GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

Tel: (284)468-2730
Official Government Website:
https://gov.vg

Ministry of Health Launches Video Competition to Beat Diabetes

Release Date: 15 October, 2025



The Ministry of Health and Social Development has launched a video competition to promote diabetes aware and prevention.

The “Beat Diabetes Before It Starts” Video Competition calls on students in grades two through six to create a 45–60 second video that highlights healthy lifestyle choices that can help prevent diabetes.

Public Health Officer, Ms. Renee Leonard said that the competition is designed to raise awareness among young people and families about the power of prevention.

Ms. Leonard said, “Diabetes is a growing health concern in our Territory, but the good news is that many risk factors can be reduced through lifestyle choices,” Ms. Leonard stated that by engaging our young people, we are helping them to take charge of their health and inspire their peers, families, and communities to make healthier decisions every day.

Students are encouraged to produce short, engaging videos that highlight:

- Fun ways to stay active from walking, dancing, and sports to everyday movement
- Eating healthy foods and reducing the intake of processed and junk foods
- Choosing water over sugary drinks to stay hydrated and energized.
- Why preventing diabetes matters for individuals, families, and the wider community.

Quick Tips to Beat Diabetes Before It Starts:

- Aim for at least **30 minutes of movement** every day.
- Fill half your plate with **fruits and vegetables** at mealtime.
- Swap sodas and juices for **water or fresh coconut water**.
- Get enough **sleep and manage stress**, which also impact blood sugar levels.
- Visit your healthcare provider for regular **checkups and screenings**.

The deadline for video submissions is November 5, and winners will be announced on World Diabetes Day, November 14. Exciting prizes sponsored by Unite BVI await the top three entries, with first, second, and third place awards recognizing

the most creative and impactful videos.

The Ministry of Health encourages teachers, parents, and community leaders to support students in participating, as the competition not only celebrates talent and creativity but also promotes healthier futures for all.

For more information and submission details, contact Ms. Leonard at telephone 468-2273. Together, let's "Beat Diabetes Before It Starts."

The Ministry of Health and Social Development remains committed to protecting and promoting the health and social well-being of the people of the Virgin Islands through effective policies, sustainable programmes, and strategic partnerships that support a safe, healthy, and resilient society.

For Additional Information Contact:

Natasha Lettsome-Humphrey
Public Health Communications Specialist
Ministry of Health and Social Development
Telephone: 468-2286

Email: nlettsome@gov.vg