



# St. Lucia Diabetes and Hypertension Association

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**For immediate release**

## PRESS RELEASE

### **JULIEN ALFRED PARTNERS AS PATRON OF THE ST LUCIA DIABETES AND HYPERTENSION ASSOCIATION**

**Castries, 5 November 2024.** The St Lucia Diabetes and Hypertension Association (SLDHA) is elated to announce the confirmation of Ms Julien Alfred (inter alia, Saint Lucia's Olympic Champion and, recently, Best Female Olympic Athlete of the Paris games), as patron of the organization. The Association reached out to Ms Alfred to lend her voice to the cause, as it continues to strive towards prevention and management of the two chronic non-communicable diseases that continue to plague our society and the world as a whole. This engagement was part of ongoing efforts behind the scenes to tap into local influencers to help lend their strengths to the fight. SLDHA is thus immensely honoured to have Ms Alfred on board.

Dr Kedhma Dorh, President of SLDHA said, "As with every other Saint Lucian, as a Board, we have shared amongst ourselves our joy at Ms Alfred's triumphs, and our admiration of her conquering spirit. She is a true inspiration. And so we saw the potential of her influence in helping us more impactfully deliver our message of healthier lifestyles as the primary factor in combating those diseases."

"The word everywhere you go is about how she inspires us deep within. How her determination, her perseverance, her drive, her humility, her overcoming spirit that has resulted in triumph time and again, gives us courage in our own personal struggles," He said. "No doubt she has had to consistently apply a multi-pronged approach to healthy living in order to achieve what she has today, such as diet, physical exercise, stress management, proper sleep, and self-regulation. Not forgetting her game face which speaks to her mindset towards the challenges before her," He said. "That is precisely what it takes to catalyse and maintain a healthier lifestyle. For, as she has shared so many times, such consistency does not come easy. But, it is possible."

Dr Dorh went on to say, "We thought, therefore, what better role model could we utilize to help inspire the urgent and necessary change in our collective psyche?" The President went on to say that Ms Alfred's Management has affirmed that the work the Association

*"Together we can save Lives"*



does to address diabetes and hypertension is critical, and that she wholeheartedly supports the mission.

Mr Henry Rolle, Ms Alfred's Manager, conveyed, "We firmly believe that, together, we can make a meaningful impact in promoting healthier lifestyles and providing essential resources to those affected by these health challenges." He went on to say, that they would be delighted to lend her name and voice to SLDHA's educational campaigns, community events, and advocacy efforts. He said, that while her schedule is often demanding, they have committed to collaborating with the Association to find ways to maximize this partnership.

As you may be aware, we already have the kind patronage of Diabetes Physician, Dr Takira Glasgow. Without a doubt, Ms Alfred's patronage is the perfect complement to the kind work of Dr Glasgow and of the Association as a whole, in that she is the embodiment of what one is possible through a lifestyle of self-care that is rooted in intentionality, perseverance and self-regulation. Her inspiration is priceless. We look forward to working with her.

~ End

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