GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

Tel: (284)468-2730
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Engage Empower Elevate for Caribbean Wellness Day 2025

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The Virgin Islands will join the rest of the region in observing Caribbean Wellness Day (CWD) 2025 on Saturday, September 13 under the theme “Engage, Empower, Elevate: Working together to improve health and well-being for all.”

Public Health Officer, Ms. Renee Leonard is encouraging residents to embrace the day as a reminder to pause, reflect, and take intentional steps toward healthier lifestyles.

Ms. Leonard said, “Caribbean Wellness Day is more than just a symbolic observance, it calls on us to work year-round to tackle non-communicable diseases like diabetes, hypertension, and heart disease, which remain pressing health challenges in our region.”

This year’s observance will see the launch of a new five-year vision to engage, empower and elevate. The spotlight will feature the Caribbean Plate, a model that encourages the use of locally available foods in balanced proportions. Traditional diets rich in fruits, vegetables, legumes, root crops, and lean proteins not only support healthier bodies but are also culturally relevant, affordable, and sustainable.

Ms. Leonard also emphasized that healthy eating must go hand in hand with movement. She said, “We are encouraging persons to search for the Virgin Islands Eat Well Guide on gov.vg and make it your roadmap toward a healthier living. The Guide supports individuals, families and communities in making informed food choices that nourish both body and mind.”

The Public Health Officer further stated that physical activity whether walking, dancing, hiking, or joining initiatives like BVI Moves is essential for preventing and managing NCDs, boosting mental well-being, and building stronger communities.

As part of activities to observe the day, the Ministry of Health and Social Development is inviting the community to participate in a mini interactive social media campaign that will include wellness tips and activities that inspire healthier habits.

There will be a Health and Wellness Bingo Challenge with an opportunity to win prizes and surprises sponsored by the Unite BVI Foundation. Persons are also invited to participate in the #BVIMoves Chain. To take part, tag a friend across your favorite social media platform performing the campaign activities as directed by the flyer. This will help, spread the message of movement, and keep wellness alive across the Virgin Islands.

“All of these activities are designed to bring the community together, spark conversations, and empower individuals to make lasting changes for themselves and their families,” Ms. Leonard said.

A series of flyers will be distributed as part of the mini- campaign with instructions for community participation. Additional questions can be directed to Ms. Renee Leonard at 468-2273.

Caribbean Wellness Day is a regional call to action, born from the 2007 Port of Spain Declaration, and continues to unite communities across CARICOM in the fight against preventable diseases. This year, everyone is asked to recommit to healthier choices, stronger support systems, and a brighter, more resilient Virgin Islands.

For Additional Information Contact:

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

Email: nlettsome@gov.vg

Gallery



Additional Documents or Media

- engage_empower_elevate_for_caribbean_wellness_day_2025.pdf
- What's in your plate challenge