

Sagicor's encouragement

COMPANY PROMOTES SELF-LOVE, POSITIVITY AMONG STUDENTS

Students of the St. Martin's Mangrove and Workman's Primary Schools recently received words of encouragement and positive messages from leading insurance and financial institution, Sagicor, as part of the company's ongoing Adopt-A-School programme for the current school year.

In recognition of the month of love and coinciding with children's return to the classroom, Sagicor shared a video with the schools featuring a reading by team member, Dee-Ann Smith, who outside of her role within the company, has entered the realm of publishing with her children's book "What's your FRO-blem?".

Her first attempt as an author, Smith's book encourages black youth to embrace their natural hair, promotes self-love and gives positive affirmations.

"I want them to love who they are as they are made," said Smith.

"That could be the colour of shade of their skin to the way their hair naturally grows out of their head.

"I want them to know the way they are

made is beautiful and I want them to be comfortable with who they are in a society that thrives on altering the physical."

Speaking on the activity, Executive Vice President and General Manager of Sagicor Life Inc, Paul Inness, said the company's Adopt-A-School programme was not solely focused on providing physical support to the schools and students, but also emotional support and mentorship.

"The main elements of this programme are the assistance we have endeavoured to provide to the adopted schools relative to their physical environment, health, safety and the support of their educational programmes as per our pillars.

However, we must not neglect or underestimate the importance of mentorship and the sharing of positive messages in the personal development of the students", said Inness.

"Activities such as this can go a long way towards boosting their self-esteem, which is why we will continue to find creative ways to play our part in this regard."



Digital & Social Media Officer, Dee-Ann Smith, shared positive messages and words of encouragement to the students of the St. Martin's Mangrove and Workman's Primary Schools.

In December of last year, the Sagicor Group officially launched its Adopt-A-School programme, with eight primary schools being adopted across the Southern Caribbean for the 2021-2022 school year.

St. Martin's Mangrove Primary in St. Philip and Workman's Primary in St. George were the schools selected this year in Barbados, following a period of nomination and

shortlisting by the company's team members, with the selected schools being voted on by a staff committee.

Physical work has already commenced on the main projects at the schools, with several plans in place for the company to remain engaged with the school, teachers and students for the remainder of the academic year.

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