

Independent Talk with Ronnie Thwaites/Power 106 FM Radio's Outside Broadcast for World No Tobacco Day, Monday, May 31, at The Heart Foundation of Jamaica.

Theme: "Gender and tobacco with an emphasis on marketing to women"

NB: Please keep the theme in mind and tailor your remarks accordingly. While we have included a condensed version of the information on WNTD 2010, you can access the full WNTD announcement at the WHO link:

<http://www.who.int/tobacco/wntd/2010/announcement/en/index.html>

TIME	SPEAKER	SUGGESTED DISCUSSION POINTS
Power 106 to inform	Dr. Knox Hagley, Consultant Physician and Chairman of The Heart Foundation of Jamaica and the Jamaica Coalition for Tobacco Control	<p>Briefly remark on smoking in general, then focus on how females who smoke or are exposed to tobacco/cigarette smoke, harm not only their health but the health of children born and unborn. Include the health consequences for the foetus and her own health when the expectant mother smokes or is exposed to cigarette smoke.</p> <p>Show how smoking can lead to disability so that the mother- especially if she is a single parent and main breadwinner – ends up impairing her ability to support self and children</p>
	Mr. Michael Tucker, Executive Director, National Council on Drug Abuse	<p>Broadly: give data on smoking by females, using the GTYS and other surveys (for Jamaica and region, particularly)</p>
	Dr. Eva Lewis-Fuller, Director, Health Promotion & Protection Division, the Ministry of Health	<p>With women as mothers/partners in mind, give details of MOH policy and activities regarding protection of citizens from cigarette smoking/smoke, including in public places; what is status of tobacco control legislation?</p> <p>Talk about MOH training of medical personnel to engage young/teenage females to not smoke and encourage smoking cessation for those who do smoke/are exposed to second hand smoke.</p> <p>What role do the public health facilities play in</p>

		tobacco use/health harms education and smoking cessation?
	<p>Dr. Aldyth Buckland, President, Association of General Practitioners of Jamaica, volunteer Jamaica Cancer Society – which spearheads the Fresh Start smoking cessation programme - Member of Jamaica Coalition for Tobacco Control</p>	<p>In the above context, emphasize importance of quitting the habit and the health benefits. Explain the importance of the <i>Fresh Start</i> programme and share some of its success stories, including mothers/other females who influenced family/friends to quit smoking.</p>
	<p>Campion 6th Form Students: Kimone Whyte, Sharryl Spence and Dellie-Ann Green.</p>	<p>What are their experiences as young females that prompted concern about tobacco use/cigarette smoking and smoke?</p> <p>They and other students created three tobacco control petitions – give some details.</p> <p>Campion College made local history as the annual anti-tobacco observance called <i>Kick Butts Day</i>, was launched at that institution on March 24, 2010.</p> <p>What are some of their/Campion next steps to ensure a wider impact/longevity for the petitions and KBD?</p>
	<p>Dr. Buckland introduces representatives of Guardian Life and Scotiabank</p>	<p>(Dr. Buckland, on behalf of the Jamaica Cancer Society and the Jamaica Coalition for Tobacco Control, will congratulate two Private sector companies regarding voluntary smoking bans in their buildings). She would introduce the two</p>

		<p>company representatives.</p> <p>What spurred this decision?</p> <p>What smoking related health/productivity problems were detected within their organisations?</p>
	<p>Dawn Williams, Communications Officer, Caribbean Tobacco Control Project. The Project is part of The Heart Foundation of Jamaica and the Jamaica Coalition for Tobacco Control public health advocacy</p>	<p>Show how the foregoing relates to the Project's main goal of lobbying for Graphic/Picture Health Warnings on cigarette packaging; and the world's first public health treaty articulated by the WHO in direct response to the global tobacco use epidemic .relates to FCTC and Project's role, GHW, is one aspect of this multi-pronged approach to combating tobacco use.</p>
	<p>Dr. Knox Hagley</p>	<p>Dr. Hagley will make "wrap up" remarks</p>