieve well being
- Creating Supportive Environments
- Building Alliances with emphasis on the media
“HEALTH IS EVERYBODY’S BUSINESS”
Sir George Alleyne speaks on Health and Development
Youth speak on Health as Everybody’s Business
“MY HEALTH IS MY RESPONSIBILITY”

2001
“ENJOY LIVING BE FIT  (Move for Health)”

2002
MAKING IT AGAINST ALL THE ODDS... With determination and grace
“HEALTHY CHOICES: A Way of Life”

2003
“BE HEALTHY: IT’S WORTH IT!!!”

Reducing Obesity and Sedentary Living 2004
Mini Health Fair

Saturday April 16th

Mini Health Fair: Testing, Immunization, BMI for children, Displays, Healthy Eating for children, Exercise, etc.
HEALTH PROMOTION MONTH - April 2005

Theme:

“Healthy Children Make Healthy Adults”
Primary Schools Quiz

Areas of Focus

- HIV/AIDS
- Diet & Nutrition
- Physical Activity
- Personal Hygiene
- Mental Health
- Oral Hygiene
Youth Forum

Date: May
Venue: Learning Resource Centre – Couva

Guest speakers:
Errol Fabien,
Michael Philip,
Maximus Dan,
Danielle Jones,
Darren Ganga.
Supportive culture

• Community Action
• Enabling Art form:
  Calypso
  Reggae
  Theatre - Arts in Education, Theatre in Education, Edutainment
THE JOURNEY CONTINUES