

BETTER FOR YOU



Better for You!



Background

Most of the major illnesses which affect Jamaican are caused by unhealthy lifestyle practices.

**In Jamaica,
in 2017:**

- more than half the population was overweight,
- one third had high blood pressure,
- 10% of Jamaicans had diabetes, and
- 17% had high cholesterol.





A healthy lifestyle - healthy eating, active living and regular health checks - is important in preventing and reducing illness, especially diseases like diabetes and hypertension (NCDs).

- It also plays a major role in helping to maintain a healthy weight.



Restaurants, including fast food chains, are an important source of meals for Jamaicans.



The initiative will help patrons to select better options in their favourite restaurants, if they want to do so.



What is the **Better For You** initiative?

Better For You was initiated by the Ministry of Health and Wellness

- Part of the Minister's Wellness Agenda:
 - to support positive behaviour changes, and
 - to help Jamaicans to achieve and maintain healthy lifestyles.

Restaurants (including fast food chains) in Jamaica can voluntarily participate. It was launched on May 17, 2021.



Better for You!

The Logo



Better for You!



When you see the logo, it means that this item is a **better** choice in **this restaurant** because it aligns with the Food Based Dietary Guidelines (FBDGs) of Jamaica better than the other menu items do.

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Food Based Dietary Guidelines for Jamaica



The FBDGs recommends that the Jamaican population 2yrs and older should:

- Eat a variety of foods from all the food groups daily
- Eat a variety of fruits daily
- Eat a variety of vegetables daily
- Include peas, beans and nuts in your daily meals
- Reduce intake of salty and processed foods
- Reduce intake of fats and oils
- Reduce intake of sugary foods and drinks
- Make physical activity a part of your daily routine.



