

CSO/Norman Road Community Health Fair 2007

The Post and Telecommunications Department's health fair held at the Central Sorting Office in Kingston last Thursday, November 29, 2007. Tremendous emphasis was given to 'health' issues, but notwithstanding this focus, there were a few 'distractions' given the diverse range of activities and excellent product offerings.

Testing was available for eyes, HIV, diabetes, cholesterol and other diagnostic tests, as well as medical screening and referrals - all FREE, thanks to **title sponsors Blue Cross**. The energy and synergy from the community was definitely in place as many persons from Norman Road and surrounding areas came to benefit from the opportunities for free medical checks and enjoyed the live outside broadcast on Nationwide Radio and entertainment.

Heralding the opening of the entertainment segment was the Eagles Drum Corps, which dazzled onlookers with a marching display and music. The entertainment highlight was this year's 'Comedy Buss' finalists who 'pumped up' the laughter with MC, Rohan Gunter, the 2006 'Comedy Buss' winner, himself a comic - or rather - comedian - ensuring that all present knew that his talent was neither a 'buck-up' nor diminished.

Mrs Betty-Ann Blaine, the vivacious talk show host on Nationwide News Network, made sure to place each display booth 'on the map' by moving through all booths, conducting live interviewing with sponsors' representatives as well as spectators. She engaged listeners by getting the participants to share their knowledge and views regarding the items on display.

Surely she couldn't resist the offer to sit in the 'spanking new' 2008 Mitsubishi Outlander - a new design- which was unveiled at the recent motor dealers show and exhibited for the second time at the Health Fair. The Mitsubishi fleet's sleek lines and eye-catching interiors were a major 'distraction' (or attraction- you decide).

Note must be made of the event's worthy cause: promoting healthy lifestyles with the slogan 'Positive Practice for our Children', and the mix of disease prevention information and health products provided by Jamaica Aids Support in association with **Blue Cross of Jamaica**. In her address to the gathering, Mrs Marcia McDonald, Welfare Officer at Post and Telecommunications Department, thanked Blue Cross and all the other sponsors: Ultra Vision Eye Care, Jamaica Aids Support, Nationwide News Network, Ministry of Health, NCB Insurance, Cal's Syrups and Wines, CariMed and partners GlaxoSmithKline, Nestlé Ja, Wynlee distributors, HD Hopwood and of course, the Motor Sales team.

Additionally, backed by such formidable allies as former Postmaster General/CEO, Dr Blossom O'Meally-Nelson, Ferdinand Madden of Madden's Funeral Supplies and Crematorium, as well as the Jamaica Constabulary Force, the event was a tremendous success. Of course, the Health Fair could not have been such a hit without the direct involvement of Member of Parliament 'Ronnie' Thwaites and Councillor Desmond Bailey, influential persons who constantly interact with the communities in the vicinity of the postal service's headquarters and who also provided sponsorship.

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Eye testing being conducted by Blue Cross team members at the Health Fair held at the Central Sorting Office in Kingston last Thursday, November 29, 2007. Title sponsors Blue Cross provided a wide range of free medical tests.



Nationwide News Network talk show host, Betty-Ann Blaine (second right), is 'in stitches' while talking to Ian Lyn (left), Sales/Marketing Manager at Motor Sales. Others in photo are (left to right): Post and Telecommunications Dept's Welfare Officer, Marcia McDonald, Public Relations Assistant, Anna-Kay McKenzie, and Nationwide News Network's (NNN) Technical Engineer, Jermaine King. They were part of the NNN outside broadcast at the Health Fair held at the Central Sorting Office in Kingston last Thursday, November 29, 2007.