

Tobacco Advocacy in the Caribbean

HCC Country Adolescent Tobacco Use Data Sheet

British Virgin Islands

**Capital
Population**

Road Town
30,237



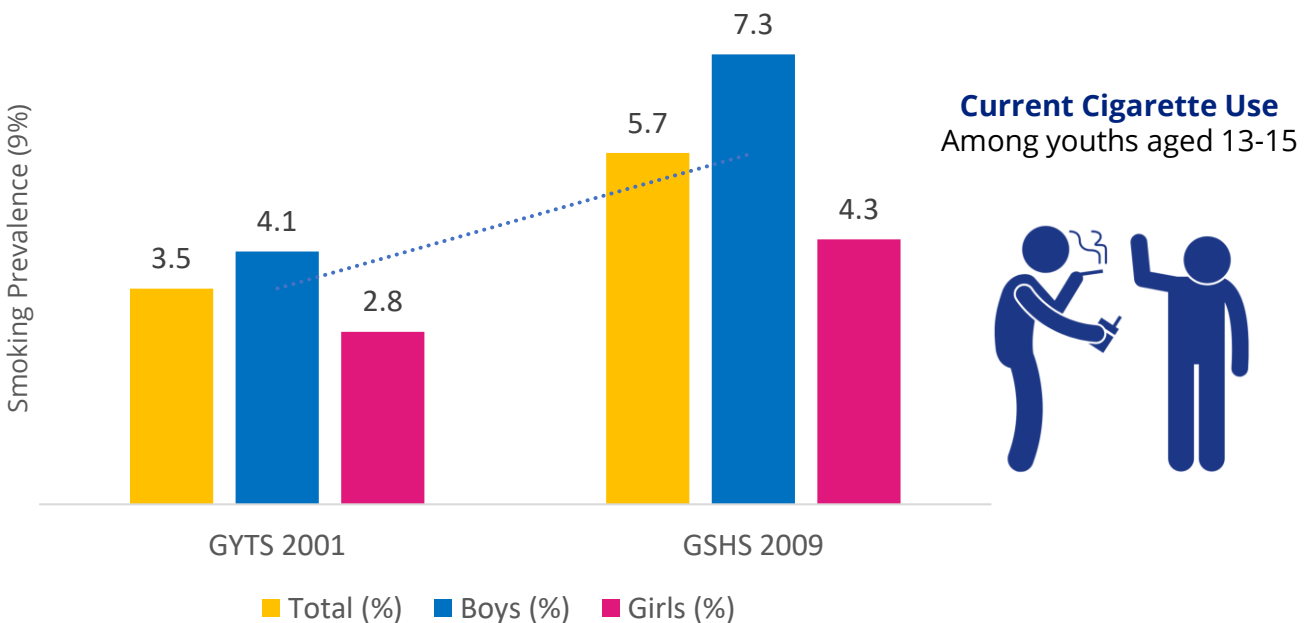
The British Virgin Islands is not a party to the **WHO Framework Convention on Tobacco Control**, however, as a British overseas territory it falls under the jurisdiction of the United Kingdom, which became a party to the WHO Framework Convention on Tobacco Control on **March 16th 2005**.



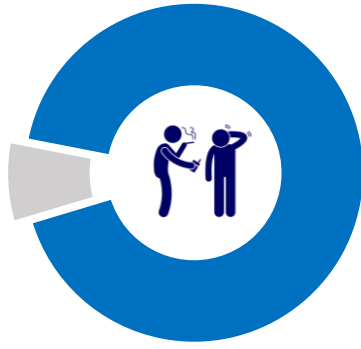
British Virgin Islands Tobacco Control Policies

- ❑ Tobacco Products Control Act, 2006
- ❑ Tobacco Products Control Regulations, 2007

TOBACCO USE AMONG YOUTH IN THE BRITISH VIRGIN ISLANDS



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92.3%

of students who ever
smoked cigarettes,
tried a cigarette
before the age of 14

E-CIGARETTE USE AMONG YOUTH IN THE BRITISH VIRGIN ISLANDS



Electronic Cigarette Use:
No Data Available

References

1. *Global Youth Tobacco Survey (British Virgin Islands) 2001 (GYTS)*
2. *Global School-based Student Health Survey (British Virgin Islands) 2009 (GSHS)*

TOBACCO CONTROL POLICIES PROTECTING YOUTH

The **World Health Organization Framework Convention on Tobacco Control** (FCTC) provides recommendations for tobacco control policies which allows countries to safeguard public health. This convention allows for the protection of not only adults, but minors also. The tobacco industry still use tactics such as colorful packaging and tempting flavours to indirectly market to children which poses a serious public health issue if children start experimenting with tobacco.

The following policy recommendations are based on FCTC articles which, when implemented can increase tobacco control and protect youth from the danger of tobacco.



British Virgin Islands

FCTC Policy Recommendations			
● Fully Implemented ● Partially Implemented ● Not implemented			
Article 8	Ban smoking (tobacco products & e-cigarettes) in all indoor workplaces and public places.	●	Source: Virgin Islands Tobacco Products Control Act, 2006 Sec 6,7
Article 9	Regulate the contents of tobacco products (including e-cigarettes) and prohibit the sale of flavoured tobacco products.	●	
Article 11	Government-approved rotating health warnings on tobacco packaging that: cover at least 30% and preferably at least 50% of the principal display areas.	●	
Article 11	Ban false and deceptive terms such as “light” and “mild”.	●	Source: Virgin Islands Tobacco Products Control Act, 2006 Sec 4
Article 13	Ban tobacco advertising, promotion, and sponsorship.	●	Source: Virgin Islands Tobacco Products Control Act, 2006 Sec 3 ✓ Tobacco companies can still sponsor individuals and events as long as they don't publicise any brand or selling message
Article 13	Ban the importation and sale of candies, snacks, toys, etc. that resemble tobacco products.	●	
Article 16	Ban the sale of tobacco (both e-cigarettes & tobacco products) to minors.	●	Source: Virgin Islands Tobacco Products Control Act, 2006 Sec 5