



***“Civil Society Led Advocacy in Action –
Catalysing National Policy and
Programmes”
The JCTC experience***

February 2017

Barbara McGaw

Project Adviser – Tobacco Control

Jamaica Coalition For Tobacco Control

Tobacco Advisor Healthy Caribbean Coalition

Healthy Caribbean Coalition

**NCD Advocacy, Accountability, and Conflict of Interest Meeting
Feb 17-18, Jolly Beach Resort & Spa, Antigua & Barbuda**



Thanks!!



The Heart Foundation of Jamaica (HFJ) was established in 1971

- A member of The InterAmerican Heart Foundation, the Framework Convention Alliance and The World Heart Federation.
- 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.



Members:

- Association of General Practitioners, Jamaica
- Caribbean College of Family Physicians, Jamaica Chapter
- Jamaica Psychiatric 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



JCTC VISION:

- **A tobacco free Jamaica**

JCTC MISSION:

- **De-normalizing the use of tobacco and all nicotine products**



JCTC advocacy

- Close working relationship with MOH
- Support for implementing and monitoring tobacco laws
- Sensitization meetings with key stakeholders
- Letters to the Editor and articles in the newspapers
- Monitoring the activities of the tobacco industry, sharing breaches of Article 5.3 by stakeholders (which stipulates how government and its employees should interact with tobacco companies)
- Watchdog Role- Naming and shaming - reporting to Government any infringements of FCTC Articles
- Countering claims by the tobacco industry

Case studies and effective action by civil society

Plans to increase tobacco production

- 2011-There had been an increase in the amount of farmers growing tobacco in the last two years. Approximately 500 farmers on 300 acres were noted.
- The Ministry of Agriculture, the Rural Agricultural Development Authority (RADA), tobacco company Carreras and local farmers investigated ways in which the farmers can increase the production of tobacco for export.
- The former Minister of Agriculture said the Government would provide the farmers with Crown lands and technical support from Carreras in order to get the project which is being led by Carreras, "off the ground".

Plans to increase tobacco production

Monday, October 03, 2011

JAMAICA
OBSERVER

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Tobacco Revival - Study shows high earnings

DAVIDSON Executive Editor — Publications davidsonv@jamaicaobserver.com

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

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 line 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 National Agricultural Development Authority (NADA) 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.

The Gleaner Jamaica VI Established 1834

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Tobacco Growers Arise - Farmers Revive The Once Flourishing Sector

Published: Sunday | July 1, 2012 0 Comments



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

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JCTC response re increased tobacco production

- Prepared press release and open letter to the Prime Minister and other Cabinet Ministers
- Articles written about issues, press release printed, Radio and TV interviews done around the Caribbean
- Reached out to our regional and international partners
- Press release picked up by 23 local regional and international websites



Jamaica Coalition for Tobacco Control

28 Beechwood Avenue, P.O. Box 338, Kingston 5

Tel: (876) 926-4378, 929-3195 • Fax: (876) 754-6441

email: jctc@infochan.com

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

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.

Tobacco lobby's unhelpful actions

Published: Saturday | March 12, 2011 [1 Comment](#)

THE EDITOR, Sir:

It is important to respond to the letter from Mr Christopher Brown, one of the managers at Raras Limited that was published in The Gleaner on Friday, March 4. Two points in his letter require clarification:

Public-health advocates worldwide know that several countries, including the ones named by Mr Brown, grow tobacco. Articles 15-17 of the Framework Convention on Tobacco Control speak specifically to 'core supply reduction' of tobacco. *Inter alia*, Article 17 states that the 'parties' (meaning the governments that sign the treaty, which [Jamaica](#) has done) "shall, in cooperation with each other and with competent international and regional intergovernmental organisations, promote, as appropriate, economically viable alternatives for tobacco workers, growers and smallholders, as the case may be, individual sellers". For more details, please see www.fctc.org.

COLUMNS

Gov't should not promote use of tobacco



Wednesday, March 09, 2011



4

Like

This is an open letter to the prime minister and 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. This 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.

In 2003, the WHO established this first ever public health treaty in response to globalisation 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

Our Partners response re increased tobacco production

- HCC and CCS carried articles and comments on their website, wrote to PM and Minister of Health

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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.



CARIBBEAN CARDIAC SOCIETY
DEPARTMENT OF SURGERY, FACULTY OF MEDICAL SCIENCES
UNIVERSITY OF THE WEST INDIES
MONA, KINGSTON 7, JAMAICA W.I.
Tel: (876) 978-2276 Fax: (876) 927-4199
Email: ccs@cwjamaica.com Website: www.caribbeancardiac.org

11 April 2011

The Honourable Bruce Golding, MP
Prime Minister
Office of the Prime Minister
Devon Road
Kingston
Jamaica, W.I.

Dear Prime Minister:

Jamaican Government's Support for Expansion of the Tobacco Industry in Jamaica

The Caribbean Cardiac Society (CCS) views with deep concern the decision of the Government of Jamaica to use government lands for the expansion of tobacco production. As a signatory to the Framework Convention on Tobacco Control (FCTC), the Government of Jamaica has committed to initiate policies which promote the public health of the nation and not the enhancement of disease.

Tobacco use is responsible for over 5 million deaths annually and is well established as a

International Partners response re increased tobacco production

- FCA listserv carried articles and comments on its website and listserv
- 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
- Letters written by international partners (PAHO, WHF, CTFK, to Prime Minister and others



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.



International Partners response re increased tobacco production

BMJ Tobacco Journal carried an article in its 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



Ministry of Agriculture shelved the plan to increase tobacco production

This plan was in contravention of FCTC Articles 5.3, 15-17

Plans were made to encourage farmers to plant alternate crops
43% drop in tobacco cultivation
2013

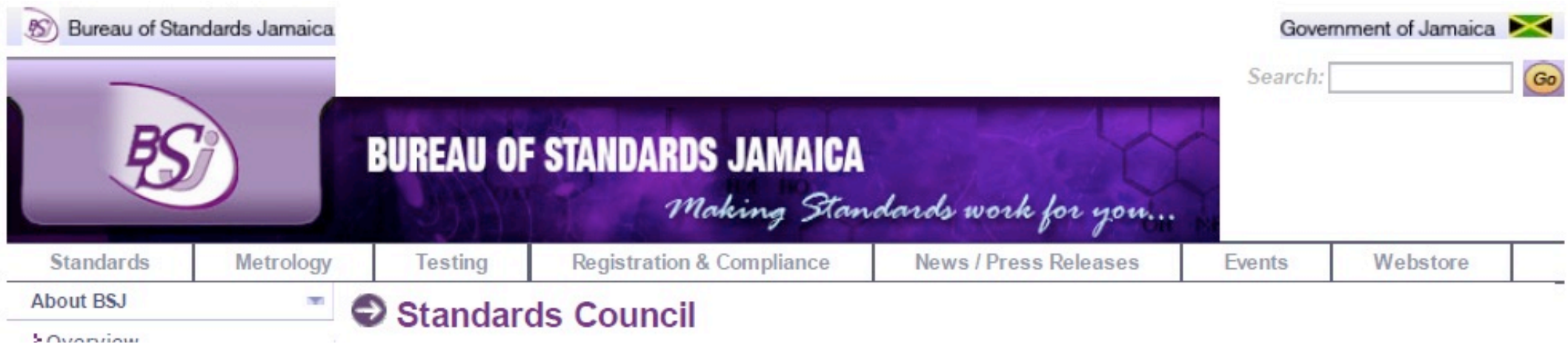
A screenshot of the Jamaica Observer website. The header shows the date "Thursday, January 26, 2017" and the "JAMAICA OBSERVER" logo. Navigation links include HOME, NEWS, BUSINESS, SPORT, LIFESTYLE, ALL WOMAN, REGIONAL, ENTERTAINMENT, HEALTH, and CLASSIFIEDS. A "LATEST NEWS" section highlights "Jamaica's corruption ranking worries PNP 1:00 PM". Below this are three travel-related ads: "Newark to Antigua Flights", "Fly Kingston to Antigua", and "MBJ to Antigua Flights". The main news section features a headline "Ministry reports 43% drop in tobacco cultivation" dated Thursday, August 21, 2014, with 24 comments. To the right, "OTHER STORIES" lists various local news items. At the bottom right, there is an advertisement for "Victoria Mutual" offering a mortgage with 8.5% financing and \$0 processing fees. A "You May Also Like" section is also visible.

Breaches of Article 5.3

March 2012 -tobacco company representative appointed to Public Health Board

- The Bureau of Standards Jamaica -Standards Council is a Government Board
- This Board was responsible for the approval of the Graphic Health warning standard for cigarette products
- Letters sent to the relevant Ministries and Board Chairman highlighting contravention of Article 5.3 of the FCTC
- MOH and the JCTC presented to the Board explaining the breach of Article 5.3
- **Tobacco company representative removed from the Public Health Board**

Breaches of Article 5.3



Mr. Richard Pandohie

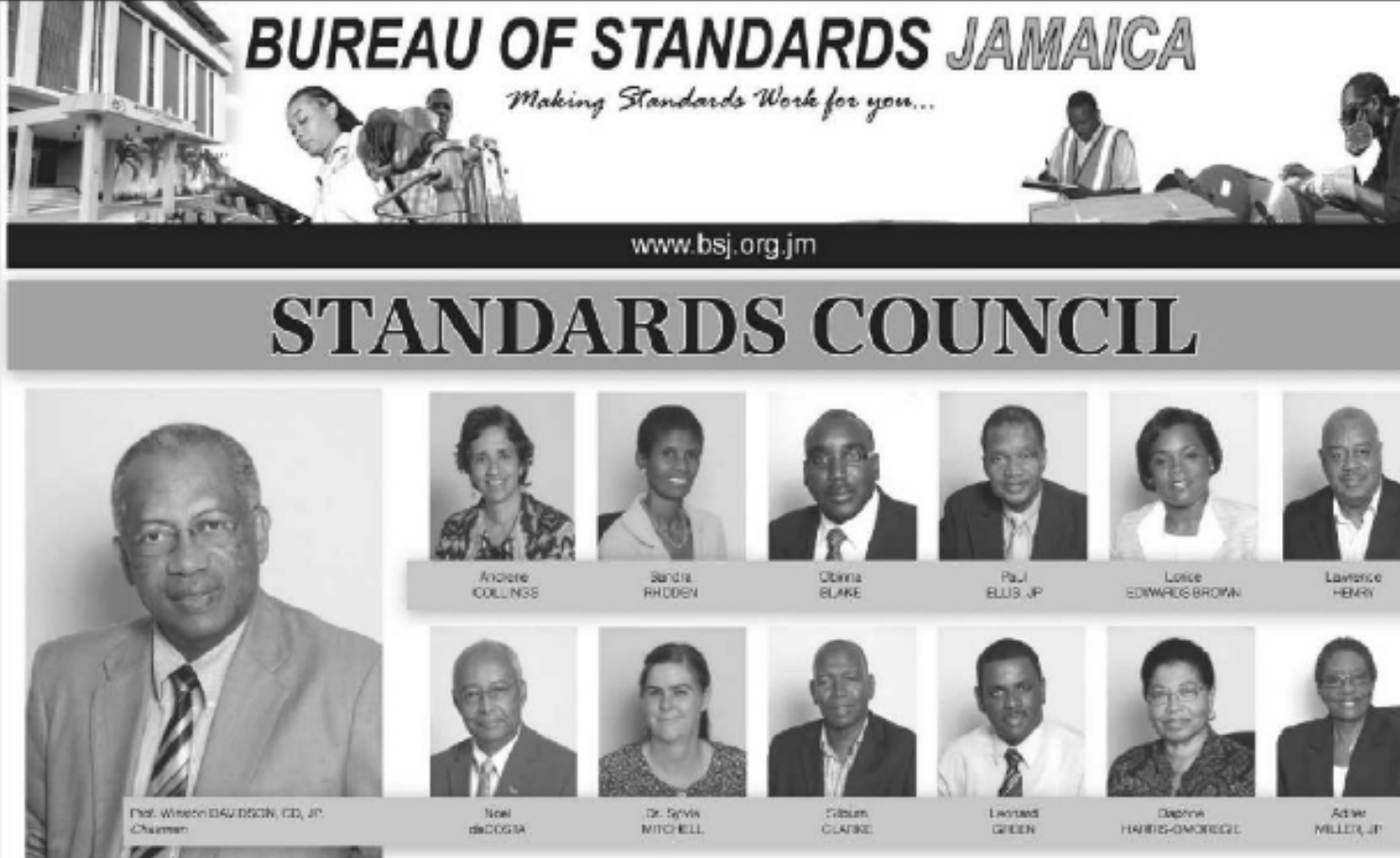
CEO - Carreras Limited

BSJ Website

New BSJ Standard Board minus TI member














C8

THE GLEANER, WEDNESDAY, JUNE 27, 2012 | ADVERTISEMENT



BUREAU OF STANDARDS JAMAICA
Making Standards Work for you...
www.bsj.org.jm

STANDARDS COUNCIL

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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.

Breaches of Article 5.3

Youth smoking prevention programme launched in June 2010 - initiating this campaign in Jamaica in collaboration with:

- The Ministry of Education,
- The Child Development Agency

Objective

To prevent the purchase of cigarettes by persons under 18 year of age
(research has shown that these programmes have the opposite effect)

Breaches of Article 5.3



This graphic is in breach of Article 5.3 of the FCTC



Breaches of Article 5.3

The JCTC wrote letters to the Ministry of Education, Child Development Agency and prepared a press release

The tobacco company was also written to on the matter by Ministry of Education

The programme was halted??

5 years later!! the TI once again uses this graphic on their cigarette dispensers



Letters were again written to the relevant agencies. Graphics removed within 5 days



Lessons learned

- Civil society efforts are crucial to successful tobacco control efforts
- A strong coalition founded on teamwork needed
- Multi-sectoral partnerships important for advocacy
- Strong and respected leadership is essential
- Access to Information Act very useful for obtaining information from Government Ministries about alleged breaches of the FCTC

Lessons learned

- Support from international partners is very important
- Media can be a powerful tool for and ally of tobacco control advocates
- POLICY, POLICY, POLICY

Committed to a Smoke Free Caribbean

