



TOBACCO BREAKS HEARTS

Choose health, not tobacco

31 MAY: WORLD NO TOBACCO DAY

#NoTobacco



Every year, on 31 May, WHO and partners mark World No Tobacco Day (WNTD), highlighting the health and other risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption. The theme for World No Tobacco Day 2018 is "Tobacco and heart disease."

The focus this year will be on the impact tobacco has on the cardiovascular health of people worldwide as tobacco use is an important risk factor for the development of coronary heart disease, stroke, and peripheral vascular disease.

The global tobacco epidemic kills more than 7 million people each year, of which close to 900,000 are non-smokers dying from breathing second-hand smoke. Nearly 80% of the more than 1 billion smokers worldwide live in low-and middle-income countries, where the burden of tobacco-related illness and death is heaviest. In Jamaica, 23% of

deaths are attributed to heart disease¹, and the Ministry of Health spends approximately J\$22 billion on non-communicable diseases (NCDs), of which tobacco is a leading risk factor.

Cardiovascular diseases (CVD) kill more people than any other cause of death worldwide, and tobacco use and second-hand smoke exposure contribute to approximately 12% of all heart disease deaths. Tobacco use is the second leading cause of CVD, after high blood pressure.

Despite the known harms of tobacco to heart health, and the availability of solutions to reduce related death and disease, knowledge among large sections of the public that tobacco is one of the leading causes of CVD is low.

The Jamaica Coalition for Tobacco Control (JCTC) endorses this year's WNTD theme and strongly advocates for the enactment of comprehensive

tobacco control legislation which include the ban on tobacco advertising promotion and sponsorship and the enforcement of current tobacco control regulations.

The JCTC is a tobacco control advocacy group launched Friday, May 31, 2002 on WNTD. Guided by its motto "Life is too precious to go up in smoke", the JCTC works closely with Government, health and allied organisations as well as the media to encourage abstinence and prevention of tobacco use in order to attain and maintain a healthy lifestyle.



¹. Prof Fitzroy Henry, Chair, National Food Industry Task Force.

COMPREHENSIVE TOBACCO CONTROL LEGISLATION NEEDED FOR JAMAICA

Tobacco use is currently one of the leading causes of preventable deaths in the world and tobacco smoking is the leading risk factor of the four major non-communicable diseases (NCDs) causing death and morbidity in Jamaica. Risks to health results not only from direct consumption of tobacco but also from exposure to second-hand smoke.

Data from the WHO Global Report on Mortality (2012) shows that tobacco use was responsible for 11% of all NCDs deaths. Globally, 6% of deaths due to heart disease and 71% due to cancers are attributed to tobacco use. Additionally, tobacco use in Jamaica accounts for 6% of all female and 12% of all male deaths.¹

Taxes collected from cigarettes cannot begin to compare to the real costs to treat the disabilities and diseases caused by smoking and second-hand smoke. The tobacco industry spends billions of dollars around the globe on advertising, sponsorships, and other forms of promotion and to survive they must attract a new generation of tobacco users.

Studies show that tobacco marketing successfully recruits new tobacco users, maintains or increases use among current users, reduces a tobacco user's willingness to quit, and encourages former users to start using tobacco again.²

The Government of Jamaica enacted the Public Health (Tobacco Control) Regulations in 2013. This regulation involved the banning of tobacco use in all public places and workplaces and the requirement for 60% graphic health warnings on cigarette packs sold in Jamaica. Although there has been compliance with regard to smoke free spaces by some entities, there are still public places which continue to flout the law.

However, to fully comply with its obligation under the Framework Convention on Tobacco Control (FCTC), and to continue to safeguard the health of Jamaicans, comprehensive tobacco control legislation is required.

REFERENCES

1. World Health Organisation. Global Report on Mortality attributable to Tobacco (2012). http://www.who.int/tobacco/publications/surveillance/rep_mortality_attributable/en/
2. Big Tobacco's Relentless and Deceptive Marketing http://global.tobaccofreekids.org/en/solutions/international_issues/advertising_promotion/

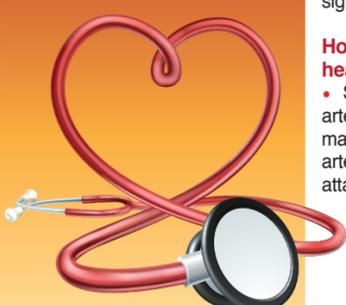
This comprehensive tobacco control legislation is a coordinated effort to establish regulatory policies and programmes, to promote and assist tobacco users to quit, and to prevent initiation of tobacco use.

Work on this legislation has already begun by the Ministry of Health and draft legislation is far advanced which will cover the articles of the FCTC not covered under the current Regulations.

As such, the JCTC calls on the Government to actively and speedily pursue the enactment of comprehensive tobacco control legislation, and to ensure that measures are put in place to enforce the current tobacco regulations, as this will go a far way in addressing the health and economic issues which are a threat to our national development.



WITHIN THE FIRST 20 SECONDS OF STOPPING SMOKING YOUR BLOOD PRESSURE DROPS



SMOKING & HEART DISEASE

Smoking increases the risk of developing cardiovascular diseases, which includes coronary heart disease and stroke. If you're a smoker, stopping smoking is the single most important step you can take to protect the health of your heart.

By quitting you'll dramatically improve your health, you'll feel better, and have more money to spend on other things that you enjoy and the good news is that the risk to your heart health decreases significantly soon after you stop.

How does smoking damage your heart?

- Smoking damages the lining of your arteries, leading to a build up of fatty material (atheroma) which narrows the artery. This can cause angina, a heart attack or a stroke.

- The carbon monoxide in tobacco smoke reduces the amount of oxygen in your blood. This means your heart has to pump harder to supply the body with the oxygen it needs.

- The nicotine in cigarettes stimulates your body to produce adrenaline, which makes your heart beat faster and raises your blood pressure, making your heart work harder.

- Your blood is more likely to clot, which increases your risk of having a heart attack or stroke.

You're not alone. Contact the National Council on Drug Abuse at 926-9002-4 for support to quit smoking.

Adapted from British Heart Foundation <https://www.bhf.org.uk/heart-health/risk-factors/smoking>



QUIT SMOKING

- S** Set a quit date
- T** Tell family, friends, coworkers that you plan to quit
- A** Anticipate and plan for challenges you will face while quitting
- R** Remove cigarettes and other tobacco products from your home, car and workplace
- T** TALK TO THE NATIONAL COUNCIL ON DRUG ABUSE



National Council on Drug Abuse
13-15 Molynes Road
Kingston 10

926-9002-4
564-HELP(4537)
@drugfreeja @drugfreeja Fb.com/nca.org.jm

Visit The Heart Foundation of Jamaica Pharmacy

28 Beechwood Avenue, Kingston 5 or call: 926-4378/6492, 929-3195

Email: info@heartfoundationja.org | Website: www.heartfoundation.org

