

ADVOCACY AND COALITION BUILDING

- A JAMAICAN EXPERIENCE

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The Heart Foundation of Jamaica



➤ The National Resuscitation Council Of Jamaica



➤ The Jamaica Coalition for Tobacco Control



The National Resuscitation Council of Jamaica



Definition

An **alliance** of organizations and individuals that collaborate to ensure that the Chain of Survival for Emergency Cardiac Care is implemented and sustained in the Jamaica.



Chain of Survival

- ✓ Early access
- ✓ Early recognition
- ✓ Early CPR
- ✓ Early defibrillation
- ✓ Early advanced care
- ✓ Early rehabilitation



InterAmerican Heart Foundation (Latin America and the Caribbean)

Emergency Cardiac Care Programme Policy

- Strengthen all links in the chain of survival
- To establish NRC's throughout the region
(the NRC's must be legal entities)

Operational Framework

To operate as an inclusive grouping of all organizations and individuals (whether national, regional or international) having a role to play in the Chain of Survival, and to foster links with these organizations and professionals

Programmatic Imperative

Formulate programmes, plans and activities to facilitate a streamlined and unified approach to efficient emergency care in collaboration with all organizations and professionals

National Resuscitation Councils – Latin America & The Caribbean

- Argentina
- Barbados
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- Honduras
- Mexico

- Panama
- Paraguay
- Peru
- Uruguay
- Venezuela
- Jamaica

IN DEVELOPMENT

Dominican Republic

Guatemala

Nicaragua

Trinidad and Tobago

Articles of Incorporation

Objectives

To function as an alliance of organizations and individuals that collaborates to ensure that the Chain of Survival for Emergency Cardiac Care is implemented and sustained in Jamaica and elsewhere in the Caribbean.

Articles of Incorporation

Objectives

To operate as an inclusive organization that embraces all organizations (whether national, regional or international) as well as individuals having a role to play in the Chain of Survival and to foster links with these organizations and individuals.

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Articles of Incorporation Objectives

To foster links with governmental bodies
having a role to play in the Chain of
Survival

Articles of Incorporation Objectives

To formulate programmes, plans and activities to facilitate a streamlined and unified approach to efficient emergency cardiovascular care in collaboration with all organizations and individuals

Articles of Incorporation Objectives

To disseminate information with respect to efficient emergency cardiovascular care whether by means of studies, books, periodicals, electronic or any other appropriate medium

Board of Directors

- Dr. Marion Bullock-DuCasse
Ministry of Health
- Ms. Deborah Chen
Heart Foundation of Jamaica
- Dr. Andrene Chung
Cardiology Unit, UHWI
- Dr. Edward Chung
Cardiology Unit, UHWI

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Psychiatry, UWI**

Administrative and Financial Issues

- The NRC secretariat is located at HFJ Headquarters
- Funding:
 - * Presently being funded by The HFJ
 - * Grants being sourced to maintain and develop NRC secretariat
 - * Licensing fees to offset expenses associated registering individuals/organizations

NRC Press Launch January 18, 2006



Types of organizations eligible for membership

- Pharmaceutical companies
- Ambulance Services
- Organizations that teach CPR &/or First Aid
- Govt. & Private Hospitals – A&E Dept/ICU
- Companies that supply medical equipment
- Health professional organizations
eg Medical & Nurses Association

Tobacco Control

- FCTC Caribbean Network
- The Jamaica Coalition for Tobacco Control
- Bloomberg Project

FCTC Caribbean Network

The InterAmerican Heart Foundation



- Jamaica
- Barbados
- Surinam
- Guyana
- Trinidad and Tobago
- St Lucia
- St Vincent and the Grenadines

FCTC Caribbean Network



- Organised by PAHO and IAHF with local experts, activists and health entities (gov't and civil society)
- Teleconferences
- Advocacy campaigns
 - Letter writing
 - Personal influencing
 - Promoting media participation
- Workshops: FCTC ratification and implementation
- Smokefree policies: Cricket World Cup

The Mission of the FCTC Caribbean Network

- to achieve the ratification of the WHO FCTC by all governments of the Caribbean
- to achieve early and strongest possible implementation of the most effective tobacco control measures prescribed by the WHO FCTC, in particular
 - ✓ prohibition of all direct and indirect tobacco advertising, promotion and sponsorship
 - ✓ implementation of smoke-free public places and workplaces in all sectors
 - ✓ implementation of regulation requiring large and clear health warnings on tobacco packaging
 - ✓ promotion of tax increases on tobacco products

The 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 FCTC Caribbean Network and to actively help build public support for ratification and implementation of the WHO FCTC

The Jamaica Coalition for Tobacco Control



- The Medical Association of Jamaica
- The Nurses Association of Jamaica
- The Caribbean College of Family Physicians
- The General Practitioners Association
- The Jamaica Cancer Society
- The Diabetes Association of Jamaica
- The Heart Foundation of Jamaica
- The Caribbean Public Health Association

Objectives of the JCTC

1. To further sensitize the public to the risks of smoking
2. To support and promote anti smoking activities of groups/agencies geared towards the reduction of smoking in communities
3. To be an advocacy and lobby group for policy issues, such as legislation, taxation and levies
4. To be a watch group for the control of messages that promote tobacco smoking
5. To support measures for the rehabilitation of smokers

JCTC

- Not a legal entity (funding issues)
- Secretariat provided by The Heart Foundation of Jamaica
- Represented on the National Tobacco Control Committee
- Meet quarterly
- Collaborate with member agencies and the Ministry of Health on World No Tobacco Day
- Media support
- Chairman addressed parliament with the Director for Tobacco Control in the MOH

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



Questions ??