



Jamaica Coalition for Tobacco Control

JCTC VISION:

A tobacco free Jamaica

JCTC MISSION:

De-normalising the use of tobacco and all nicotine products

Background

Globally, cigarette-smoking is the leading cause of preventable disease. Tobacco-related diseases result largely from cigarette smoke, and fall into two broad categories: cancers and cardiovascular disease. Tobacco use increases the risk of developing chronic obstructive pulmonary disease; cancer of the lung, oral cavity (mouth), pharynx, larynx, oesophagus, pancreas, bladder, and the renal pelvis, and complicates diabetes and cardiovascular disease.

The World Health Organization estimates that tobacco use accounts for at least 30% of all global cancer deaths and contribution of tobacco smoking to cardiovascular disease is even greater. In Jamaica, government, non-governmental and other health allied organisations work closely together to prevent tobacco use in order to help Jamaicans maintain a healthy lifestyle.

Objectives

1. To support the enactment and implementation of comprehensive tobacco control legislation aligned to the Framework Convention on Tobacco Control. This will be achieved by:
 - Supporting government efforts to enact comprehensive tobacco control legislation.
 - Supporting activities for the monitoring and implementation of tobacco control legislation.
 - Ensuring that tax on cigarettes is indexed to inflation and automatic, thereby optimising tax revenue while decreasing consumption.
2. To support and promote tobacco control activities geared towards the reduction of the use of all forms of tobacco and nicotine products.
 - Identify vulnerable groups (women and children) that are targets of the tobacco industry and work closely with relevant organisations to reduce tobacco use amongst the most vulnerable.
3. To sensitise all vulnerable groups about the impact of using tobacco, e-cigarettes and all nicotine products.



- Promote public awareness through activities targeted at influencing support for comprehensive legislation.
 - Prevent initiation of tobacco, e-cigarette and nicotine product use in children and young adults.
 - Promote smoking cessation.
 - Eliminate exposure to secondhand smoke.
 - Identify and eliminate tobacco-related disparities in the population.
 - Sensitise the media about the health and economic risks of tobacco and nicotine use.
 - Collaborate with government and non-governmental organisations in observance of World No Tobacco Day, May 31, annually.
4. 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.



(above) JCTC members view a tobacco control testimonial poster at Gordon House.

(left) The Ministry of Health team at the Houses of Parliament for the enactment of the Public Health (Tobacco Control) Regulations, June 25, 2013.

- Monitor tobacco industry interference and disseminate information when required to the relevant authorities.
5. To support measures for persons who wish to quit smoking.
- Maintain a directory of agencies that offer cessation support services and form alliances that help those who have quit smoking.
 - Inform the public about the benefits of tobacco and nicotine cessation

Member Organisations



Association of
General Practitioners
Jamaica Chapter



diabetes
association
of jamaica



The Caribbean College
of Family Physicians



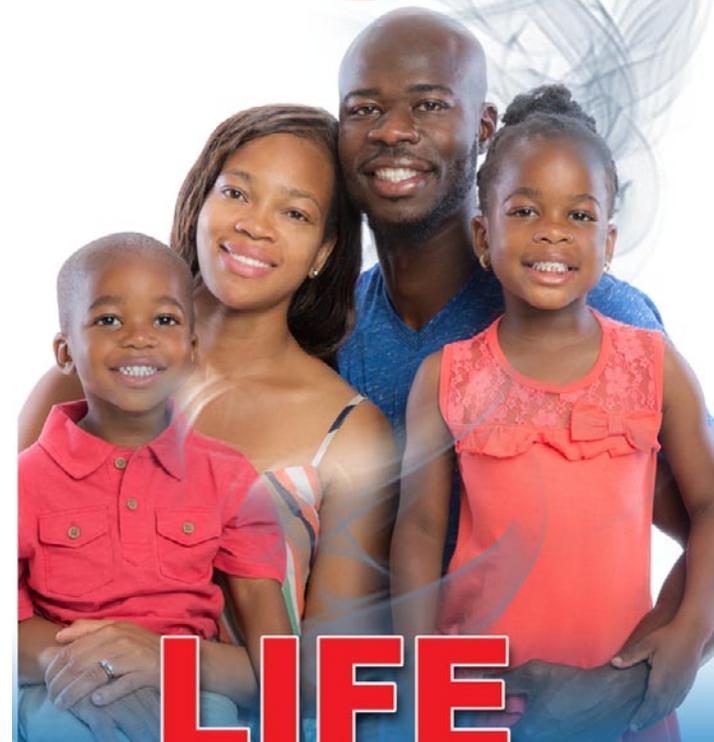
Jamaica Coalition for Tobacco Control

28 Beechwood Avenue
PO Box 338, Kingston 5
Tel: 876-960-8293, 876-926-4378
Fax: 876-754-6441
Email: tcproject@heartfoundationja.org
www.heartfoundationja.org

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LIFE
IS TOO
PRECIOUS
to go up in

SMOKE