

Public Education & Media Campaigns in the Caribbean

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What Do we Have?

- A Framework: Caribbean Charter for Health Promotion (1993)
- 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 PROMOTION MONTH

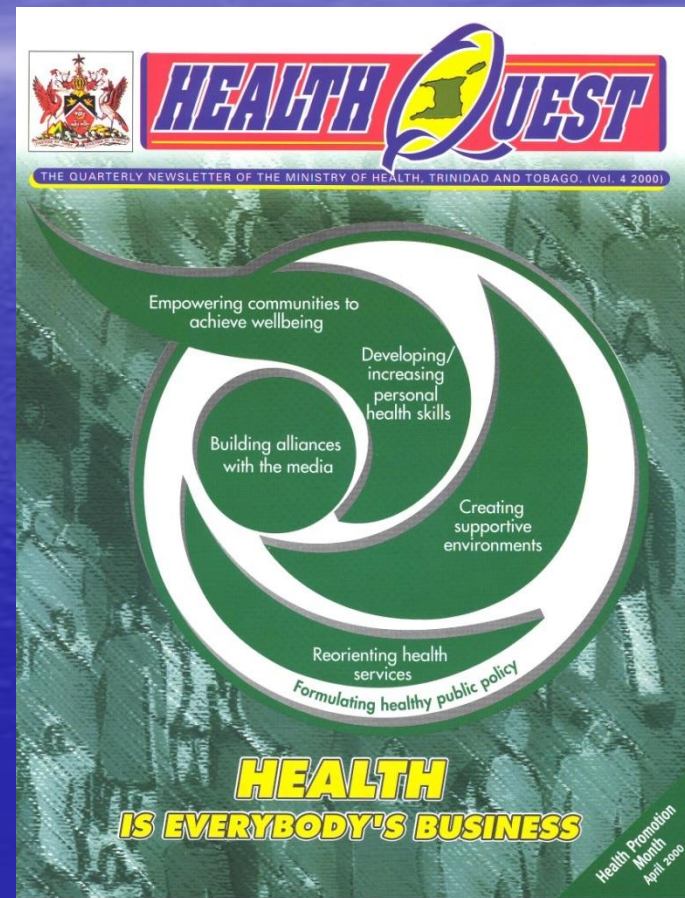
2000-2005



Towards an Improved Quality of Life

**“HEALTH IS
EVERYBODY’S
BUSINESS”**

2000





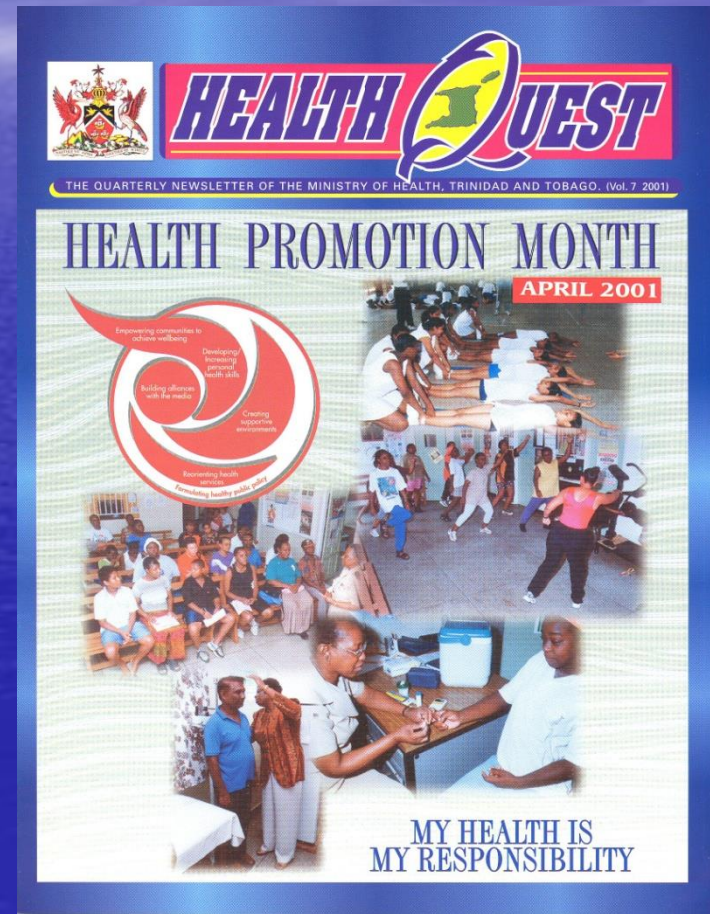
Sir George Alleyne speaks on Health and Development



Youth speak on Health as Everybody's Business

**“MY HEALTH
IS MY
RESPONSIBILITY”**

2001





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

2002

5k Walk/Run & Fun Aerobics

Saturday April 16th



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**

