

**Jamaica Coalition for Tobacco Control**



# “Fighting Back - A Tobacco Free Jamaica”

May 2012

Barbara McGaw

Project Manager – Tobacco Control

**Jamaica Coalition For Tobacco Control**



**Thank you**

# Outline of presentation

- Tobacco prevalence/key facts
- Tobacco and NCDs
- Health harms of tobacco
- The FCTC
- Challenges for tobacco control
- New developments/entrants
- Why Jamaica needs a tobacco law
- SHS and public opinion polls



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

- A member of The InterAmerican Heart Foundation 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.
- Currently celebrating the 10th anniversary



## **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**



May 2012

# The Union Tobacco Control Project

The Heart Foundation of Jamaica /Jamaica Coalition for Tobacco Control received a two year grant from the International Union against Tuberculosis and Lung Disease. The grant commenced on July 1, 2011.

The grant will support Government and civil society efforts for the speedy passage, enactment and monitoring of comprehensive tobacco control legislation in Jamaica, aligned with the Framework Convention on Tobacco Control.



# Tobacco prevalence

In the Caribbean it is estimated that the prevalence of tobacco use is about 15% in youths and approximately 10% to 25% in the population over age 15.

# Tobacco prevalence - youth

**TABLE 11: Prevalence of Cigarette Use**

Country	Lifetime Prevalence	Past Year Prevalence	Past Month Prevalence
Antigua and Barbuda	17.31	4.47	1.79
Barbados	21.46	8.25	3.66
Dominica	30.69	13.22	7.76
Grenada	34.53	10.75	5.45
Guyana	17.66	6.10	4.13
Haiti	9.20	3.25	1.49
Jamaica	24.61	8.37	4.44
St. Kitts and Nevis	11.82	4.00	1.98
St. Lucia	27.84	11.31	5.97
St. Vincent and the Grenadines	21.01	5.43	2.66
Suriname	33.06	14.15	7.15
Trinidad and Tobago	28.86	11.36	5.61
<b>Average</b>	<b>25.60</b>	<b>9.45</b>	<b>4.94</b>

Inter-American Drug Abuse control Commission - A report of drug use in 12 Caribbean countries – 2010 : <http://www.cicad.oas.org/Main/pubs/StudentDrugUse-Caribbean2011.pdf>

# Tobacco prevalence - youth

**TABLE 13: Past Year and Past Month Cigarette Prevalence by Age Group**

	Past Year Prevalence			Past Month Prevalence		
	14 years or less	15 – 16 years	17 years or more	14 years or less	15 – 16 years	17 years or more
Antigua and Barbuda	2.84	6.01	4.86	0.96	2.66	1.85
Barbados	6.27	7.88	12.52	3.62	2.84	5.13
Dominica	10.21	12.21	20.47	5.72	6.7	13.3
Grenada	6.74	11.75	16.41	2.73	5.72	9.97
Guyana	4.80	6.68	7.52	3.48	4.25	5.12
Haiti	2.38	3.53	4.39	0.99	1.57	2.27
Jamaica	5.66	10.58	9.61	3.03	5.31	5.57
St. Kitts and Nevis	4.22	3.63	4.23	1.79	1.81	2.62
St. Lucia	6.24	11.72	19.93	3.44	5.63	11.16
St. Vincent and the Grenadines	3.40	5.73	8.66	1.46	3.21	3.93
Suriname	9.93	15.65	19.35	5.4	6.54	11.38
Trinidad and Tobago	6.17	16.1	12.9	2.74	7.96	6.91

Inter-American Drug Abuse control Commission - A report of drug use in 12 Caribbean countries – 2010 :  
<http://www.cicad.oas.org/Main/pubs/StudentDrugUse-Caribbean2011.pdf>

# Tobacco prevalence- Jamaica

- In Jamaica tobacco use is the single largest preventable factor contributing to the burden of disease and death.
- The use of smoked tobacco and exposure to secondhand smoke is one of the principal risk factors for chronic diseases, which is the country's leading cause of mortality and morbidity .
- According to the Jamaica National Household Survey (2001), one out of every five Jamaicans has used tobacco in their lifetime.

# Tobacco Prevalence Jamaica

- The Jamaica Health and Lifestyle survey (2007-2008) shows the current adult prevalence of smoking to be 14.5%, 22.1% in males and 7.2% in females.
- The data from the Global Youth Tobacco survey (GYTS) (2010) show that 17% of children currently smoke, 21.5% in males and 14.3% in females. (Source NCDA)

# Tobacco Key Facts

- There are more than one billion smokers in the world.
- Tobacco use is one of the leading preventable causes of death. The global tobacco epidemic kills nearly 6 million people each year, of which more than 600,000 are people exposed to second-hand smoke.
- Smoking tobacco is second only to hypertension as a cause of world wide mortality.
- Unless we act, it will kill up to 8 million people by 2030, of which more than 80% will live in low- and middle-income countries.
- Almost half of the worlds children breathe air polluted by tobacco smoke

# **TOBACCO KILLS!**

**15,000 PEOPLE DIE WORLDWIDE FROM  
TOBACCO USE PER DAY!**

**625 DIE PER HOUR!**

**10.4 DIE PER MINUTE!**

**1000 PERSONS DIE PER DAY FROM  
SECOND HAND SMOKE**

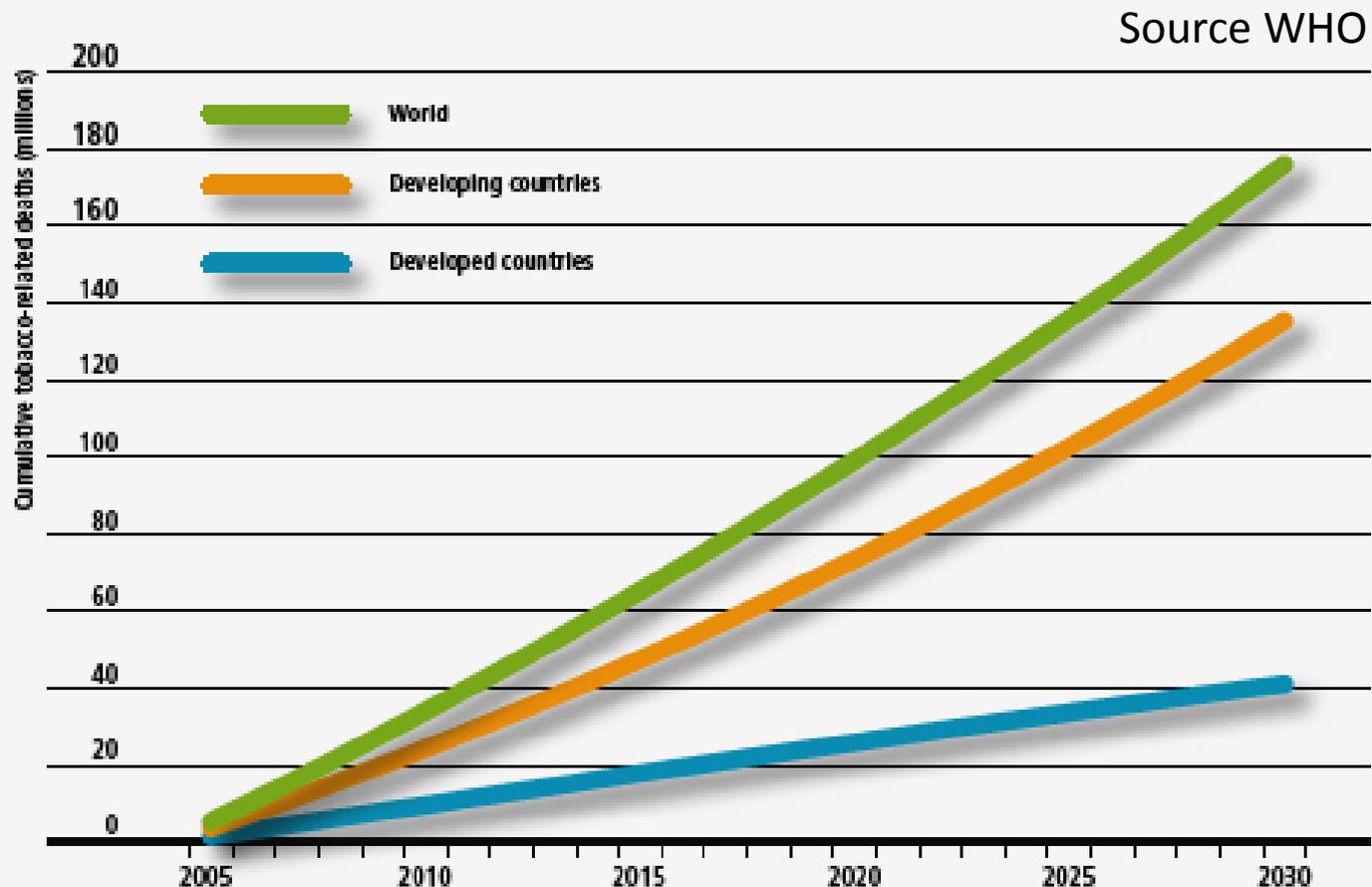


**THAT IS THE  
EQUIVALENT OF 27  
PLANE CRASHES  
PER DAY (AIRBUS 380)  
(WHO 2011)**

# Tobacco key facts

## TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

### Cumulative tobacco-related deaths, 2005–2030

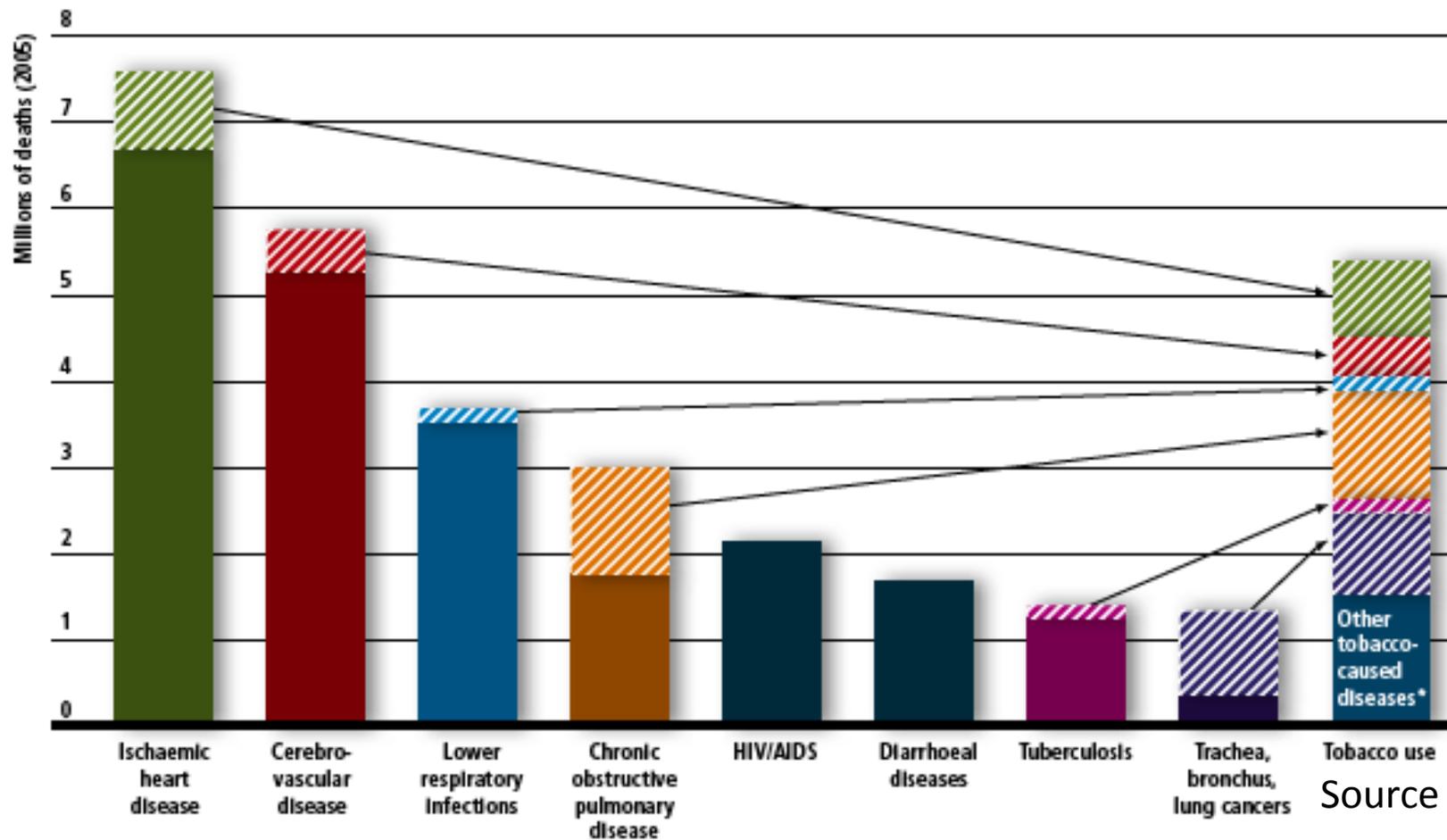


# Tobacco Key Facts

- Use of tobacco products increasing globally overall.
- Decreasing in high-income countries.
- Epidemic shifting to the developing world.
- Tobacco a risk factor (has a role to play) for 6 of the 8 leading causes of death in the world.
- Tobacco is the only legal product that kills when used exactly as the manufacturer intends.
- No safe level of use.

# Tobacco key facts

**TOBACCO USE IS A RISK FACTOR FOR SIX OF THE EIGHT LEADING CAUSES OF DEATH IN THE WORLD**



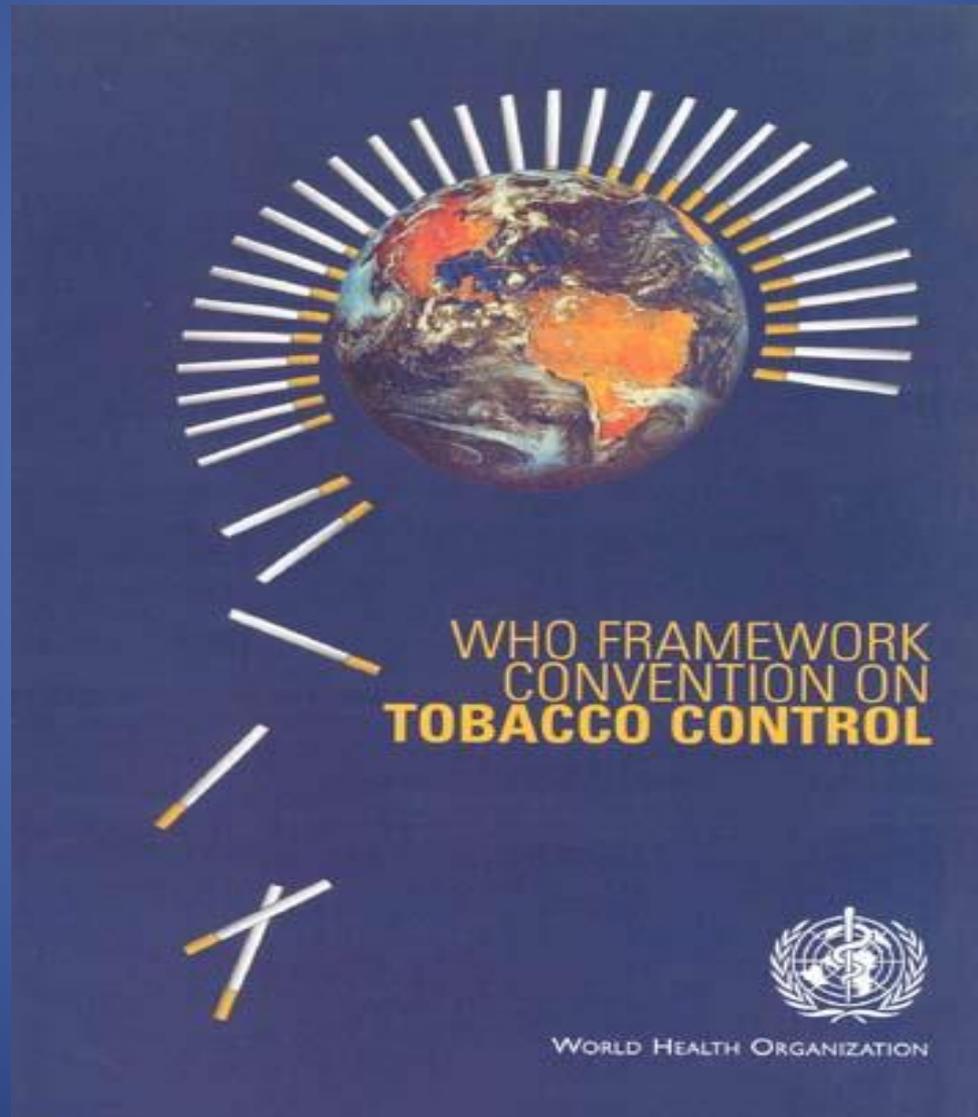
# Tobacco and NCDs

- 63% of all deaths caused by NCDs , for which tobacco one of the 4 main risk factors.
- Tobacco responsible for 30% of all cancer disease and deaths; 30% of all heart and stroke disease and death, and 85% of all lung disease and death
- Strong medical evidence that smoking tobacco is related to more than two dozen diseases and conditions
- Has negative effects on nearly every organ of the body and reduces overall health.

# Tobacco use is the common risk factor for the NCD's

	Tobacco use	Unhealthy diet	Physical inactivity	Harmful use of alcohol
Cardiovascular	✓	✓	✓	✓
Diabetes	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Chronic respiratory	✓	-	-	-
Attributable deaths per year	5.4m	2.7m*	1.9m	2.3m

# The FCTC: what is it and why is it important?



# The FCTC

The FCTC is a legally binding treaty negotiated by the World Health Organization. It is the world's first public health treaty designed to reduce the devastating health and economic impacts of tobacco. 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; and**
- **Increase tobacco taxes.**

To date 175 parties to the FCTC including 13 Caribbean nations have signed, representing 87.44% of world population.

**Status of Tobacco Control Legislation in  
the Caribbean  
in project countries**

COUNTRY	TOBACCO LEGISLATION STATUS
<b>Barbados</b>	<p>The legislative approach entails a series of bills. Via regulation, the Minister of Health effected a ban on smoking in public places in October , 2010.</p> <p>Previously the bill supporting the banning of sales to minors was effected in November 2009</p>
<b>Guyana</b>	<p>There are laws relating to taxation of tobacco products - Guyana has some of the highest taxes on cigarettes products.</p> <p>Consultations are ongoing for comprehensive tobacco legislation and the draft is in its final stages— enactment is expected by late 2011; GHW are to be included.</p>

<b>COUNTRY</b>	<b>TOBACCO LEGISLATION STATUS</b>
<b>Jamaica</b>	Drafting instructions were issued to the Cabinet Office for the tobacco bill which had been prepared and circulated for comment in 2005. There was also a Cabinet submission on smoke free spaces in November 2009. Jamaica has not acted on implementing the FCTC, despite several promises. We are hopeful that the new administration will accelerate the passage of tobacco legislation
<b>Trinidad and Tobago</b>	The Tobacco Control Bill was passed on November 18, 2009 and consists of several articles. The enactment of smoke free spaces took place on February 17, 2010. Other sections are to follow.

<b>COUNTRY</b>	<b>TOBACCO LEGISLATION STATUS</b>
<b>Suriname</b>	Draft tobacco bill is in Parliament and expected to be passed this year.
<b>St Lucia</b>	A draft bill has been prepared since 2007, however has not advanced beyond the Ministry of Health

# Challenges for tobacco control

The two biggest threats to the speedy enactment of tobacco legislation in the region are:

- Lack of political will by Governments, tobacco control not seen as a priority
- The constant presence of the tobacco industry which seeks to undermine efforts towards comprehensive tobacco legislation by their underhand activities

# Tobacco industry in Jamaica

- The main cigarette company, Carreras Limited controls 90% of the cigarette distributive market and is a subsidiary of British American Tobacco, (BAT).
- The market is shared by a Phillip Morris subsidiary; cigarettes are sold through a distributor.
- Since the FCTC is not implemented, there are many breaches of the articles of the treaty.
- The tobacco companies have bans on advertising in the print media, radio and TV
- In recent times the tobacco industry have stepped up their advertising and promotional activities

# **Tobacco Industry Interference**

**There is a fundamental,  
irreconcilable and inherent  
conflict between the tobacco  
industry's interests and public  
health policy interests.**

# WNTD 2012

World No Tobacco Day (WNTD) is observed around the world every year on May 31. It is meant to encourage a 24-hour period of abstinence from all forms of tobacco consumption across the globe.

The day is further intended to draw global attention to the widespread prevalence of tobacco use and to negative health effects, which currently lead to 5.4 million deaths worldwide annually. Each year WNTD has a different theme.

The World Health Organization (WHO) selects "tobacco industry interference" as the theme of the this World No Tobacco Day, which will take place on Thursday, 31 May 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).

# Tobacco industry interference

There are several areas in which the tobacco industry has used its funds and connections, to promote their image - in the name of **'corporate social responsibility'**

We believe strongly that this has impeded several Governments in moving ahead with tobacco legislation.

# The resurgence of Tobacco Farming in Jamaica

- In February 2011, 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.
- Carreras paying for a 'leaf expert' to visit the farmers in Jamaica and assist them with challenges they have in producing high quality tobacco

## Plans to increase tobacco production

- There has been an increase in the amount of farmers growing tobacco in the last two years. Approximately 500 farmers on 300 acres were noted
- The former Minister of Agriculture said the Government would provide the farmers with land and technical support in order to get the project which is being led by Carreras, “off the ground”.



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## 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 Company states that is committed to nation building.....

## Jamaica Gleaner

Published: Friday | March 4, 2011

Home : Commentary

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### Clearing the air on tobacco control

Christopher Brown, Contributor

Issues relating to the supply of tobacco and the demand for tobacco products are increasingly being made the subject of controversy in sections of the print media. It is against this background, and in direct response to an open letter from the Jamaican Coalition on Tobacco Control, published in *The Gleaner*, dated March 2, that Carreras seeks to clarify some of the issues raised and to inform the debate.

Carreras would like to refute any argument which questions the long-standing commitment of the company to nation building.

# JCTC response re increased tobacco production

- Prepared press release and open letter to the Prime Minister
- Articles written about issues, press release printed, Radio and TV interviews done around the Caribbean (23)
- Press release picked up by 22 local regional and international websites



**Jamaica Coalition for Tobacco Control**

# **Jamaica Coalition for Tobacco Control**

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Tel: (876) 926-4378, 929-3195 • Fax: (876) 754-6441  
email: [jctc@infochan.com](mailto: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.

## COLUMNS

### Gov't should not promote use of tobacco



Wednesday, March 02, 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 - 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

# 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 Carreras Limited that was published in *The Gleaner* on Friday, March 4. Two points in his letter require clarification:

1. 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, as the case may be, individual sellers". For more details, please see [www.fctc.org](http://www.fctc.org).

## 'Ban smoking in public spaces'

2011-05-31 13:09:30 |  with audio | (1 Comments)

Recommend

As the world recognises No Tobacco Day, the Opposition Spokesman on [Health](#) Dr. Fenton Ferguson has expressed disappointment with the Jamaican Government's delay in implementing a ban on smoking in public areas.

Ferguson said it is unacceptable for Jamaica to be a signatory to the Framework Convention on Tobacco Use, and still be in breach of its obligations under the treaty.

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## Implement ban on smoking in public places

Monday, May 09, 2011



Dear Editor,

I wish to add to the comments from the excellent letter penned by P Chin on May 6 in your paper, "It is wise to ban smoking indoors". There is a lot of evidence from experiences in cities around the world that have imposed a ban on smoking in bars and restaurants, that there is no financial fallout from this ban. Actually, the opposite occurred with more people patronising such venues by persons who avoided such places before the ban, and indeed the health and safety of the general public and workers as well is assured. It is important to remember that it is scientifically proved that cigarette smoke contains over 4,000 chemicals, some of which are known to cause cancer.

# **International Partners response re increased tobacco production**

- 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
- BMJ Tobacco Journal carried an article in its News Analysis section



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Boston, MA 02108  
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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.

**Promotion of Tobacco  
Products/Sponsorship/  
Advertising  
and**

**Corporate Social Responsibility**

# Direct Collaboration with Government Departments

- Carreras Limited provided funding to the Jamaica Constabulary Force (police) for the repair of approximately 68 police service vehicles which were in dire need of reconditioning - value was J\$2.8million (US\$33,000).
- Manager from Carreras gave remarks which he felt 'solidified' the company's commitment to assisting the JCF's crime prevention efforts and ultimately national security

*A member of the JCF gives a description of the repair work done to the police van pictured. The repairs were funded by Carreras*



## **Direct collaboration with Government Departments**

Carreras donated 13 motorbikes to the Jamaica Constabulary Force to boost their crime fighting efforts. The value of this donation was J\$7 million (US\$82,400)



**L-R: Private Sector Organization of Jamaica, President, Joseph Matalon, then Acting Commissioner of Police, Owen Ellington and Christopher Brown test ride the motorbikes.**



**Carreras continues its support for the Jamaica Constabulary Force through its recent donation of computers valued at over JA\$1,000,000 (US\$11,800).**

# Sponsorship of Music Concert

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THE DAILY OBSERVER, FRIDAY, FEBRUARY 25, 2011

Pg 37

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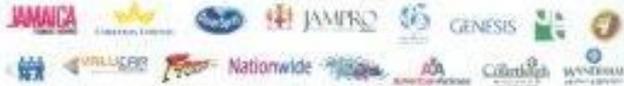
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# Tobacco company hosts Regional Customs Officers training course in Barbados May 2011



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### Customs Dept. praised

5/16/2011

BARBADOS' Customs authorities have been lauded for their efforts in combating the trade of contraband goods and have been hailed as the "benchmark" for Customs authorities throughout the Eastern Caribbean in this area.

This commendation came from Rhys Campbell, Head of Corporate and Regulatory Affairs of Customs Marketing Services, the agency responsible for the marketing and distribution of cigarettes produced by British American Tobacco (BAT) across the Caribbean, including Trinidad and Jamaica.

While attending the Second Meeting of Directors of Customs and Security Sectors in Panama City earlier this month, he told The Barbados Advocate that the local Customs Department has taken a lead role in addressing the issue of contraband, hosting a workshop last year on smuggling and the illicit trade in the Caribbean for his counterparts in the Caribbean. Out of that meeting, he said, persons gained a better understanding of the challenges associated with the illicit trade; and awareness grew of illicit cigarettes and how they move across the Caribbean.

Campbell explained that cigarettes purchased cheaply in other jurisdictions are being smuggled into destinations such as Barbados, where the high level of taxes on cigarettes makes contraband more attractive.

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# Sponsorship of Youth Anti Tobacco Programmes 2011

## NEWS

### Carreras relaunches Youth Smoking Prevention campaign

BY ALICIA ROACHE, Observer staff reporter roaches@jamaicaobserver.com  
Monday, June 07, 2010

SHARE   

CIGARETTE distributor Carreras last week relaunched its Youth Smoking Prevention (YSP) campaign with the support of the Ministry of Education (MOE) and the Child Development Agency (CDA).

The programme, which will run through August 2010, will cost the tobacco company \$1.5 million to implement, according to Carreras' Corporate and Regulatory Affairs Manager Christopher Brown.



BROWN... retailers found to be delinquent will be penalised by having their distribution right revoked

# Tobacco industry interference

## **Youth smoking prevention programmes -**

initiating this campaign in Jamaica in collaboration with:

- The Ministry of Education,
- The Child Development Agency

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

# 2011-2012 Carreras Annual Report



# Youth smoking prevention programmes Barbados

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## No tobacco for under 18s

print share 0 comments **Restroom** 1



Ricky Nurse of Brydens Barbarees Limited. (Anesta Henry)

BY ANESTA HENRY | THU, MARCH 10, 2011 - 3:00 PM

Do not sell cigarettes to anyone under the age of 18.

This is the strong message Brydens Barbarees Limited is sending to all of their retail outlets across Barbados during today's re-launching of the company's Youth Smoking Prevention Programme (YSP) at Mike's Mini Marts on Christ Church.

Chief Executive Officer Ricky Nurse said that as leading distributors of tobacco products in Barbados, while youth smoking was a complex issue, his company was of the view that the "application of effective stakeholder engagement, harnessing the expertise and understanding of all interested parties, we are on our way to ensuring a [YSP] programme that is credible, accepted and successful."

"The underpinning objective of the Youth Smoking Programme is to block the sale of tobacco products to minors at the point of sale, and Brydens Barbarees, we fully support laws and regulations prohibiting the sale of tobacco products to anyone under the age of 18," he said.

"This morning's event further reinforces our company's unwavering

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# Youth smoking prevention programmes

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25th August 2011

### BAT Youth Prevention Programme

Remia Thomas



On Friday, the British American Tobacco Group teamed up with Bryden and Partners to make St. Lucia a part of their global initiative, by launching for the first time the British American Youth Smoking Prevention Programme. The BAT Youth Prevention Programme has already been launched in Central America and across a wide area of the Caribbean, such as Barbados, Jamaica, Trinidad and Tobago, Suriname, Guyana and a number of OEC S States.

The main objective of the BAT Youth Smoking Prevention Programme is to impede and in time prohibit the sale of tobacco products to minors, at the point of sale. Posters and banners will also be placed strategically near corner shops, supermarkets and other locations to enforce this message.

As the leading distributors of tobacco products in St. Lucia, Bryden & Partners is prepared to assist by discouraging its retail partners to sell tobacco to minors, and if need be, sensitize young people so that they may now be required to provide photo identification if a retailer is in any doubt of their age.

"We are mindful of the school of thought which says that our industry actually encourages young people to smoke and that our efforts to prevent under-age smoking are at best window-dressing and at worst, covert advertising. But the point must be made that contrary to what is sometimes claimed, under-aged smoking actually does harm to our industry's reputation and we certainly do not base our business strategy on under-age consumption. Put bluntly, like our suppliers, British American Tobacco Company, we believe that people who are

Top Stories

- What a Wick: the last 7 days in 19 (30 to 9th September 2011)
- Special Sitting to pay tribute to the Honourable Justice Kenneth Benjamin: Part 2
- Celebrating International Literacy Day 2011
- The CCSI Recognises International Literacy Day
- Opening of Fond Assek Agro-Processing Centre

Advertisement

**WE DON'T SELL  
CIGARETTES  
TO PERSONS  
UNDER 18**



# Tree Planting Jamaica



Reforestation/rehabilitation and protection of the Blue and John Crow Mountain National Park, done by Carreras.

# Tree planting Trinidad



Home » Features

## Asa Wright head: Stop 'rape' of Northern Range

Witco under pressure  
PETER BALROOP

Published: 1 Nov 2009

Stop the rape of the Northern Range for aggregate to feed the construction sector.

That's the message eminent biologist, Asa Wright Nature Centre chairman, Dr Carol James, sent on October 23, to the Government. The State was just paying lip service to the environment, said James, who added that international visitors paid US\$200 a night to stay at the centre, rated as among the top ten in the world. When they took photos of the flora and fauna from the famous Asa Wright verandah, the pictures now reflected the scars inflicted on the Northern Range by rampant quarrying operations. James demanded that Manning live up to the sentiments he expressed on September 26, when he addressed the United Nations General Assembly in New York on the topic of climate change and the need to preserve the natural environment.

She told her audience at a ceremony held at the centre to formally announce a massive tree-planting partnership with the West Indian Tobacco Company (Witco) that she was disappointed in how



Witco executive director Sheldon Taitt, left, joins Arima MP Penelope Beckles, right, and Asa Wright Nature Centre chairman, Dr Carol James, in the symbolic planting of a tree at the centre's Blanchisseuse Old Road, Arima grounds on Friday, October 23. PHOTO: DAVID WEARS □



FOOT

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# Saving the mangroves Guyana

## Billboard commissioned to raise awareness of mangrove protection

WEDNESDAY, 09 JUNE 2010 00:00

WRITTEN BY GINA



Minister of Agriculture, Robert Persaud, along with other stakeholders at the commissioning of the "mangrove protection" billboard at 3 Public Road, Kitty.

Minister of Agriculture, Robert Persaud today commissioned a "mangrove protection" billboard prominently located at 3 Public Road, Kitty, in the vicinity of the Russian Embassy, to heighten awareness of the importance of mangroves and the need to protect and preserve them. It seeks to encourage more persons to contribute towards the efforts to protect, and regenerate lost mangroves.

Minister Persaud commended the work of the Mangrove Action Committee and other stakeholders for the initiatives to protect mangroves. He noted that it is very costly to build, manage and maintain sea defences while mangroves make it

# Scholarships- Jamaica

- CARRERAS offered 50 scholarships and bursaries valued at J\$5.1 million (US\$60,000) to students of universities, teacher's colleges and community colleges including members of the Constabulary Force in an effort to contribute to national development.
- In collaboration with its major stakeholders, carried out an evaluation of its corporate responsibility and came to the view that the company should focus its efforts on providing opportunities for young person's to "further their education"



Carreras' Scholarship and Bursary Awardees pose with Michael Bernard after the 2010 Awards Banquet

# **New Developments/entrants**

# New Developments



**U-Roll'em**  
J A M A I C A

**ROLL YOUR OWN CIGARETTE STORE!**

**COME IN AND ROLL  
YOUR OWN CIGARETTES  
AT 1/2 THE COST!**

 **REGULAR & MENTHOL**

 **100% QUALITY TOBACCO**  
•NO FILTERS •NO ADDITIVES •JUST PURE TOBACCO

 **ROLL A CARTON IN 8 MINUTES!**

 **HUGE SAVINGS!**

**85 HAGLEY PARK ROAD • UNIT 20, THE DOMES  
KINGSTON 10, JAMAICA, W.I**

**876.622.4968**

**WWW.UROLLEMTOBACCO.COM**

July 2011

# New Developments

- Jamaica's first Roll Your Own (RYO) cigarette store in July 2011 with plans for expansion to more outlets and recently announced franchise opportunities locally, and in the region.
- Customers buy raw tobacco and 'roll ' their own cigarettes in the machine provided by the store.
- The rolled cigarettes are 50-60% cheaper than manufactured cigarettes

# New Developments

- JCTC threatened with legal action for media letter
- There are claims of 'chemical free' custom blended cigarettes, no fillers, no extra carcinogens
- This company also offers e-cigarettes for sale
- **Government has just increased taxes on raw tobacco**

# List of countries available for RYO Franchise

1. Dominican Republic 10,090,000
2. Haiti 10,033,000
3. Puerto Rico (United States) 3,982,000
4. Jamaica 2,719,000
5. Trinidad and Tobago 1,339,000 – (2 Islands but classified as one Country)
6. Guadeloupe (France) 431,170
7. Martinique (France) 429,510
8. Bahamas 304,837
9. Barbados 275,330
10. Saint Lucia 168,178
11. Curaçao (Netherlands) 130,000
12. Saint Vincent and the Grenadines 110,000
13. United States Virgin Islands (United States) 108,612
14. Grenada 102,632
15. Aruba (Netherlands) 100,018
16. Dominica 69,625
17. Antigua and Barbuda 69,481
18. Saint Maarten 68,500
19. Bermuda) 64,500
20. Cayman Islands 53,172
21. Saint Kitts and Nevis 38,756
22. British Virgin Islands 19,100
23. Turks and Caicos Islands 18,122
24. Anguilla (United Kingdom) 14,254
25. Bonaire (Netherlands) 14,203
26. Montserrat (UK) 9,341
27. Saint Barthélemy (France) 8,732
28. Saint Eustatius (Netherlands) 3,100
29. Saba (Netherlands) 1,424

# 'Bama' (Obama) Cigarettes

Sunday Observer  
Jan 15, 2012  
Finance Section Page 6

**Pakia Limited**  
8 March Pen Road  
Spanish Town, St. Catherine  
876 749 5656  
Sales@pakialimited.com

Opportunities for islandwide distributors, contact us today!

Premium Class 'A' Cigarettes

10 Regular Flavour Cigarettes  
10 Bluntz Cigarettes  
10 Premium Flavour Cigarettes

10 Full Flavour Cigarettes  
10 Clear Flavour Cigarettes  
10 Flavoured Flavour Cigarettes

**SMOKING KILLS**  
**SMOKING CAUSES LUNG CANCER**

**The Chief Medical Officer Warns:  
SMOKING CAUSES LUNG CANCER**

# Bama cigarettes

- New brand of cigarette launched in February 2012
- Launched by businessman Jodie Myrie through Pakia Ltd
- Manufactured by Montepaz in Uruguay.
- Myrie estimates that the cigarette market in Jamaica is about \$25 billion ( 1 billion sticks at \$25 a stick).
- Selling price is 25% cheaper than Matterhorn, a leading brand
- There are plans to take the brand into the English-speaking Caribbean

# Bama cigarettes launch



Smoking Hot: As if their curvaceous figures and endearing smiles were not enough, the pretty trifecta of promotional models (from left) Rachel Webster, Kelly-Ann Diedrick and Sable McLaren had gents at the cigarette launch hot and bothered. (Photos: Jermaine Barnaby

# Seneca Cigarettes

Introducing SENECA



OFFERING YOU A CHOICE!

<p>PREMIUM 25 CIGARETTES CIGARETTES 100% TOBACCO</p>  <p>100% TOBACCO SECONDHAND SMOKE IS HARMFUL TO CHILDREN AND NON-SMOKERS</p>	<p>PREMIUM 25 CIGARETTES CIGARETTES 100% TOBACCO</p>  <p>The Chief Medical Officer Warns SMOKING CAUSES CHRONIC LUNG DISEASES</p>	<p>PREMIUM 25 CIGARETTES CIGARETTES 100% TOBACCO</p>  <p>100% TOBACCO SMOKING KILLS</p>
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 Limited  
"HERE TO STAY"

To sell SENECA products or to become an islandwide SENECA distributor:  
Please call (876) 908-4711 or email us at: [info@alexcoletd.com](mailto:info@alexcoletd.com)

Trademarks used by permission. All rights reserved. Packaging approved by the Bureau of Standards

**Warning: The Chief Medical Officer Warns  
SMOKING IS DANGEROUS TO HEALTH**

# Seneca cigarettes

- New brand of cigarette launched in April 2012
- Launched by AlexCole Limited
- Dave Thompson CEO
- Jamaican based distribution company incorporated in 2011.
- Manufactured by Grand River Enterprise on a native Indian reserve in Ontario Canada
- Sold in over 14 countries
- Hailed for its great taste and competitive price

# Craven A Roll your own



May, 6th, 2012

# **Why Jamaica needs a tobacco control law**

# Benefits of the tobacco law

- Ban smoking in public places such as workplaces, the stadium, office buildings, buses and taxis

**REDUCES SECOND HAND SMOKE EXPOSURE**

- Ban the sales of cigarettes to minors

**REDUCES SMOKING IN TEENS**

# Benefits of the tobacco law

- Ban all advertising and promotion of cigarettes/smoking

## **REDUCES NEW SMOKERS**

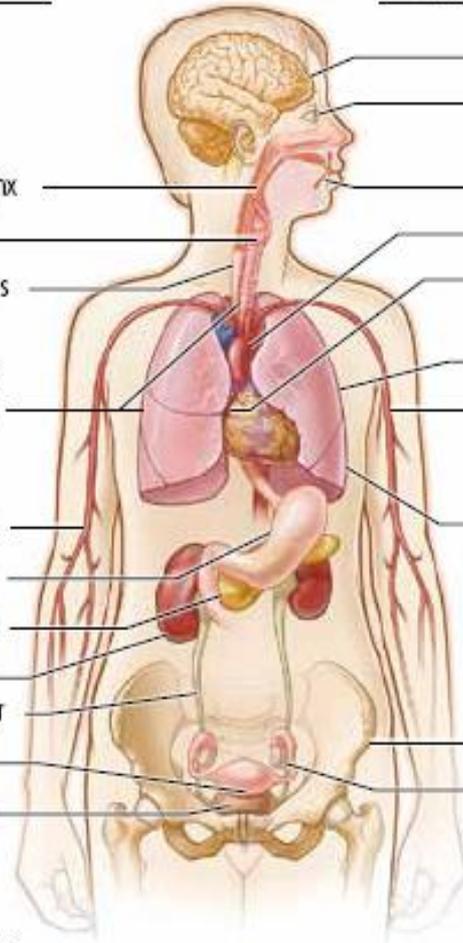
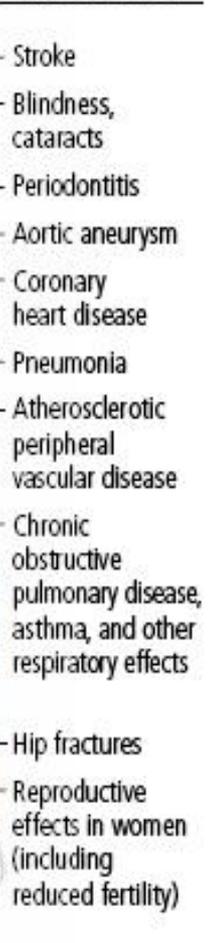
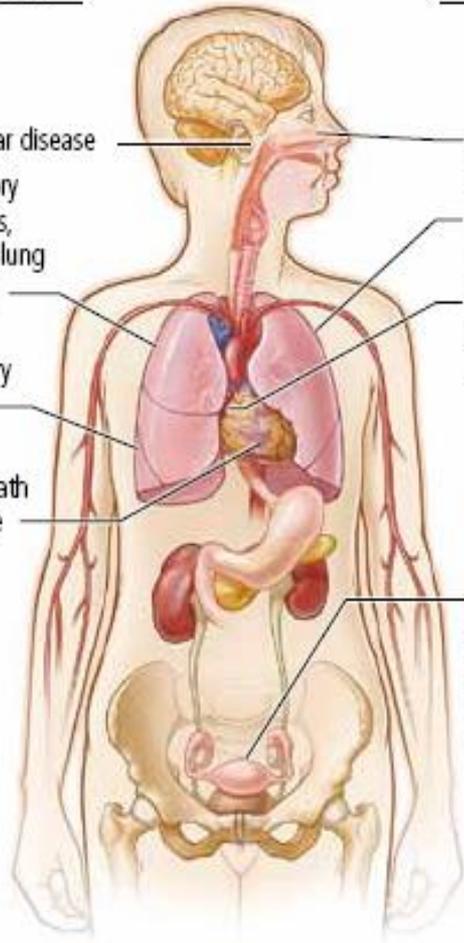
- Place graphic (picture) health warnings on cigarette packs

## **HELP SMOKERS TO QUIT, INFLUENCE OTHERS NOT TO START**

# Second-hand smoke (SHS)

# The dangers of smoking and second hand smoke

## DISEASES CAUSED BY SMOKING AND EXPOSURE TO SECOND-HAND SMOKE

Smoking		Secondhand Smoke Exposure	
Cancers	Chronic Diseases	Children	Adults
			

Source: (150).

# Second-hand smoke kills

- Second-hand smoke contains more than 4,000 chemicals, including at least 69 known carcinogens, and causes tens of thousands of deaths each year.
- There is no safe level of exposure to second-hand smoke, which contributes to a range of serious and often fatal diseases, including heart disease, respiratory illness, and lung and other cancers
- Children can also be harmed by second-hand smoke exposure, and babies in utero and newborns are particularly susceptible .

# CARICOM Health Ministers commit to smoke free spaces 2009

## Caribbean Community (CARICOM) Secretariat

**Press release 203/2009  
(29 May 2009)**

### **CARICOM HEALTH MINISTERS AGREE TO CURB SMOKING IN PUBLIC SPACES**

(CARICOM Secretariat, Turkeyen, Greater Georgetown, Guyana) The Caucus of Ministers of Health have endorsed a recommendation for the banning of smoking on public spaces as a public good and regional goal, as the Region intensifies its efforts to tackle Non-Communicable Diseases (NCDs), under the Port of Spain Declaration on Uniting in the fight against NCDs.

At a meeting of the Caucus of Ministers of Health, in Geneva Switzerland, 18-19 May 2009, Caribbean Community (CARICOM) Health Ministers re-affirmed their commitment to the goals and time lines embodied in the Framework Convention on Tobacco Control (FCTC). Further, they supported the coordination by the CARICOM Secretariat and the Pan American Health Organisation for the development of model laws and policies to reduce second-hand smoking and to ban smoking in public spaces.

Additionally, the Ministers were strong in their support of current efforts in the Region to promote the responsible use of alcohol and for the banning of its sale to minors. They also acknowledged and endorsed the efforts being pursued by some producers to address its responsible use.

# Smoke-free laws save lives

- Completely smoke-free environments with no exceptions are the only proven way to protect people from second-hand smoke.
- Governments must maintain strong support for laws once they are enacted through proactive and uniform enforcement that achieves high compliance levels.
- Barbados and Trinidad & Tobago have smoke free laws.

# Public Opinion Poll on attitudes toward smoke free environments

Completed in December 2011 in Jamaica

- 1000 persons in seven parishes throughout Jamaica
- Ages 18-65
- The study aimed to explore, in-depth, the view of the public towards tobacco control policies, particularly restrictions on smoking in public places ; by examining attitudes to banning smoking in public places and workplaces, and tobacco smoking current behaviour.

# Public Opinion Poll on attitudes toward smoke free environments

There was strong endorsement for a ban on tobacco smoking of between 92 and 99 percent, for most enclosed public places and enclosed workplaces in Jamaica.

A lower, but still sizeable, majority of respondents favoured a ban in enclosed retail shops, bars (79 percent support) and Enclosed areas of hotels, including guest rooms (67 percent support).

# AQM Study 2010-2011

Air Quality Management study in 5 countries to look at the success of smoke free initiatives in the region. This study was conducted with:

- Financial and technical support from the Campaign for Tobacco-Free Kids
- Technical support from the Roswell Park Cancer Institute

Conducted by Renee Franklin Peroune,  
University of the West Indies,

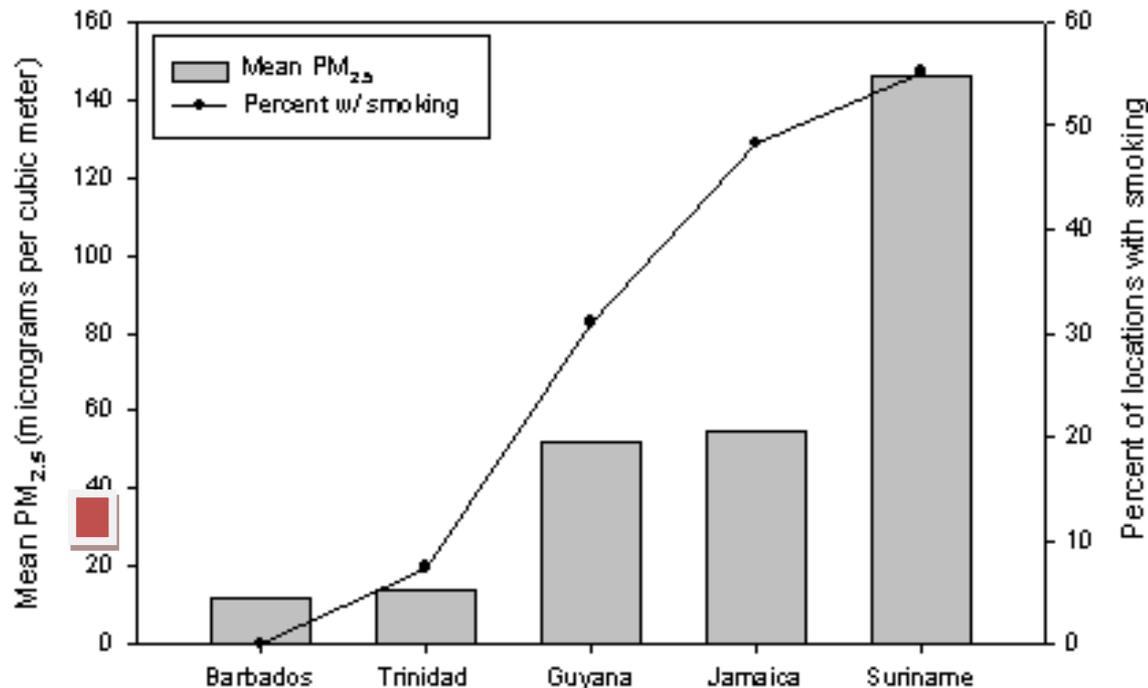
# AQM Study

## General comments

- This study demonstrates that employees and patrons are exposed to harmful levels of indoor air pollution resulting from indoor smoking, increasing their risk of a wide range of adverse health effects
- The World Health Organization (WHO) sets an air quality PM<sub>2.5</sub> guideline annual target mean of 10 µg/m<sup>3</sup> to maintain good health.
- Only 100% smoke-free legislation will reduce significantly the level of indoor air pollution as demonstrated in the Caribbean study

# Regional

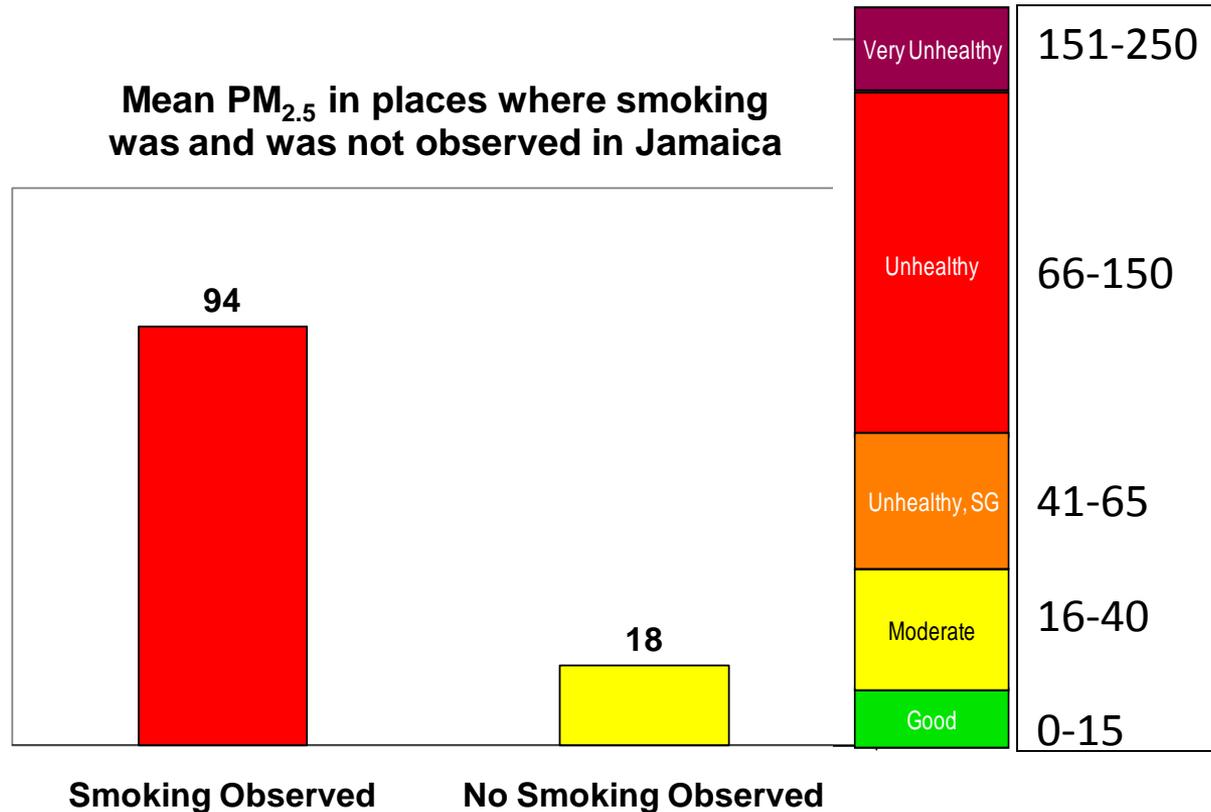
Indoor Air Pollution and Amount of Smoking by Country



Graph showing PM<sub>2.5</sub> levels in relation to the US EPA PM2.5 Air Quality Index  
**0-15 – good**, **16-40 – moderate**, 41-65 – unhealthy sensitive groups,  
66-150 – unhealthy, 151-250 – very unhealthy, ≥251 – hazardous

# JAMAICA

Mean PM<sub>2.5</sub> in places where smoking was and was not observed in Jamaica



Graph showing PM<sub>2.5</sub> levels in relation to the US EPA PM<sub>2.5</sub> Air Quality Index  
0-15 – good, 16-40 – moderate, 41-65 – unhealthy sensitive groups,  
66-150 – unhealthy, 151-250 – very unhealthy, ≥251 – hazardous

# Status of the graphic health warning labels (GHW) for the Caribbean

- The GHW designs have been approved by the Ministries of Health and Standards bodies in the Caribbean.
- The next step is for the warning labels to be submission to Council of Trade and Economic Development (COTED by the CROSQ Council.(June 2010)
- COTED did not pass the standards due to several countries abstaining and voting 'no' at the CROSQ Regional Bureau of Standards meeting
- Advocacy efforts undertaken to have the countries change their vote with some success
- Standards re-submitted to COTED in November 2010
- We are waiting for the approval from CARICOM for the warnings to be placed on cigarettes packages

# Text Health Warnings in Jamaica

- Jamaica is currently the only Caribbean country to have text warnings on cigarette packs
- This has been in place since 2006
- There are plans to adopt graphic health warnings as a national standard

# Text Health Warnings in Jamaica



**FRONT**



**BACK**

# IAHF Caribbean FCTC Network

The mission of the IAHF Caribbean FCTC Network is:

- To achieve early and strongest possible implementation of the most effective tobacco control measures prescribed by the WHO FCTC.

# IAHF Caribbean FCTC Network

The IAHF FCTC Caribbean Network fulfills its mission by:

- Working directly with elected officials and government administrators to provide information and identify and overcome obstacles to ratification and implementation of the WHO FCTC;
- Promoting public awareness of the need for WHO FCTC ratification and implementation by keeping the media informed and promoting positive media coverage of tobacco control issues;
- Mobilizing civil society to join the IAHF FCTC Caribbean Network and to actively help build public support for ratification and implementation of the WHO FCTC.

# IAHF – FCTC Caribbean listserv

- On behalf of the Jamaica Coalition for Tobacco Control we write to ask you to join our listserv for the IAHF - FCTC Caribbean Network
- Please contact us at [jctc@heartfoundationja.org](mailto:jctc@heartfoundationja.org) if you would like to join this network or leave your name at the registration desk

*“People have a fundamental right to information about the harms of tobacco; countries have a legal obligation to provide it”.*

*From WHO Report on the Global Tobacco Epidemic 2011*

# We Are Committed to a Smoke Free Caribbean

