

PRESS RELEASE

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Ministry Launches "Wrap It Up" Campaign to Promote Safe Festival Practices

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The Ministry of Health and Social Development continues to advocate for safe festival practices with the launch of its annual Wrap it Up Campaign.

Running from July 13 to August 7, the Ministry's "Wrap It Up Before You Wuk It Up" Campaign combines health education with culturally relevant messaging to promote safer sexual practices, responsible alcohol consumption, and personal responsibility throughout the festival season.

Chief Medical Officer, Dr. Ronald Georges said that festival is a time to celebrate our culture, heritage, and freedom. It is also a time when increased social activities can lead to higher rates of sexually transmitted infections (STIs), alcohol-related injuries, impaired driving, and other preventable health risks. "Through this campaign, the Ministry aims to encourage residents to enjoy the festivities while making decisions that protect their health and wellbeing," Dr. Georges stated.

The campaign reminds the public that one bad decision can have lifelong consequences and encourages everyone to think before they act.

Key campaign messages include:

- Wrap It Up Before You Wuk It Up.
- Don't Drink and Drive.
- Make Good Decisions.
- P. A. C. E. Yourself and Hydrate
- And don't mix medicines with alcohol

Throughout the campaign, the Ministry will share educational messages, radio announcements, newsletters, social media content, and community outreach activities focused on reducing the spread of sexually transmitted infections, promoting responsible alcohol use, and encouraging safer behaviours during the festival season.

"We want to remind residents and visitors that condoms remain one of the most effective ways to reduce the risk of HIV and many other sexually transmitted infections. We encourage sexually active individuals to use condoms consistently and correctly, know their sexual health status, communicate openly with their

partners, and seek testing whenever necessary,” Dr. Georges advised.

Festival patrons are also encouraged to designate a sober driver, avoid driving while impaired, pace themselves throughout the day, alternate alcoholic beverages with water, and never mix alcohol with prescribed antibiotics or other medications without first consulting a healthcare professional.

“We also want to remind the public that the protection of children remains everyone's responsibility. Adults are urged to make responsible decisions and are reminded that sexual activity involving persons under the age of 16 is unlawful. Individuals are encouraged to verify ages and respect personal boundaries at all times,” the Chief Medical Officer cautioned.

Free condoms are available at the Public Health Unit, located on the third floor of the Union Property Building.

The Ministry of Health and Social Development wishes everyone a safe, enjoyable, and memorable 72nd Emancipation Festival and encourages all residents and visitors to celebrate responsibly.

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