
Ministry of Health Empowering the Next Generation to Beat Diabetes

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The Ministry of Health and Social Development is empowering the next generation to beat Diabetes before it starts as part of World Diabetes Day activities.

November 14 is recognised as World Diabetes day and it is dedicated to raising awareness about the growing impact of diabetes while promoting strategies for prevention and effective management.

This year's theme, **"Diabetes During the Life Stages,"** highlights how diabetes affects individuals at every phase of life and underscores the importance of adopting healthy habits early on to ensure lifelong well-being.

As part of this effort, the Ministry of Health launched a beat diabetes video competition with the hope to inspire the next generation to be conscious about their health and wellness to beat diabetes before it starts.

Public Health Officer, Ms. Renee Leonard said that Type 2 diabetes is **largely preventable** through simple but powerful lifestyle choices and by maintaining a healthy diet, engaging in regular physical activity, achieving a normal body weight, and avoiding tobacco use.

According to Ms. Leonard “**Beat Diabetes Before It Starts**” initiative aimed to encourage and empower young people to create one-minute videos showcasing how they stay active, eat healthy, and build lifelong habits that help prevent Type 2 diabetes.

“We are delighted to announce **Ms. Tiffany Faulkner of the Claudia Creque Educational Centre** as the winner of this year’s competition. Ms. Faulkner will receive a **\$150 voucher from Everything Organic**, generously sponsored by the **Unite BVI Foundation**. Her creative video beautifully captured the spirit of the campaign, showing how children can take small, meaningful steps today to secure a lifetime of good health,” Ms. Leonard said.

Ms. Leonard further stated that prevention begins long before adulthood. “It starts with the choices we make for our children today. By equipping them with the right knowledge, encouraging balanced nutrition, regular physical activity, and healthy lifestyle habits from an early age, we are not just preventing disease, we are shaping a generation that values wellness. She further stated that every healthy habit a child learns today is an investment in a stronger, brighter, and healthier future for our entire community.”

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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