

PRESS RELEASE

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Men's Health Week Concluded with Hike and Beach Day at Pineapple Farms

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Men's Health Week in the Virgin Islands came to a close over the weekend with a scenic hike and beach day at Pineapple Farms in Brewers Bay, hosted in collaboration with BVI Eco Adventures.

The event capped off a week of activities focused on raising awareness and sparking action around men's physical, mental, and emotional well-being.

Minister for Health and Social Development, Honourable Vincent O. Wheatley while reflecting on the importance of the initiative stated, "Men's Health Week is more than a campaign—it's a call to action. We must keep encouraging our men to prioritise their health, speak up when they need support, and take full advantage of preventative screenings. These events help create a culture where wellness is normalized and supported at every level of society."

This year's observance was spearheaded by the Office of Gender Affairs and followed the theme, "*Strong Minds, Strong Bodies – Navigating Men's Health from Crisis to Recovery*," which also highlighted the need for holistic care and early intervention.

Among the week's highlights was the high-energy Men's Street Workout Session led by fitness trainer Mr. Esau Andrews which encouraged men to embrace active lifestyles while fostering connection through movement.

A panel discussion brought together local experts and advocates to explore critical issues impacting men's health. Panelists included Psychologist Dr. Michael Turnbull, Fitness Enthusiast Mr. Mackenzie Baltimore, Medical Doctor, Dr. Chrisel Bovell-Chichester, and Financial Secretary Mr. Jeremiah Frett.

Topics ranged from building mental resilience and the benefits of preventative care to breaking the silence around illness.

In addition to physical activities and discussions, the week featured a clothing drive, where gently worn clothing was collected and handed over to the Family Support Network (FSN) and donation of food baskets to the Social Development Department to be distributed to men in need.

This initiative added a practical and supportive element to the week, reflecting the community's commitment to dignity and care for all.

Throughout the week, personal stories from men across the Territory were shared on social media. These testimonies offered insight into real-life experiences of navigating health challenges and finding strength in recovery. The stories also served as important reminders that men are not alone, and that support is available.

A final hike and beach day was held where men were reminded of the value of nature, rest, and reflection as key elements of a healthy life.

The Office of Gender Affairs extends sincere thanks to all partners, facilitators, and participants who contributed to the success of Men's Health Week. The public is encouraged to continue championing efforts that uplift and empower men across the Virgin Islands.

The Ministry of Health and Social Development remains committed to improving the health and social well-being of the people of the Virgin Islands.

Gallery

