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Health Ministry relaunches ‘Better For You’ campaign

- *Aims to help Jamaicans make healthier food choices*

KINGSTON, Jamaica. Monday, March 25, 2024: The Ministry of Health & Wellness has relaunched its ‘Better For You’ campaign, as part of ongoing efforts to help Jamaicans make healthier food choices for their good health, and in particular when dining out.

“Jamaicans are dying young from being plagued by non-communicable diseases (NCDs). The foods we consume daily contribute to us being hypertensive or diabetic, and the list continues,” noted Minister of Health & Wellness, Dr. the Hon. Christopher Tufton.

He was speaking as part of a panel discussion at the relaunch, which was hosted at the Jamaica Pegasus Hotel on March 21, 2024.

The event saw the participation of restaurants that have joined the initiative with the offer of healthier menu options for customers; as well as the announcement of the campaign brand ambassador, Ms. Kimberly Nain – attorney, singer and senior policy analyst with the Ministry.

“As working class and busy people, we sometimes do not have adequate time to prepare a meal and have to resort to fast-food restaurants. This is why we are engaging these establishments to have healthier food options on their menu boards to cater to those who would like to have a healthier meal,” explained Dr. Tufton.

Unhealthy lifestyle choices contribute to the growing NCDs problem faced by Jamaica.

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In 2017, more than half of the population 15 years and older was overweight, one third had high blood pressure, 10% had diabetes, and 17% had high cholesterol.

Thursday's event, meanwhile, attracted the participation of several social media food influencers and other stakeholders who sampled the offering of healthier food options from the participating restaurants present.

Those restaurants include Burger King, Island Grill, KFC, Subway, Tai Tai Ice Cream Rolls, 24 Seven Café at the Jamaica Pegasus, Little Caesar's Pizza, Pizza Hut, and Wendy's. The healthier options on their menu boards are distinguished by a Better for You logo that identifies them as such.

The Ministry is also seeking to partner with hotels and caterers to offer Better for You meeting and conference packages, in support of the workplace wellness programme

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