

An overview of tobacco control in the Caribbean

*HCC Caribbean NCD Forum
Supporting National Advocacy in Lead up to the
2018 High Level Meeting on NCDs
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Thank You!



Tobacco control status in the Caribbean

- All countries have signed and ratified the FCTC
- Implementation of the treaty is uneven
- Five countries to date have tobacco control legislation/regulations
 - Trinidad & Tobago
 - Barbados
 - Suriname
 - Jamaica
 - Guyana
- Several other countries have advanced draft tobacco control legislation

Tobacco control status in the Caribbean

2017 POS NCD Summit Grid Report, Updated **Sept 2017**

NCD Progress Indicator		A	A	B	B	B	B	B	C	D	G	G	H	J	M	S	S	S	S	T	T
		N	N	A	A	E	E	V	A	O	R	U	A	A	O	K	T	V	U	R	C
		G	T	H	R	L	R	I	Y	M	E	Y	I	M	N	N	L	G	R	T	I
TOBACCO																					
PS FCTC	National anti-tobacco TV/radio campaign in last 24 mnths	-	+	-	+	-	+	+	+	+	-	+/-		-	-	-	-	+	-	-	+
PS FCTC	Total taxes in the retail price of most widely sold brand of cigarettes >50% sale price	+	-	-	+	-	-	-	+	+		+/-		-	-	-	+	-	+		
FCTC	All public spaces 100% smoke free by law	-	-	-	+	+/-	+	+	+/-	+/-	+	-		+	-	-	+/-	-	+	+	+
FCTC	Graphic warnings on tobacco packages	-	-	+/-	-	+/-	-	-	-	-	-	-		+	-	-	+	-	+	+/-	
FCTC	Advertising, promotion & sponsorship bans	-	-	-	-	-	+	+/-	+	+	-	+/-		+/-	-	-	-	-	+	+	+

- + Implemented
- +/- Partially implemented; in process
- Not implemented
- no information



Tobacco Use Globally

21%

Prevalence of tobacco
use in persons over 15
years



Tobacco Use Globally

Men were
5X
more likely to smoke
cigarettes than
women



Tobacco Use Globally

8%

prevalence of
tobacco use in girls
13–15 yrs.



20%

prevalence of
tobacco use in males
13-15 yrs. in some
regions of the world.



Tobacco use in the Caribbean

- Cigarette smoking is the main form of tobacco use.
- Men are far more likely to use cigarettes than Caribbean women.
- Estimates by PAHO of smoking prevalence in CARICOM countries (2005) ranged among men from **18% (St. Vincent and the Grenadines)** to **36% (Trinidad and Tobago)** and in women from 3% (Barbados) to 11% (St. Lucia).
- Data from the Strategic Plan of Action for the Prevention and Control of NCDs (2011) records that in the Caribbean, smoking prevalence ranged from 10% to 27% in adults and 10% to 25% in teenagers.



Billboard
Trinidad
WNTD 2009

Efforts at FCTC implementation



Regional Efforts CARICOM POS Declaration

- **2007** The CARICOM Heads of Government conference, *Uniting to Stop the Epidemic of Chronic Non-Communicable Diseases*, was a regional summit to address NCDs.
- This generated the POS Declaration, which expressed concern at the alarming increase NCDs, and highlighted that tobacco use was a common risk factors of these diseases.
- The Heads declared their commitment to advancing the tobacco control agenda in the region.

Regional Actions CARICOM

- **2009** CARICOM Ministers of Health endorsed a recommendation to ban smoking in public spaces as a public good and regional goal.
- **2012-** CARICOM was instrumental in the preparation of the Regional Standard for the Labelling of Retail Packages of Tobacco Products initiated in 2006. (CROSQ AND COTED)



Regional Efforts Caribbean Heads of Government Meetings

Stressed the Community's commitment to pursuing an agenda that placed emphasis on the NCDs and the risk factors: **Tobacco use**, Diet, Physical Inactivity and Inappropriate Alcohol use.

2009

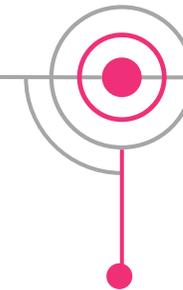


Issued a Statement specifically affirming their commitment to addressing the burden of NCDs **including initiatives to discourage tobacco use.**

2011



2016



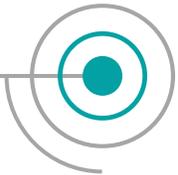
Regarding the NCDs. They acknowledged that the progress made was variable and agreed to adopt a more holistic approach. They pledged to **address issues such as the banning of smoking in public places**



Regional Efforts Caribbean Heads of Government Meetings



2017



- Noted that this year was the Tenth Anniversary of the NCD Summit and POS Declaration.
- Recognised that the **Community had not sufficiently advanced the recommended actions** with regard to the Declaration **and recommitted themselves to the promotion of healthy lifestyles** to combat the epidemic of NCDs.

Government efforts

- Ministries of Health have demonstrated varying levels of leadership in tobacco control with the most progressive often under the stewardship of committed and passionate Ministers of Health, including those with current tobacco control legislation
- Changes of ministers and governments with resulting varying levels of commitment have often caused a loss of the momentum for accelerating implementation of the FCTC.



Suriname MOH TC award 2014

Civil society (CSO) efforts

- There are several CSOs in the region that have shown strong tobacco control leadership and tackled tobacco control advocacy with varying degrees of success.
- Through their advocacy, education, and monitoring, CSOs have been active in advancing tobacco control policies.
- In 2011, vigorous advocacy by the JCTC was a strong factor in the government's decision to shelve their involvement in plans to increase tobacco production (with support from the tobacco industry).



Civil society (CSO) efforts

- In Trinidad & Tobago in 2009, and in Jamaica in 2013, strong advocacy by the TTCS and the JCTC in collaboration with the MOH lead to the introduction of the Tobacco Control Legislation
- In 2013 in Suriname, CSOs, in partnership with the local government, prevented tobacco industry interference from halting the passage of tobacco control legislation.
- CSOs often act as watchdogs of the tobacco industry, exposing their predatory marketing tactics and hold governments and industry accountable to their commitments.



Challenges to successful FCTC implementation

- Although all CARICOM states ratified the FCTC, there has been very slow progress in implementation of key articles of the treaty.
- Strong tobacco control measures is countering tobacco industry interference.
- Identify barriers to implementation at a country level to overcome them.
- Convincing governments of the importance of implementing tobacco control measures to protect the public health of their citizens.

Challenges to successful FCTC implementation

- Implementing Article 5.3, is very important to give governments a clear roadmap for preventing and challenging tobacco industry interference.
- Article 5.3 of the FCTC (stipulates how government and its employees should interact with tobacco companies)
- Governments are expected to increase their domestic budget allocations for tobacco control measures.



*Jamaica
MOH and
JCTC TC
award
2014*

Challenges to successful FCTC implementation

- Lack of financial and human resources in the Ministries of Health
- Changes of ministers and governments , varying levels of commitment, political will
- Lack of inter-sectoral collaboration
- Tobacco industry interference
- Lack of awareness of tobacco use as not just a health issue but also a developmental issue
- Fear of economic impacts of tobacco control
- Uneven health leadership at CSO and government levels
- Inconsistent funding sources for CSOs

Lessons learned

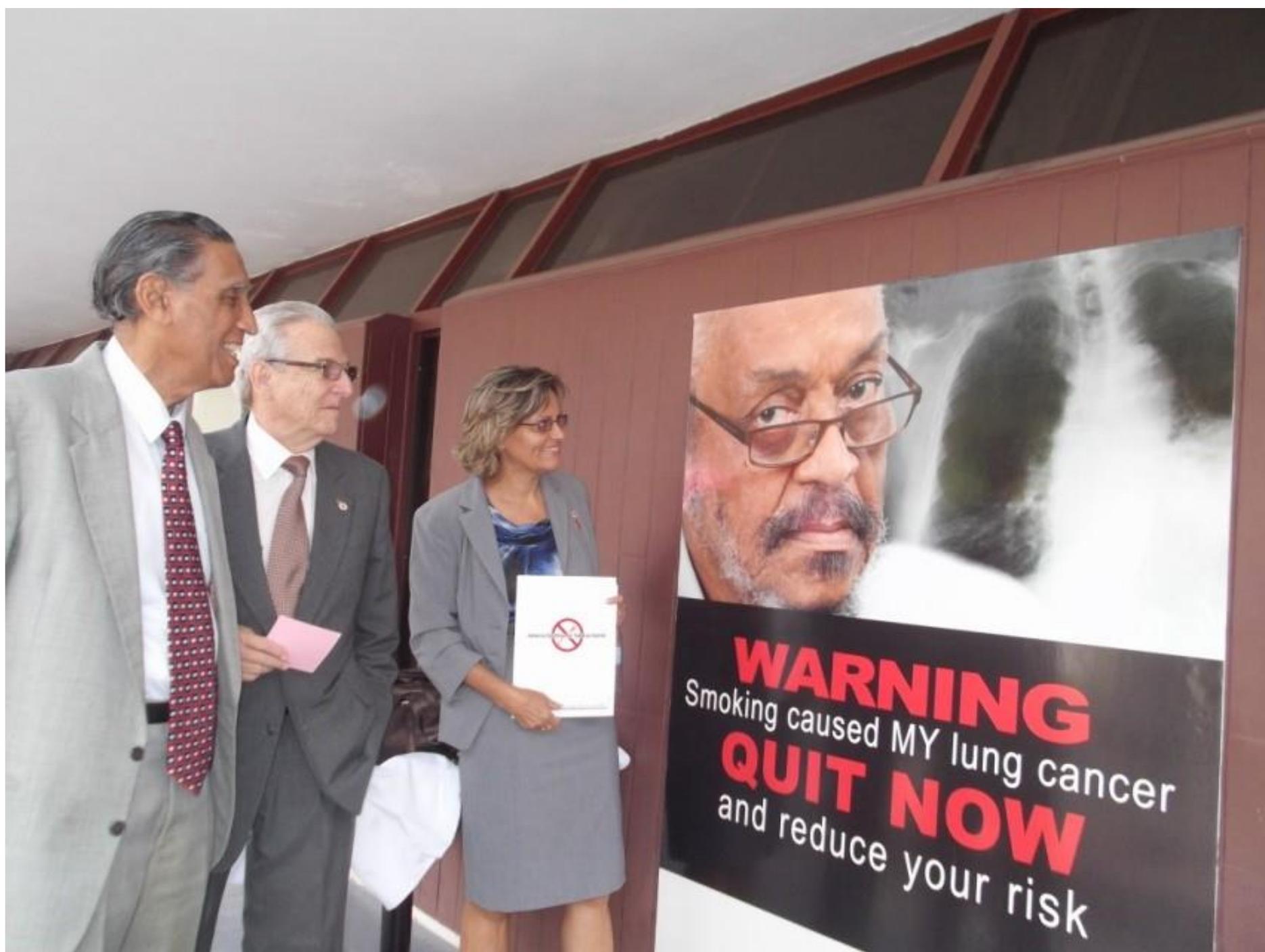
- Effective tobacco control efforts require comprehensive, multipronged approaches and strategies
- Civil society is crucial to successful tobacco control efforts
- More effort needs to be expended on educating policymakers about FCTC Article 5.3 and the need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts
- In some instances, government officials are not fully aware of the conflict of interest generated by their relationships with the tobacco industry

Lessons learned

- Tobacco control advocates must keep pace with current information and knowledge to be a step ahead in countering industry interference
- Economic research is an important, yet often neglected, component of effective advocacy
- Policymakers and the public in general are often unaware of the massive financial costs to society of tobacco use and the benefits of tobacco taxation as revenue
- Media can be a powerful tool for, and ally of, tobacco control advocates

Next steps

- Full implementation the FCTC at a country level can benefit from the many regional and international organisations committed to tobacco control
- Inclusion of FCTC implementation in national NCD plans, which can elevate its status
- Integrate FCTC implementation into countries' health and development plans - via the UN Multi-Country Sustainable Development Framework (MSDF) 2017-2021 for the Caribbean
- The MSDF will be the overarching framework for the common work of the UN system across Barbados, the OECS countries, Belize, Guyana, Jamaica, Suriname and Trinidad and Tobago
- Cooperation among countries, with sharing of experiences, successes, and lessons learned



TC
Regulations
2013 Jamaica

Committed to a Tobacco Free Caribbean

