



MINISTRY OF
**HEALTH &
WELLNESS**



Corporate
**Wellness
Challenge**

BRIEF

**MEKA
MOVE**

CORPORATE WELLNESS CHALLENGE – 8x8 Edition

The Corporate Wellness Challenge – 8x8 Edition is an eight-month national workplace wellness initiative organised by the Ministry of Health and Wellness. Running from July 2025 to February 2026, the challenge promotes physical activity, healthy eating, and regular health checks across Jamaican workplaces.

INTRODUCTION & BACKGROUND

The Corporate Wellness Challenge – 8x8 Edition is a flagship initiative under the Jamaica Moves programme, the Ministry of Health and Wellness' national campaign to promote healthy lifestyles and reduce non-communicable diseases (NCDs). Building on previous implementation, this edition of the challenge responds to alarming national data: 80% of deaths in Jamaica are due to NCDs, with high rates of obesity, hypertension, and diabetes reported in the Jamaica Health and Lifestyle Survey III (2016–2017).

Launched in 2017, Jamaica Moves has focused on encouraging healthy eating, regular physical activity, and annual health checks through mass engagement. While the pandemic slowed public momentum, the need for lifestyle-based prevention remains urgent. The Challenge aligns with the National Health Promotion Strategic Plan for NCDs and Vision for Health 2030, both of which emphasise the importance of addressing modifiable risk factors, such as unhealthy diets and physical inactivity, through innovative strategies to drive behaviour change.

OBJECTIVES

The Corporate Wellness Challenge – 8x8 Edition aims to reduce the prevalence of modifiable risk factors for non-communicable diseases by promoting wellness in the workplace. Specifically, it seeks to:

- Engage working adults in increased physical activity through workplace-based and regional events over an eight-month period.
- Provide health education to working adults, focusing on physical activity, healthy eating, smoking cessation, and safer sex practices through participating organisations
- Facilitate health screenings for employees, promoting early detection and greater awareness of key NCD indicators.
- Promote sustained behaviour change in workplaces through a points-based competition format and practical strategies.

- Increase awareness of NCDs and modifiable risk factors across the working population through structured and accessible activities.
- Encourage active engagement in healthy eating, aligned with national dietary guidelines.

TARGET AUDIENCE

Primary Participants: Workplaces

Geographic Focus: National

Demographics: Members of the workforce, across various sectors and age groups

KEY FEATURES OF THE CHALLENGE

The *Corporate Wellness Challenge – 8x8 Edition* offers a diverse mix of activities that promote healthy living in the workplace through fun, interactive, and inclusive formats. The challenge is designed to engage organisations through a points-based competition across eight core areas of wellness:

Area	Activity	Time Frame	Participation Format
Physical Activity	Road Races: Corporate teams register for regional races.	July–February	Points are awarded based on participation rates, with bonuses for attending races outside their region.
	Nature Hike: Corporate teams register for hike	July	A 6 km hike (with a 2–3 km abridged route for older staff).
	Office Workout Series: Companies host internal or joint workout sessions.	July–January	Points are based on staff turnout and the number of external organisations engaged.
	Park Run & Obstacle Course	September – Caribbean Wellness Day	One park run per region, with points for local and cross-regional participation. The obstacle course will be held in Kingston, featuring an inclusive, age-friendly format.

Area	Activity	Time Frame	Participation Format
Nutrition	Recipe Competition	July	Entities submit healthy recipes (single or across meal categories) using local foods and detailing nutritional value.
	Cook-Off	November	Top four companies compete live. Recommended venue: Jamaica Food and Drink Kitchen Studio.
	Side Quest	July–February	Each workplace's nutrition environment will be assessed and support provided to improve what exists. Companies will be awarded for their improved environment.
Health Checks – Know Your Numbers	Health Screening: Companies will facilitate in-house screening activity or facilitate the attendance of staff members at MoHW regional' Know Your Number' events	July–March	Points are awarded based on the percentage of staff screened internally or externally
Health Education	Health Education Sessions	July–February	Each workplace is required to conduct sessions covering at least three of the following topics: <ul style="list-style-type: none"> • Smoking cessation • Sexual health • Physical activity • Healthy eating • NCDs / Know Your Numbers • Stigma and discrimination • Workplace integration strategies

Area	Activity	Time Frame	Participation Format
	Health Knowledge Quiz	October–December	Knockout-style competition among participating companies.

LAUNCH EVENT OVERVIEW

The official launch of the Corporate Wellness Challenge – 8x8 Edition will be held on Thursday, 19 June 2025 from 6:00 p.m. to 9:00 p.m. at the Devon House. While the official launch will take place on the 19th, workplaces will be able to pre-register for the competition starting Monday, 2 June 2025. The launch will bring together selected participating organisations, media partners, and key stakeholders for an evening that includes remarks from Ministry officials, an overview of the challenge structure, and a preview of planned activities. Guests will experience interactive displays tied to some of the challenge's core wellness components physical activity and nutrition. Media coverage and promotional materials will be made available to enhance visibility and encourage wide-scale participation across sectors.

WHY THIS CHALLENGE MATTERS

The *Corporate Wellness Challenge – 8x8 Edition* directly supports Jamaica's national response to non-communicable diseases by equipping workplaces to promote health and wellness among employees. It represents a proactive, structured approach to preventing disease and encouraging healthy lifestyles.

The initiative contributes to:

- Improved health outcomes through lifestyle-based prevention efforts
- Greater access to tools and resources, including the *Corporate Wellness Manual*
- Workplace transformation into hubs of wellness and empowerment
- Increased awareness of modifiable risk factors and early detection practices
- Support for national development goals, aligned with Vision for Health 2030 and global NCD prevention priorities

For more information about the Corporate Wellness Challenge – 8x8 Edition, please contact:

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