“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
<table>
<thead>
<tr>
<th>Country</th>
<th>Date of Signature</th>
<th>Date of Ratification</th>
<th>Date of Entry into Force</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anguilla</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Antigua &amp; Barbuda</td>
<td>28-Jun-04</td>
<td>05-Jun-06</td>
<td>03-Sep-06</td>
</tr>
<tr>
<td>Bahamas</td>
<td>29-Jun-04</td>
<td>3-Nov-09</td>
<td>1 Feb 2010</td>
</tr>
<tr>
<td>Barbados</td>
<td>28-Jun-04</td>
<td>03-Nov-05</td>
<td>01-Feb-06</td>
</tr>
<tr>
<td>Belize</td>
<td>26-Sep-03</td>
<td>15-Dec-05</td>
<td>15-Mar-06</td>
</tr>
<tr>
<td>Bermuda</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>British Virgin Islands</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cayman Islands</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Dominica</td>
<td>29-Jun-04</td>
<td>24-Jul-06</td>
<td>22-Oct-06</td>
</tr>
<tr>
<td>Grenada</td>
<td>29-Jun-04</td>
<td>14-Aug-07</td>
<td>14-Nov-07</td>
</tr>
<tr>
<td>Country</td>
<td>Date of Signature</td>
<td>Date of Ratification</td>
<td>Date of Entry into Force</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------------</td>
<td>----------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Guyana</td>
<td>Acceded</td>
<td>15-Sep-05</td>
<td>14-Dec-05</td>
</tr>
<tr>
<td>Haiti</td>
<td>23-Jul-03</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Jamaica</td>
<td>24-Sep-03</td>
<td>07-Jul-05</td>
<td>05-Oct-05</td>
</tr>
<tr>
<td>Montserrat</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>St. Lucia</td>
<td>29-Jun-04</td>
<td>07-Nov-05</td>
<td>05-Feb-06</td>
</tr>
<tr>
<td>St. Vincent &amp; Gr.</td>
<td>14-Jun-04</td>
<td>29-Oct-10</td>
<td>27-Jan-11</td>
</tr>
<tr>
<td>Suriname</td>
<td>24-Jun-04</td>
<td>16-Dec-08</td>
<td>16-Mar-09</td>
</tr>
<tr>
<td>Trinidad &amp; Tobago</td>
<td>27-Aug-03</td>
<td>19-Aug-04</td>
<td>27-Feb-05</td>
</tr>
<tr>
<td>Turks &amp; Caicos Islands</td>
<td>UKOT</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
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.
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 Sebrié, 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 organized civil society in tobacco control in Latin America and the Caribbean. Beatriz Marcet Champagne, Ernesto Sebrié, Verónica Schoj. Salud publica de Mexico 01/2010; 52 Suppl 2:S330-9
The role of civil society

Civil society plays five main roles:

- advocate
- coalition builder
- provider of evidence-based information
- watchdog
- service provider

The role of organized civil society in tobacco control in Latin America and the Caribbean.
Beatriz Marcet Champagne, Ernesto Sebrié, Verónica Schoj. Salud publica de Mexico 01/2010; 52 Suppl 2:S330-9
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.
PHOTO: All about the heart

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 Dellie-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 (WNyTD) 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:
Tobacco companies spend more than $150 billion a year on advertising and promotion. This amount is more than that spent on all public health campaigns combined. Tobacco industry efforts are evident not just in marketing but also through research, public relations, legislation, and public policy to promote and protect the tobacco industry’s interests.

Guidelines for Implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC):
Guideline 1: Parties should use tobacco industry documents to understand the tobacco industry’s tactics, strategies, and goals.
Guideline 2: Parties should not allow tobacco companies to violate national law in any way.
Guideline 3: Parties should not enter into any contract or agreement with tobacco companies.

Protection of Public Health Policies From Interference by the Tobacco Industry:
Parties should use tobacco industry documents to understand the tobacco industry’s tactics, strategies, and goals.

Key Recommendations:
- Parties should not enter into any contract or agreement with tobacco companies.
- Parties should not allow tobacco companies to violate national law in any way.
- Parties should use tobacco industry documents to understand the tobacco industry’s tactics, strategies, and goals.

WHAT IS THE FCTC?
The FCTC is an international treaty that was negotiated in response to the global health crisis caused by tobacco use and is the highest level of international cooperation on tobacco control achieved so far.

The treaty includes a Protocol on inappropriate forms of marketing and promotion, and provides a framework for countries to develop and implement measures to reduce tobacco use.
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.
• 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
• 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
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 Goswani- the role of civil society in tobacco control
• http://www.slideshare.net/tobaccofreeindia/role-of-civil-society-in-tobacco-control
Watchdog
<table>
<thead>
<tr>
<th>ISSUE/CONTEXT</th>
<th>ACTION BY JCTC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing monitoring of TI attempts to ‘normalize’ their operations Breaches of Article 5.3</td>
<td>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</td>
<td>Government ministries and public more aware of the FCTC and role of the tobacco industry</td>
</tr>
</tbody>
</table>
A member of the JCF gives a description of the repair work done to the police van pictured. The repairs were funded by Carreras.
4 MP's fingered for taking donations from tobacco companies

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...
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 Fraser
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.

Regional anti-tobacco advocate voices concern

The tobacco industry’s involvement in Jamaica is “chronic” said 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 Sagicor 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 industry 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 against 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

<table>
<thead>
<tr>
<th>ISSUE/CONTEXT</th>
<th>ACTION BY JCTC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2011. Jamaica plans to</td>
<td>Press release sent, open letter to Government, Letters to the editor and</td>
<td>Ministry of Agriculture shelved the plan to increase tobacco production</td>
</tr>
<tr>
<td>increase tobacco production using</td>
<td>radio/TV interviews, Support from our regional and International partners</td>
<td>This plan is in contravention of the FCTC. Article 15-17</td>
</tr>
<tr>
<td>crown lands</td>
<td>to send letter to Govt</td>
<td></td>
</tr>
</tbody>
</table>
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 - 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 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.
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
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...
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.
Tobacco Growers Arise - Farmers Revive The Once Flourishing Sector

Tobacco farmer Wendel 'Archie' Allen of Bust Savannah displays a stalk of tobacco seeds.
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.
## Monitoring the tobacco industry

<table>
<thead>
<tr>
<th>ISSUE/CONTEXT</th>
<th>ACTION BY JCTC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2012 - tobacco company representative appointed to public Health Board</td>
<td>Letters sent to the relevant Ministries and Board Chairman highlighting contravention of Article 5.3 of the FCTC Coalition and MOH presented to public Health Board</td>
<td>Tobacco company representative removed from the public health board</td>
</tr>
</tbody>
</table>
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 Minster 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)
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 (MIIC) 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.
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.
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 Goswani- the role of civil society in tobacco control
• http://www.slideshare.net/tobaccofreeindia/role-of-civil-society-in-tobacco-control
Hemant Goswani - 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...
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

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
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