



MEDICAL BENEFITS BOARD OF CONTROL
ST. JOHN'S, ANTIGUA

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PRESS RELEASE

MBS share tips on billboards

The Medical Benefits Scheme (MBS) is reaching out to the public via billboards with key messages promoting healthy living and efficient use of the MBS network of pharmacies. MBS has placed two billboards along the fence of the Lion's Den, at the intersection of Cross and Bishop Gate Streets.

The pharmacy message encourages MBS beneficiaries and the public at large to refill their prescriptions 5-7 days before their medication finishes. This approach helps to reduce anxiety, and prevent unforeseen complications from not having the medication readily available. To fill their prescriptions MBS beneficiaries have the option of utilizing the drop off service at the MBS main pharmacy on Nevis Street or walking into any of the six MBS pharmacies.

The prevention message on the billboard suggest strategies for a healthy lifestyle by advocating balance, while encouraging proper nutrition, exercise and a level of evenness between obligations and relaxation. In exercising a level of control, individuals can reduce the risk of lifestyle related chronic diseases such hypertension, diabetes and heart disease.

MBS is hoping that the billboards receive high visibility during the carnival season given the close proximity of the billboards to where carnival events are being held.