

Press Release

For Immediate Release

April 22, 2025

UTech and Ministry of Health Launch “Break the Puff Pattern” campaign

The University of Technology Jamaica (UTech) in collaboration with the Ministry of Health and Wellness are excited to kick off the “Break the Puff Pattern” campaign on May 20, 2025; at the UTech Papine campus. This initiative is aimed at reducing smoking among young adults aged 18-25 years old especially university students, who may turn to smoking as a way to cope with stress from balancing academics and transitioning into adult life.

Smoking is one of the leading causes of deaths in Jamaica, contributing to over 2,500 fatalities annually. The Ministry of Health and Wellness is dedicated to raising awareness about the serious health risks associated with smoking including respiratory illnesses and heart disease, while providing free counselling sessions, workshops, peer support services and resources to help students quit smoking and embrace healthier lifestyles.

Let’s break the cycle together. The ‘Break the Puff Pattern’ campaign is here to support you, take the first step to a healthier life today!

For updates and more information on the campaign visit www.breakthepuffpattern.com or email breakthepuffpattern@health.gov.jm

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