



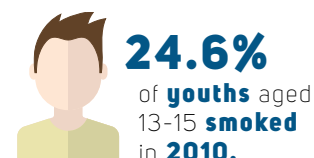
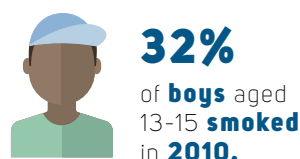
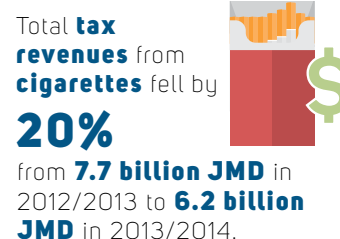
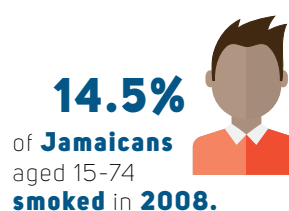
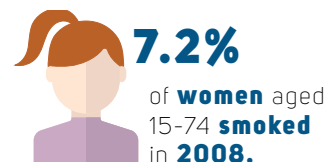
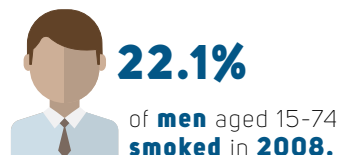
## Introduction

The needs assessment mission for the implementation of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) was conducted August 18-22, 2014, by the Convention Secretariat jointly with the Ministry of Health of Jamaica. The international team, which came at the government's invitation, included representatives of the WHO Prevention of Noncommunicable Diseases Department, the Pan American Health Organization (PAHO) and the United Nations Development Programme (UNDP). The team met with the leaders of government agencies, NGOs and civil society who are involved in implementing the WHO FCTC at country level.

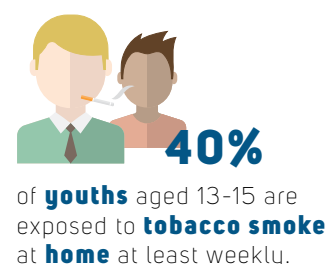
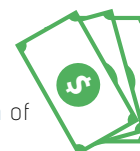
## Tobacco control milestones in Jamaica

- 2000** Jamaica participates in the first meeting of the Intergovernmental Negotiating Body for the WHO FCTC.
- 2002** Formation of the Jamaica Coalition for Tobacco Control.
- 2003** PAHO/WHO pilots the "Smoke Free Americas" workshop in Jamaica. Ministry of Health establishes a multisectoral Tobacco Control Technical Working Group.
- 2005** Jamaica ratifies the WHO FCTC.
- 2006** Jamaica implements rotating, text-only health warnings to cover 33% of the principal display surfaces of cigarette packages and point of sale materials.
- 2011** Jamaica co-facilitates the UN High-level Meeting on Noncommunicable Diseases in New York.
- 2011** Draft comprehensive tobacco control bill developed.
- 2013** Jamaica adopts the Public Health (Tobacco Control) Regulations, requiring smoke-free public places and workplaces, graphic health warnings on tobacco packaging and tobacco product disclosure.
- 2013** Jamaica adopts the National Strategic and Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2018.

## Key facts



Due to the **high inflation rate** during 2010-2014, the tax has **eroded**, resulting in a **reduction** of the **tax value** in real terms.



## Main findings and recommendations

● Jamaica adopted a National Strategic and Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2018 in 2013. It includes implementation of the WHO FCTC as a priority.

**Recommendation:** Clarify and strengthen the mechanisms to monitor implementation of the Action Plan.

● The WHO FCTC requires that a national multisectoral coordinating mechanism be established to coordinate implementation.

**Recommendation:** Strengthen existing mechanisms or establish a mechanism to effectively coordinate WHO FCTC implementation.

● Jamaica has started to develop comprehensive tobacco control legislation. In the meantime, the Minister of Health has promulgated Public Health (Tobacco Control) Regulations 2013. These were amended in 2014 and all provisions became effective that year. These Regulations, together with existing legislation, have made Jamaica partially compliant with the WHO FCTC.

**Recommendation:** Adopt comprehensive tobacco control legislation incorporating all remaining WHO FCTC obligations, including banning tobacco advertising, promotion and sponsorship.

● The excise tax rate on tobacco products has not changed since 2010 and has been eroded by inflation of between 7-10% a year from 2010 to 2014. This has reduced taxes on cigarettes in real terms.

The WHO FCTC requires Parties to protect tobacco control measures from tobacco industry interference. Jamaica does not yet have mechanisms in place to identify and prevent this type of interference.

**Recommendation:** Establish such mechanisms, including by developing a code of conduct for public officials in their dealings with the tobacco industry and ensuring transparency in these interactions.

**Recommendation:** Implement tax increases on a regular basis to reflect consumer price inflation and household income so that tobacco products become less affordable. Apply an excise tax to all tobacco products at a rate that is similar to the tax on cigarettes.

● Jamaica has initiated some public information campaigns on tobacco use and control. Thus far there has been no sustained, broad public anti-tobacco information campaign. Jamaica has begun programs related to tobacco dependence treatment.

**Recommendation:** Implement further anti-tobacco information campaign and tobacco dependence treatment programs.

● Jamaica has conducted surveys of tobacco use among adults and children, though no recent information on tobacco use and related health issues is available.

**Recommendation:** Monitor tobacco use and related health indicators more frequently.

● The United Nations Development Assistance Framework (UNDAF) is a strategic program framework agreed to between Jamaica and the UN system to outline national development priorities. The current UNDAF (2012-2016) does not include WHO FCTC implementation.

**Recommendation:** Include WHO FCTC implementation in the UNDAF.

## SWOT analysis

**Strengths:** political commitment and strong civil society support; highly committed national coordinating team; tobacco control integrated in relevant sectoral plans; existence of a national health fund.

**Weaknesses:** no comprehensive tobacco legislation; insufficient intersectoral coordination; inadequate resource allocation for tobacco control; WHO FCTC implementation not included in the UNDAF.

**Opportunities:** political momentum for tobacco control; high public support; global and regional movement targeting tobacco control; stakeholders willing to strengthen their contribution to WHO FCTC implementation.

**Threats:** tobacco industry interference; misperception that taxes result in illicit trade.

## Post needs assessment assistance available from the Convention Secretariat

● Supporting and facilitating a stakeholder workshop to consider the needs assessment report.

● Providing immediate support for any priorities identified by the Ministry of Health.

## Outcomes



1) The Needs Assessment was extremely useful in helping Jamaica to make significant advances toward upholding some of its obligations under the WHO FCTC.

2) The most useful outputs relate to the identification of the gaps, technical and financial assistance, the strengthening of alliances with relevant inter-sectoral/inter-ministerial agencies.

3) After the mission, Jamaica developed a draft comprehensive Discussion Bill through multi-sectoral deliberations (to inform the proposed comprehensive tobacco control legislation), undertook a national workshop on Article 5.3 and had subsequent workshops with some government entities. Jamaica also developed a comprehensive anti-tobacco communication strategy.

4) It also undertook an Economic Impact Study to assess the economics of tobacco. This study led to Jamaica's first tax increase in 5 years.