



Tobacco Industry Interference in the Caribbean

“Subregional Workshop on the Use of Law to address Noncommunicable Diseases in the Caribbean”

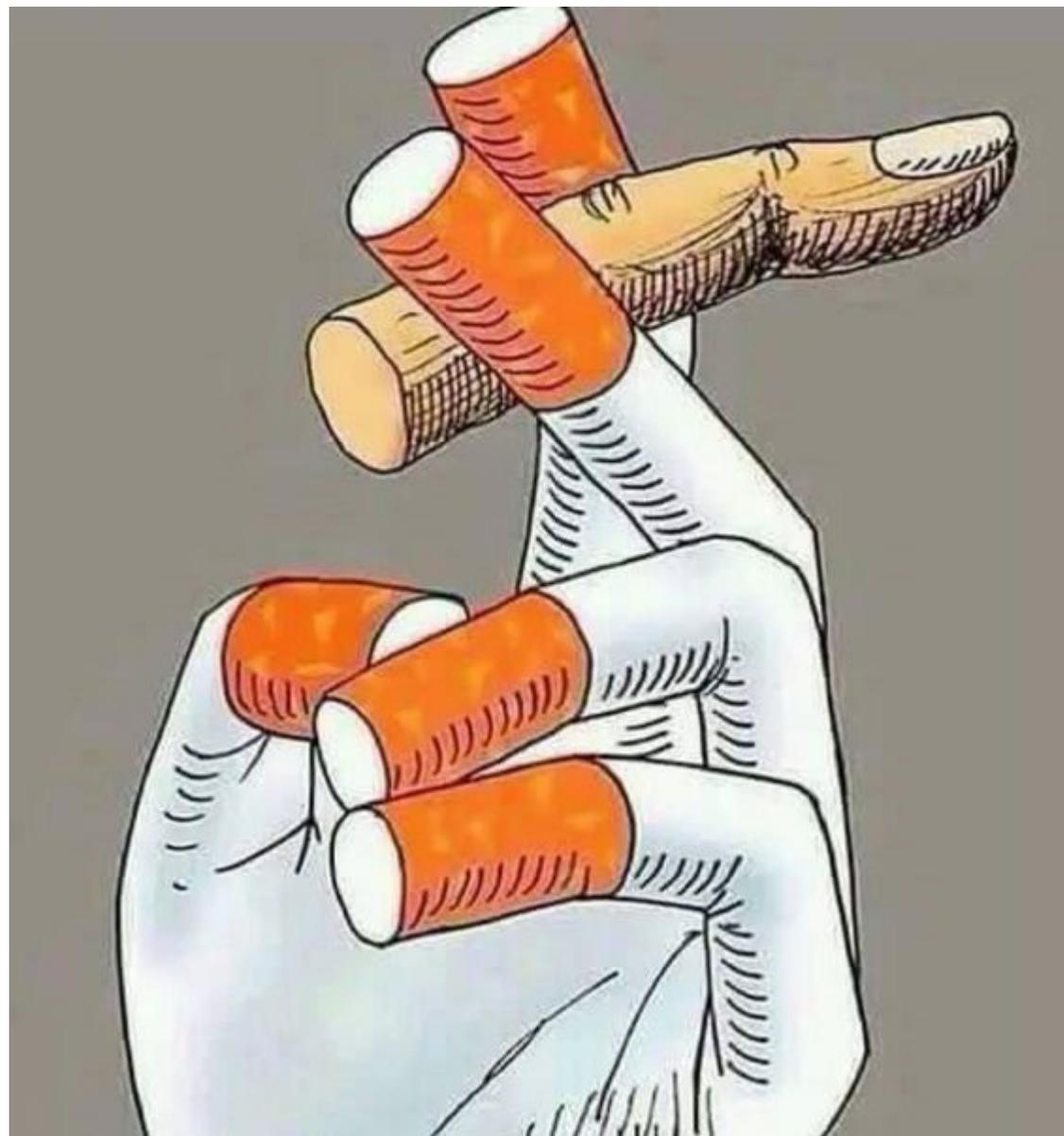
March 3-5 , 2020

Barbara McGaw

Project Adviser – Tobacco Control, Jamaica Coalition For Tobacco Control

Tobacco Advisor Healthy Caribbean Coalition

Project Manager, Global Health Advocacy Project, Heart Foundation of Jamaica



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.



SENSITIZATION BREAKFAST

The Coalition hosted a breakfast meeting for Government Ministries, agencies and departments and NGOs to sensitize them to the health and socio-economic benefits of enacting tobacco control legislation. These breakfast meetings were held on March 7 & 8, 2012.

Three Government Ministers were in attendance – Ministers Fenton Ferguson, Roger Clarke and Derrick Kellier – along with senior decision makers in Ministries, agencies and departments who impact decisions made on Tobacco and Tobacco Control.





Article 5.3 FCTC

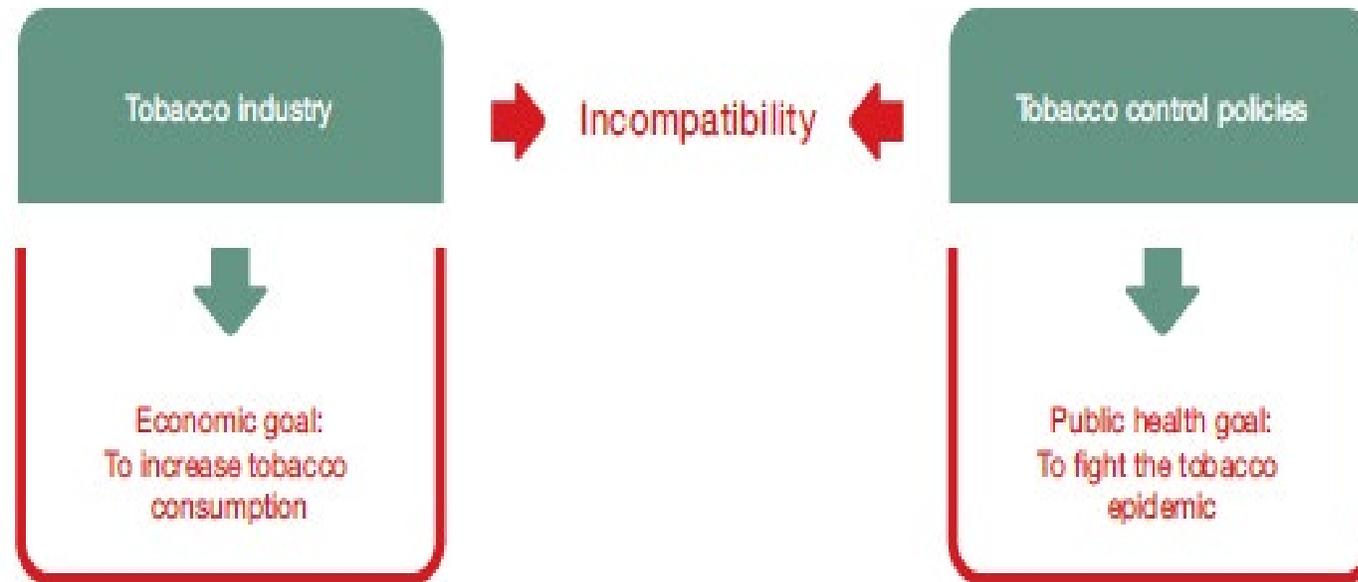
Tobacco industry Interference: The FCTC Commitments

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).

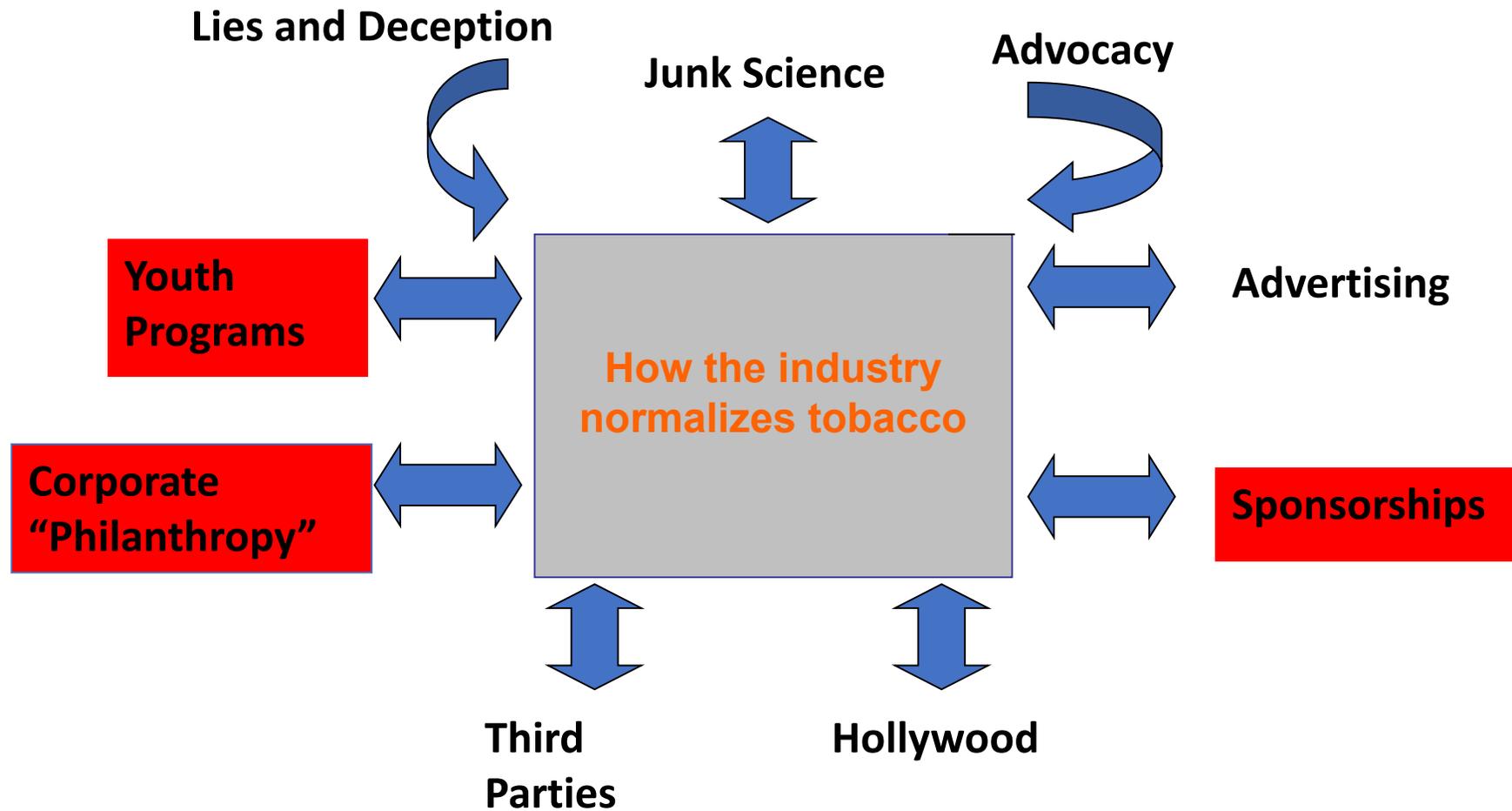
Tobacco industry interference

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)

TOBACCO INDUSTRY TACTICS



Tobacco industry in the Caribbean

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 several companies operating in the region

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 in the Caribbean

Three new companies launched in **Jamaica** in 2016 (may be in other territories)

Two are manufacturing cigarettes, working in the Free Zone

Nostic Agricultural & Manufacturing Limited (Capital, Coptic Gold, Rockaway, Blaxstar and D&J Royal)

Nalco Products Limited

These companies had announced plans for sourcing tobacco for manufacture of cigarettes from local farmers.

E cigarettes and hookahs sold in most Caribbean countries

Curacao reports selling IQOS (Heated Tobacco Product- HTP)

No other reports as yet of HTP but they are probably imported unofficially

**CORPORATE
SOCIAL
RESPONSIBILITY
(CSR)**

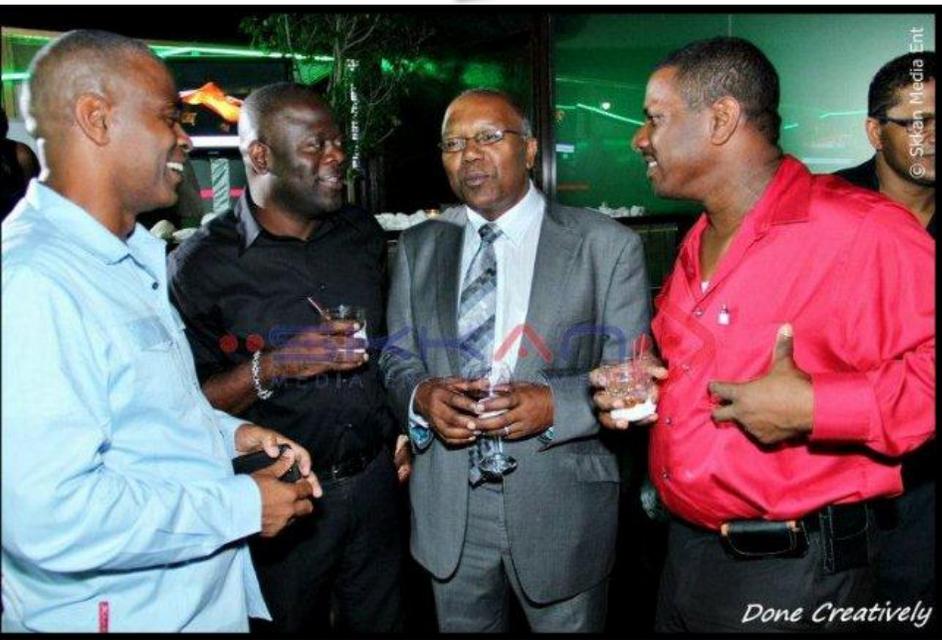
The huge profits generated by the sale of tobacco are sometimes used to promote tobacco industry under the guise of CSR as 'good corporate citizens'

This tactic has been used all across the Caribbean region to boost the image of the tobacco companies

CORPORATE SOCIAL RESPONSIBILITY (CSR)

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



2012



Commissioner of Police, Owen Ellington (right) discusses Carreras' continued partnership with the Jamaica Constabulary Force with Carreras' new Managing Director, Marcus Steele (centre) and Christopher Brown, Carreras Head of Corporate & Regulatory Affairs (left). At a function to welcome Marcus Steele

St. Catherine Eastern Member of Parliament, Denise Daley shares a joke with Marcus Steele (centre) and Christopher Brown. At a function to welcome Marcus Steele



Function to honor Carreras CEO

SOCIAL | 2

Nerves of Steele



PHOTOGRAPHER: LIONEL ROKWOOD

Marcus Steele, Carreras Limited managing director, expressed gratitude to business associates and friends who lent their support to the celebratory event held in his honour.

Page 2

Celebrating the Top CEO rating bestowed on Carreras Limited managing director Marcus Steele by Business Suite Magazine, the cigarette distribution company's board of directors, management and staff hosted a gathering of well-wishers in Steele's honour at J Wray & Nephew's @twentythree on Tuesday evening. J Wray & Nephew's cocktails and Jacqui Tyson-catered fare set the tone for the night's celebrations. Encouraging the honoree's continued success, JPS President and CEO Kelly Tomblin, Sherwin Williams Managing Director Ian Forbes, and media personality Ian Boyne gave congratulatory toasts ahead of the musical styling of



Heads Up

Commissioner of Customs Major Richard Reese (left) congratulated Steele on being honoured as Jamaica's number one CEO and the Caribbean's number three CEO by Business Suite Magazine.



As The Bell Tolls

Man of the hour Marcus Steele greeted veteran broadcaster Norma Brown-Bell (right), as Advantage Marketing's CEO Marie Powell flashed a smile of approval.

As The Bell Tolls

Examples of breaches of Article 5.3

Tobacco industry interference

Case studies and effective action by civil society

Plans to increase tobacco production

- 2011-There had been an increase in the amount of farmers growing tobacco in the last two years. Approximately 500 farmers on 300 acres were noted.
- The Ministry of Agriculture, the Rural Agricultural Development Authority (RADA), tobacco company Carreras and local farmers investigated ways in which the farmers can increase the production of tobacco for export.
- The former Minister of Agriculture said the Government would provide the farmers with Crown lands and technical support from Carreras in order to get the project which is being led by Carreras, "off the ground".



Plans to increase tobacco production

Full Site

Monday, October 03, 2011



Home | News | Sport | Entertainment | Business | Cartoon | Other Sections



Tobacco Revival - Study shows high earnings

BY VERNON DAVIDSON Executive Editor — Publications davidsonv@jamaicaobserver.com

Sunday, March 20, 2011



A just-concluded survey of the local tobacco industry says that there has been a resurgence in cultivation of the crop in the past two years and places the industry's estimated

farmgate value at \$397 million.

At the same time, the survey also found that most of the industry's 573 farmers plan to expand production, even as pressure mounts on the Government to enact tobacco control legislation in keeping with Jamaica's obligation under the World Health Organisation's Framework Convention on Tobacco Control (WHO FCTC) signed in 2003.

The survey, which is likely to receive heavy flak from the anti-tobacco lobby, was conducted by the Rural Agricultural Development Authority (RADA) over four weeks between January and February 2011.

The study, the researchers said, took the form of a field survey utilising farmer interviews, GPS mapping data analysis and cross-referencing.

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Tobacco Growers Arise - Farmers Revive The Once Flourishing Sector

Published: Sunday | July 1, 2012 | 0 Comments

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Flour Mills Manufacturer
Single flour mill, small flour mill and complete set of flour mill.

Tobacco farmer Windel 'Archie' Allen of Burt Savannah displays a stalk of tobacco seed.

JCTC response re increased tobacco production

- Prepared press release and open letter to the Prime Minister and other Cabinet Ministers
- Articles written about issues, press release printed, Radio and TV interviews done around the Caribbean
- Reached out to our regional and international partners
- Press release picked up by 23 local regional and international websites



Jamaica Coalition for Tobacco Control

Jamaica Coalition for Tobacco Control

28 Beechwood Avenue, P.O. Box 338, Kingston 5
Tel: (876) 926-4378, 929-3195 • Fax: (876) 754-6441
email: jctc@infochan.com

February 28, 2011

OPEN LETTER TO THE PRIME MINISTER OF JAMAICA AND THE PEOPLE OF JAMAICA

The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica which is in direct contravention of the World Health Organization (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005. In 2003, the WHO established this first ever public health treaty in response to the globalization of the tobacco epidemic. The WHO reports that tobacco use is one of the biggest public health threats the world has ever faced. It kills more than five million

Tobacco lobby's unhelpful actions

Published: Saturday | March 12, 2011 | [1 Comment](#)

THE EDITOR, Sir:

It is important to respond to the letter from Mr Christopher Brown, one of the managers at Carreras Limited that was published in *The Gleaner* on Friday, March 4. Two points in his letter require clarification:

1. Public-health advocates worldwide know that several countries, including the ones named by Mr Brown, grow tobacco. Articles 15-17 of the Framework Convention on Tobacco Control speak specifically to 'core supply reduction' of tobacco. *Inter alia*, Article 17 states that the 'parties' (meaning the governments that sign the treaty, which [Jamaica](#) has done) "shall, in cooperation with each other and with competent international and regional intergovernmental organisations, promote, as appropriate, economically viable alternatives for tobacco workers, growers and, as the case may be, individual sellers". For more details, please see www.fctc.org.

Gov't in breach of tobacco treaty

Published: Wednesday | March 2, 2011 | [0 Comments](#)

The following is an open letter from the Jamaica Coalition for Tobacco Control to Prime Minister Bruce Golding.

The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the bid to expand the production of tobacco growing in Jamaica, which is in direct contravention of the World Health Organisation (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005.

COLUMNS

Gov't should not promote use of tobacco



Wednesday, March 02, 2011



Like

This is an open letter to the prime minister and people of Jamaica.

THE Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica

which is in direct contravention of the World Health Organisation (WHO) Treaty - The Framework Convention on Tobacco Control (FCTC), which the Government of Jamaica signed on September 24, 2003 and ratified on July 7, 2005.

In 2003, the WHO established this first ever public health treaty in response to globalisation of the tobacco epidemic. The WHO reports that tobacco use is one of the highest public health threats the world has ever faced. It kills more

Our regional Partners response re increased tobacco production

- HCC and CCS carried articles and comments on their website and wrote to PM and Minister of Health



International Partners response re increased tobacco production

- FCA listserv carried articles and comments on its website and listserv
- Corporate Accountability launched an email petition asking members to send emails to the Jamaican Prime Minister and Minister of Health
- Over 3,500 emails sent
- Letters written by international partners (PAHO, WHF, CTFK, to Prime Minister and others

The screenshot shows the website for Stop Corporate Abuse International. At the top right, there are links for "Membership" and "Login". The main header features the text "FRAMEWORK CONVENTION ALLIANCE" and a tagline: "Civil society working toward a world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use". A navigation menu includes "About Us", "Get Involved", "Campaigns", "News", "Multimedia", "Publications", "Media", and "Events".

A featured article titled "Coalition urges Jamaica to respect FCTC" is displayed. The article text reads: "The Jamaica Coalition for Tobacco Control is becoming increasingly concerned about the decision to expand the production of tobacco growing in Jamaica, which is in direct contravention of the World Health Organization (WHO) treaty - The Framework Convention on Tobacco Control (FCTC). The Government of Jamaica signed the FCTC on 24 September 2003 and ratified it on 7 July 2005." To the left of the article is a sidebar with an orange background that says "Zimbabwe is the 180th Party to join the global tobacco control treaty, the WHO FCTC. See list of all Parties". To the right of the article is a yellow "Donate" button with the text "Make a difference! Donate >". Below the article is a "Stay In The Loop" section with an envelope icon and the text "Join the 1,200+ tobacco control advocates worldwide who regularly".

At the bottom of the page, the logo for "CORPORATE ACCOUNTABILITY INTERNATIONAL" is shown, with the tagline "ABUSE, PROTECTING PEOPLE" and "formerly Infact". To the right, contact information for "CENTRAL Campaign Headquarters" is provided: "10 Milk Street, Suite 610 Boston, MA 02108 Tel: 617.695.2525 Fax: 617.695.2626". Further right, "OFFICES" are listed for "International Policy Washington, DC", "Latin America Bogotá, Colombia", and "West Coast Oakland, CA". The website URL "www.StopCorporateAbuse.org" and email "info@stopcorporateabuse.org" are also listed.

of the Prime Minister, Jamaica (Karen Rochester) and Minister of Health, Jamaica (Rudyard

.t: **Protect Public Health - Don't Expand Tobacco Production**

r Honorable Prime Minister Golding and Honorable Minister Spencer,

Ministry of Agriculture shelved the plan to increase tobacco production

- This plan was in contravention of FCTC Articles 5.3, 15-17
- Plans were made to encourage farmers to plant alternate crops
- 43% drop in tobacco cultivation reported in 2013

Thursday, January 26, 2017

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News

Ministry reports 43% drop in tobacco cultivation

BY KIMONE THOMPSON Associate editor • kthompson@jamaicaobserver.com

Thursday, August 21, 2014 | 34 Comments

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Minister of Health Dr. Fenton Ferguson (centre) has the right attention of (from left) Dr. Carlos Santos-Salgas, PAHO/WHO NRC Factors Unit Chief, Margerita Skold, PAHO/WHO country representative for Jamaica, Dr. Tibor Szilagyi, technical officer at the Reporting and Exchange of Information at the WHO FCTC Convention secretariat, and Mark Connolly, UNICEF

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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

APPOINTMENT OF TOBACCO REPRESENTATIVE TO PUBLIC HEALTH BOARD



Mr. Richard Pandohie

CEO - Carreras Limited

BSJ Website

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
- Board Chairman was approached for a presentation to the Board
- MOH and the JCTC presented to the Board explaining the breach of Article 5.3
- **Tobacco company representative removed from the Public Health Board**

Tobacco industry donates to MP'S

(JAMAICA 2012)



Updated: Sep. 12, 2012 - 6:59 pm

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4 MP's fingered for taking donations from tobacco companies

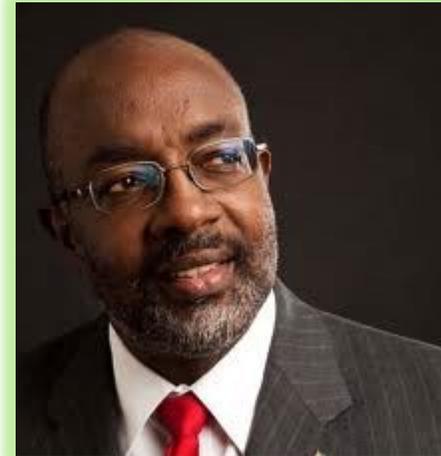
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Four Members of Parliament have been pointed out by the Jamaica Coalition for Tobacco Control for taking donations from tobacco companies which it says is in breach of the World Health Organization, WHO's treaty convention for tobacco control.

Wed. Sep. 12, 2012 6:10pm

[0 Comment](#)
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**\$5 MILLION DOLLARS PER CONSTITUENCY
EARMARKED FOR COMMUNITY
DEVELOPMENT (Jamaica 50 celebrations)**

TOBACCO INDUSTRY INTERFERENCE: JCTC RESPONSE



AN OPEN LETTER TO PRIME MINISTER AND MEMBERS OF PARLIAMENT

The Jamaica Coalition for Tobacco Control (JCTC) notes with concern that recently four Members of Parliament (MPs) misguidedly accepted cash donations from a tobacco company for support of community development projects. We would like to bring to the attention of the Members of Parliament concerned, that the Jamaican Government in 2005 ratified the World Health Organisation Treaty – The Framework Convention for Tobacco Control (FCTC). The objective of the FCTC is “to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke.”

Article 5.3 of the treaty seeks to protect public health policies from tobacco industry interference. These policies include the passage of comprehensive tobacco control legislation. The FCTC states that Parties “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”.

This Treaty was developed in response to the world’s tobacco epidemic and it reaffirms the right of all people to the highest standard of health. It’s estimated that by 2015 there will be 6.4 million

TOBACCO INDUSTRY INTERFERENCE

- No response from the PM or Ministers
- 2013- Two of these MP's were members of the Parliamentary Human Resources and Social Development (HRSD) Committee asked to review Jamaica's tobacco regulations including size of Graphic Health warnings

Direct collaboration with Government Departments

2011-Carreras Limited provided funding to the Jamaica Constabulary Force (police) for the repair of approximately 68 police service vehicles - value was J\$2.8million.



Direct collaboration with Government Departments



L-R: Private Sector Organization of Jamaica, President, Joseph Matalon, then Acting Commissioner of Police, Owen Ellington and Christopher Brown test ride the motorbikes.

Direct collaboration with Government Departments



Carreras continues its support for the Jamaica Constabulary Force through its recent donation of computers valued at over JA\$1,000,000

Customs Depts. meet with the tobacco industry- 2010

- Product Identification Training Course in Barbados.
- The training programme is in keeping with Customs Law Enforcement and Private Sector initiatives to counter global trends against smuggling.
- It is organised by the Barbados Customs and Excise Department, in cooperation with Carisma Marketing Services, a subsidiary of British American Tobacco.
- Participants of the course, who are drawn from Trinidad and Tobago, St. Lucia, St. Vincent & The Grenadines, St. Kitts & Nevis, Grenada, Belize, Bonaire and Curacao
- Participants are being provided insights into differentiating between authentic and counterfeit cigarettes. (contraband and counterfeit)

Customs Depts. meet with the tobacco industry- 2010

6/7/12

The Barbados Advocate - Customs Dept. praised



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Customs Dept. praised

5/16/2011

BARBADOS' Customs authorities have been lauded for their efforts in combating the trade of contraband goods and have been hailed as the "benchmark" for Customs authorities throughout the Eastern Caribbean in this area.

The commendation came from Rhys Campbell, Head of Corporate and Regulatory Affairs of Customs Marketing Services, the agency responsible for the marketing and distribution of cigarettes produced by British American Tobacco (BAT) across the Caribbean, excluding Trinidad and Jamaica.

While attending the Second Meeting of Directors of Customs and Security Sectors in Panama City earlier this month, he told The Barbados Advocate that the local Customs Department has taken a lead role in addressing the issue of contraband, hosting a workshop last year on smuggling and the illicit trade in the Caribbean for his counterparts in the Caribbean. Out of that meeting, he said, persons gained a better understanding of the challenges associated with the illicit trade; and identified areas of illicit cigarettes and how they move across the Caribbean.

Campbell explained that cigarettes purchased cheaply in other jurisdictions are being smuggled into destinations

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Carreras meeting with Customs Department and Minister of Security -2018

- Cigarette Talks - Carreras Bringing Stakeholders Together To Fight Illicit Trade - July 22, 2018
- A wide cross-section of crime fighting stakeholders, including Minister of National Security Dr Horace Chang, representatives of Jamaica Customs, and international partners, will meet in New Kingston tomorrow for a major conference on the illicit trade in cigarettes.

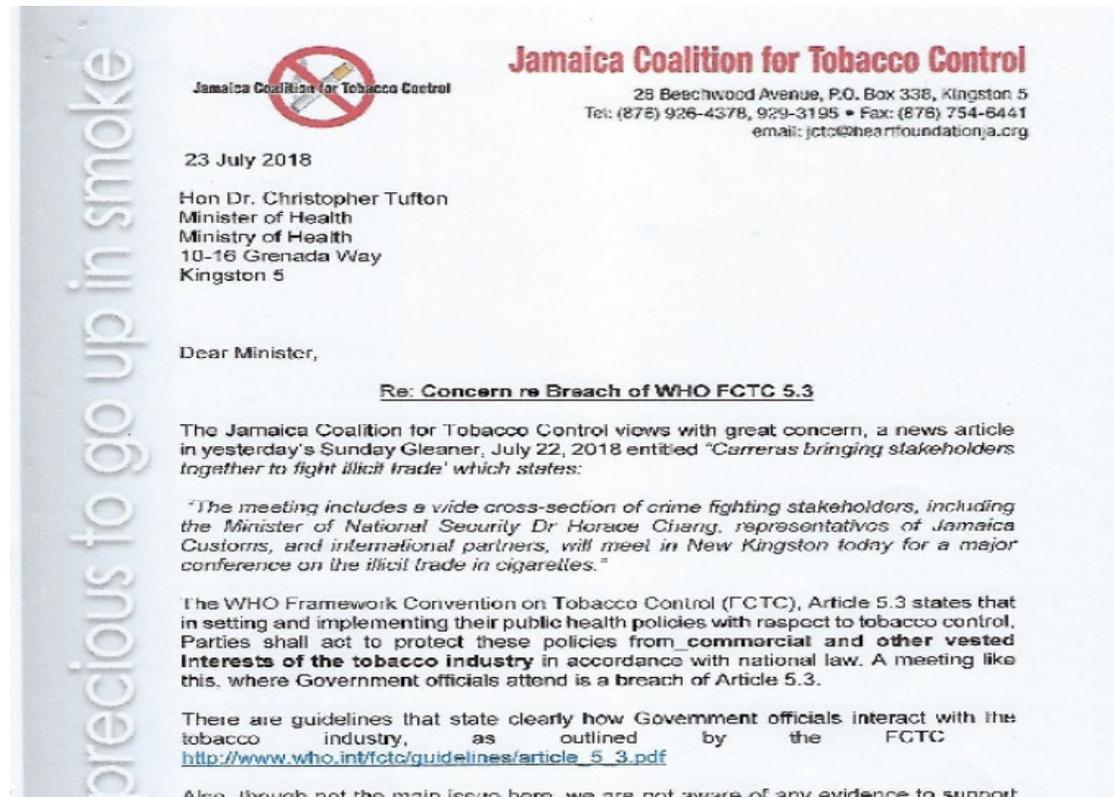
Carreras meeting with Customs Department and Minister of Security-2018



Managing Director, Carreras Limited Marcus Steele (left) looks closely at illegal cigarettes smuggled into the country at yesterday's Anti-Illicit Trade Conference at the Jamaica Pegasus Hotel in Kingston, while (from 2nd left) Caribbean External Affairs and Anti-Illicit 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.

Carreras meeting with Customs Department and Minister of Security

- JCTC response
- Letter written to MOH on Breaches of Article 5.3



Use of JCF and Jamaica Customs logo in Carreras Ads 2013



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.

Youth smoking prevention programme

Youth smoking prevention programme launched in June 2010 - initiating this campaign in Jamaica in collaboration with:

- The Ministry of Education,
- The Child Development Agency

Launched in other 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



This poster
is a breach
of Article
5.3

Youth smoking prevention programmes Barbados, St Lucia

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Ricky Nurse of Brydens Barbarees Limited. (Anesta Henry)

BY ANESTA HENRY | THU, MARCH 10, 2011 - 3:50 PM

Do not sell cigarettes to anyone under the age of 18.

This is the strong message Brydens Barbarees Limited is sending to all of their retail outlets across Barbados during today's re-launching of the company's Youth Smoking Prevention Programme (YSP) at Mike's Mini Marts on Christ Church.

Chief Executive Officer Ricky Nurse said that as leading distributors of tobacco products in Barbados, while youth smoking was a complex issue, his company was of the view that the "application of effective stakeholder engagement, harnessing the expertise and understanding of all interested parties, we are on our way to ensuring a [YSP] programme that is credible, accepted and successful."

"The underpinning objective of the Youth Smoking Programme is to block the sale of tobacco products to minors at the point of sale, and Brydens Barbarees, we fully support laws and regulations prohibiting the sale of tobacco products to anyone under the age of 18," he said.

"This morning's event further reinforces our company's unwavering

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110 people shared this.
- Springer in the lead

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25th August 2011

BAT Youth Prevention Programme

Rania Thomas

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On Friday, the British American Tobacco Group teamed up with Bryden and Partners to make St. Lucia a part of their global initiative, by launching for the first time the British American Youth Smoking Prevention Programme. The BAT Youth Prevention Programme has already been launched in Central America and across a wide area of the Caribbean, such as Barbados, Jamaica, Trinidad and Tobago, Suriname, Guyana and a number of OEC S States.

The main objective of the BAT Youth Smoking Prevention Programme is to impede and in time prohibit the sale of tobacco products to minors, at the point of sale. Posters and banners will also be placed strategically near corner shops, supermarkets and other locations to enforce this message.

As the leading distributors of tobacco products in St. Lucia, Bryden & Partners is prepared to assist by discouraging its retail partners to sell tobacco to minors, and if need be, sensitize young people so that they may now be required to provide photo identification if a retailer is in any doubt of their age.

"We are mindful of the school of thought which says that our industry actually encourages young people to smoke and that our efforts to prevent under-age smoking are at best window-dressing and at worst, covert advertising. But the point must be made that contrary to what is sometimes claimed, under-aged smoking actually does harm to our industry's reputation and we certainly do not base our business strategy on under-age consumption. Put bluntly, like our suppliers, British American Tobacco Company, we believe that people who are

Top Stories

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- Opening of Fond Asaaq Agro-Processing Centre

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This graphic is in breach of Article 5.3 of the FCTC



Breaches of Article 5.3

- The JCTC wrote letters to the Ministry of Education, Child Development Agency and prepared a press release
- The tobacco company was also written to on the matter by Ministry of Education
- The programme was halted??

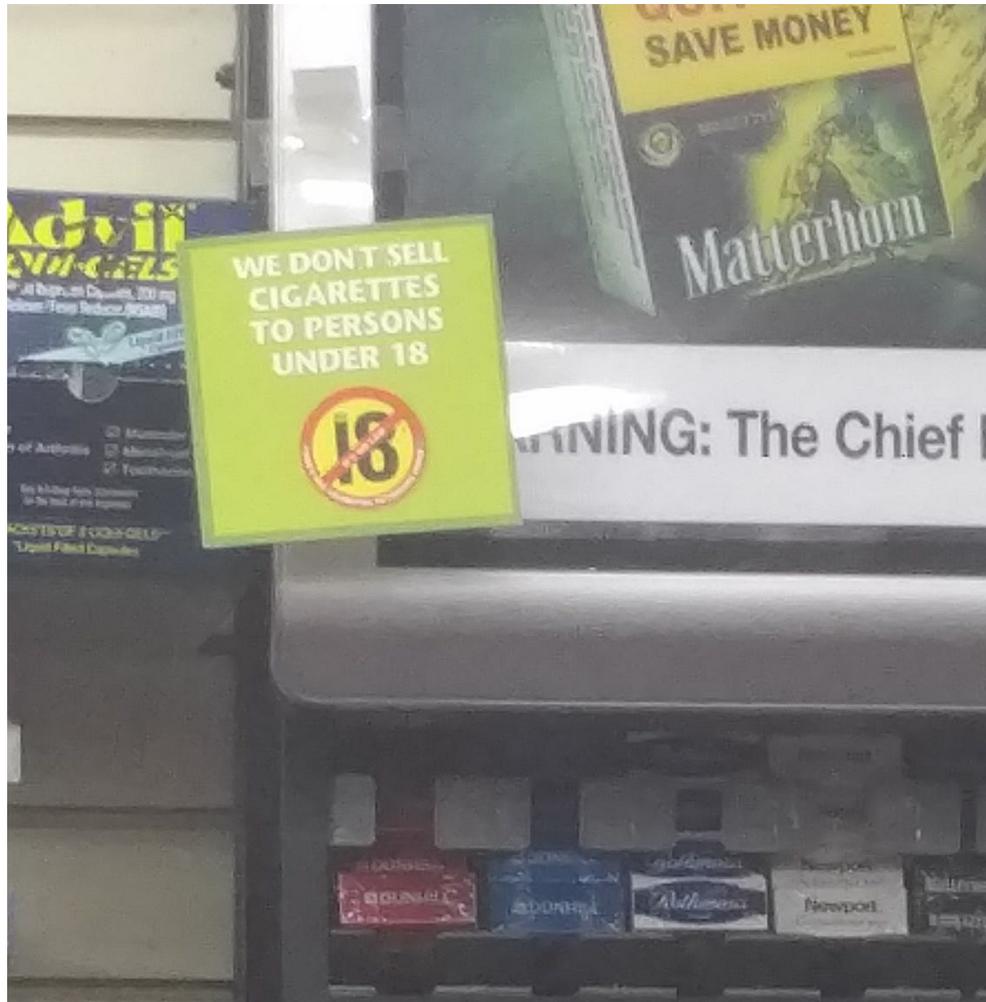
5 years later!! the TI once again uses this graphic on their cigarette dispensers



Letters were again written to the relevant agencies. Graphics removed within 5 days



New graphic for Carreras – without logos



New graphic for Carreras – without logos



Carreras' commitment to Empowering Young Adults Through Education 2016



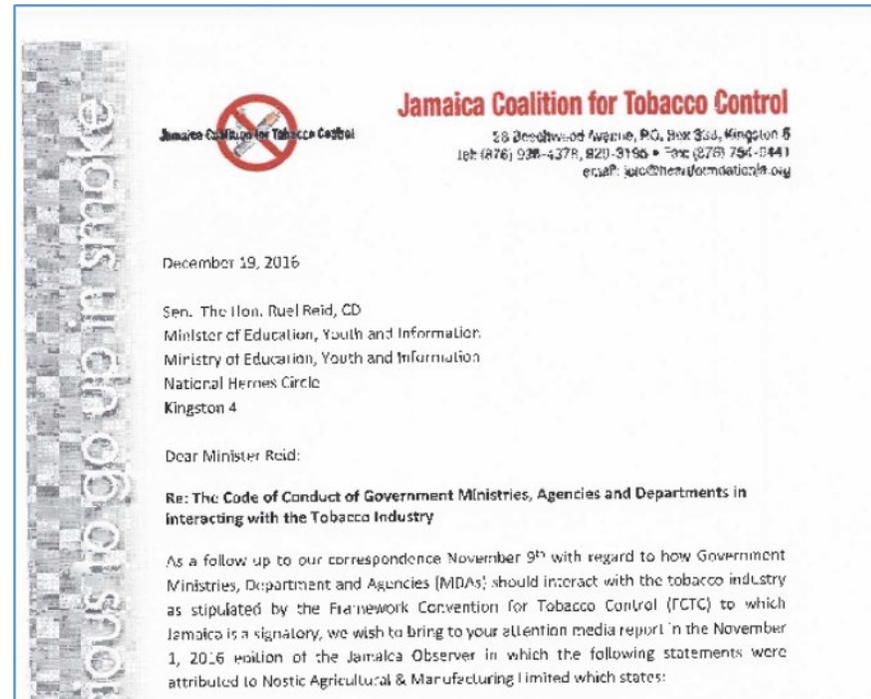
Carreras Limited Managing Director Marcus Steele (front row, centre), Minister of Education, Youth and Information Senator the Honourable Ruel Reid (third right) share a memorable moment with the Carreras Limited 2016 40 scholarship recipients

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)

SOCIAL | 12

The burden of hefty tuition costs has been lifted from 43 financially-enfranchised students, who were recently awarded one of the 2017 Carreras scholarship and bursary beneficiaries as an annual business funded in their honour last Tuesday evening at the Jamaica Expo Centre.

Whether from more than 400 submissions, the fortunate 43 students who have their sights set on a bright future

medical professions, education and social sciences, among other professional disciplines, were not only awarded financial assistance that totalled \$8.1 million.

Extending congratulations to the awardees, Carreras Managing Director Marcus Steele advised them that the company "likes to take a chance on you because we are confident that, meeting your education, in partnership with your parents and teachers, will send you on a very successful path."

Carreras Helps 43 Big Dreams



University of the West Indies student Linda Bennett received the SLUK Scholarship plaque from Carreras Managing Director Marcus Steele.



Carreras Managing Director Marcus Steele (second from right) with FOPJ Scholarship recipients — the children of slain soldiers and professors and women — (from left) Anika Grant, Stephanie Hyatt, Shikha Balaram and Mijana Mitchell. (Photos: Michael Carter)



Twins Jaresh (left) and Aneurin Simons, both studying in anthropology at the University of the West Indies, Mona campus, received their scholarships in Carreras' honour last Tuesday evening.



Permanent Secretary in the Ministry of National Security Hiram Mitchell (left) presents a H.A. II Scholarship plaque to H.A. II student Agnes Usley as Carreras Chairman J. Lee Hillier looks on. Carreras announced seven H.A. II scholarships for this year in the offspring of members of the Jamaica Defence Force, the Jamaica Constabulary Force and the Jamaica Police Force who were killed in the line of duty.



Carreras' Head of Legal and External Affairs Ableigh Arnold (second from right) presents the title of bursary and scholarship awarded (from left) University of the West Indies International Relations major Miesha Clarke, Sam Sheppards' College student Shany Cox and University of the West Indies, Mona second year medical student Anika Grant (right) to the professional services boards.

Photo: Michael Carter

43 scholarships \$8 million

Carreras donates academic scholarships (2018)



42 scholarships \$7 million

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.

Donation to The University Of Guyana 2014

July 2014. Seventeen companies, responding to a request from the Georgetown Chamber of Commerce Inc. (GCCCI), collectively donated the sum of \$GY355,000 towards the University of Guyana's 50th Anniversary Committee.

One of the sponsors was the Demerara Tobacco Company. The University of Guyana, founded in 1963, is Guyana's only public tertiary institution, and it has made significant contributions to the social, economic and political landscape of the country

CARICOM RECEIVES DONATIONS 2015



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

EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY

Food for the Poor Jamaica (FFP) collaborates with Carreras to build houses (2016)

Monday, January 30, 2017

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News

Carreras, Food for the Poor rescue farmer from eviction

Sunday, October 02, 2016 0 Comments



Volunteers build a new two-bedroom house for farmer, Keithan Myers who faced eviction from his home in Linstead, St. Catherine, recently.

OTHER STORIES

- State use of unclaimed funds not uncommon
- Appleton's resumption a relief for Siloah
- Oh, where is our road? mean residents of St Mary's Carriwell 2 Comments
- Lindy Delapenha: Jamaica's greatest footballer is a man ahead of his time
- St Elizabeth's Barton tale cries for attention 1 comment
- The end of an era in Bethany
- Billions for banks 2 Comments
- Fish thieves causing headache in St Elizabeth 6 Comments
- Continuous shining bright like a diamond
- UHWI, UWI team up for completion of hospital's overhaul
- UN chief commends African countries for accepting refugees

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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



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 **Food For The Poor Jamaica**
October 28, 2016 · 🌐

So proud of the completion of this project and the partnership with Carreras who built two houses in one day! Thanks to the many volunteers, donors and the corporate sponsorship of Carreras who made this possible!
[#buildinghomes](#) [#ffpja](#) [#carrerasgroup](#) [#changinglives](#) [#restoringfamilies](#)



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United Way takes funds from the tobacco industry (2013 and 2014)

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United Way of Jamaica Nation Builders honours 2013 contributors

Newsphoto Dept
2013-12-10

A group of national and international donors and supporters of the United Way of Jamaica were honoured at the 2013 National Builders Awards Ceremony on Tuesday, December 10, at the Sheraton Hotel, Jamaica. The ceremony was held in the presence of the Hon. Prime Minister, the Hon. Deputy Prime Minister, the Hon. Minister of Finance, the Hon. Minister of Health, the Hon. Minister of Education, the Hon. Minister of Labour and the Hon. Minister of the Environment.

Cameras Limited

United Way's highest corporate donor, Cameras Limited, has been awarded the 2013 National Builders Award for its contribution to the national and community development efforts of the United Way of Jamaica.

Dr Robert Chen

Robert Chen, Managing Director of Cameras Limited, has been awarded the 2013 National Builders Award for his leadership and commitment to the United Way of Jamaica. He has been instrumental in the development of the national and community development efforts of the United Way of Jamaica.



PHOTOS BY WINFON SUZUKI/FREELANCE PHOTOGRAPHER

Victoria Mutual Building Society (VMBSS)

VMBSS has been awarded the 2013 National Builders Award for its contribution to the national and community development efforts of the United Way of Jamaica. The award recognizes the Society's commitment to providing housing and financial services to the community.

Sherwin Williams WI Limited

Sherwin Williams WI Limited has been awarded the 2013 National Builders Award for its contribution to the national and community development efforts of the United Way of Jamaica. The award recognizes the company's commitment to providing quality paint and home improvement products to the community.



Dr Forbes, managing director, Sherwin Williams WI Limited, addresses the National Award.

Alena Foundation/ Jamaica

The Alena Foundation/ Jamaica has been awarded the 2013 National Builders Award for its contribution to the national and community development efforts of the United Way of Jamaica. The award recognizes the foundation's commitment to providing support and resources to the community.

Dr Marcia Forbes

Dr Marcia Forbes has been awarded the 2013 National Builders Award for her leadership and commitment to the United Way of Jamaica. She has been instrumental in the development of the national and community development efforts of the United Way of Jamaica.

Jamaica Public Service

The Jamaica Public Service has been awarded the 2013 National Builders Award for its contribution to the national and community development efforts of the United Way of Jamaica. The award recognizes the organization's commitment to providing essential services to the community.



United Way of Jamaica takes funds from the tobacco industry

Our 2018 Highest Corporate donor Carreras Limited has for over 50 years been invested in Corporate Social Responsibilities activities in support of different social, cultural, environmental and educational projects, fulfilling its role of a good Corporate citizen within the communities in which it operates. (*UWJ website*).

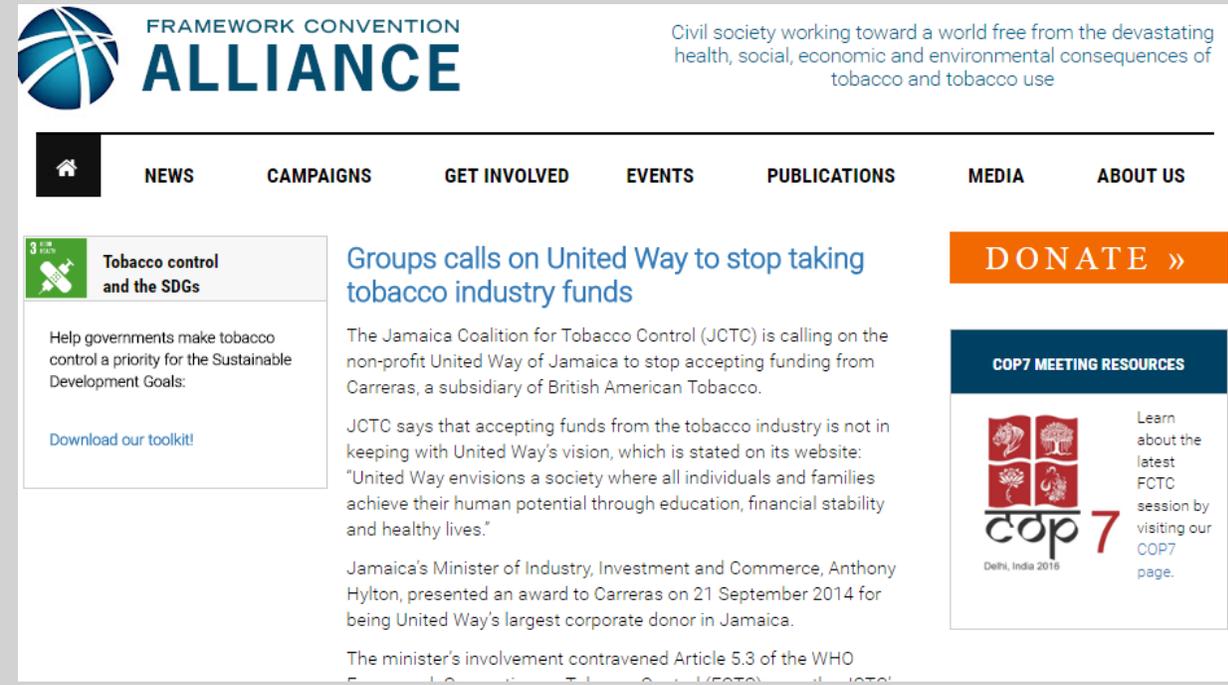
Carreras Limited has consistently donated to United Way of Jamaica since 2006.

United Way of Jamaica takes funds from the tobacco industry

- The mandate of United Way for “individuals and families to achieve their human potential through education, financial stability and healthy lives”
- This is not in keeping with the acceptance of funds from an industry whose product has such a negative impact on health and human and social development
- No clear policy on donations from the tobacco industry (worldwide)
- Similar challenge recently with Red Cross (USA)

United Way takes funds from the tobacco industry

- HFJ/JCTC wrote to CVSS and United Way about the matter
- Wrote to our regional and international partners as well
- Recommended that they cease taking tobacco funds
- There was little or no response to our letters



The screenshot shows the website for the Framework Convention Alliance. The header includes the logo and the text "FRAMEWORK CONVENTION ALLIANCE" and "Civil society working toward a world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use". The navigation menu includes "NEWS", "CAMPAIGNS", "GET INVOLVED", "EVENTS", "PUBLICATIONS", "MEDIA", and "ABOUT US". A sidebar on the left has a "Tobacco control and the SDGs" section with a "Download our toolkit!" link. The main content area features a news article titled "Groups calls on United Way to stop taking tobacco industry funds" with a "DONATE" button. The article text reads: "The Jamaica Coalition for Tobacco Control (JCTC) is calling on the non-profit United Way of Jamaica to stop accepting funding from Carreras, a subsidiary of British American Tobacco. JCTC says that accepting funds from the tobacco industry is not in keeping with United Way's vision, which is stated on its website: 'United Way envisions a society where all individuals and families achieve their human potential through education, financial stability and healthy lives.' Jamaica's Minister of Industry, Investment and Commerce, Anthony Hylton, presented an award to Carreras on 21 September 2014 for being United Way's largest corporate donor in Jamaica. The minister's involvement contravened Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC) and the JCTC". A "COP7 MEETING RESOURCES" section is visible on the right with a "cop 7" logo and text: "Learn about the latest FCTC session by visiting our COP7 page. Delhi, India 2016".

Donating park benches - Jamaica



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 .



Planting Mangroves - Guyana

- 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



Tree planting - Jamaica

- Reforestation/rehabilitation and protection of the Blue and John Crow Mountain National Park, done by Carreras.



Tree planting – T&T

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

OPPORTUNITIES

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

OPPORTUNITIES

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

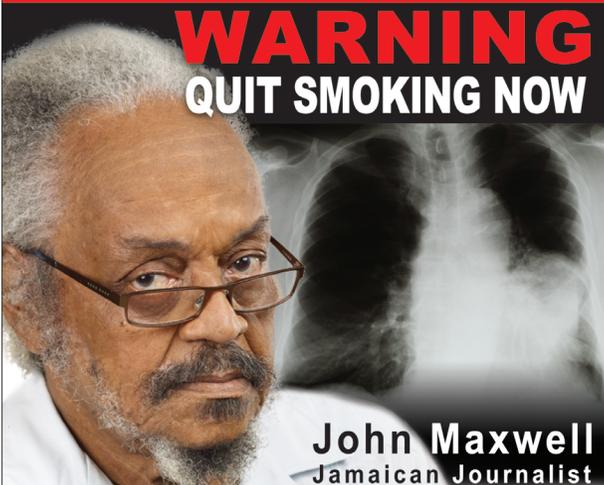
Media can be a powerful tool for and
ally of tobacco control advocates

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.....

John was truly amazing

WARNING
QUIT SMOKING NOW



John Maxwell
Jamaican Journalist

John was candid about his terminal illness. He wanted to warn young people about the dangers of starting to smoke; and encourage those already hooked to quit. John eagerly consented to the use of his image and story in graphic anti-tobacco health warnings - which are being developed for use on tobacco packaging, and other media - knowing he was contributing towards a public good. He turned up on time for his photo shoot; was co-operative; and was his usual professional, informative, and entertaining self.

"I wish I had quit, before it sickened my lungs."

We are deeply saddened by his passing, and regret he won't be with us to see the project to fruition.

We will always remember John for his unwavering support of tobacco control and as an inspiration to us all to fight on.

Thank you John.



Committed to a Tobacco Free Caribbean

