

Recommendations

In view of the premature initiation and high prevalence of smoking among Jamaican adolescents demonstrated by the GYTS, it is critical that the programme for the prevention and control of Tobacco Use in Jamaica encompass all the elements of a comprehensive Plan of Action as stipulated by PAHO/WHO⁴⁸ while addressing the specific needs identified from the results of this study.

The proposed components of the programme are as follows:

- I. Policy and Legislative Measures
 1. Full participation by the Government of Jamaica (represented by the Ministry of Health) in the Intergovernmental Negotiating Body for the preparation and ratification of the Framework Convention on Tobacco Control (FCTC).
 2. The review of the current Anti-smuggling Legislation in conjunction with the Customs Act to deal with the smuggling of tobacco products.
 3. Review of the Taxation Policy to provide for the increased taxation of tobacco products and the channeling of revenue earned from this source into the financing of health-related programmes.
 4. Pursuit of the recovery of the cost of smoking-related illnesses from tobacco companies via litigation.
 5. The Amendment of the Chief Medical Officer's (CMO's) warning to several health warnings, each focusing on a different disease/health condition resulting from the smoking of tobacco products and exposure to Environmental Tobacco Smoke (Second-Hand Smoke/Passive Smoking). Examples of excellent mandatory health warnings developed by Health Canada and placed on cigarette packages in that country were provided in an Appendix to the document in which all these proposed measures were outlined.
 6. The approval of the label on the package of any tobacco product by the Ministry of Health and inclusion of the specific CMO's health warning as well as the content of tobacco products excluding unproven health claims such as light, mild and low tar.
 7. The registration of tobacco products under the Food and Drugs Act (List 1). Manufacturers and importers will be required to disclose the composition of tobacco products (ingredients and additives) to the Ministry of Health. Prior to the importation of raw materials or finished products, a permit must be granted by the Ministry of Health.
 8. The requirements that wholesalers obtain a license for the sale of tobacco products including a fee for its renewal and fines for violation and revocation of a license be imposed as a last resort, following a number of violations.
 9. Prohibition of the sale of tobacco products to minors (0-17 years) with request for valid proof of age by vendors or law enforcement officers when in doubt of the age of the purchaser.
 10. Prohibition of the purchase or provision of cigarettes by an adult for use by a child or adolescent (0-17 years).

11. Prohibition of the distribution of samples of cigarettes, posters, pamphlets and other material promoting tobacco products or subsidized selling.
12. Prohibition of the sponsorship of sporting and other events by tobacco companies.
13. Prohibition of the advertisement of tobacco products in any form including on billboards or public displays.
14. Ban on the advertising or promotion of tobacco brands/logos or other items including clothing such as tee shirts and other products.
15. Ban on the placement of tobacco promotional material or advertisements on Internet web sites established in Jamaica.
16. Ban on the smoking of tobacco products and any other form of substance abuse in all public and private schools at the pre-primary (basic school), primary, secondary and tertiary level.
17. Ban on the smoking of tobacco products in Government buildings and properties including those operated by statutory bodies.
18. Ban on the smoking of tobacco products at Airport and Seaport facilities and in public transportation.
19. Ban on the smoking of tobacco products in public facilities such as restaurants, recreational facilities such as cinemas (except designated areas in bars and clubs), auditoriums, conference/meeting places and other relevant locations.
20. Ban on point of sale advertising or promotion.
21. Ban on the sale and distribution of tobacco products in all health facilities including pharmacies, Government buildings, properties and those operated by statutory buildings.

Contravention of the provisions of the Regulations should attract a fine of \$100,000 and in the case of continuous offences - \$10,000 daily or such higher sum as the Minister may from time to time by order determine, subject to Affirmative Resolution of the House of Parliament.

II. Health Promotion and Protection

1. The establishment of measures to ensure that all stakeholders including children, adolescents, young adults, parents/caregivers, vendors, Law Enforcement Officers, members of various communities, medical practitioners, other individuals and organizations - Ministries of Health, Education and Culture and other such entities, statutory bodies, Private Sector/Volunteer Organizations, Community-Based Organizations (CBOs), Non-Governmental Organizations(NGOs) and School Authorities are made aware of the Acts and Regulations pertaining to the prohibition of the sale of tobacco products to minors and the Prevention and Control of Tobacco Use as well as the legal ramifications of their violation.
2. Heightening of responsibility on the part of the community for the need to be involved in the implementation of measures for the prevention and control of the sale and use of tobacco products.

3. The promotion of advocacy by children and adolescents for the institution of measures for a smoke-free environment (avoidance of tobacco use) and the prohibition of the sale and promotion of tobacco products with the enactment of the requisite legislation.
4. The upgrading of the Life skills/Prevention/Health and Family Life Education programmes to incorporate comprehensive modules for the prevention and control of tobacco use and other forms of substance abuse.
5. Capacity Building:
 - a. The training of Health, Education, other professionals, members of various communities including Community Development Action Committees (CODACS), Parish Development Action Committees (PARDACS), Private Sector/Volunteer Organizations, NGOs and CBOs as well as students in the following:
 - b. Prevention Education - the appropriation and imparting of Life/Coping Skills resulting in the Integration and Infusion of Positive Life Skills as a vital aspect of behaviour displayed by children, adolescents and adults in schools and communities.
 - c. Advocacy and other relevant areas pertaining to the prevention and control of Tobacco Use/Substance Abuse..
 - d. Institutional Strengthening of both CODACS and PARDACS via the following:
 - e. Facilitation of the development of CODACS to become NGOs
 - f. Fortification of the resource base of CODACS and PARDACS by the procurement of significant additional financing, the expansion of the membership of these organizations and other measures.
6. The Formulation and Implementation of Strategies and Methodology for the Early Detection and Management of Tobacco Use and Behavioural and Learning Disorders among Children and Adolescents.
7. Development and implementation of appropriate public health promotion programmes for the prevention and control of tobacco use including School-based Initiatives which will incorporate the utilization of all aspects of the school curriculum, extra-curricular activities and personnel as channels in this process as well as structured programmes at the Community, institutional, national and international levels. The provision of additional support/resources to facilitate the implementation of these programmes will be vital in this process.
8. Multi-sectoral Collaboration - interaction between personnel of the Ministries of Health, Education and Culture, Representatives of other Ministries and various statutory bodies and Private Sector/Volunteer Organizations, CBOs, NGOs, School Authorities, Student Bodies and Parent Teachers Associations, public and private Health Professionals, Community Organizations and Law Enforcement Authorities in the planning, development and implementation stages of relevant programmes and projects.
9. The provision of support via Mentorship, Counselling, Care groups and other means.
10. The establishment and implementation of Smoking Cessation programmes for children, adolescents and adults involving the following:
 - a. Psychological/Behavioural Measures including the strengthening/acquisition and Life Skills, Individual Counselling and Group Therapy Support Programmes as well as the Assistance of Family and Friends;

- b. Self-Help Measures which include Gradual Reduction/Tapering off of the use of tobacco products and improved Diet and Exercise and
- c. Pharmacotherapy (mainly utilized in the case of regular adult Current Smokers).

It will be necessary to tailor the programme to meet the needs of the particular smoker.

11. Development and implementation of a simple surveillance system to monitor the effectiveness of the programme for the prevention and control of tobacco use.