

# The Bloomberg Global Initiative To Reduce Tobacco Use – The Caribbean Project

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# The Bloomberg Global Initiative

- Established in 2006
- US\$125m contributed by Michael R. Bloomberg (New York City's Mayor), to reduce tobacco use globally by investing in developing countries
- Particular focus on the 15 countries with the most smokers in the world.

# The Bloomberg Global Initiative

- Many times larger than any prior donation for global tobacco control
- Doubles the total of private and public donor resources devoted to fighting tobacco use in developing countries, where more than two thirds of the world's smokers live.

# The Bloomberg Global Initiative

The following partners administer the fund:

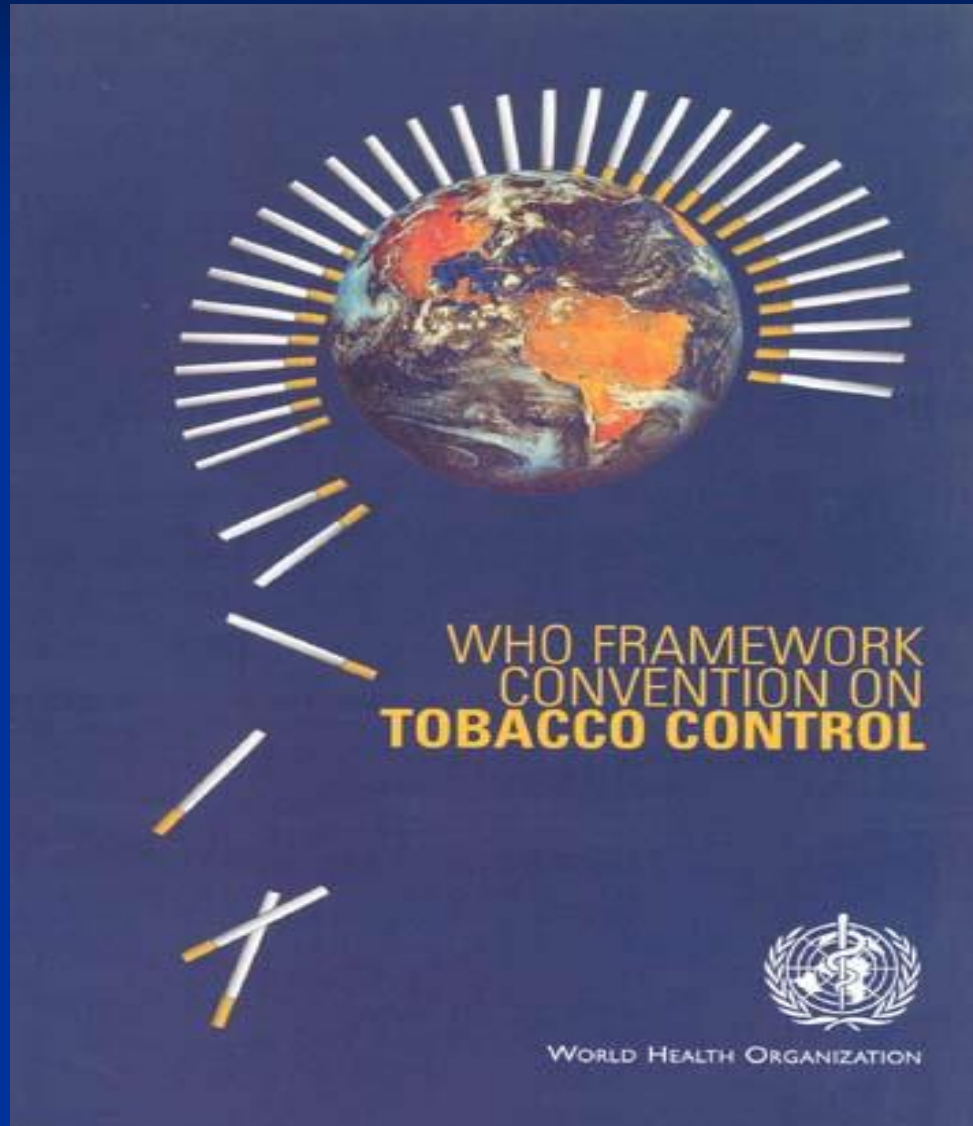
- The Campaign for Tobacco Free Kids (US)
- Center for Disease Control and Prevention (CDC) Foundation (US)
- Johns Hopkins Bloomberg School of Public Health (US)
- World Health Organization (International)
- The World Lung Foundation (US) and its partner organization, the International Union against Tuberculosis and Lung Disease (France).

# The Bloomberg Global Initiative



- Regional project in association with the IAHF/FCTC Caribbean Tobacco Network
- The Heart Foundation of Jamaica (for The Jamaica Coalition for Tobacco Control) applied for and was successful in receiving a grant from The Bloomberg Global Initiative

# Article 11



# The FCTC

- The WHO Framework Convention on Tobacco Control – the first treaty negotiated under the auspices of the WHO
- Developed in response to the globalization of the tobacco epidemic
- 38 Articles – main provisions contained in articles 6-14

# Facts about Tobacco

- Tobacco is the #1 preventable cause of death in the world
- Tobacco is a risk factor 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**
- No safe level of use



# Most Cost Effective Tobacco Control Measures

- Higher tobacco taxes
- Elimination of tobacco advertising and promotion
- Smoke free environments
- **Strong graphic health warnings on tobacco packages**

# FCTC – Article 11 Requirements

Government-mandated health warnings that:

- **SHALL** be rotating
  - **SHALL** be large, clear, visible and legible
  - **SHOULD** be 50% or more of the principal display areas but **SHALL** be no less than 30% of the principal display areas
  - **MAY** be in the form of or include pictures or pictograms
- Labeling of tobacco constituents and emissions
  - The removal of misleading information from the pack

# The Bloomberg Global Initiative

## The Bloomberg Grant

- The grant is to ensure the implementation of rotating picture-based package warnings on tobacco products sold in four Caribbean countries.
- This grant is administered through The Campaign for Tobacco Free Kids



# PACKAGING & LABELING

## Rationale

- Prominent health warnings and messages on tobacco product packages have been found to lead to an increased awareness of risks and an increased desire to quit

# Examples of graphic health warnings on cigarette packs

**VÍTIMA DESTE PRODUTO**



O Ministério da Saúde adverte:  
Este produto intoxica a mãe e o bebê,  
causando parto prematuro e morte.

 **PARE DE FUMAR**  
DISQUE SAÚDE  
0800 61 1997



**WARNING**  
**TOBACCO SMOKE**  
**HURTS BABIES**



Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.

Health Canada

# Why are Health Warnings on Packages Effective?

- Cigarette packages are an excellent medium for communicating health information given their reach and frequency of exposure.
- Health messages on cigarette packages deliver important information directly to smokers.



- Package health warnings are also unique among tobacco control initiatives in that they are delivered at the time of smoking and at the point of purchase.
- The message is repeated and reinforced every time a smoker reaches for a cigarette.





# Examples of graphic health warnings on cigarette packs





# Why are Health Warnings on Packages Effective?

- The vast majority of smokers report a general awareness of package health warnings and pack-a-day smokers are potentially exposed to the warnings over 7000 times per year.
- More smokers report getting information about the risks of smoking from packages than any other source except television.

- Smokers believe these messages more and remember them better than they do public education campaigns.
- They are inexpensive for governments to implement and tobacco companies pay the costs of printing them.

# The Bloomberg Global Initiative

## Our Regional Partners



# The Bloomberg Global Initiative



# The Bloomberg Global Initiative

## Project Staffing

- The project office is situated at the HFJ with responsibility for implementation in four Caribbean countries.
- The office is staffed by a Project Manager and a Communications Officer. The Executive Director of HFJ is the Project Director and oversees the entire project.
- Each of the other three countries has a Project Officer in the designated NGO.

# The Bloomberg Global Initiative

## Project Staff

Project Consultant -	Beatriz Champagne
Project Director-	Deborah Chen
Project Manager-	Barbara McGaw
Communications Officer-	Dawn Williams
Project Officer Barbados-	Wayne Hunte
Project Officer Guyana-	Chris Raghunath
Project Officer T & T-	Dominique Monteil

# The Bloomberg Global Initiative

## Project Objective

- The Bloomberg Project's primary objective is to achieve a strong CARICOM cigarette labelling standard
- To ensure implementation of the standard or equally strong requirements in the four target countries.



# The Bloomberg Global Initiative

## Project Objective

This project aims to ensure the implementation of rotating picture-based package warnings on tobacco products sold in Caribbean countries, of a **minimum** size of 50% of the top of each main face of the packaging.



# The Bloomberg Global Initiative

This project has the commitment of the Ministries of Health of:

- Guyana
- Barbados
- Jamaica
- Trinidad and Tobago.

The four target countries together represent more than 78.3% (4,986,000) of the population of the English speaking Caribbean

# The Bloomberg Global Initiative

## Project Activities

- Project activities includes liaising with the Ministries of Health and Bureaus of Standards in the target countries.
- Although the project covers four target countries, other member states of CARICOM will also benefit from this labelling standard.

# The Bloomberg Global Initiative

## Project Strategies

- Direct advocacy with ministers of government, government officials and elected politicians at national and cross-Caribbean level

# The Bloomberg Global Initiative

## Project Strategies

- Development and dissemination of information and advocacy materials to raise awareness among decision makers, civil society and the media

# The Bloomberg Global Initiative

## Project Strategies

- Promote awareness and build political support through communication activities targeted at influencing decision makers

# The Bloomberg Global Initiative

## Project Strategies

- Mobilize civil society in support of stronger warnings, including capacity building and coordination activities among project partners.

# The Bloomberg Global Initiative

## Measureable Objectives

- Measurable objectives are the implementation of strong pictorial warnings in target countries, and support for strong warnings among policy makers and the public.

# Countries that have Picture Warnings

1. Canada (2001)
2. Brazil (2002; 2004; 2009)
3. Singapore (2004; 2006)
4. Thailand (2005, 2007)
5. Venezuela (2005)
6. Jordan (2005)
7. Australia (2006; rotation of Sets A, B every 12 months)
8. Uruguay (2006; 2008, 2009)
9. Panama (2006)
10. Belgium (2006)
11. Chile (2006, 2007, 2008)



# Countries that have Picture Warnings

12. Hong Kong (2007)
13. New Zealand (2008; rotation of Sets A, B every 12 months)
14. Romania (2008)
15. United Kingdom (2008)
16. Egypt (2008)
17. Brunei (2008)
18. India (2008)
19. Taiwan (2009)
20. Malaysia (2009)
21. Peru (2009)
22. Djibouti (2009)
23. Switzerland (2010, rotation of Sets 1, 2, 3 every 24 months)

# Countries that are in the Process of having Picture Warnings

Many other countries/jurisdictions are in the process of doing so, or have stated that picture warnings are under consideration, including:

- France, Iceland, Iran, Ireland, Latvia, Macao, Mongolia, Norway, Pakistan, Philippines, Portugal, Slovakia, South Africa, South Korea, the Gulf Cooperation Council (includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates and potentially Yemen), and the Caribbean Community (CARICOM, which includes Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago).

# Websites

- Campaign for Tobacco Free Kids

[www.tobaccofreecenter.org](http://www.tobaccofreecenter.org)

- Inter American Heart Foundation

[www.interamericanheart.org](http://www.interamericanheart.org)

- The Heart Foundation of Jamaica

[www.heartfoundation.org.jm](http://www.heartfoundation.org.jm)

- Trinidad and Tobago Cancer Society

[www.cancersocietytt.org](http://www.cancersocietytt.org)

- Heart and Stroke Foundation of Barbados

[www.hsfbarbados.org](http://www.hsfbarbados.org)



# Bloomberg Global Initiative Caribbean Project – Committed to a Smoke Free Caribbean

