GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

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Ministry of Health Launches “What the Health BVI” Programme

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The Ministry of Health and Social Development has launched a new public health education programme, *What the Health* BVI, aimed at increasing awareness and understanding of priority health issues affecting the Virgin Islands.

The programme is a monthly social media initiative designed to provide residents with accurate, relevant and practical information on a wide range of health topics, including chronic diseases, sexual health, nutrition, physical activity, and other matters that impact individual and community wellbeing.

Chief Medical Officer, Dr. Ronald Georges said the initiative forms part of the ministry's continued efforts to empower residents to take greater control of their health.

Dr. Georges said, "Public education is one of our most powerful tools in protecting the health of our people. *What the Health* provides a platform for open and honest conversations about the issues affecting our Territory, while equipping residents with the information they need to make healthier decisions."

The programme features candid, impromptu interviews with members of the public, who answer general health questions and speak on emerging health concerns, while subject matter experts provide insight and expert perspective.

Public Health Officer, Ms. Tisa Donovan said, "We recognise that informed communities are healthier communities. *What the Health* allows us to connect directly with residents and provide clear, reliable information that supports prevention and early intervention."

The programme will also support national campaigns and observances, including initiatives addressing obesity, sexual health, diabetes and other chronic conditions.

According to Ms. Donovan, the platform will help to strengthen communication between the ministry and the public, while reinforcing positive health behaviours.

The first episode will air on Friday 27 February at noon on Government of the Virgin Islands Facebook page. "We encourage the community to talk to us when they see us out in the community as we continue to promote a healthier Virgin Islands through awareness, prevention and information," Ms. Donovan added

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.

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