



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

FIONA ANTHONY

CEO

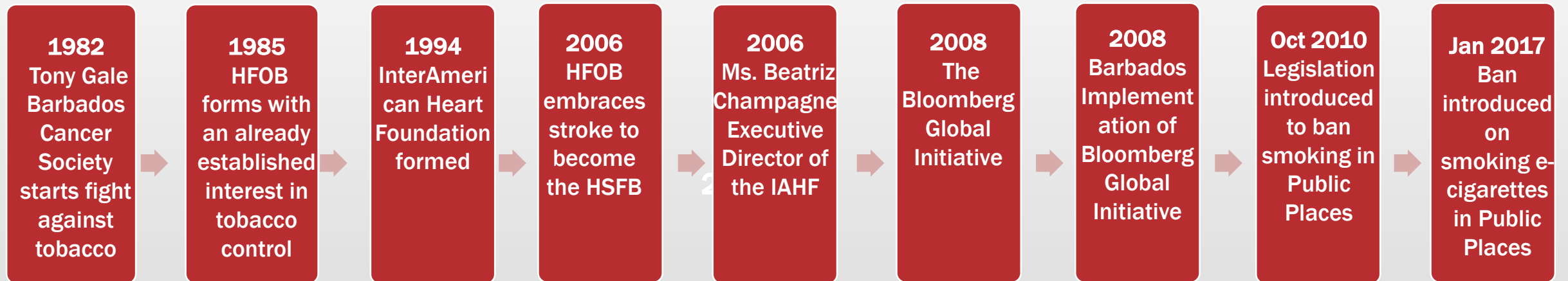
HEALTHY CARIBBEAN COALITION

NCD ADVOCACY, ACCOUNTABILITY, AND CONFLICT OF INTEREST MEETING

FEB 17-18, JOLLY BEACH RESORT & SPA, ANTIGUA & BARBUDA



Barbados – The Fight for Anti-Smoking Legislation



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



Beatriz Champagne, Executive Director
IAHF at the Caribbean Chronic Disease
Conference in 2008

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



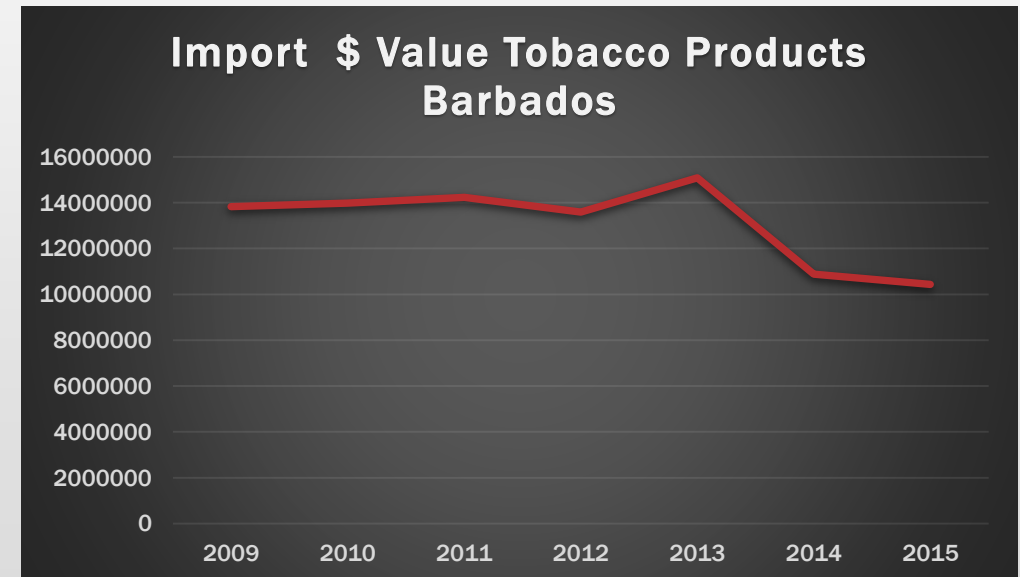
Barbados – Key Wins

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



Dr. Joy St. John, Chief Medical Officer, Hon. Donville Inniss, Minister of Health Government of Barbados and Professor Trevor Hassell, Founding President HSFb – August 6th 2010, Accra Beach Hotel

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.”