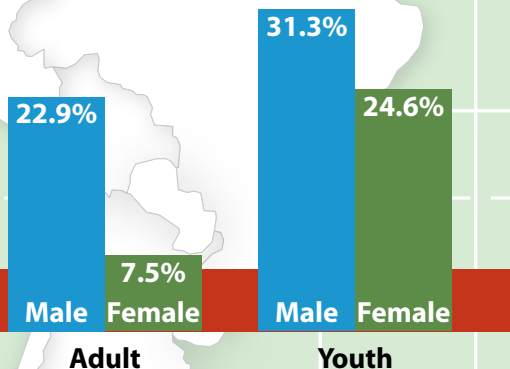




Jamaica Tobacco Control Report 2011



Current Tobacco Use Prevalence



NOTES:

Adult data: percentage of the population 15 years and older who were smoking any tobacco product at the time of the survey, including daily and occasional smokers. Adult data is not age standardized and comes from a national survey provided by the country.

Youth data: percentage of population between 13 and 15 years old that consumed any tobacco product, smoked or smokeless, at least once in the past 30 days. The data comes from a subnational survey for year 2010.

SOURCE:

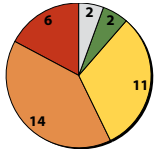
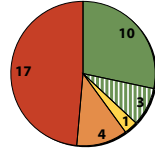
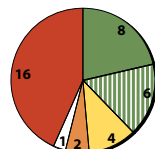
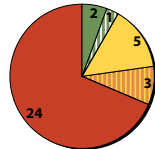
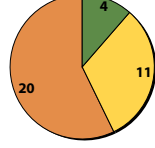
Based on data from WHO Report on the Global Tobacco Epidemic, 2011: Warning about the dangers of tobacco.

Progress Implementing Selected Measures of the WHO FCTC in the Americas

Unanimously adopted by the 56th World Health Assembly on 21 May 2003, the WHO Framework Convention on Tobacco Control (WHO FCTC) was the first step in the global fight against the tobacco epidemic. The Convention entered into force on 27 February 2005. Of the 193 WHO Member States, 174 are Parties to the Convention (July 2011), making it one of the most rapidly embraced treaties in United Nations history.

Jamaica signed the treaty on 24 September 2003 and ratified it on 7 July 2005. As a Party to the Convention, Jamaica is legally bound by the treaty's provisions.

The following charts show Jamaica's status in several key areas of the treaty and how it compares with the rest of the Region of the Americas. The check marks (✓) indicate which category Jamaica falls under for each article, with the green categories representing the most comprehensive policies.

National Status		Regional Status Country Distribution per Implementation Progress
Article 6: Price and tax measures to reduce the demand for tobacco / Criteria: Percentage of pack price that is taxes		
✓	≥75% of retail price of 20-cigarette pack is tax	
	51-74% of retail price of 20-cigarette pack is tax	
	26-50% of retail price of 20-cigarette pack is tax	
	≤25% of retail price of 20-cigarette pack is tax	
	Data not reported	
Article 8: Protection from exposure to tobacco smoke / Criteria: Number of types of public places that are completely smoke-free		
	All indoor public places and workplaces completely smoke-free (or at least 90% of the population covered by complete sub-national smoke-free legislation)	
	Same definition but regulation and/or implementation pending	
	Six to seven types of indoor public places and workplaces completely smoke-free	
✓	Up to two types of indoor public places and workplaces completely smoke-free	
	Data not reported	
Article 11: Packaging and labeling of tobacco products / Criteria: Size and content of health warnings on tobacco products		
	Large warning (average of at least 50% on front and back) of package with all appropriate characteristics ²	
	Same definition, but regulation and/or implementation pending	
✓	Medium size warning (average of front and back of package between 30% and 49%) with all appropriate characteristics, or large warnings (average of at least 50% on front and back) missing one or more appropriate characteristics ²	
	Medium size warning (average of front and back between 30% and 49%) missing one or more appropriate characteristics or large warning (average of at least 50% on front and back) missing four or more appropriate characteristics ²	
	Law approved but regulation and/or implementation pending. With the information provided by the law it is not possible to classify the country	
	No warning or small warning (average of front and back of package is less than 30%)	
	Data not reported	
Article 13: Tobacco advertising, promotion and sponsorship / Criteria: Number of bans on types of direct and indirect advertising		
	Ban on all forms of direct and indirect advertising ²	
	Same bans as above, but pending regulation and/or implementation	
	Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising ²	
✓	Complete absence of ban, or ban that does not cover national television, radio or print media	
	Data not reported	
Article 14: Demand reduction measures concerning tobacco dependence and cessation / Criteria: Availability of affordable tobacco dependence treatments		
	National quit line available, and both nicotine replacement therapy (NRT) and some cessation services ⁴ available and cost covered	
✓	NRT and/or some cessation services ³ available, at least one of which is cost-covered	
	NRT and/or some cessation services ³ available but neither cost-covered	
	None	
	Data not reported	

1 Refer to the table on page 5 for the list of appropriate characteristics.

2 Refer to the table on page 6 for the lists of direct and indirect advertising.

3 Smoking cessation support availability in any of the following places: health care clinics or other primary care facilities, hospitals, offices of health professionals, or the community.

Total number of countries in the Region of the Americas: 35

For more information about the status of countries in the Americas Region, visit: <http://www.paho.org/tobacco>

Prices and Taxes

Article 6: Price and Tax Measures to Reduce the Demand for Tobacco

In accordance with **WHO FCTC Article 6**, Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption by various segments of the population, in particular young persons. Each Party shall implement tax and price policies on tobacco products, including prohibiting or restricting, as appropriate, duty-free tobacco sales, so as to contribute to the health objectives aimed at reducing tobacco consumption. Parties shall also periodically report on tax rates and consumption trends to the Conference of the Parties.

In **Jamaica** the price of the most sold brand of cigarettes is PPP\$ **11.57** and taxes comprise **51%** of the retail price. The price of cigarettes in **Jamaica** in PPP\$ is **higher** than the region's average (PPP\$ 3.93), and the portion of the price composed of taxes is also **higher** than the region's average (45%) although it does not reach the recommended level of more than 75% of the retail price.

Did you know...?

- Increasing the price of tobacco products through significant tax increases is the single most effective

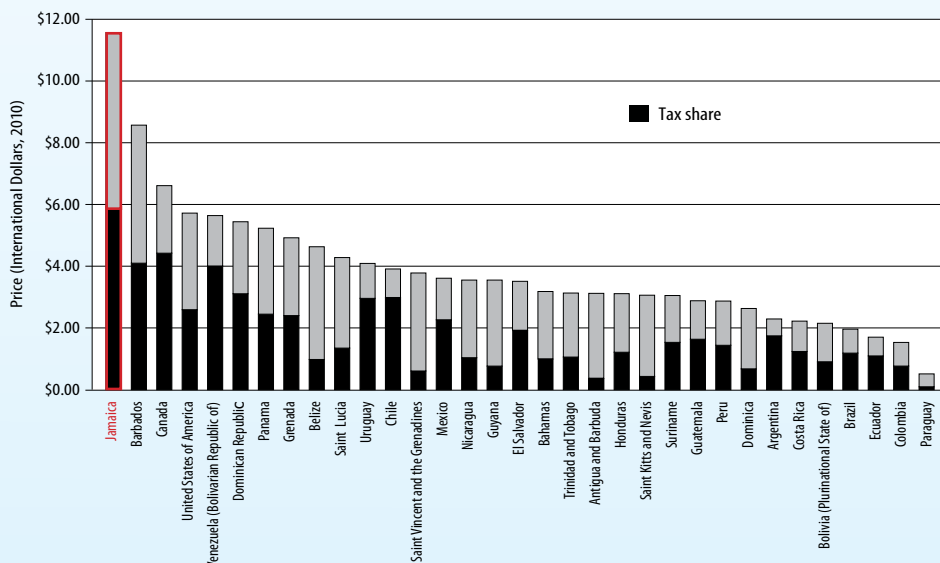
Tobacco Prices and Taxes in Jamaica, 2010		
Price of most sold brand, pack of 20 cigarettes		
In Jamaican Dollars	JMD	580.00
In International Dollars, 2010	PPP\$	11.57
Percent of the price composed of taxes		
Specific excise		36
Ad valorem		0
Import duties		0
Total taxes¹		51

¹ Total tax includes some taxes that do not fall under the specific excise, *ad valorem* or import duty categories.

way to decrease tobacco use and to encourage current users to quit. Higher taxes on tobacco products are especially effective at deterring tobacco use among the young and the poor. A tax increase also benefits governments through increased revenues, which can be used for tobacco control and other important health and social programs.

- Not all taxes are equally effective. Excise taxes are more effective because they can be levied just on tobacco products (or on a very small number of goods such as alcohol and gasoline), thus increasing the price of tobacco products relative to other consumer products. This is different from value-added taxes (VAT) which are applied as a single rate on a broad range of products.
- There are different types of excise taxes: taxes set on a fixed amount (specific) and taxes fixed at a set percentage (*ad valorem*). The choice between the two types is a topic of debate. However, there is evidence suggesting that specific taxes tend to increase the price to the consumer more than the *ad valorem* taxes and that combining the two types is also a good choice: The average cigarette price among countries that use a combination of specific and *ad valorem* excises is PPP\$ 4.42 in countries leaning towards specific excise, and PPP\$ 3.40 in those leaning towards *ad valorem*. Among those countries relying solely on one type of excise, the average price is PPP\$ 4.51 in countries relying solely on specific excise, and it is PPP\$ 2.38 in those relying solely on *ad valorem*.
- In the Region of the Americas from 33 countries that reported data: 14 countries rely solely on specific excises, 13 countries rely solely on *ad valorem*, and only 4 countries use a combined system (2 countries apply tax that do not fall under the specific excise, *ad valorem* or import duties).

Price of a pack of 20 cigarettes of the most sold brand and tax share, 2010



Source: Based on data from WHO Report on the Global Tobacco Epidemic, 2011: Warning about the dangers of tobacco. The data was updated in July 2010. Any increase in taxes or prices after that date is not reflected in this table.

Smoke-Free Environments

Article 8: Protection from Exposure to Tobacco Smoke

WHO FCTC Article 8 and its Guidelines require Parties to protect all persons from exposure to tobacco smoke. Under the article Parties recognize that scientific evidence has unequivocally demonstrated that exposure to tobacco smoke causes death, disease, and disability. Each Party agrees to adopt effective legislative measures, providing for protection from exposure to tobacco smoke in indoor workplaces, indoor public places, public transport, and other public places.

In **Jamaica** there are no national laws that protect the population from exposure to second-hand smoke.

In the Region of the Americas, there are thirteen countries that have passed laws protecting the entire population without exception from exposure to second-hand smoke, even though not all of them had regulated and/or implemented the legislation yet. In these countries all of the places shown in the table below are completely smoke-free.

Smoke-Free Legislation in Jamaica, 2011

Smoke-free public places and workplaces*

Health-care facilities	No
Educational facilities except universities	No
Universities	No
Government facilities	No
Indoor offices	No
Restaurants	No
Pubs and bars	No
Public transportation	No

*A completely smoke-free environment is one where smoking is not allowed at any time, in any indoor area and under any circumstances. For a category to achieve this designation, all establishments within the category must meet these requirements.

Did you know...?

- Several authoritative bodies have determined that second-hand smoke includes carcinogens for which there is no safe level of exposure.
- The only way to protect people is to provide 100% smoke-free environments. Other approaches, like ventilation, air filtration, and the use of designated smoking areas do not effectively protect people against exposure to tobacco smoke.
- Support for smoke-free public places is overwhelming. Comprehensive smoking bans benefit non-smokers and smokers alike by reducing the exposure to second-hand smoke among non-smokers and reducing cigarette consumption among smokers. They also decrease the social acceptability of smoking, discouraging smoking initiation among youth.
- Smoke-free laws not only produce long-term benefits such as decreases in the incidence of lung cancer in nonsmokers, but they also produce short-term benefits like decreases in hospital admissions for acute myocardial infarctions.

Poster from smoke-free campaigns in Uruguay.



Source: Based on data from WHO Report on the Global Tobacco Epidemic, 2011: Warning about the dangers of tobacco. In those countries where legislation was passed after the cutoff date of the WHO report, the data was updated to July 2011 by the PAHO Tobacco Control Team.

Health Warnings

Article 11: Packaging and Labeling of Tobacco Products

WHO FCTC Article 11 and its Guidelines require that each Party adopt measures including requirements for the display of a rotating series of health warnings and other appropriate messages on tobacco product packaging that cover ideally 50% or more of the principle display areas and include pictures or pictograms. Parties shall also ensure that tobacco product packaging and labeling do not promote tobacco products by any means that are false, misleading, deceptive, or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions. Parties should comply with this article within three years of the entry into force of the Convention for the said Party.

In **Jamaica** the law is consistent with the WHO FCTC minimum requirements. However, there is no requirement that the health warnings include images or occupy at least 50% of principal display areas.

Did you Know...?

- Large, bold health warnings with pictures save lives. They are more effective than small health warnings or those that only contain text.
- Warnings with images of the harms tobacco causes are particularly effective at communicating risk and motivating behavioral changes, such as quitting smoking.
- Images allow the transmission of health information to illiterate populations.
- Pictorial warning labels also act as a deterrent for young people by reducing the overall attractiveness of tobacco packaging.



Left: an example of a health warning with a graphic from Jamaica. The health warning covers 30% of the principal display areas.

Below: an example of a health warning with a graphic from Uruguay. The health warning covers 80% of the principal display areas.



Health Warnings on Tobacco Packages in Jamaica, 2011	
Characteristics of health warnings	Cigarettes
Ban on misleading descriptors such as "mild", "low tar", etc.	Yes
Law mandates specific warnings*	Yes
% of the principal display areas (average of front and back) covered by a warning	30
% of the principal display area (front) covered by a warning	30
% of the principal display area (back) covered by a warning	30
Number of warnings approved by law	12
Warnings appear on each package and outside packaging*	Yes
Warnings describe the harmful effects of tobacco use*	Yes
Law mandates font style, font size and colour*	Yes
Warnings are rotating*	Yes
Warnings are written in the principal language(s) of the country*	Yes
Warnings include an image	No

*These indicators comprise the appropriate characteristics used to evaluate a country's implementation status on page 2.

Source: Based on data from WHO Report on the Global Tobacco Epidemic, 2011: Warning about the dangers of tobacco. In those countries where legislation was passed after the cutoff date of the WHO report, the data was updated to July 2011 by the PAHO Tobacco Control Team. The data was updated in July 2010. Any increase in taxes or prices after that date is not reflected in this table.

Bans on Tobacco Advertising, Promotion and Sponsorship

Article 13: Tobacco Advertising, Promotion and Sponsorship

Under **WHO FCTC Article 13 and its Guidelines**, Parties recognize that a comprehensive ban on advertising, promotion, and sponsorship would reduce the consumption of tobacco products. All Parties shall undertake a complete ban on tobacco advertising, promotion and sponsorship within the period of five years after entry into force of the treaty for the Party. A Party that is not in a position to undertake a comprehensive ban due to its constitution or constitutional principles shall apply the following restrictions: prohibit false or misleading tobacco advertisements; require that health warnings accompany all tobacco advertising; restrict the use of incentives that encourage tobacco product purchases by the public; and ban or restrict tobacco advertising, promotion, and sponsorship in as many forms of media as possible, among others. Parties without comprehensive bans should also require the tobacco industry to disclose its expenditures on advertising, promotion, and sponsorship.

Jamaica does not have a comprehensive legislation that bans all forms of tobacco advertising, promotion and sponsorship. There only exists a prohibition of tobacco advertising on national TV and radio.

In the Region of the Americas, Colombia, El Salvador, and Panama are the only countries with comprehensive bans on all forms of tobacco advertising, promotion and

sponsorship. In El Salvador the legislation had not been implemented yet.

Did you know...?

- Most smokers experiment with their first cigarette long before they reach adulthood. That is why the tobacco industry produces colorful and creative ads designed to target young people, sponsors sporting events and pays for tobacco products to appear in movies.
- Tobacco product displays at points of sale promote tobacco use by stimulating impulse purchases and creating the impression that tobacco use is as socially acceptable as using any other product from the store.
- In order to be effective, bans on advertising, promotion and sponsorship should be comprehensive. When only certain forms of media are prohibited, the tobacco industry moves its advertising expenditures to the permitted forms of media.
- Prohibitions based on the hour of the day or age groups convey the message that smoking is an adult behavior, thus making it more attractive to young people.
- It has been shown that a comprehensive ban on all advertising, promotion and sponsorship can decrease tobacco consumption by 7%.

Bans on Tobacco Advertising, Promotion and Sponsorship in Jamaica, 2011

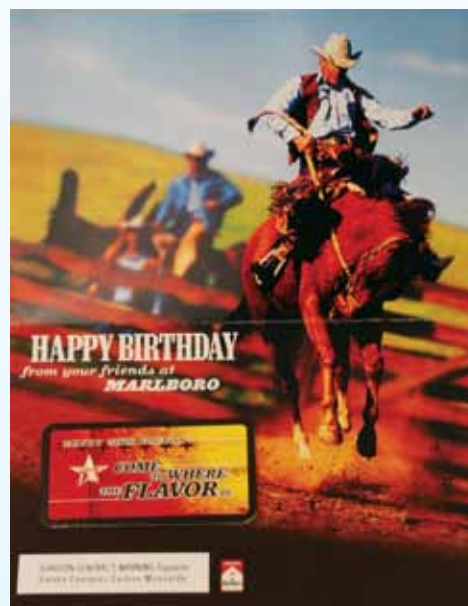
Direct bans

National TV and radio**	Yes
International TV and radio	No
Local magazines and newspapers**	No
International magazines and newspapers	No
Billboards and outdoor advertising**	No
Point of sale**	No
Internet	No

Indirect bans

Free distribution by mail or other means**	No
Promotional discounts**	No
Non-tobacco products identified with tobacco brand names**	No
Brand name of non-tobacco products used for tobacco product**	No
Appearance of tobacco products in TV and/or films (product placement)**	No
Tobacco sponsored events**	No

**These indicators are the forms of direct and indirect advertising used to evaluate a country's implementation status in the charts on page 2.



Tobacco promotion sent by mail in USA

Tobacco Dependence

Article 14: Demand Reduction Measures Concerning Tobacco Dependence and Cessation

Under **WHO FCTC Article 14 and its Guidelines**, Parties shall design and implement effective programs aimed at promoting the cessation of tobacco use, in such locations as educational institutions, health care facilities, workplaces and sporting environments.

Effective tobacco dependence treatment should include cessation advice incorporated into primary health-care services, easily accessible and free telephone quit lines, and access to free or low-cost cessation medicines.

Did you know...?

- People who are addicted to nicotine are the actual victims of the tobacco epidemic.
- Three out of four smokers say they want to quit. For some tobacco users it is difficult to quit on their own, so access to counseling and cessation services is important.
- While most who quit eventually do so without intervention, the use of cessation medications can double the likelihood of quitting successfully. The use of medication in conjunction with counseling increases the probability of quitting even further.

Measures Concerning Tobacco Dependence and Cessation in Jamaica, 2010	
Availability of pharmacological treatment	
Nicotine replacement therapy (NRT)	Yes
Bupropion	Yes
Varenicline	Yes
Availability of smoking cessation support	
Primary care facilities	Yes, in most
Hospitals	Yes, in most
Offices of health professionals	Yes, in some
In the community	Yes, in some
Availability of a national toll-free quitline	No

Tobacco Industry

Article 5.3: Protection of Public Health Policies with Respect to Tobacco Control from Commercial and Other Vested Interests of the Tobacco Industry

Under **WHO FCTC Article 5.3 and its Guidelines**, each Party shall act to protect public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry. Parties should establish measures to limit interactions with the tobacco industry and ensure the transparency of those interactions that occur.

The PAHO report *Profits over People* summarizes a series of previously secret tobacco industry documents from the two tobacco industry market leaders in Latin America and the Caribbean: Philip Morris International (PMI) and British American Tobacco (BAT).

This publication is available at: http://www.paho.org/English/DD/PUB/profits_over_people.pdf

Did you know...?

- The tobacco industry has operated for years with the express intention of subverting the role of governments and WHO in implementing public health policies to combat the tobacco epidemic.
- The goal of tobacco industry is to maintain the social acceptability of smoking and prevent adoption of effective tobacco control regulations.
- For decades the industry has used lobbying tactics to influence governments with the goal of blocking marketing restrictions and tax and price increases.
- It has also developed and funded school intervention programs supposedly aimed at preventing the use of tobacco among young people, such as Philip Morris' *Yo Tengo P.O.D.E.R.* (I have the POWER) Program. The main goal of these programs is to improve the public image of tobacco companies.
- Another strategy has been to create controversy over the existing scientific evidence; this includes attacking scientific findings on the topic and funding researchers to publish articles favorable to the tobacco industry's interests.

Source: Based on data from WHO Report on the Global Tobacco Epidemic, 2011: Warning about the dangers of tobacco.

Future of Tobacco Control

Tobacco is one of the leading causes of preventable death worldwide, and is responsible for roughly 1 million deaths annually in the Americas. It is the only legal product that kills up to one-half of those who use it exactly as intended by the manufacturer and it causes illness and death in those nonsmokers who are exposed to second-hand smoke.

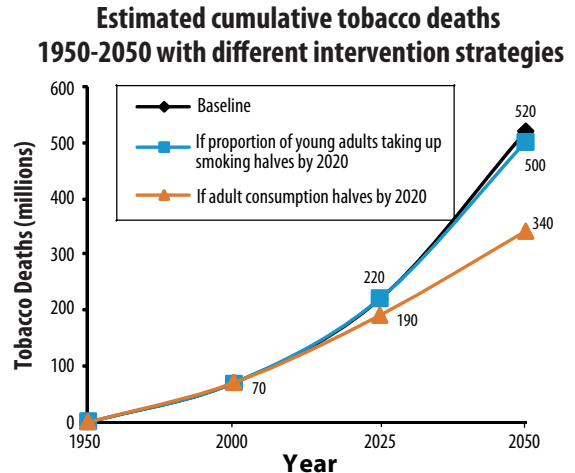
The WHO FCTC outlines the steps necessary to stop this real epidemic. Complementing this, the Conference of the Parties has approved guidelines to support the implementation of specific articles.

In 2008, WHO released the MPOWER technical package as an entry point for action at the country level for the full implementation of the WHO FCTC. This package consists of six interventions, each of which reflects one or more of the provisions of the WHO FCTC.

- Monitor** tobacco use and prevention policies
- Protect** people from tobacco smoke
- Offer** help to quit tobacco use
- Warn** about the dangers of tobacco
- Enforce** bans on tobacco advertising, promotion, and sponsorship
- Raise** taxes on tobacco

Recognizing the challenges of implementing the WHO FCTC in the Region of the Americas, the Pan American Health Organization (PAHO) has adopted two resolutions, Resolution CD48.R2 on 30 September 2008 and Resolution CD50.R6 on 29 September 2010, which among

other recommendations urge Member States to consider ratifying and implementing the WHO FCTC and to be aware of tobacco industry interference in order to prevent the industry from hindering the achievement of public health goals in tobacco control.



Source: Curbing the Epidemic: Governments and the Economics of Tobacco Control. World Bank 1999. p. 80.

In order for tobacco control programs to have the greatest impact on lives saved, they need to not only include youth-oriented interventions but also include interventions aimed at the general population that promote environments that encourage smokers to quit and prevent youth initiation at the same time.

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PAHO 50th Directing Council. Resolution CD50.R6 — Strengthening the capacity of member states to implement the provisions and guidelines of the WHO framework convention on tobacco control http://new.paho.org/hq/index.php?option=com_docman&task=doc_download&gid=8958&Itemid=

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For more information visit: www.paho.org/tobacco