Tobacco Industry Interference tactics in Caribbean countries

“Strengthening Implementation of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) Article 5 in the Region of the Americas”

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Thanks!!
The Heart Foundation of Jamaica (HFJ) was established in 1971

- A member of The InterAmerican Heart Foundation, the Framework Convention Alliance and The World Heart Federation.

- HFJ is involved in prevention programmes for cardiovascular disease.

- Spearheaded the establishment of The Jamaica Coalition for Tobacco Control (JCTC) on **May 31, World No Tobacco Day, 2002.**

- Health Advocacy Group with 9 medical and para-medical organisations
The Coalition’s Objectives:

1. To support the enactment and implementation of comprehensive tobacco control legislation aligned to the Framework Convention on Tobacco Control.

2. To support and promote tobacco control activities geared towards the reduction of the use of all forms of tobacco and nicotine products.

3. To sensitise all vulnerable groups about the impact of using tobacco, e-cigarettes and all nicotine products.
The Coalition’s Objectives (con’t):

1. To be a watch group, identifying and mitigating against tobacco industry interference and activity that promotes the use of tobacco, e-cigarettes and all nicotine products.

2. To support measures for persons who wish to quit smoking.
What we do

- Sensitization meetings with key stakeholders
- Signing of petitions
- Support for implementing and monitoring tobacco laws
- Monitoring the activities of the tobacco industry, sharing breaches of Article 5.3 by stakeholders
- Naming and Shaming- reporting to Government any infringements of FCTC Articles, using the local and international media to force compliance
What we do

• Letters to the Editor and articles in the newspapers
• Calling on international partners to bring attention to breaches
• Countering claims by the tobacco industry
• Garner support from other key organizations (Unions, FBO)
• Prepare and circulate advocacy tools and handouts to key organizations
• Using the Access to Information Act to obtain documents outlining breaches of the FCTC and/or tobacco industry interference
Two companies dominate this industry in the Caribbean: British American Tobacco (BAT) and Philip Morris International (PMI).

BAT in Jamaica is Carreras, in Trinidad and Tobago WITCO, in Guyana Demerara Tobacco.

The Caribbean headquarters of BAT is located in Costa Rica. The Caribbean Area of BAT Caribbean and Central America is made up of several companies operating in the region.
Tobacco Industry
Caribbean
Tobacco industry in the Caribbean

Philip Morris Dominicana, PMI is the headquarters for the Caribbean (Dominican Republic). Philip Morris Dominicana manufactures cigarettes for export to the Caribbean. The products from Philip Morris are distributed by wholesalers across the region.

Cigarettes are manufactured in Trinidad & Tobago (BAT).

There has recently been an influx of Chinese and African cigarettes.
Tobacco Industry
Caribbean
Tobacco industry interference

There is a fundamental, irreconcilable and inherent conflict between the tobacco industry’s interests and public health policy interests

Health is not negotiable-Guidelines for understanding, monitoring and counteracting tobacco industry interference with public policies (2012)
Article 5.3 FCTC

Tobacco industry Interference: The FCTC Commitments

Under Article 5.3 of the Framework Convention on Tobacco Control (FCTC), Parties agree that, in setting and implementing their public health policies with respect to tobacco control, they shall act to **protect these policies from commercial and other vested interests of the tobacco industry.**

This commitment is made recognizing ‘the need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts’ (Preamble).
How the industry normalizes tobacco

TOBACCO INDUSTRY TACTICS

Lies and Deception

Junk Science

Advocacy

Advertising

Youth Programs

Corporate “Philanthropy”

Third Parties

Hollywood

Sponsorships
TOBACCO INDUSTRY TACTICS

- Lies and Deception
- Junk Science
- Advocacy
- Advertising
- Sponsorships
- Direct collaboration with Government Departments/MP’s

How the industry normalizes tobacco

Youth Programs

Corporate “Philanthropy”

Third Parties*
commerce/manufacturers associations

Hollywood
TOBACCO INDUSTRY TACTICS

• Tobacco control interference examples in this presentation are a bit dated
• There have been much less examples in recent times
TOBACCO INDUSTRY TACTICS

Youth Programs

How the industry normalizes tobacco
Youth smoking prevention programme

Youth smoking prevention programmes are present in several Caribbean Countries

Objective
To prevent the purchase of cigarettes by persons under 18 year of age (research has shown that these programmes have the opposite effect)
Youth smoking prevention programme Jamaica

In collaboration with Ministry of Education and Child Development Agency

This poster is a breach of Article 5.3
Youth smoking prevention programmes
Barbados, St Lucia
TOBACCO INDUSTRY TACTICS

Corporate “Philanthropy”

Third Parties*
commerce/manufacturers/associations

How the industry normalizes tobacco
The huge profits generated by the sale of tobacco are sometimes used to promote tobacco industry under the guise of CSR as ‘good corporate citizens’.

This tactic has been used all across the Caribbean region to boost the image of the tobacco companies.
The tobacco industry relies heavily on CSR activities to ‘normalise’ its products in light of criticisms aimed at its advertising and promotional strategies. Tobacco industry executives have often attempted to bolster their reputation by being photographed in the company of Ministers of Government and other high-ranking government officials at social functions. The photographs are then prominently placed in leading newspapers.
Managing Director, Carreras Limited Marcus Steele (left) looks closely at illegal cigarettes smuggled into the country at yesterday's Anti-Illlicit Trade Conference at the Jamaica Pegasus Hotel in Kingston, while (from 2nd left) Caribbean External Affairs and Anti-Illlicit Trade Manager British American Tobacco John Padgett, International Advisor, Illicit Trade Michael Ellis; and Acting Deputy Commissioner for Operations at Jamaica Customs Agency Kirk Benjamin look on.
Function to honor Carreras CEO

Normalising Tobacco Products - Honoring Carreras CEO
“Among the invited guests were ministers of government, members of parliament, heads of private-sector businesses, Carreras staff members, pensioners and former employees.”
Food for the Poor Jamaica (FFP) collaborates with Carreras to build houses (2016)
Food for the Poor Jamaica (FFP) collaborates with Carreras to build houses (2016)

- Press articles about Carreras building houses
- Facebook posts also
- JCTC wrote to FFP
- Facebook post removed
- No response to date
November 2009. WITCO partnered with ASA Wright Nature Centre for a massive tree-planting activity to plant some 9,000 trees on 1,500 acres of land. The aim was to reduce and neutralise WITCO’s ‘carbon footprint’ by engaging in planting a swathe of trees.

Witco executive director Sheldon Taitt, left, joins Arima MP Penelope Beckles, right, and Asa Wright Nature Centre chairman, Dr Carol James, in the symbolic planting of a tree at the centre’s Blanchisseuse Old Road, Arima grounds.
June 2010. The Mangrove Action Committee worked with Demerara Tobacco Company (DTC) to heighten awareness of the importance of mangroves and the need to protect and preserve them.

In collaboration with DTC also, new mangrove trees were planted and would be monitored to ensure sustainability.
2013-Left-Mayor of Mandeville, Councillor Brenda Ramsay explains to Carreras Managing Director, Marcus Steele (centre) the refurbishment plans for the Cecil Charlton Park. Looking on is Corporate & Regulatory Affairs Manager Christopher Brown (Left), Councillor Dalton Brown, Erwin Facey, Deputy Mayor of Mandeville and Carreras Areas Sales Manager, Chavanie Clarke (right).

Right-Marcus Steele discussing Carreras' partnership with the Manchester Chamber of Commerce President, Wendy Freckleton, while enjoying the comfort of one of the 10 benches provided by Carreras.
CARICOM SG, Ambassador LaRocque receives donations from the Managing Director of the Demerara Tobacco Company Ltd, Guyana, Maurlain Kirton, on behalf of the people of Dominica. (Guyana Private Sector Commission) .....CARICOM website
CARICOM RECEIVES DONATIONS 2015

Ambassador LaRocque was joined by Dominica’s National Security, Justice and Immigration Minister Hon. Rayburn Blackmoore to receive the donations of medical supplies, generators, cleaning items and cash, generously provided by New Guyana Pharmaceutical Company, Gaico Construction and General Services Inc., National Hardware, Demerara Tobacco Co Ltd and CAMEX.
Donation to Shelter Programme

In foreground L to R are Margaret Kertzious and Maurlaine Argyle-Kirton. In the background are staff members of Demtoco.

- **Stabroek News**  December 9, 2016

- The Demerara Tobacco Company as part of its Christmas outreach and Community Service Initiative has donated several mattresses and electric fans to the Help and Shelter programme of the Ministry of Social Protection.

- A release from DEMTOCO said that in handing over the items the Managing Director of DEMTOCO, Maurlaine Argyle-Kirton, said that the Company is very pleased to assist the Women’s Shelter

- Part of the Company’s annual Christmas Corporate Social Responsibility Programme.
Donation of hurricane relief items

• Local businesses donate millions more in hurricane relief supplies—September 2017—Guyana

• Local businesses are continuing to band together in solidarity to donate millions in relief supplies to those islands affected by hurricanes in the past weeks.

• $84,000 worth of tarpaulin from Demerara Tobacco
Carreras’ donation during COVID

Carreras donates $9.5m to COVID-19 relief programme
28 May, 2020 – Jamaica Observer

Through the Private Sector Organization of Jamaica

Raoul Glynn, Managing Director, Carreras Ltd (left) with an elderly resident of the Central Village community during the COVID-19 food relief distribution initiative on Saturday, May 23.
How the industry normalizes tobacco

Advocacy

Direct collaboration with Government Departments/MP’s
2011-Donation of motor bikes, funding to the Jamaica Constabulary Force (police) for the repair of approximately 68 police service vehicles - value was J$2.8million, donation of computers valued at over JA$1,000,000
Tobacco industry donates to MP’s

(JAMAICA 2012)

$5 million dollars per constituency earmarked for community development (Jamaica 50 celebrations)
Appointment of Tobacco Representative to Public Health Board

March 2012

- The Bureau of Standards Jamaica - Standards Council is a Government Board
- This Board was responsible for the approval of the Graphic Health warning standard for cigarette products
- Tobacco Representative appointed to Board
JCTC response re appointment of tobacco representative to public health board

• Letters sent to the relevant Ministries and Board Chairman highlighting contravention of Article 5.3 of the FCTC
• MOH and the JCTC presented to the Board explaining the breach of Article 5.3
• Tobacco company representative removed from the Public Health Board
Letters requesting the removal of the ad from the back of the bus sent to the Ministry of Transport, Works and Housing, the legal officer in the Ministry of Foreign Affairs and Foreign Trade and the chairman of the JUTC. A response was received from Minister of Transport and Works indicating the removal of same at the end of the year.
TOBACCO INDUSTRY TACTICS

How the industry normalizes tobacco

Advertising
TOBACCO INDUSTRY TACTICS

• Not many countries have enacted Article 13 of the FCTC
• Tobacco companies use events etc to advertise their product
Carnival Jamaica 2018
Frenchman party Jamaica
Kingston Creative Webinar June 2020
Ingenious ways to advertise your product!

Jamaica Observer Newspaper March 17-2021 in response to price increase for Craven-A
Ingenious ways to advertise your product!

Jamaica Observer Newspaper Feb 2021- new brand package for Craven-A
Billboards

Voluntary agreement to halt billboards brokered with Carreras in December 2005

New brand of tobacco Marlboro Red launched in Jamaica by Phillip Morris in 2016
Billboards were re instituted!
This graphic is in breach of Article 5.3 of the FCTC
New graphic for Carreras – without logos after JCTC intervention
TOBACCO INDUSTRY TACTICS

How the industry normalizes tobacco

Sponsorships
Carreras’ commitment to Empowering Young Adults Through Education 2016

Carreras Limited Managing Director Marcus Steele (front row, centre), Minister of Education, Youth and Information Senator the Honourable Ruel Reid (third right) share a memorable moment with the Carreras Limited 2016 40 scholarship recipients

40 scholarships $8 million
Carreras’ commitment to Empowering Young Adults Through Education

JCTC response

• Letter written to the Minister of Education regarding Article 5.3
• Confirmation of receipt by Minister
Carreras donates academic scholarships (2017)

43 scholarships $8 million
Carreras donates academic scholarships (2018)

Recipients of the Carreras 2018 scholarships pose with their plaques along with Minister of Labour and Social Security Shahine Robinson (seated, centre); Marcus Steele (seated, fifth right), Carreras managing director; and Pearnel Charles Jr. (seated, fifth left), state minister in the Ministry of National Security, at the Carreras 2018 Scholarship Awards Ceremony at The Jamaica Pegasus hotel last Tuesday. Mijanou (second row, second right), was among the 42 scholars who were presented with awards.
At Tuesday's function, Carreras presented scholarship awards and cheques amounting to $11 million to 52 tertiary students, out of a total of 500 applicants.

The Carreras scholarship programme, according to the release, has been in existence since 1967. The objective is to:

- Increase access to tertiary education,
- Increase academic achievement by reducing the concerns of families and students about how fees will be paid,
- Help to retain high-ability citizens in Jamaica

52 scholarships $11 million
## Carreras Annual Academic Scholarships

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<tr>
<th>YEAR</th>
<th># of Scholarships</th>
<th>Total Value (J$000,000)</th>
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<tr>
<td>2015</td>
<td>32</td>
<td>$4.35 million</td>
</tr>
<tr>
<td>2016</td>
<td>40</td>
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<td>52</td>
<td>$11 million</td>
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<td>2020</td>
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High-level government leadership, as seen in some Caribbean countries, can significantly alter the landscape of tobacco control and accelerate the progress of policies.

Implementation of the Port of Spain Declaration on NCDs is crucial as tobacco control is highlighted as a priority.
There has been a call for integration of WHO FCTC implementation into countries’ health and development plans.

At the country level, The United Nations Multi-Country Sustainable Development Framework (MSDF) is a good opportunity for UN Agencies to support Caribbean Governments in implementation of the FCTC. The MSDF Caribbean 2017 to 2021 incorporates FCTC implementation
Lessons learned

- Civil society efforts are crucial to successful tobacco control efforts
- Governments need to implement the FCTC
- Article 5.3 is an important measure to reduce tobacco industry interference
- Some public health officials are not fully aware of the implications of Article 5.3
Lessons learned

Multi-sectoral partnerships important for advocacy

Support from international partners is very important

Media can be a powerful tool for and ally of tobacco control advocates

POLICY, POLICY, POLICY
In memory of two of our leading tobacco control advocates: John died from lung cancer. Dr Hagley was the first Chairman of the JCTC - we will not let their death be in vain......
Committed to a Tobacco Free Caribbean

Jamaica Coalition for Tobacco Control