



“Advocacy to change policy: the tobacco control experience”

Barbara McGaw

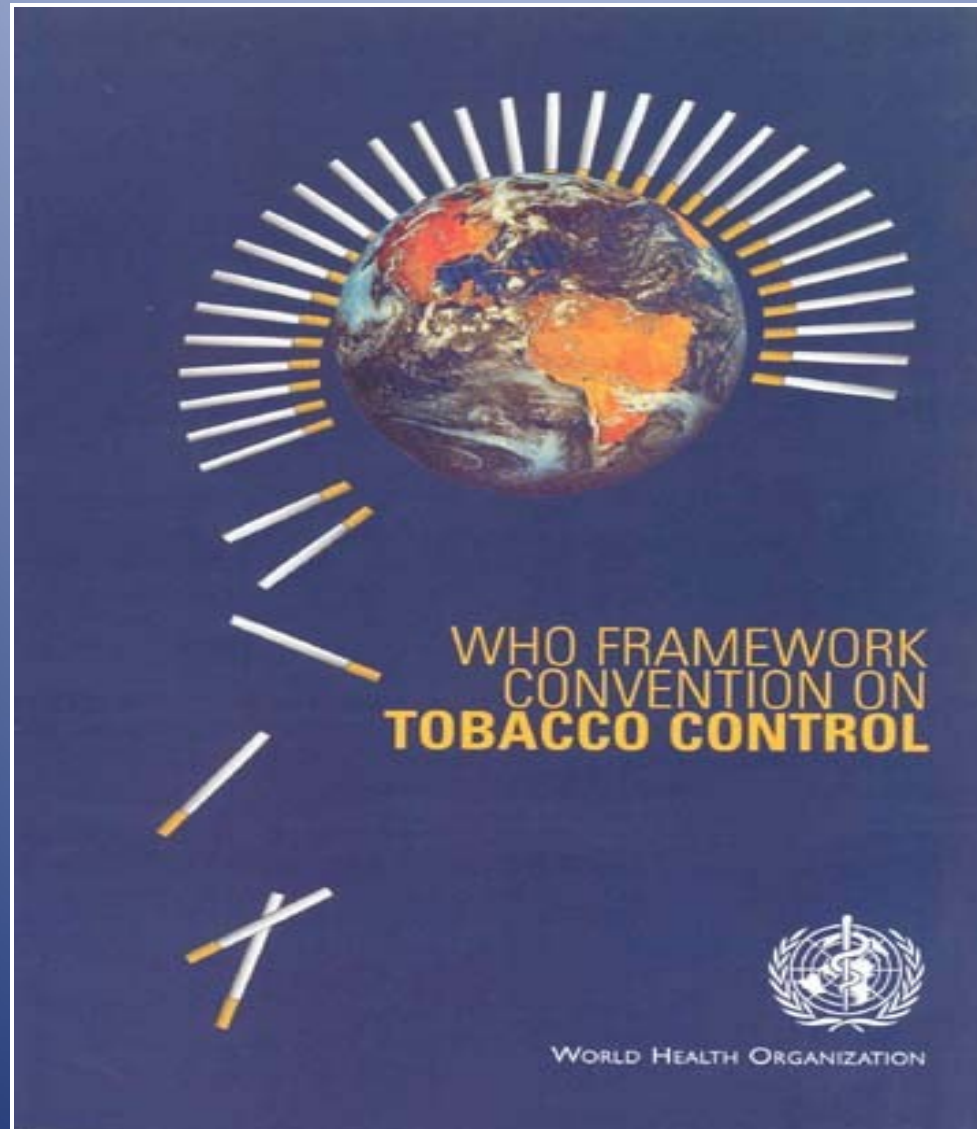
Tobacco Control Project Manager
Jamaica Coalition for Tobacco Control

22 November, 2013



Thanks!!

The FCTC: what is it and why is it important?



The FCTC

- Legally binding treaty negotiated by the World Health Organization
- World's first public health treaty designed to reduce the devastating health and economic impacts of tobacco
- February 27, 2005 came into force

The FCTC

Here are some measures that countries are obligated to:

- Enact comprehensive bans on tobacco advertising, promotion and sponsorship
- Use picture health warnings on cigarette packs
- Protect citizens from exposure to tobacco smoke in workplaces, public transport and indoor public places
- Combat smuggling, including the placing of final destination markings on packs
- Increase tobacco taxes

LIST OF CARICOM COUNTRIES AND ENTRY INTO FCTC

Country	Date of Signature	Date of Ratification	Date of Entry into Force
Anguilla	UKOT	-	-
Antigua & Barbuda	28-Jun-04	05-Jun-06	03-Sep-06
Bahamas	29-Jun-04	3-Nov-09	1 Feb 2010
Barbados	28-Jun-04	03-Nov-05	01-Feb-06
Belize	26-Sep-03	15-Dec-05	15-Mar-06
Bermuda	UKOT	-	-
British Virgin Islands	UKOT	-	-
Cayman Islands	UKOT	-	-
Dominica	29-Jun-04	24-Jul-06	22-Oct-06
Grenada	29-Jun-04	14-Aug-07	142Nov-07

LIST OF CARICOM COUNTRIES AND ENTRY INTO FCTC

Country	Date of Signature	Date of Ratification	Date of Entry into Force
Guyana	Acceded	15-Sep-05	14-Dec-05
Haiti	23-Jul-03	-	-
Jamaica	24-Sep-03	07-Jul-05	05-Oct-05
Montserrat	UKOT	-	-
St. Kitts & Nevis	29-Jun-04	21-Jun-2011	19-Sep-11
St. Lucia	29-Jun-04	07-Nov-05	05-Feb-06
St. Vincent & Gr.	14-Jun-04	29-Oct-10	27-Jan-11
Suriname	24-Jun-04	16-Dec-08	16-Mar-09
Trinidad & Tobago	27-Aug-03	19-Aug-04	27-Feb-05
Turks & Caicos Islands	UKOT	-	-

Defining civil society

Civil society is the sector of society composed of the totality of voluntary civic and social organizations and institutions. It forms the basis of a functioning democratic society.

The role of organized civil society in tobacco control in Latin America and the Caribbean.

Beatriz Marcet Champagne, Ernesto Sebríe, Verónica Schoj. *Salud publica de Mexico* 01/2010; 52 Suppl 2:S330-9.

Defining civil society

Civil society is and should be independent from government and has in theory complete freedom to act and may be able to have greater consistency in pursue of its mission as is not as influenced by political winds.

The role of organized civil society in tobacco control in Latin America and the Caribbean.

Beatriz Marcet Champagne, Ernesto Sebríe, Verónica Schoj. *Salud publica de Mexico* 01/2010; 52 Suppl 2:S330-9

Defining civil society

- Civil society organizations have a strong record of providing services and public education in the Caribbean.
- Without the support and involvement of civil society, programmes developed to tackle NCD's are not likely to be successful.

The role of civil society

Civil society plays five main roles:



- advocate



- coalition builder



- provider of evidence-based information



- watchdog



- service provider



As an advocate, civil society

- Supports government actions if favourable to the tobacco control cause
- Might identify legislative priorities and help develop legislative measures.
- Builds policy consensus, disseminating policy positions
- Enhances public support for policies
- Promotes a favourable public opinion

Advocacy at the HFJ/JCTC

the JCTC experience





- The Heart Foundation of Jamaica (HFJ) was established in 1971
- A member of IAHF, WHF, FCA and the HCC
- HFJ is involved in prevention programmes for cardiovascular disease.
- Spearheaded the establishment of The Jamaica Coalition for Tobacco Control (JCTC) on May 31, World No Tobacco Day, 2002 and acts as the Secretariat.





Advocacy

- Sensitization meetings with key groups
- Health Fairs, youth forum and other meetings (local and international)
- Technical support to the MOH
- Letters to the Editor /articles in the newspapers, Editors Forum, TV and radio coverage, newspaper supplements
- Countering claims by the tobacco industry
- Presentations to Parliamentary Committees



SENSITIZATION BREAKFAST

The Coalition hosted a breakfast meeting for Government Ministries, agencies and departments and NGOs to sensitize them to the health and socio-economic benefits of enacting tobacco control legislation. These breakfast meetings were held on March 7 & 8, 2012.

Three Government Ministers were in attendance – Ministers Fenton Ferguson, Roger Clarke and Derrick Kellier – along with senior decision makers in Ministries, agencies and departments who impact decisions made on Tobacco and Tobacco Control.





PHOTO: All about the heart

Saturday, November 24, 2012



1/1

Head of the Joint Trade Union Research Development Centre Lloyd Goodleigh (left) engages chairman of the Heart Foundation of Jamaica Dr Knox Hagley, and the foundation's executive director, Deborah Chen during the Heart Foundation of Jamaica & Jamaica Coalition for Tobacco Control Breakfast Meeting at the Terra Nova Hotel in Kingston on Thursday. (Photo: Michael Gordon)





CAMPION LOBBIES PARLIAMENT ON BEHALF OF JCTC

On Thursday, Feb. 10/11, history was made when a group of Campion College students made a stirring presentation at Gordon House. The team was specially invited by the Jamaica Coalition for Tobacco Control to be a part of their bid to push for legislation declaring public spaces smoke free as well as inclusion of graphic warnings on cigarette boxes.

Scheduled for one hour in length, the presentation was directed to the Parliamentary Human Resources & Social Development Standing Committee, chaired by Dr. Fenton Ferguson. Dr. Knox Hagley and Mrs. Deborah Chen spoke on the importance of the

Caribbean Tobacco Control Project, after which Delle-Ann Green and Sharryl Spence spoke on behalf of the Campion team. Their primary purpose was to represent the youth view on the matter, incorporating activities held on Jamaica's first "Kick Butts Day" – an international day for youth advocacy, speaking out against 'Big Tobacco'. A slide show of images was shared as well as the short video clip featuring Campion views on smoking.

Parliamentarians were also given copies of the three petitions drafted by Campionites: one moving for smoke-free public spaces, the second urging graphic image placement on cigarette packaging and the third asking for stronger laws related to tobacco control in Jamaica.



Dr Knox Hagley, left, Chairman of the Jamaica Coalition on Tobacco Control along with other Coalition members pose with Campion students after the presentation to the Parliamentary Human Resources & Social Development Standing Committee



World No Tobacco Day (WNTD) is observed around the world every year on May 31. It is meant to draw global attention to the tobacco epidemic and the preventable death and disease it causes and to the widespread prevalence of tobacco use.

TOBACCO INDUSTRY INTERFERENCE.
The World Health Organization (WHO) selects "Tobacco industry interference" as the theme of World No Tobacco Day, which takes place on Thursday, 31 May 2012. The campaign will focus on

the need to expose and counter the tobacco industry's brazen and increasingly aggressive attempts to undermine the WHO Framework Convention on Tobacco Control (WHO FCTC) because of the serious danger they pose to public health.

As more and more countries move to fully meet their obligations under the WHO FCTC, the tobacco industry's

efforts to undermine the treaty are becoming more and more energetic. The industry's attempts to undermine the treaty continue on other fronts, particularly with regard to countries' attempts to ban smoking in enclosed public places and to ban tobacco advertising, promotion and sponsorship.

In addition, Article 5.3 of the treaty states that "in setting and implementing their public health policies that lead to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the

tobacco industry in accordance with national law". On World No Tobacco Day 2012, and throughout the following year, WHO will urge countries to put the fight against tobacco industry interference at the heart of their efforts to protect the global tobacco epidemic.

GUIDELINES FOR IMPLEMENTATION OF ARTICLE 5.3 OF THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

PROTECTION OF PUBLIC HEALTH POLICIES WITH RESPECT TO TOBACCO CONTROL FROM COMMERCIAL AND OTHER VESTED INTERESTS OF THE TOBACCO INDUSTRY

Under Article 5.3 of the Framework Convention on Tobacco Control (FCTC), Parties agree that, in setting and implementing their public health policies with respect to tobacco control, they shall act to protect these policies from commercial and other vested interests of the tobacco industry.

The Conference of the Parties, in decision FCTC/COP/14, established a working group to elaborate guidelines for implementation of Article 5.3 of the Convention. Without prejudice to the sovereign right of the Parties to determine and establish their tobacco control policies, Parties are encouraged to implement these guidelines to the extent possible in accordance with their national law.

Purpose, scope and applicability
Use of the guidelines for implementation of Article 5.3 of the Convention will have an overarching impact on countries' tobacco control policies and on implementation of the Framework Convention on Tobacco Control (FCTC) because the guidelines take into account that the tobacco industry interference cuts across



border effects, including trade liberalization and direct foreign investment. The treaty entered into force in February 2005. It was signed by 168 of the 192 WHO member states and 175 WHO member states have become parties to the convention, representing more than 88 percent of the world's population. Ten Caribbean states have signed the treaty to date, including Jamaica.

WHAT IS THE FCTC?
WHO FCTC is the first treaty negotiated under the auspices of the World Health Organization (WHO). The WHO FCTC is an evidence-based treaty that reaffirms the right of all people to the highest standard of health.

The WHO FCTC was developed in response to the globalization of the tobacco epidemic. The spread of the tobacco epidemic is facilitated through a variety of complex factors with cross

Message from the Minister of Health Hon. Dr. Fenton Ferguson May 31, 2012

The theme of this year's observance of World No Tobacco Day is "Tobacco industry interference" which will focus on the need to expose and counter the tobacco industry's attempts to undermine the WHO Framework Convention on Tobacco Control which highlights the serious danger tobacco use poses to public health. Jamaica is a signatory to the FCTC, which it ratified in 2005.

The Ministry will continue to work with all health promoting through the National Council on Drug Abuse to persons who may wish to quit smoking. The NCDCA has a helpline - 1888-891-4264 - and provides support to assist persons to make good choices.

We will continue to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts, be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts, and the present to the treaty matters.

I urge everyone to support us in this cause so that we can have a healthier nation, by reducing the incidence of smoking and as a result, chronic communicable diseases including cancers.

I take this opportunity to congratulate the Jamaica Coalition for Tobacco Control in its sixth year for its unwavering support of Government in the passage of the Tobacco Legislation and in the education of our citizens on tobacco use and the impact it has on our health. The Ministry looks forward to strengthening the partnership as we move forward in creating a healthier Jamaica.

Work is far advanced to get effect to the tobacco legislation. Cabinet Submission to seek approval for the implementation of the Tobacco Control Bill has been completed. The Tobacco Control Bill will be the main act enacting measures regarding the reduction of tobacco use. The aim is to reduce demand for tobacco products over time, protect persons and the environment from tobacco smoke and prevent the illicit supply of tobacco products. This legislation will be integral to the Governments fight against Non-Communicable Diseases (NCDs).

This quick self test will let you know if your organization is a potential target for the tobacco industry.

- Is your organization involved in:**
- The development or approval of policies, programs and projects that may be related to tobacco control?
 - The development and/or implementation of health-related policies and programmes?
 - The promotion of the welfare of vulnerable sectors including protecting the worker's health?
 - The development or implementation of policies related to the promotion of integrity, transparency and accountability of public officials?
 - The enforcement of relevant laws or guidelines such as tobacco regulation laws (e.g. smoking ban, advertising bans, tobacco taxation, tax evasion) as well as laws that promote integrity, accountability and transparency of public officials?
- HAS YOUR ORGANIZATION:**
- Signed any contract with the tobacco industry?
 - Accepted, supported or endorsed policy drafts from the tobacco industry?
 - Given awards to the tobacco industry?
 - Entered into partnerships or agreements with the tobacco industry?
 - Received contributions from the tobacco industry?
 - Given any prizes, incentives or benefits to the tobacco industry?
 - Participated in tobacco industry "socially responsible" activities?
 - Allowed interaction with the tobacco industry that is not strictly necessary for effective regulation?
- If you checked any of the above, then your organization could be a target of the tobacco industry.**
- Reproduced from *Smoking: Tobacco Industry Interference*, SEACCA 2010

SPREADING DEATH THROUGH CORPORATE SPONSORSHIP

Tobacco can undermine the health of our communities. By spreading death through corporate sponsorship, multinational tobacco companies are undermining public health. They are spreading death through corporate sponsorship, undermining public health. They are spreading death through corporate sponsorship, undermining public health.

rough. To the young, a billion of dollars, to the elderly, a lot of quietness, a warm ally in the moments of action and a safety against reflection.

Few teenagers begin smoking for a genuine inherent physical qualities. Instead, there are attracted to smoking for its image attributes, such as the five C's: coolness, cleverness, social acceptability, sexual attractiveness and status. Marketing gives cigarette a false "personality". Imperial Tobacco, explains that image attributes are derived from product and package design of the association of a brand with certain advertising campaigns or sport or cultural activities according to market. The image of a cigarette brand may be as important as the physical characteristics of the cigarette in satisfying consumer needs.

Source: The Truth to Ban Advertising: International Development Research

This document has been produced with the help of a grant from the World Lung Foundation. The contents of this document are the sole responsibility of the authors and under no circumstances can be regarded as reflecting the positions of the International Union Against Tuberculosis and Lung Disease (The Union) nor those of the Donors.

Coalition Building





As a builder of networks, alliances and coalitions, civil society convenes various organizations from many different backgrounds behind a common cause or objective.



- The Coalition consists of nine member organisations, all committed to supporting Jamaica implement the Framework Convention on Tobacco Control.
- Our efforts are geared towards encouraging government policies that do not promote the use of tobacco.



Members:

- Association of General Practitioners, Jamaica
- Caribbean College of Family Physicians, Jamaica Chapter
- Caribbean Public Health Association
- Diabetes Association of Jamaica
- **Jamaica Cancer Society**
- **Nurses Association of Jamaica**
- The Heart Foundation of Jamaica
- The Medical Association of Jamaica
- The Dental Association of Jamaica



Coalition Building

Work with Key Organisations

- Ministries of Health of the Caribbean Countries
- Caribbean Cardiac Society
- Caribbean College of Family Physicians,
- Roswell Park Cancer Institute
- The Healthy Caribbean Coalition
- Regional and country offices of the Pan American Health Organization/World Health Organization
- Campaign for Tobacco Free Kids
- International tobacco control community



Provider or evidence based information





As a provider of evidence-based information, civil society informs policy decisions and frequently translates science for use by policy makers, media and the public.



Provider of evidence based information

- Air Quality Management study to measure exposure to second hand smoke.
- Survey on Graphic Health Warning effectiveness.
- Public Opinion Poll on attitudes toward smoke free environments

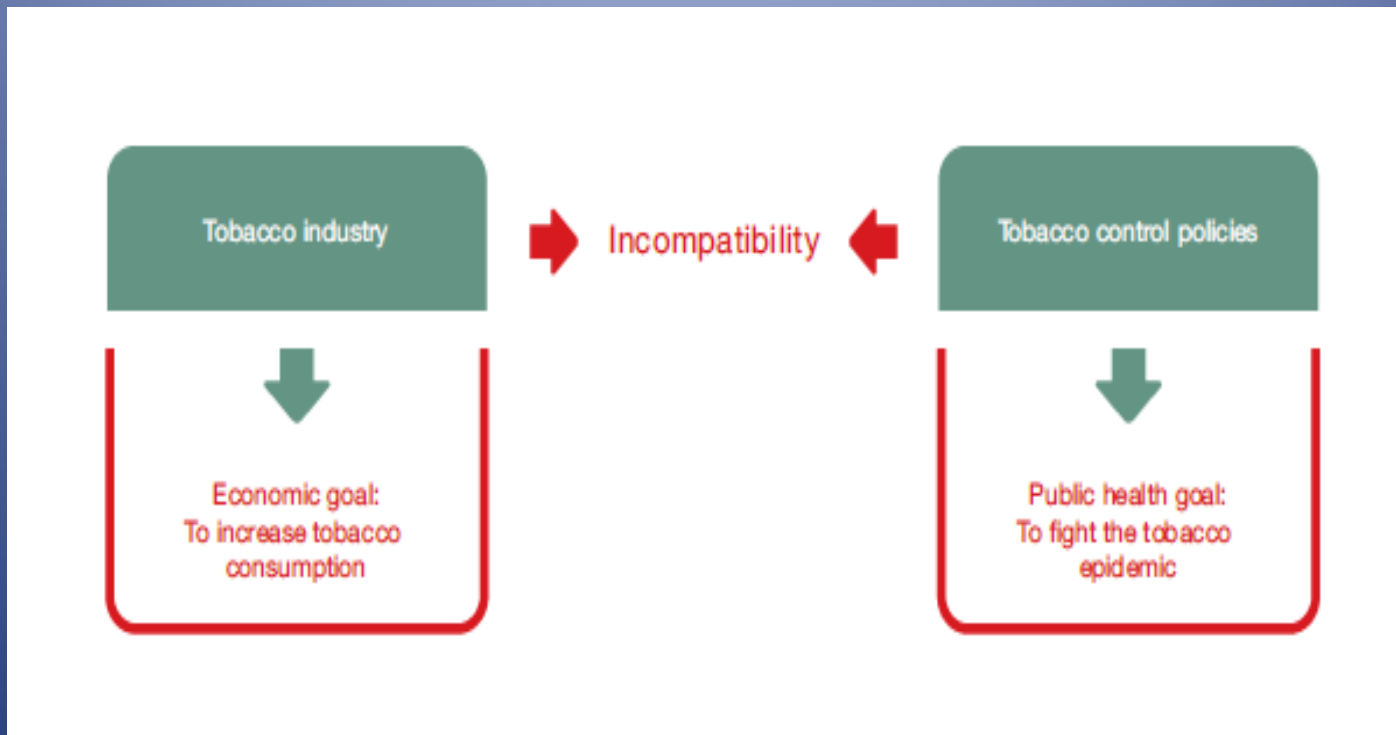


As a watchdog, civil society monitors and reports on the progress of government and other institutions in meeting their commitments and achieving their goals.

Includes monitoring for underhand activities of the tobacco industry

Tobacco industry interference

There is a fundamental, irreconcilable and inherent conflict between the tobacco industry's interests and public health policy interests



Health is not negotiable-Guidelines for understanding, monitoring and counteracting tobacco industry interference with public policies (2012)

Article 5.3 FCTC

Industry Interference: The FCTC Commitments

- Under Article 5.3 of the Framework Convention on Tobacco Control (FCTC), Parties agree that, in setting and implementing their public health policies **with respect to tobacco control, they shall act to protect these policies from commercial and other vested interests of the tobacco industry.**
- This commitment is made recognizing **‘the need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts** and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts’ (Preamble).

Article 5.3

Tobacco Industry Interference: The FCTC Commitments

Guidelines for implementation of Article 5.3

- Guidelines on how Government's protect public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry

LIMIT GOVERNMENT INTERACTIONS WITH THE TOBACCO INDUSTRY

- **Restrict interactions to those necessary for regulatory purposes**
- **Public meetings with public notice**
- **Records of meetings made public**
- **No partnership with the industry on any public health policy initiatives**



www.TobaccoFreeIndia.org

Hemant Goswami

hemant@tobaccofreeindia.org

April 27, 2012

Hemant Goswani- the role of civil society in tobacco control

<http://www.slideshare.net/tobaccofreeindia/role-of-civil-society-in-tobacco-control>

NO PARTNERSHIP BY GOVERNMENT AGENCY OR ITS OFFICIALS WITH THE TOBACCO INDUSTRY

- **No financial interest in tobacco industry**
- **No industry employee or ally to be employed or nominated to Government bodies, committees, advisory groups**
- **Government officials engaged in tobacco control policy to be limited from taking tobacco industry employment within defined timeframe.**
- **No in-kind or monetary payments to be accepted from the industry**
- **Prohibit political or campaign contributions by the industry or require its disclosure**



www.TobaccoFreeIndia.org

Hemant Goswami

hemant@tobaccofreeindia.org

April 27, 2012

- Hemant Goswami- the role of civil society in tobacco control
- <http://www.slideshare.net/tobaccofreeindia/role-of-civil-society-in-tobacco-control>

Watchdog





Monitoring the tobacco industry

ISSUE/CONTEXT	ACTION BY JCTC	OUTCOME
<p>Ongoing monitoring of TI attempts to 'normalize' their operations Breaches of Article 5.3 .</p>	<p>Press releases sent, letters to key Ministries in breach of FCTC. Letters to the editor and radio/TV interviews Support from our regional and International partners</p>	<p>Government ministries and public more aware of the FCTC and role of the tobacco industry</p>



A member of the JCF gives a description of the repair work done to the police van pictured. The repairs were funded by Carreras





TOBACCO INDUSTRY INTERFERENCE



Updated: Sep. 12, 2012 - 6:59 pm

LATEST HEADLINES

Plans to counter rising food prices

4 MP's fingered for taking donations from tobacco companies

Recommend

Be the first of your friends to recommend this.

Four Members of Parliament have been pointed out by the Jamaica Coalition for Tobacco Control for taking donations from tobacco companies which it says is in breach of the World Health Organization, WHO's treaty convention for tobacco control.

The coalition in a statement published in the newspaper Wednesday pointed out the breach and said acting contrary to the WHO's convention could prove detrimental for Jamaica.

The statement which was issued by the Jamaica Coalition for Tobacco Control says the four MPs involved took cash donations from tobacco companies which they used to support community development projects.

According to Chairman of the Coalition, Dr. Knox Hagley, the treaty makes clear

Wed. Sep.12,2012 6:10

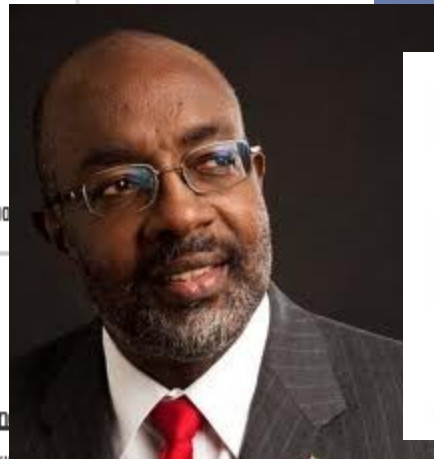
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<http://rjmewsonline.com/news/local/4-mps-fingered-taking-donations-tobacco-companies>



**\$5 MILLION DOLLARS PER
CONSTITUENCY EARMARKED FOR
COMMUNITY DEVELOPMENT**



CARRERAS YOUTH SMOKING PREVENTION CAMPAIGN





Carreras' Scholarship and Bursary Awardees pose with Michael Bernard after the 2010 Awards Banquet



There should be no ethical dilemma about donations from the tobacco industry

Media Corner

Clare Forrester

Wednesday, September 26, 2012

I caught the closing segment of Earl Moxam's programme *That's a wrap* aired on RJR FM radio last week. The specific discussion mainly between Moxam and veteran journalist Franklin McKnight that got my attention concerned the ethical implications of public officials collecting donations from tobacco companies. This arose from a recent disclosure by tobacco control advocate Dr Knox Hagley that four parliamentarians had accepted cash donations from tobacco companies which they used to support community development projects.



Deborah Chen, Executive Director of the Heart Foundation of Jamaica, who is also the President Elect of the Inter American Heart Foundation and Vice President of the World Heart Federation, addressing those attending the ceremony yesterday. Right is PAHO/WHO Representative, Barbados and the Eastern Caribbean, Dr. Merle Lewis

Regional anti-tobacco advocate voices concern

THE tobacco industry's involvement in Jamaica is "chronic" and Deborah Chen, Executive Director of the Heart Foundation of Jamaica, who is also the President Elect of the Inter American Heart Foundation and Vice President of the World Heart Federation, is urging other Caribbean governments to be on the lookout for similar situations popping up in their territories.

Chen made the comments as she gave the closing remarks at the signing of a Memorandum of Understanding between Sagcor Life Inc. and the Healthy Caribbean Coalition (HCC) at the United Nations House yesterday afternoon. Chen, who is also a Director of the HCC, told those gathered that Jamaica has numerous health challenges, especially as it relates to tobacco control, which must be addressed.

"All countries in our region are faced with tobacco industry interference as we seek to comply with the World Health Organisation Treaty – the Framework Convention on Tobacco Control to which all our government are signatories. This is an evidence-based treaty for those who may not know, that was made in response to the global tobacco epidemic. Tobacco in-

dustry interference in Jamaica is chronic. The leading tobacco company in Jamaica makes public donations to members of Parliament and government institutions on a regular basis, in breach of the treaty which seeks specifically to 'protect public health policies respect to tobacco control from commercial and other vested interests of the tobacco industry', she noted.

She said that the HCC has been instrumental in alerting regional non-governmental organisations about the tobacco situation in her homeland, helping to garner support regionally and locally for their cause. Moreover, she said that through the HCC other countries in the region are alerted to be on the lookout for similar breaches of the Framework Convention on Tobacco Control, as have been occurring in Jamaica.

Chen maintained that the HCC is an example of successful regional collaboration, and she said that as a region, we will make far more progress if we focus on areas of common interest such as health, than to tackle the challenges as individual nations.

"A heart disease specific organisation in Jamaica has much in common, with let us say a diabetes organisation in Barbados



Monitoring the tobacco industry

ISSUE/CONTEXT	ACTION BY JCTC	OUTCOME
<p>February 2011. Jamaica plans to increase tobacco production using crown lands</p>	<p>Press release sent, open letter to Government Letters to the editor and radio/TV interviews Support from our regional and International partners to send letter to Govt</p>	<p>Ministry of Agriculture shelved the plan to increase tobacco production This plan is in contravention of the FCTC. Article 15-17</p>



Jamaica Coalition for Tobacco Control

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February 28, 2011

OPEN LETTER TO THE PRIME MINISTER OF JAMAICA AND THE PEOPLE OF JAMAICA

The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica which is in direct contravention of the World Health Organization (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005. In 2003, the WHO established this first ever public health treaty in response to the globalization of the tobacco epidemic. The WHO reports that tobacco use is one of the biggest public health threats the world has ever faced. It kills more than five million



HEALTHY CARIBBEAN COALITION

"a civil society alliance for combating chronic diseases"



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Healthy Caribbean Coalition - OPEN LETTER TO THE PRIME MINISTER OF JAMAICA AND THE PEOPLE OF JAMAICA

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Jamaica Coalition for Tobacco Control

The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica which is in direct contravention of the World Health Organization (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005. In 2003, the WHO established this first ever public health treaty in response to the globalization of the tobacco epidemic. The WHO reports that tobacco use is one of the biggest public health threats the world has ever faced. It kills more than five million people a year – an average of one person every six seconds – and accounts for one in 10 adult deaths. Up to half of current users will eventually die of a tobacco-related disease. Based on current mortality due to tobacco smoking, evidence is that 75% of the mortality from smoking will be in developing countries, and in Jamaica, with a larger percentage of hypertension and diabetes, the evidence is that these diseases will increase mortality to a considerable degree.



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To: Office of the Prime Minister, Jamaica (Karen Rochester) and Minister of Health, Jamaica (Rudyard Spencer)

Subject: **Protect Public Health - Don't Expand Tobacco Production**

Dear Honorable Prime Minister Golding and Honorable Minister Spencer,

It has recently come to my attention that the Jamaica Ministry of Agriculture is planning to expand the production of tobacco growing in your country. Reports also indicate that the Ministry of Agriculture will work with Carreras, a subsidiary of British American Tobacco (the world's second largest tobacco transnational corporation) to build an "international" brand of tobacco.

Corporate Accountability launched an email petition asking members to send emails to the Jamaican Prime Minister and Minister of Health
Over 3,500 emails sent

BMJ Tobacco Control article in the News Analysis Section

Downloaded from tobaccocontrol.bmj.com on October 3, 2011 - Publis

Worldwide news and comment

JAMAICA: MORE TOBACCO, DESPITE FCTC

Going against trends in most of the rest of the world, especially among countries committed to implementing to the WHO's Framework Convention on Tobacco Control (FCTC), Jamaica is increasing tobacco production. It is not just that the department of agriculture has decided to stimulate tobacco leaf growing, but recent events suggest a larger and more sinister trend. The most striking illustration of how little the Jamaican government seems to understand the tobacco problem and what the FCTC is all about is a notorious collaboration with Carreras Limited, local subsidiary of

ment organisations are now at work in many areas where in the past, the industry often went unchallenged. And a challenge is obviously how BAT saw the coalition's press release and letter. Within two days, its local corporate and regulatory affairs manager had written an article for the country's leading daily newspaper, the *Jamaica Gleaner*, published below the supremely inappropriate and misleading headline, 'Clearing the air on tobacco control.'

In addition to BAT's predictable line on the expansion of tobacco production and the FCTC, the article reminded readers—as the company no doubt regularly reminds the government—of the company's "almost 50-year involvement and support" for empowering people through education, civic and community life, arts, culture and the environment, and its "continued willingness to sit down with the government



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Tobacco Revival - Study shows high earnings

BY VERNON DAVIDSON Executive Editor — Publications davidsonv@jamaicaobserver.com

Sunday, March 20, 2011



A just-concluded survey of the local tobacco industry says that there has been a resurgence in cultivation of the crop in the past two years and places the industry's estimated

farmgate value at \$397 million.

At the same time, the survey also found that most of the industry's 573 farmers plan to expand production, even as pressure mounts on the Government to enact tobacco control legislation in keeping with Jamaica's obligation under the World Health Organisation's Framework Convention on Tobacco Control (WHO FCTC) signed in 2003.

The survey, which is likely to receive heavy flak from the anti-tobacco lobby, was conducted by the Rural Agricultural Development Authority (RADA) over four weeks between January and February 2011.

The study, the researchers said, took the form of a field survey utilising farmer interviews, GPS mapping data analysis and cross-referencing.

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Tobacco Growers Arise - Farmers Revive The Once Flourishing Sector

Published: Sunday | July 1, 2012

0 Comments



Tobacco farmer Windel 'Archie' Allen of Burt Savannah displays a stalk of tobacco seed.

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Gov't in breach of tobacco treaty

Published: Wednesday | March 2, 2011 [0 Comments](#)

The following is an open letter from the Jamaica Coalition for Tobacco Control to Prime Minister Bruce Golding.

The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the bid to expand the production of tobacco growing in Jamaica, which is in direct contravention of the World Health Organisation (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005.



The screenshot shows the Jamaica Observer website. At the top is the logo with a globe and the text 'JAMAICA OBSERVER'. Below the logo is a navigation menu with links for HOME, NEWS, BUSINESS, SPORT, LIFESTYLE, TEENAGE, and WESTERN. Underneath the menu are links for Editorial, Columns, Career, Food, All Women, Letters, Auto, Jobs, E-Paper, and Email. A 'LATEST NEWS' section features the headline 'Warrington disgusts journalists' with a timestamp of 10:44 PM. Below this is a 'COLUMNS' section with a red underline. The main article is titled 'Gov't should not promote use of tobacco' in blue text. To the left of the title is a portrait of a man in a suit. Below the portrait is the date 'Wednesday, March 02, 2011'. Underneath the date are icons for a printer, a mail envelope, and a 'Like' button with the number '4'. Below the article title and author information is a short paragraph: 'This is an open letter to the prime minister and people of Jamaica.' At the bottom of the visible text is the beginning of the article's body text: 'THE Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica... is in direct contravention of the World Health Organisation (WHO) Treaty... Framework Convention on Tobacco Control (FCTC), which the'.



Monitoring the tobacco industry

ISSUE/CONTEXT	ACTION BY JCTC	OUTCOME
<p>March 2012 -tobacco company representative appointed to public Health Board</p>	<p>Letters sent to the relevant Ministries and Board Chairman highlighting contravention of Article 5.3 of the FCTC</p> <p>Coalition and MOH presented to public Health Board</p>	<p>Tobacco company representative removed from the public health board</p>

go up in smoke



Jamaica Coalition for Tobacco Control

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23 March 2012

Statement from the Jamaica Coalition for Tobacco Control

Concern - Bureau of Standards Jamaica Board Appointment

It is with deep concern that the Jamaica Coalition for Tobacco Control notes in a release from the Office of The Prime Minister of Jamaica that the Managing Director and board member of a cigarette company in Jamaica - Carreras, Mr. Richard Pandohie, has been appointed to the board of the Bureau of Standards (BSJ). (news release attached and link - http://www.opm.gov.jm/news_and_public_affairs/board_standards_council_bureau_of_standards_20122014)



BUREAU OF STANDARDS JAMAICA
Making Standards Work for you...

www.bsj.org.jm

STANDARDS COUNCIL



Prof. Winston DAVIDSON, CD, JP,
 Chairman



Andrene
 COLLINGS



Sandra
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Lawrence
 HENRY



Noel
 deCOSTA



Dr. Sylvia
 MITCHELL



Gibson
 CLARKE



Leonard
 GREEN



Daphne
 HARRIS-MOREGEL



Alisha
 WILLETT, JP

Professor Winston Davidson, CD, JP, chairs the new Standards Council of the Bureau of Standards Jamaica (BSJ), named by the Hon. Anthony Hylton, Minister of Industry, Investment & Commerce (MIOC) earlier this year. Professor Davidson, the head of the School of Public Health and Health Technology, at the University of Technology, enjoys an illustrious career in medicine and academia. Professor Davidson is supported on the board by thirteen others including the newly appointed Executive Director, Miss Yvonne Hall, and a Staff Representative, Mrs. Sandra Rhoden.



Shadow reports

“Report cards” or “shadow reports” are some examples of this watchdog role. The Coalition has also submitted information for several shadow reports to international bodies

TOBACCO WATCH

Monitoring Countries' Performance on the Global Treaty






CIGARETTE PACKAGE HEALTH WARNINGS

INTERNATIONAL STATUS REPORT



Canadian Cancer Society
Société canadienne du cancer

OCTOBER 2010



Framework Convention on Tobacco Control: challenges for Latin America and the Caribbean

Civil Society Report

2010

How successful has our advocacy been?

- Jamaica ratified the FCTC in 2005 and is bound by its provisions
- Jamaica has had draft tobacco legislation since 2005
- Tobacco control was not a priority for the former Government (2008-2011) and there was strong pressure by the tobacco lobby to delay the law
- Opposition won by a landslide in Dec 2011

How successful has our advocacy been?

- The new Minister of Health Dr Fenton Ferguson is a strong supporter of tobacco control law .
- The Minister of Health enacted The Public Health (Tobacco Control) Regulations-2013 effective July 15, 2013.
- These regulations cover the implementation of 100% smoke free public places and workplaces and the of placing graphic health warnings 75% (GHW) on cigarette packs.

Comments by the Minister of Health on JCTC's role in the tobacco regulations (Sept. 2013)

In the past 18 months the JCTC has supported the Ministry of Health in the promulgation of the Tobacco legislation which culminated in the enactment of the Public Health Tobacco Control Regulations 2013, on 15 July 2013.

Suffice it to say, without the constant support and the technical advice given by Deborah Chen and her team, this regulation may not have been a reality. Although we have been congratulated by Dr. Carissa Etienne, Director of PAHO and Dr. Margaret Chan, Director General of WHO on having a robust smoke free regulation and one of the largest graphic health warnings, a lot more needs to be done in the area of implementation and monitoring. The Coalition has been extremely integral in bolstering the public education and sensitization programmes and contacts with other key stakeholders, supporting activities already in place by the Ministry of Health on the

Service provider role





Civil society often plays a service provider role. It might provide counselling to patients, smoking cessation services, treatment for the poor, and screenings.



Service Provider

Members of the Coalition are involved in a service provider role in terms of:

- Screening patients
- Offering cessation counseling
- Facilitating community interactions with services
- Obtaining and disseminating health information
- Building informed public choice on health

Summary

WHERE SHOULD CIVIL SOCIETY BE PLACED?

- **Civil society is the best FRIEND of 'Tobacco Control' action**
- **Civil society adds focus and innovation in planning, strategy, execution and action**
- **The most critical and most aggressive civil society groups are the most useful one's for tobacco control**



www.TobaccoFreeIndia.org

Hemant Goswami

hemant@tobaccofreeindia.org

April 27, 2012

- Hemant Goswami- the role of civil society in tobacco control
- <http://www.slideshare.net/tobaccofreeindia/role-of-civil-society-in-tobacco-control>

UTILISE CIVIL SOCIETY FOR ...

- **Advocacy**
- **Community networking**
- **Community feedback**
- **Lobbying**
- **Policy intervention and innovation**
- **Litigation and independent legal action**
- **Research and surveys**
- **Ground level action**
- **Implementation and execution**
- **Monitoring**
- **Etc...**



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HOW CIVIL SOCIETY SHOULD BE ENGAGED BY THE GOVERNMENT(s)

1. **Identify**
2. **Revalidate**
3. **Partner**
4. **Train**
5. **Build capacity**
6. **Network and weave**
7. **Allow natural difference of opinion to grow and engage everyone without taking sides. Don't interfere in inter and intra organizational dynamics (Mother NGO's or umbrella organizations have a very limited role. Don't over emphasize on it.)**
8. **Use the Spoke-and-Wheel theory to work with Civil Society partners.**
9. **Support**
10. **Recognize and share credit**
11. **Multiply with continuous identification and motivation**



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Lessons learnt

- Civil society efforts are crucial to successful tobacco control efforts
- Need a strong coalition founded on teamwork
- Strong and respected leadership is essential
- Effective tobacco control efforts require comprehensive, multipronged approaches and strategies

Lessons learnt

- Tobacco control advocates must continually seek to broaden the ways in which they raise awareness of tobacco's negative effects
- Economic research is an important component of effective advocacy. Policymakers and the general public are often unaware of the massive financial costs to society of tobacco use.
- Media can be a powerful tool for and ally of tobacco control advocates

Next steps

- Use the tobacco control model for tackling other risk factor for NCDs
- Support the MOH in implementation and monitoring of recently enacted tobacco regulations
- Continue to advocate for the MOH to pass more complete legislation including the ban on tobacco advertising promotion and sponsorship and increased tobacco taxes

Next steps

- Advocate for research on economic burden of tobacco use
- Prepare for and seek partners to fight possible litigation from tobacco industry
- Look at a sustainability plan for the Coalition to continue its work

The Role of Governments

Tobacco smoking is the only legally available product that kills when used exactly as the manufacturer intended.

Governments should protect the public health interest of the population and its' policies should reflect this.

Committed to a Smoke Free Caribbean



Jamaica Coalition for Tobacco Control

