

Jason Kurt Easter, Gibraltar

"The Good Health Award Scheme"

The GOOD Health Award Scheme was set up 3 years ago by representatives from the Health Promotion Group, The Gibraltar Health Authority and the Environmental Agency in Gibraltar. The reason for the award scheme is to aid in local initiatives to reduce CHD and obesity in Gibraltar, but also to offer a suitable and healthy environment for customers to eat/dine in. Like the Heartbeat Award this Scheme, an award is given to catering establishments that satisfy three simple criteria which are:

- Provision of healthy food choices
- Practice of good standards of food hygiene
- Provision of non smoking seating areas

Particular emphasis is based on the cultural approach to the award as being the main influence in the transition of this award scheme. Also, getting caterers interested in the ideas and healthy concepts is key to success. Areas examined are the transitions from the Heartbeat Award to the GOOD Health Award, the reason for change, the management and performance of the scheme, approaches and objectives, the problems which pressurise the scheme, and future of the scheme enhancing the need for government support.

Jason Easter is the Health Promotion Officer for Gibraltar and has been in post since 1999. With a background in nursing he embarked on studies with Thames Valley University and graduated with a Diploma in Higher Education in Health Promotion in 2003. Now he is currently on the BSc (Hons) programme in Health Studies with TVU and hopes to graduate early 2007. He aspires to further his studies at postgraduate level in either public health or medical law.