



**PRESS RELEASE
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Peace is a must for this Morant Bay Market vendor, who among others will participate in the Ministry of National Security and Peace LIV GUD Market Movement initiative, which gets underway on Friday, July 17 at the Port Maria Market in St. Mary. The movement will travel to major markets across Jamaica to deliver the good news of peace.

MNSP Launches Novel Initiative to Promote Peace in Public Spaces

The Ministry of National Security and Peace is taking its anti-violence message straight to the heart of Jamaica's communities, with the launch of the LIV GUD Market Movement, a ground-breaking initiative designed to promote peace in some of the country's busiest public spaces.

The central aim of the initiative is to strengthen community-based violence prevention efforts by embedding messages of peace and mutual respect into everyday market interactions, as public markets have long served as vital social and economic hubs, where vendors, patrons, commuters all meet.

While not traditionally classified as high-crime areas, markets can occasionally become sites for interpersonal disputes and breeding ground for some categories of crime. The LIV GUD



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Market Movement seeks to address this reality by promoting de-escalation approaches, respect and positive communication across communities.

One mitigation strategy is to empower vendors as LIV GUD Ambassadors, serving as role models for respectful conduct and peaceful conflict resolution.

The Ministry's Director of Corporate Communications and Public Relations, Ms. Charnele Henry, noted that markets are not isolated from the clutches of violence, which makes the LIV GUD Market Movement a timely and valuable pursuit.

“Peace and good public order are not built by government alone; they are shaped by citizens choosing respect in their daily lives. Every fair exchange, every kind word spoken in the market place, brings us closer to the Jamaica we all crave,” Ms. Henry said.

She stated that when vendors lead with dignity, they do not just sell goods, **“they sell peace and that is priceless”**.

The initiative will be implemented across thirteen markets island wide during July and August 2026, through direct engagement, branded activations and strategic storytelling across the Ministry's social media pages.

Key partners of the initiative include the Municipal Corporations and the Social Development Commission through the Ministry of Local Government and Community Development, the Jamaica Constabulary Force and the Rural Agricultural Development Authority (RADA).

The LIV GUD Market Movement will make its first stop this Friday, July 17, at the Port Maria Market, before moving on to the St. Ann's Bay Market later that day. The Coronation Market in downtown Kingston will then have its chance, when the LIV GUD Market Movement team visits on Saturday, July 18. The famous Linstead Market as well as the May Pen Market will then have their day on Friday, July 24.

Attention will then turn to the Santa Cruz and Mandeville Markets respectively on Saturday, July 25 before travelling east to the Buff Bay Market in Portland and Morant Bay Market in St. Thomas.

The final leg will see the team visiting markets in western Jamaica, to include the Falmouth Market (August 19), Charles Gordon Market in Montego Bay and the Lucea Market (August 21) before culminating with a trip to the Savanna-la-Mar Market in Westmoreland on August 22.

“The market is where Jamaica's spirit shines brightest and we want that spirit to be one of respect and unity. At the end of this one-of-a-kind initiative, it is our hope that our message of peace and respect will be bought and kept as a reminder by all,” Ms. Henry said.

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