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**Health Awareness as a predictor of Chronic Non-Communicable Diseases in St. Vincent and the Grenadines**

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**Objective:** This study was initiated to evaluate the effect of health awareness on health values such as dietary structure and choices. To evaluate the effect of health awareness levels on the presence of Chronic Non-Communicable Diseases in St. Vincent and the Grenadines.

**Design and Methods:** Cross-sectional Survey. A community-based proportional sample of adults residing in the Georgetown and Leeward areas of Saint Vincent and the Grenadines were considered. A 20 item survey instrument was used to gather data on demographics, socioeconomic status, dietary structure and health awareness.

**Results:** Participants with high awareness level have higher educational levels and lower incidences of non-communicable diseases than individuals with low awareness levels. Chi square test gave a p value less than 0.00001 for the association between awareness level and disease. The relationship between awareness level and education, yielded a p value of 0.00098.

**Discussion and conclusions:** Health awareness is linked to chronic non-communicable diseases such as cancer, cardiovascular disease, hypertension, diabetes and stroke. There is no significant difference in health awareness levels between gender and age. However, there is a positive correlation between higher awareness and higher education levels, this difference is shown with a p value of 0.000098. Also it was discovered that higher health aware individuals participate in health-center behaviors. There was no significant difference in factors that affect the purchase of foods amongst all awareness groups. Cost and brand were identified as the most significant factor in the purchasing food. Calories and nutritional facts seem to have lower influences on food purchase.