The Role of the HSFB in the Passage of Legislation Banning Smoking in Public Places

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FEB 17-18, JOLLY BEACH RESORT & SPA, ANTIGUA & BARBUDA
Barbados – The Fight for Anti-Smoking Legislation

1982: Tony Gale
Barbados Cancer Society starts fight against tobacco

1985: HFOB
forms with an already established interest in tobacco control

1994: InterAmerican Heart Foundation
formed

2006: HFOB
embraces stroke to become the HSFB

2006: Ms. Beatriz
Champagne
Executive Director of the IAHF

2008: The Bloomberg
Global Initiative

2008: Barbados Implementation
of Bloomberg Global Initiative

Oct 2010: Legislation introduced to ban smoking in Public Places

Jan 2017: Ban introduced on smoking e-cigarettes in Public Places
International Support

**InterAmerican Heart Foundation**

- In 2006 the Executive Director of the IAHF Beatriz Champagne visited Barbados
- Meetings with the Minister of Health with Sir Trevor Hassell, Founding President HFOB, and the then President HFOB, Mr. Dru Symmonds, to address the health dangers of smoking and second hand smoking
- Beatriz Champagne led the Framework Convention on Tobacco Control (FCTC) in Latin America and the Caribbean
- The IAHF and the FCTC provided the guidance to propel the remit of the HFOB

**Bloomberg Initiative**

- Caribbean project to reduce tobacco use
- Designed to ensure the implementation of rotating picture-based warning on tobacco products sold
- Aim of project was to motivate smokers to quit smoking, educate adolescents on the dangers of smoking and reinforce the dangers of second hand smoking
- Through the Bloomberg Initiative under the management of the HFJ the funding and impetus was provided to drive the campaign of the HFOB
HSFB – Key Strategies

- Employment of a Tobacco Officer
- Direct advocacy with Government Ministers, Officials and Politicians
- Production and distribution of information and advocacy materials to raise awareness among decision-makers, civil society and media
- Promotion of public awareness and the building of public support through media activities such as weekly press releases
- Mobilisation of civil society in support of stronger warnings of the risks of tobacco smoking
HSFB – Key Actions

- Targeted campaign to stop the interference of the tobacco industry in the introduction of packaging regulations
- Press releases on the health consequences of smoking and second hand smoking
- Lobbying of Government to counteract illicit trade in tobacco
- Maintaining pressure to implement ban on smoking in Public Places in the presence of delays – Time to Act Now
- During the critical period leading up to the passing of legislation the late Adrian Randall, who was at the time CEO of HFOB, was a member of the Barbados NCD Commission where he was able to apply influence
Barbados – Key Wins

Ban on smoking in Public Places in place since October 1st 2010

Reduction in importation value of tobacco products by 25% between 2010 and 2015.

Source: Barbados Statistical Service
Barbados - Where we are now

- Ban on smoking e-cigarettes in Public Places since January 25th 2017
- Legislation soon to be passed for mandatory graphic warnings on cigarette packaging

“To keep people heart healthy and reduce suffering and death from heart disease and stroke.”