

# Healthy Caribbean 2008

## Caribbean Chronic Disease Conference

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### Tobacco control in the Caribbean: problem & response

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# Overview of the Presentation

1. Current adult smoking prevalence
2. FCTC in the Caribbean
3. Tobacco control policies
4. Obstacles: tobacco industry behavior

# Current Adult Smoking\* Prevalence

	MALE	FEMALE
Barbados	18.5	3.3
Jamaica	19.6	8.9
St. Lucia	<b>28.0</b>	11.0
St. Vincent & the Grenadines	17.6	5.2
Trinidad & Tobago	<b>36.5</b>	7.3

\* Any form of tobacco: cigarettes, cigars, pipes, bidis, etc (MPOWER, 2008)

# Tobacco Control Policies in the Caribbean

- Currently drafting a standard for the packaging and labeling of tobacco products for the CARICOM Member States
  - Process through the Caribbean Regional Organization for Standards and Quality (CROSQ) drafting by the Bureau of Standards Jamaica
- Port-of-Spain Declaration “Uniting to stop the epidemic of chronic non-communicable diseases” (2007)
  - Urging all countries to ratify and become member parties to the WHO FCTC, and supporting the enactment of legislation to increase tobacco taxation, implement smokefree places and effective warning labels, and ban advertising & promotion, and sale to minors.

# FCTC Member Parties

PARTY	SIGNED	Ratified/Acceded/ etc	Entry into force
Trinidad & Tobago	27 Aug 03	10 Aug 04	27 Feb 05
Jamaica	24 Sep 03	7 Jul 05	5 Oct 05
Guyana		15 Sep 05	14 Dec 05
Barbados	28 Jun 04	3 Nov 05	1 Feb 06
St. Lucia	29 Jun 04	7 Nov 05	5 Feb 06
Antigua & Barbuda	28 Jun 04	5 Jun 06	3 Sep 06
Dominica	29 Jun 04	24 Jun 06	22 Oct 06

# FCTC Member Parties (cont.)

	SIGNED	Ratified/Acceded/ etc	Entry into force
Grenada	29 Jun 04	14 Aug 07	14 Nov 07
Belize	26 Sep 03	15 Dec 2005	15 Mar 07
St Kitts Nevis	29 Jun 04		
St. Vincent & the Grenadines	14 Jun 04		
Bahamas	29 Jun 04		
Suriname	24 Jun 2004	Congress ratified, not yet deposit of instrument	
Haiti	23 Jul 2003		

# FCTC Parties that do not comply with Art 11 (Labeling)

## ***Compliance deadline 2008:***

Party State	Deadline
1. Trinidad & Tobago	27 Feb 2008
2. Jamaica	05 Oct 2008
3. Guyana	14 Dec 2008

## ***2009 and beyond:***

Party State	Deadline
4. Barbados	01 Feb 2009
5. Saint Lucia	05 Feb 2009
6. Belize	15 Mar 2009
7. Antigua & Barbuda	03 Sep 2009
8. Dominica	22 Oct 2009
9. Grenada	14 Nov 2010

# FCTC Parties that do not comply with Art 13 (advertising ban)

Party State	Deadline
1. Trinidad & Tobago	27 Feb 2010
2 Jamaica	05 Oct 2010
3. Guyana	14 Dec 2010

Party State	Deadline
4. Barbados	01 Feb 2011
5. Saint Lucia	05 Feb 2011
6. Belize	15 Mar 2011
7. Antigua & Barbuda	03 Sep 2011
8. Dominica	22 Oct 2011
9. Grenada	14 Nov 2012



# Advertising & Promotion

- Only 5% of the world's population lives in countries with comprehensive bans on tobacco advertising, sponsorship, and promotion
- Over 100 countries have restrictions (minimal to strong)
- About half the children in the world live in countries that do not ban free sampling of tobacco products
- Caribbean:
  - Only Jamaica bans advertising on TV and radio

# Tobacco Tax Increase

- More than 4/5 high-income countries tax tobacco at 51-75% of retail price
- Less than 25% low and middle income countries tax tobacco at that rate
- Caribbean:
  - Barbados just increased 100% taxes
  - Belize decreased taxes

# Smokefree Policies

- 100% countries: Ireland, Italy, New Zealand, Bhutan, Malta, Uruguay, United Kingdom, Panama, others
- Sub-national:
  - 10 provinces of Canada
  - 13 states of the US & Puerto Rico
  - Some of the states in Australia
  - Mexico City
- Soon: India

# Smokefree Latin America & Caribbean



BERMUDA (2006)  
BRITISH VIRGIN ISLANDS

100% smokefree policies:

- Argentina (sub-national, 2006)
- Uruguay (national, 2006)
- Venezuela (sub-national, 2006)
- Panama (national, 2008)
- Mexico (sub-national, 2008)

# Smokefree policies Caribbean countries

	HEALTH	EDUC	UNIV	GOV	OFFICES	REST	PUBS BARS
JAM	No	No	No	No	No	No	No
SKN	No	No	No	No	No	No	No
STL	YES	YES	No	YES	No	No	No
SVG	No	No	No	No	No	No	No
SUR	No	No	No	No	No	No	No
TRT	YES	YES	No	YES	No	No	No

*Source WHO Global Report on Tobacco Epidemic 2007*

# Packaging & Labeling

- 15 countries (6% of the world population) have pictorial warnings covering at least 30% of surface area
- Many countries do not ban misleading descriptors (e.g., “light”, “low-tar”)

# Labeling Policies Jamaica

## (JS 1 Part 25: 2006)

- Each package carry at least one of 12 text-only warnings
- Rotation system requiring at least four warnings per year per brand
  - a manufacturer could comply in just 2 pack rotations by placing different warnings on front and back
  - No warning to be repeated until all 12 exhausted



# Labeling Policies Jamaica

## (JS 1 Part 25: 2006)

- Warning to occupy 33% of principal display areas
  - Location optional - top or bottom
- Tar, nicotine, and carbon monoxide information to be printed on package
- Implementation within 6 months of gazetting



# Warning Legends

## (JS 1 Part 25: 2006)

The Chief Medical Officer warns

**SMOKING  
KILLS**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
IMPOTENCE**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
HEART ATTACKS**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
STROKES**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
LUNG CANCER**

The Chief Medical Officer warns

**SMOKING  
IS HARMFUL TO THE  
UNBORN BABY**

The Chief Medical Officer warns

**SMOKING CAUSES  
CHRONIC  
LUNG DISEASES**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
ASTHMA**

The Chief Medical Officer warns

**SECONDHAND SMOKE  
IS HARMFUL TO CHILDREN  
AND NON-SMOKERS**

The Chief Medical Officer warns

**SMOKING  
KILLS SMOKERS AND  
OTHER PEOPLE**

The Chief Medical Officer warns

**QUIT SMOKING  
NOW AND IMPROVE  
YOUR HEALTH**

The Chief Medical Officer warns

**SMOKING  
CAUSES  
CANCER**

# Jamaican warning labels on tobacco products



Cigarette pack introduced in the Jamaican market in 2006 September.

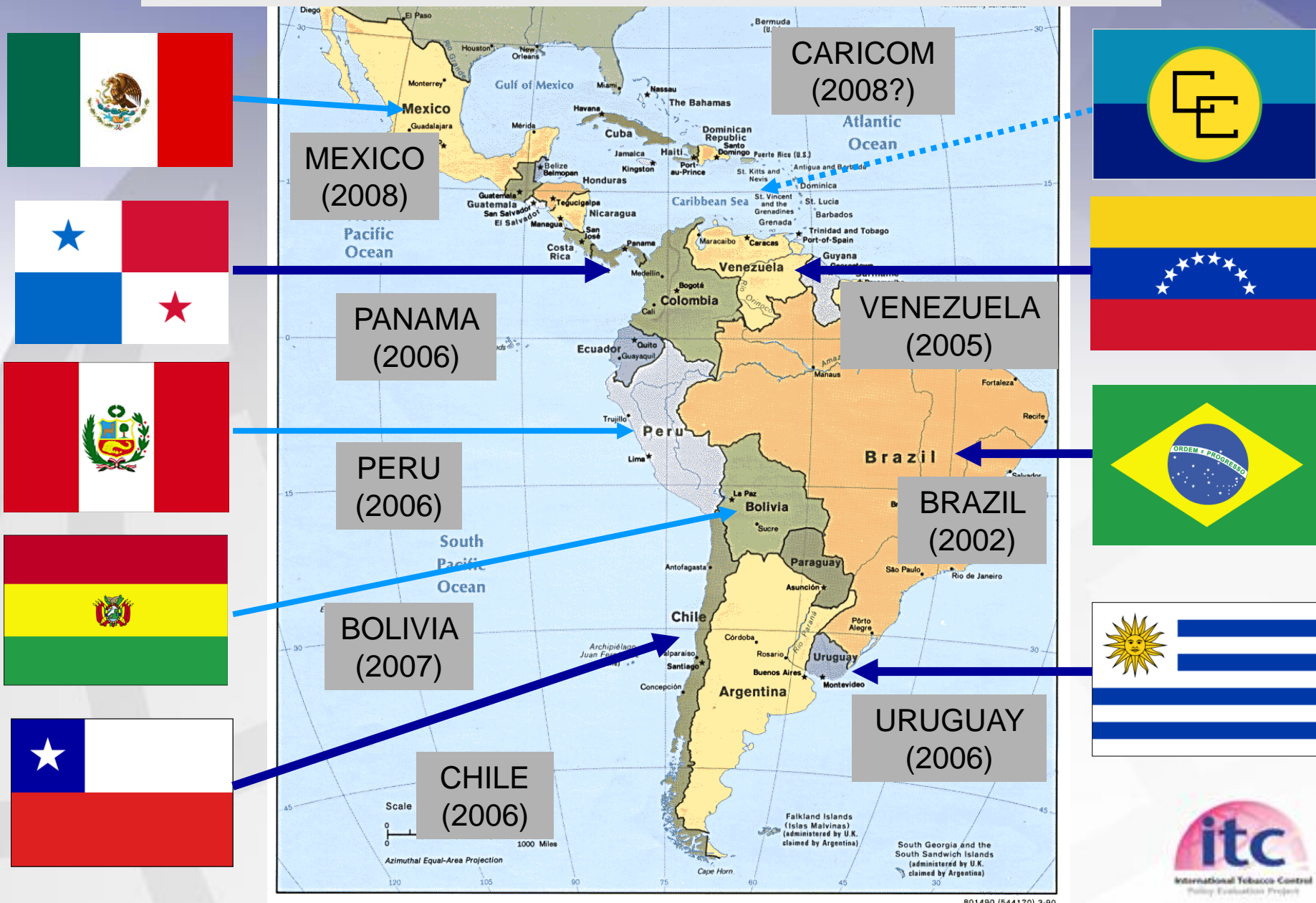
# Rest of CARICOM countries (CCS 26: 1992)

- A single text health warning stating:

“Minister of Health Advises that  
**SMOKING IS DANGEROUS TO HEALTH**”

- Location: “in a *conspicuous place*”
  - Tobacco industry picked the **lateral face**
- Tar Group Designation
  - **Low Tar** (Less than 10mg)
  - **Middle Tar** (10 to 18mg)
  - **High Tar** (18mg and above)

# Pictorial Warning Labels in LAC







# BRAZIL (2008)

VÍTIMA DESTE PRODUTO	HORROR	PERIGO	GANGRENA	INFARTO
 <p>O Ministério da Saúde adverte: Este produto intoxica a mãe e o bebê, causando parto prematuro e morte.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: Este produto causa envelhecimento precoce da pele.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: O risco de derrame cerebral é maior com o uso deste produto.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: O uso deste produto obstrui as artérias e dificulta a circulação do sangue.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: O uso deste produto causa morte por doenças do coração.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>
PRODUTO TÓXICO	IMPOTÊNCIA	SOFRIMENTO	MORTE	FUMAÇA TÓXICA
 <p>O Ministério da Saúde adverte: Este produto contém substâncias tóxicas que levam ao adoecimento e à morte.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: O uso deste produto diminui, dificulta ou impide a ereção.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: A dependência da nicotina causa tristeza, dor e morte.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: O uso deste produto leva à morte por câncer de pulmão e enfisema.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>	 <p>O Ministério da Saúde adverte: Respirar a fumaça deste produto causa pneumonia e bronquite.</p> <p><b>PARE DE FUMAR</b> DISQUE SAÚDE 0800 61 1997</p>

10 Rotating Legends



# CHILE: Counter-advertising



50%  
Tobacco  
Advertising

50%  
Health  
Warning

# Comprehensive Bills in discussion

1. Trinidad & Tobago

2. Saint Lucia

3. Jamaica and Barbados: smokefree?

# Tobacco Industry

- Main obstacle to advance tobacco control policy
- British American Tobacco Central America & Caribbean (BATCCA)
- Strategies:
  1. Direct lobby to government and policymakers
  2. Media public relations campaigns (misinform the public)
  3. Corporate Social Responsibility Programs
    1. Volunteers
    2. Courtesy of Choice, “Youth Smoking Prevention”
  4. Front Groups (Hospitality industry, law firms, etc.)



# Tobacco Industry: OPPOSING strong warnings



## GUYANA

Increase of the size of  
a very weak, text-only,  
unspecific warning  
label

30% of the back

# Tobacco Industry: OPPOSING strong warnings



JAMAICA

Retail store display

Shows a very  
week, text-only,  
unspecific warning  
label

# Tobacco Industry: UNDERMINING advertising bans

Jamaica (2008)

Tobacco industry  
“Youth Smoking  
Prevention”  
Program





# Tobacco Industry:

## BLOCKING 100% smokefree policies

### 'COURTESY OF CHOICE' AN ACCOMMODATION PROGRAMME

Since 1998, West Indian Tobacco supported an international programme called 'Courtesy of Choice' which was run by the International Hotel and Restaurant Association.

The 'Courtesy of Choice' programme aimed to help the hospitality industry accommodate all its customers in restaurants, convention centres, cafes, bars, clubs and hotels by creating smoking and non-smoking areas for patrons.

West Indian Tobacco provided an air-flow specialist who conducted a technical analysis of ventilation systems within an establishment and evaluated



## Trinidad & Tobago Accommodation



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