

Friday, April 10, 2026

# THE WEST WEEKLY

## #11

### 200 ADVENTIST COMMUNICATORS EQUIPPED FOR DIGITAL MISSION

#### HIGHLIGHTS

Communication Workshop for the West & North Jamaica Conferences, held March 28–29, 2026. Photo credit: Contributed.



## 200 ADVENTIST COMMUNICATORS EQUIPPED FOR DIGITAL MISSION

Approximately 200 media personnel from across the West and North Jamaica Conferences were recently trained during a joint Communication Workshop. The initiative formed part of the Conferences' ongoing efforts to strengthen digital evangelism across their territories.



# CONTENT

- 
- 03 **Weekly News**
  - 06 **Photo Highlights**
  - 06 **Adventist World News**
  - 09 **Conference & Local Events**
  - 18 **Our Media Presence**

# 200 ADVENTIST COMMUNICATORS EQUIPPED FOR DIGITAL MISSION



Jim Patterson, Senior Graphic Designer of Northern Caribbean University addresses participants during a graphic design session at the Communication Workshop :: Photo credit: Cordel Brown

Approximately 200 media personnel from across the West and North Jamaica Conferences were recently trained during a joint Communication Workshop. The initiative formed part of the Conferences' ongoing efforts to strengthen digital evangelism across their territories. The theme, "Connect, Collaborate, Create", highlighted the need for members to find modern and effective ways to share the gospel with the world.

Sessions were facilitated by a team of experienced presenters, including Jim Patterson who led Graphic Design; Stefan Fiddler, Cinematography; Kirk Campbell, Social Media Management; Henel Latty, Video Production; David Heron, Audio Engineering; Lawrie Henry, News Writing, and Nigel Coke, who presented on Photojournalism and the church's identity standards.

Offering a wider perspective, Elder Nigel Coke, former Communication Director of the Jamaica Union Conference, emphasized the growing importance of intentional investment in digital communication.

"Our world church has recognized the importance of the convergence of our timeless message and modern technology to global mission... through what is called the Digital Strategy for Mission."

Commenting on how the workshop fits into the Conference's wider mission, newly appointed Communication Director of West Jamaica Conference, Mr. Wayne Clarke, said it forms part of a deliberate shift toward digital evangelism.

"The workshop directly advances our digital evangelism strategy by building practical capacity. Participants were trained to use their personal and church social media to create content, engage audiences, and use tools they already have to produce reels, short films, and other media that can inspire faith."



Participants take notes during a plenary session at the Communication Workshop. The initiative brought together approximately 200 media personnel from the West and North Jamaica Conferences :: Photo credit: Cleveland Furze



Elder Nigel Coke, former Communication Director of Jamaica Union Conference addresses participants during a plenary session at the Communication Workshop :: Photo credit: Cordel Brown

Elder Coke also affirmed the value of the Communication workshop. "It is very important for church communicators to hone digital skills and for the church to invest in training for digital mission, because this is the way of the world and the church cannot be left behind. I commend the West and North Jamaica Conferences for what was a timely and very successful initiative"

At the global level, the Seventh-day Adventist Church has been placing increased emphasis on strengthening its digital presence through coordinated evangelism efforts. One such initiative, One Voice 2027, aims to unify the church's media platforms with local church engagement, creating a more integrated approach to sharing the gospel worldwide.

"The initiative will, however, culminate in 2030, and so I expect this level of training and equipping not only of communicators but of members to intensify overall, and the Three Angels' Message to go throughout the world with greater urgency."



Journalist, Lawrie Henry leads a training session on news writing. :: Photo credit: Cleveland Furze

The Adventist Church must tell its story in ways that connect with people where they are, making the message both relevant and relatable. Drawing on her experience within both the media landscape and the Adventist Church, Lawrie Henry, who led the News Writing session, added that more intentional storytelling and training can push the church's message beyond its walls.

"There is a strong need for news writing, because when information gets out there, people may not see the direct impact, but they get a glimpse of the reach of the story. The more people understand how to share it effectively, the further it can go."



Audio Engineer, David Heron (centre), demonstrates how to use a sound equipment as trainees observe. :: Photo credit: Cleveland Furze

In addition to the theoretical and practical training sessions, trainees engaged in guided tours of the Conference's media rooms, an education resource expo and a showcase of vintage multimedia equipment.

One participant, Kimberlee Williams shared how the workshop reshaped her approach to communication in ministry.

"The workshop changed how I think about communication in ministry. It taught me that it's not only what you say, but how you deliver it so people can truly connect. Creating a video in the Cinematography class helped me see even more how powerful storytelling and visuals can be, especially for reaching this generation."



Shantel Neal, a producer with the West Jamaica Conference media team, arranges items in the vintage multimedia showcase booth. :: Photo credit: Cleveland Furze

Plans are already in motion to host future workshops given the strong support for the initial training.

“This was never intended to be a one-time event. It will be a yearly undertaking and we are encouraged and motivated by the level of support.” said Wayne Clarke.

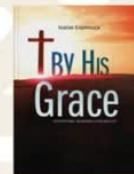
He continued, “We are excited to see the results of what the participants have learned.”

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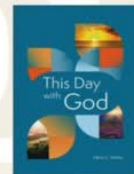
West Jamaica Conference | Shadeka Haye-Campbell  
April 10, 2026

## 2026 DEVOTIONAL BOOKS

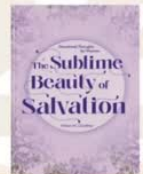
Adults



Evening



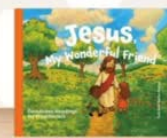
Women



Youth



Preschoolers



Children  
(5-9)



Reserve yours now!



## WEST WEEKLY NEWSLETTER

*Do you want to keep up with what is happening in our church? If you want to receive our weekly newsletter that features news, inspirational stories, videos, and more, sign up today.*



# PHOTO HIGHLIGHTS

Communication Workshop for the West & North Jamaica Conferences, held March 28–29, 2026. Photo credit: Contributed.



[Please click to view more](#)



Please click image to watch

## NEWS FROM THE INTER-AMERICAN DIVISION

# Right Motives, Wrong Methods

Zeal without discernment still divides.

**April 7, 2026 | Silver Spring, Maryland, United States | Erton C. Köhler, president of the General Conference of Seventh-day Adventists for Adventist Review**

One of the greatest dangers to the church today comes not from external pressure but from internal haste. Truth can be wounded not only by error but also by the way it is defended. In a connected world, rumors travel faster than facts, and reactions often arrive before understanding. The intention of sharing such information may sound noble, even spiritual, yet the result can yield broken trust, damaged relationships, and a weakened witness before the world.

Scripture consistently teaches that motive alone is not enough. Methodology matters. When Jesus was arrested in Gethsemane, Peter reacted immediately. "Then Simon Peter, having a sword, drew it and struck the high priest's servant, and cut off his right ear" (John 18:10). His loyalty was sincere, but his response was wrong. Jesus stopped the escalation, healed the wound, and restored order. Love without wisdom still injures. Zeal without discernment still divides.



*Erton Köhler addresses the delegation moments after being elected president of the Seventh-day Adventist Church during the 2025 General Conference Session in St. Louis, Missouri, United States, on July 4, 2025. [File Photo: Daniel Gallardo/IAD]*

A similar lesson appears in Joshua 22. The tribes west of the Jordan heard that their brothers on the east had built an altar. Their concern for pure

worship was legitimate. They wanted to protect faithfulness and avoid compromise. Yet they prepared for conflict based on a report rather than verified facts. The tension ended only when assumptions gave way to verified truth and confirmed facts. The problem was never devotion to truth. The problem was haste without understanding.

That same pattern is visible today. Digital platforms reward immediacy, not accuracy. Short clips replace context. Headlines replace investigation. Many sincere believers share unverified information, believing they are protecting the church. Yet Scripture warns against this approach: "He who answers a matter before he hears it, it is folly and shame to him" (Prov. 18:13). Discernment is not silence: It is disciplined speech guided by wisdom.

Ellen G. White addressed this tension with clarity: "While it is important on the one hand that laxness in dealing with sin be avoided, it is equally important on the other to shun harsh judgment and groundless suspicion."[\*] These words do not excuse wrongdoing. They protect trustworthy relationships. They preserve unity. They safeguard the mission from internal erosion.

Across the world the church has matured, grown in discernment, and increasingly assumed its role as a faithful herald of truth. Mission advances most effectively when integrity guides our actions. Spiritual power flows when our lives, ministries, and service are based on truth. This builds confidence in our communities. Crisis response rooted in coordination and compassion reflects the character of Christ. Scripture reminds us that "the wisdom that is from above is first pure, then peaceable, gentle, willing to yield, full of mercy and good fruits, without partiality and without hypocrisy" (James 3:17).

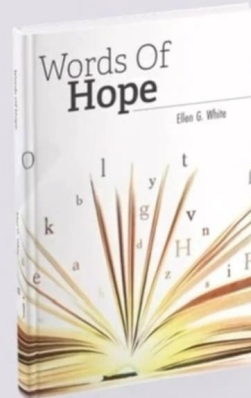
Therefore, the call before us is clear. Before reacting, pause. Before sharing, verify. Speak to people, not about people. If action is required, let it reflect the Spirit of Christ, not the energy of the moment. It is possible to defend the truth and still wound the body. God calls His people to something better.

Grounded in the Bible, focused on the mission, the church moves forward not by speed alone, but by wisdom, grace, and faithfulness. When right motives are joined to right methods, the witness of Christ remains credible, healing continues, and the mission advances with strength and unity.

[\*] Ellen G. White, *Patriarchs and Prophets* (Mountain View, Calif.: Pacific Press Pub. Assn., 1890, 1908), p. 519.

# THE WAIT IS OVER WORDS OF HOPE

2026 Book of the Year  
NOW AVAILABLE



Timeless stories of Jesus  
with lessons for everyday life.

A call to generosity, humility,  
and hope.

IADPA

## WEST WEEKLY NEWSLETTER

*Do you want to keep up with what is happening in our church? If you want to receive our weekly newsletter that features news, inspirational stories, videos, and more, sign up today.*



# CALENDAR OF MISSION 2026

APRIL

1-30 CELEBRATIONS - Emphasis on Environment

1-30 Stewardship - Emphasis on Talent

2-6 Easter Camp

3 Public Holiday - Good Friday

4 Personal Ministries Day/ Quarterly Day of Prayer

4 Launch of the Church Membership Audit

5 Communion with God - Hour of Prayer

6 Public Holiday - Easter Monday

11 Youth Sabbath/Church Clerk 2nd Sabbath Attendance Count

12 Publishing Sponsor Seminar & Women, Children & Deaconesses  
Training

12 - 18 Possibility Ministries Week

14 Executive Committee Meeting

16 Pastor's Quarterly General Meeting

18 Colporteurs Day/ Adventist Possibility Ministries Day

19 - 25 Adventist Education Celebration Week - Education and  
Evangelism Week

25 Elders' Baptism & Lay Preachers Mission Baptism Day/ Education  
Symposium

26 Mentor Care & Supervision Session

# CONFERENCE EVENTS

APRIL

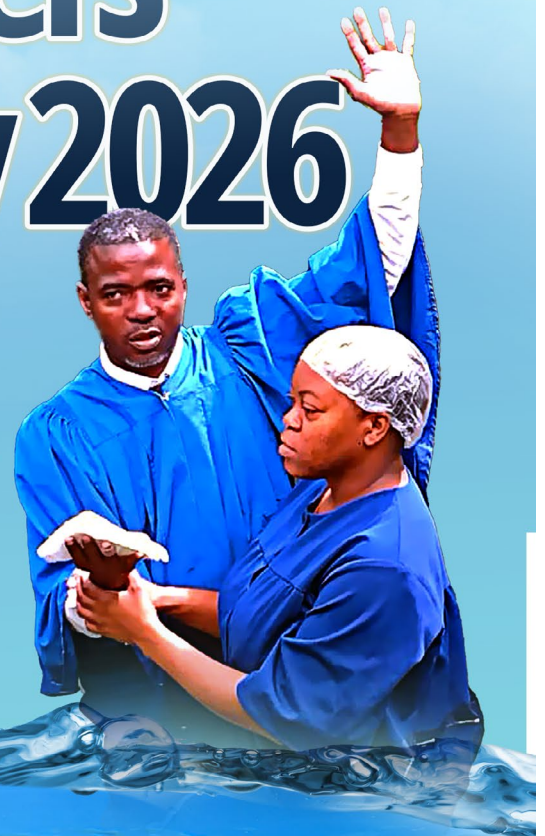


West Jamaica Conference  
of Seventh-day Adventists

invites **ALL Elders & Lay Preachers**  
to active participation in

# Church Elders' Baptism Day 2026

**EVERY LAY PREACHER / ELDER  
PREPARING 3 CANDIDATES  
FOR BAPTISM**



## April 25

"May the power of the Holy Ghost fall afresh upon you."

# CONFERENCE EVENTS

MAY



West Jamaica Conference  
Women's Ministries

*Expressions of Love*

**MOTHERS'**

**DAY.**

*Concert & Extravaganza*

Date: **May 10, 2026**

Starting Time: **3pm**  
The Seventh-day Adventist  
Conference Center

*Ticket:*

- **\$1500** pre-sold
- **\$1800** at the gate
- Children pay at the gate:  
**\$1000** (12 years and under)

**REFRESHMENTS ON SALE**

PROCEEDS IN AID OF MOTHERS AFFECTED BY HURRICANE MELISSA

# CONFERENCE EVENTS

APRIL



EMPOWERING YOUTH ENGAGING SOCIETY  
West Jamaica Conference Mentorship Initiative

A background image showing a group of people, primarily young women, in a conference setting. The image is overlaid with a light blue and white watercolor-style pattern.

## MENTOR CARE & SUPERVISION SESSION

Sunday, **April 26, 2026**



9:30 A.M. – 1:00 P.M.



WEST JAMAICA  
CONFERENCE CENTRE

Contact Information:

Email: [mentorship@westjamaica.org](mailto:mentorship@westjamaica.org)

Call: 1-876-656-7800 (Office)/ 1-876-531-3377 (PLO Marlon Oldfield)  
Whatsapp: 1-876-853-4705 (WJC Mentorship Phone)

# CONFERENCE EVENTS

JULY

## WEST JAMAICA CONFERENCE OF SEVENTH-DAY ADVENTISTS

### NOTICE THE SEVENTH QUADRENNIAL SESSION FOR WEST JAMAICA CONFERENCE

Notice is hereby given that the **Seventh Quadrennial Session of the West Jamaica Conference of Seventh-day Adventists** will be held on **JULY 12 - 13, 2026** at the **Seventh-day Adventist Conference Centre, Mt. Salem Road, Montego Bay. St James.**

Registration begins at 9:00 a.m. at the Noel Frazer Auditorium.

This session is called to:

- ◆ Receive reports from the officers and the various departments.
- ◆ Elect Administrators and Departmental Directors to serve the ensuing term.
- ◆ Consider revisions and changes of the Conference's constitution and by-laws.
- ◆ Discuss and appropriately adopt the strategic plan to guide the activities of the Conference.
- ◆ Transact such other business as may be placed before the delegates

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Vincent Rose, President  
Donovan F. Williams, Executive Secretary  
Marion Barrett-Popkin, Treasurer



# LOCAL CHURCH

APRIL



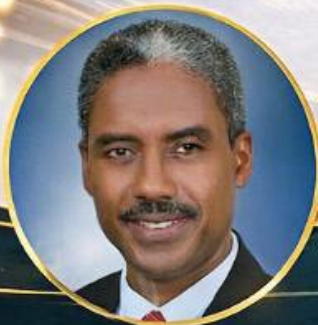
WEST JAMAICA CONFERENCE

**PUBLISHING SPONSORS,  
WOMEN & CHILDREN'S MINISTRIES  
LEADERS & DEACONESSES**

## *Seminar*

Empowering, Equipping & Encouraging  
for Kingdom Service

### PRESENTERS



**Pastor**  
Dudley Hosin



**Elder**  
Carol Smythe James



**Pastor**  
James Sonlin



**SUNDAY**  
APRIL 12, 2026

**4:30 PM**  
🕒



**ZOOM**  
PLATFORM

JOIN US ON ZOOM

MEETING ID

**54701370334**



PASSCODE

**318286**

# SCHOOL EVENT

APRIL



## HARRISON MEMORIAL PREP. & KINDERGARTEN SCHOOL

Fundraising Concert – ECI Department

# OUT OF THE STORM, COMES HOPE

An Evening of Hope & Restoration



Venue:  
West Jamaica Conference  
Auditorium



Time:  
4:00 PM



Date:  
Sunday, April 12, 2026

### ADMISSION (ARM BAND)

Adults: \$1,000

Children: \$500



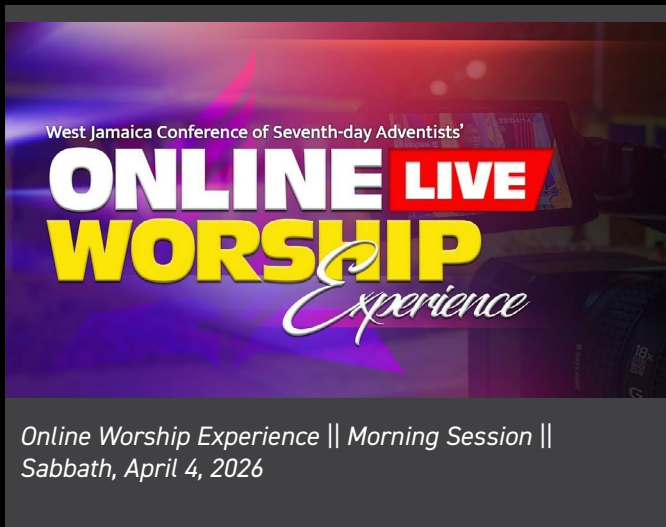
**REFRESHMENTS ON SALE**

*Come and support this worthy cause!*

# IN CASE YOU MISSED IT...

APRIL

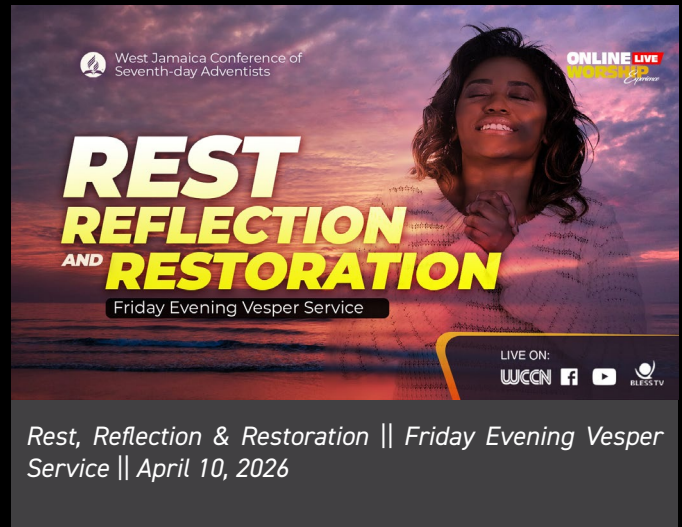
Please click to view video content.



West Jamaica Conference of Seventh-day Adventists

## ONLINE LIVE WORSHIP Experience

Online Worship Experience || Morning Session || Sabbath, April 4, 2026



West Jamaica Conference of Seventh-day Adventists

## REST REFLECTION AND RESTORATION

Friday Evening Vesper Service

LIVE ON: WCCN f y BLESS TV

Rest, Reflection & Restoration || Friday Evening Vesper Service || April 10, 2026



THE BIBLE STUDY HOUR

GROWING IN A RELATIONSHIP WITH GOD

Bible Study Hour || 2nd Quarter || Lesson 2 | April 10 2026



West Jamaica Conference of Seventh-day Adventists

## HOPE AT THE MERCY SEAT

Wednesday Night Prayer Service

LIVE ON: WCCN f y BLESS TV

Hope at the Mercy Seat || Wednesday Night Prayer Service || April 8, 2026

# REFLECTING THE LIGHT

*Spreading God's Word*



Feeling spiritually depleted can make the command to “spread God’s word” feel really heavy. When your own well is dry, how can you offer living water to others? Yet Scripture is filled with voices who ministered from their own brokenness—Elijah under the broom tree and Paul in prison. Spreading God’s word while down doesn’t require manufactured cheerfulness; it requires honesty and a shift in perspective.

Remember that sharing God’s word is not limited to preaching or evangelism. When you are low, your testimony of clinging to God through difficulty becomes a powerful seed. Simply telling a friend, “I’m struggling, but I’m praying Psalm 34:18—‘The Lord is close to the brokenhearted’”—spreads truth. Your vulnerability invites others to see that faith is not the absence of sorrow but the presence of God within it.

Do small, gentle actions. Send a brief text of encouragement using a memorized verse. Write a note of gratitude. Post a single line of Scripture that has comforted you, without pretending to have it all together. These acts require little emotional energy but plant eternal hope. As 2 Corinthians 1:4 reminds us, God comforts us “so that we can comfort those in trouble with the comfort we ourselves receive from Him.” Your current pain may be preparing you to reach someone else who feels exactly the same way.

God’s word is not dependent on your performance. It is living and active. A whispered prayer, a tear shed in His presence, or a quiet “I trust You” in darkness still proclaims His name. You are not the source of the message; you are simply the one carrying the message. In your weakness,

His power is made perfect. Spread His word not from strength, but from the raw, real truth that He has never let you go—and that alone is good news worth sharing.

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**Dainton Thompson**

*Seventh-day Adventist Church, Anchovy*

# BEETROOT JUICE AND HIGH BLOOD PRESSURE

*Miracle cure or helpful add-on?*

*I have heard that beetroot juice is the wonder cure for high blood pressure. My friends are encouraging me to stop my medications and just drink beetroot juice twice a day. What is your advice?*

**H**igh blood pressure, also called hypertension, is often called the “silent killer” because most people don’t feel sick when they have it, yet it can cause serious health problems over time.

Globally, high blood pressure affects more than 1.2 billion people and is a leading cause of death, especially common in adults over 40. Its main causes are a mix of lifestyle and inherited (genetic) factors. Eating foods high in salt, sugar, and unhealthy fats, being overweight, smoking, drinking alcohol, less than adequate restful sleep, and not exercising regularly all raise blood pressure. Family history also plays a role, meaning that if your parents have high blood pressure, you are more likely to develop it too. Stress and aging also make blood vessels stiffer, which raises blood pressure. Some medical conditions raise blood pressure levels, such as hormonal disorders, diabetes, kidney diseases, and sleep apnea (often accompanied by loud snoring), among others.

If high blood pressure is not controlled, it can lead to serious complications. The most dangerous include stroke (when the flow of blood to the brain is blocked or a blood vessel bursts), heart attack (when blood flow to the heart is blocked), heart failure (when the heart muscle becomes weak and cannot pump efficiently) kidney disease, and vision loss. Because there are usually no early symptoms, many people do not know they have high blood pressure until these complications occur. This is why high blood pressure is called the silent killer.

Beetroot juice is rich in nitrate, a natural chemical compound found in many vegetables. Upon consumption, nitrate is changed by friendly bacteria in the mouth (oral microbiome) into nitrite, and then

into nitric oxide, which relaxes the blood vessels. Relaxed vessels can lower blood pressure (BP). This “nitrate → nitrite → nitric oxide” pathway is well documented in human studies.

Drinking beetroot juice can modestly lower systolic BP for some people, especially those with hypertension, but results are not guaranteed and may fade when you stop drinking it, just as what happens with prescribed BP medicines.\*

Think of it as an adjunct to, not a substitute for, proven lifestyle interventions (exercise, maintaining ideal weight, avoiding tobacco and alcohol, and getting enough sleep) and appropriate medications as needed.

How to use it safely (with your doctor’s guidance):

Talk to a qualified health professional first. Beetroot juice can interact with BP medicines by adding to their BP-lowering effect. Your doctor can advise on dose, timing, and routine monitoring of your blood pressure for efficacy and safety. Typical research doses: 250 to 500 milliliters (1 to 2 cups) per day of beetroot juice (often split), providing about 200 to 800 milligrams nitrate.

Raw beetroot (and nitrite-rich leafy vegetables) retain more nitrites than when cooked, and adequate time in the mouth and thorough chewing help bacteria convert nitrites.

Strong antiseptic mouthwashes (e.g., chlorhexidine) can kill the helpful oral bacteria that convert nitrate and may raise BP, blunting the beetroot juice’s effect. Avoid routine antiseptic mouthwash unless your dentist or doctor recommends it. Regular flossing and brushing are generally sufficient.

Beetroot juice may help lower BP for

some people through its nitrate content and influence on the oral microbiome, but it is one tool among many. Additions such as beetroot juice should be layered on top of medications and lifestyle—not instead of them. Use it only with medical advice, keep up the lifestyle foundations, take your medications as prescribed, and follow up regularly to stay on target.

An extended version of this article is available at [adventistreview.org](https://adventistreview.org)—Editors.

\* For studies relating to the safety and effectiveness of beetroot in regulating blood pressure, see the following: <https://doi.org/10.1161/HYPERTENSIONAHA.114.04675>; <https://doi.org/10.1016/j.jnumecd.2024.06.009>; and <https://pubmed.ncbi.nlm.nih.gov/40522148/>.

**Zeno L. Charles-Marcel**, a board-certified internist, is the director of Adventist Health Ministries at the General Conference. **Peter N. Landless**, a board-certified nuclear cardiologist and General Conference Adventist Health Ministries director emeritus, is also a board-certified internist.

## OUR MEDIA PRESENCE

# WCCN

CHANNEL 234 CORNWALL COMMUNICATIONS

## BEHOLD HE COMETH

SUNDAYS @ 7:30 A.M. TELEVISION JAMAICA

## SOCIAL MEDIA



*For announcements on NCU FM Church Bulletin Board, email information to:*

**[sales@ncumedia.com](mailto:sales@ncumedia.com)**

*Our mailing address is:*

**PO Box 176, Catherine Hall, Montego Bay, St. James, Jamaica**

**Want to change how you receive these emails?**

*Telephone:*

**1 (876) 656-7800; 1(876) 952-2727; 1 (876) 979-9026;**

**1 (876) 618-2416; 1 (876) 618-2417 and via Digicel at 1 (876) 448-8416.**

*To Give Visit:*

**[give.westjamaica.org](http://give.westjamaica.org)**

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