



**PRESS RELEASE
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Acting Director of Community Cultural Development Services at the Jamaica Cultural Development Commission (JCDC), Dr. Andrea McCurdy (second right), encourages a ward who participated in the LIV GUD Jingle Competition at the Metcalfe Street Secure Juvenile Centre on February 12. Competition judges, recording artiste and dancer, Omario 'Kaka Highflames' Brown (right), and Sergeant Ricardo McCaipin (left), of the Jamaica Constabulary Force, look on.

LIV GUD Jingle Competition underway across Juvenile Facilities to aid rehabilitation efforts

The Ministry of National Security and Peace is currently hosting a Jingle Competition under its LIV GUD anti-violence campaign across Jamaica's juvenile correctional facilities.

Utilising music as a structured rehabilitation tool to promote positive behavioural change among youth in state care, the competition forms part of the Ministry's targeted intervention strategy.

The competition commenced on February 10, with wards from the South Camp Juvenile Correctional and Remand Centre, continued at the Rio Cobre Juvenile Correctional Centre on February 11, and at Metcalfe Street Secure Juvenile Centre on February 12.



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Participants at each facility were challenged to produce original 30-second jingles reinforcing the core messages of the LIV GUD anti-violence campaign of “Dash weh di badness,” “Duh di right ting,” and “Respect.”

Demonstrating his support for the initiative, competition judge, Sergeant Ricardo McCalpin echoed a powerful line from one competitor’s jingle, noting: **“Prison grill fi lock and wi nuh fi in deh, dash weh the badness that wi ah put weh.”**

A panel of judges assessed performances based on lyrical composition, originality, clarity of messaging, stage presence, group coordination and overall execution. The judging panel comprised representatives from the Jamaica Cultural Development Commission (JCDC), the Jamaica Constabulary Force, the Ministry of National Security and Peace and recording artiste and dancer Omario ‘Kaka Highflames’ Brown.

The final showcase will see the top three participants from each institution vying for the overall title in March 2026.



Recording artiste and dancer, Omario ‘Kaka Highflames’ Brown (centre) performs with wards of the Metcalfe Street Secure Juvenile Centre during the LIV GUD Jingle Competition held at the facility on February 12.

The initiative supports the Ministry’s wider rehabilitation agenda by equipping youth with a constructive outlet for self-expression, critical thinking and teamwork. By tapping into Jamaica’s strong musical culture, the competition allows participants to channel creativity into messages that encourage responsible decision-making and non-violent conflict resolution.

As deliberations continue and facility winners are being determined, Acting Director of Community Cultural Development Services with the JCDC, Dr. Andrea McCurdy, noted that **“the talent, confidence and creativity displayed today [February 12] show that these young people have powerful voices and meaningful contributions to make to society.”**



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Beyond recognition, the competition introduces meaningful development opportunities designed to support long-term rehabilitation outcomes. The top three jingles will be professionally recorded for integration into the LIV GUD anti-violence campaign, while the overall winning team will receive a scholarship opportunity at the Edna Manley College of the Visual and Performing Arts.

The Ministry continues to expand rehabilitation-focused initiatives aimed at providing youth in conflict with the law with practical skills and positive pathways towards reintegration.

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