



# TOBACCO-FREE *Times*

[www.rctcpgi.org](http://www.rctcpgi.org)

Issue XVII : November-December, 2021

## A STOREHOUSE OF TOBACCO CONTROL RESOURCES

The Resource Center for Tobacco Control, established as an alliance of Post Graduate Institute of Medical Education and Research and The International Union against Tuberculosis and Lung Diseases (The Union) fills a gap in the existing literature on tobacco control in the country. This storehouse of information adds to the existing database of information on tobacco control in the country and also provide various circulars, orders, booklets etc. on tobacco control from different states and at national level. This unique initiative aims to strengthen tobacco control initiatives by disseminating diverse evidence based strategies of different amongst organizations active in tobacco control throughout India. Through the diffusion of evidence based interventions and policies, this has served as useful tool to inform the health professionals and other people working on, or interested in all areas of tobacco control about whereabouts of good work in the field. It is an essential reading for everyone with an interest in tobacco control, including public health professionals, researchers, policy makers and educators.

## Tobacco Free Times 16<sup>th</sup> Edition released



The 16<sup>th</sup> edition of tobacco free times with the theme "COP and MOP" was successfully released in a "National Conclave on Best Practices under National Tobacco Control Programme in India" by Dr. Vikas Bhatia, Founder Executive Director, AIIMS Bibinagar; Prof. Amarjeet Singh Professor & Head, Department of Community Medicine & School of Public Health, PGIMER, Chandigarh; Dr. Prakash C Gupta, Director of Healix - Sekhsaria Institute of Public Health, Navi Mumbai; and Dr. L Swasticharan, DDG, MoHFW, Government (Guest of Honours) in presence of many other tobacco control professionals. The event was organized by Resource Center for Tobacco Control under Department of Community Medicine, School of Public Health, PGIMER, Chandigarh in collaboration with The International Union Against Tuberculosis and Lung Diseases (The SEA) from 28<sup>th</sup>-30<sup>th</sup> October, 2021 at The Shivalik View Hotel, Sector 17, Chandigarh.

## EDITOR'S SPEAK

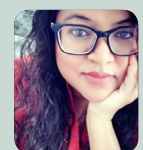


The E-Resource Center for Tobacco Control has marked its place in making the world tobacco free as it showcases an array of valuable and vital information under various heads like policies and legislations, circulars and orders, NTCP structure, IEC material etc. The 17<sup>th</sup> edition of tobacco free times explores the scope of Multi-Sectoral convergence and its potential as an innovation in tobacco control. As an integrated comprehensive approach to tobacco control is the need of the hour, so, I urge all the departments to come forward and join hands for this noble cause of making the country tobacco-free.

- Dr Sonu Goel,

Director, E-RCTC & Professor, PGIMER Chandigarh

## EXPERTS SPEAK



I regularly wait for the edition of Tobacco Free Times to know the latest contributions in Tobacco Control on international and local platforms both by the Government and CSOs. The perspectives shared by eminent stalwarts of the field act as a guiding compass to further efforts at local levels in sync with national and international goals. I very much appreciate the efforts of this newsletter to document and disseminate the efforts to all relevant stakeholders be it activists or policy makers. Keep up the benevolent task.

- Ms. Susan Samson,

Director, Faith Foundation, Gujarat



I am pleased to learn and congratulate the E-Resource Centre for Tobacco Control (E-RCTC) team for the release of the 17<sup>th</sup> edition of bi-monthly newsletter "Tobacco Free Times", which is a joint initiative by PGIMER, Chandigarh and The UNION. Such initiative provides relevant and updated information across the themes of tobacco control to academicians, researchers, policy makers, program implementers, advocates and stakeholders of the cause. Smoking has a detrimental effect on the human health system, raising the risk of cancer, coronary, respiratory, and reproductive diseases. Further, realising the present pandemic situation of COVID-19, I appeal to everyone to refrain from tobacco use of any form, as it could enhance the spread of this virus and other such diseases. I wish all implementers, policy makers and stakeholders for very strict implementation of guidelines and laws under tobacco control for the greater interest of public health, focusing more on youths and adolescents to make them avoid tobacco use. Best wishes for more success.

- Dr. Dinabandhu Sahoo,

Team Leader, SHSRC, National Health Mission, Odisha

## PROJECT UPDATES

### National Conclave on Best Practices under National Tobacco Control Programme in India



A National Conclave on Best Practices under National Tobacco Control Programme in India was successfully organized by the Resource Center for Tobacco Control under Department of Community Medicine, School of Public Health, PGIMER, Chandigarh in collaboration with The International Union Against Tuberculosis and Lung Diseases (The SEA) from 28<sup>th</sup>-30<sup>th</sup> October, 2021 at The Shivalik View Hotel, Sector 17, Chandigarh. A good number of tobacco control professionals from length and breadth of the country joined the conclave. Some of them were Dr. Mira B Agbi, Behavioural Scientist, Communication Expert, New Delhi; Dr. Mangesh S Pednekar, Director, Healix Sekhsaria Institute for Public Health, Navi Mumbai; Mr. Cyril Alexander, Executive Director, Mary Anne Charity Trust, Tamil Nadu, India; Dr. Gopal Chauhan, SPO, NTCP, Govt. of Himachal Pradesh; Mr. Deepak

Mishra Executive Director, SEEDS; Dr. Monika Arora, Executive Director HRIDAY, New Delhi; Dr. Rakesh Gupta, President, Cancer Foundation, Jaipur; Dr. Rana J Singh, Executive Regional Director, The Union; Dr. Rijo John, Health Economist, Rajagiri College of Social Sciences, Kerala. Dr. Vikas Bhatia, Founder Executive Director, AIIMS Bibinagar; Prof. Amarjeet Singh Professor & Head, Department of Community Medicine & School of Public Health, PGIMER, Chandigarh; Dr. Prakash C Gupta, Director of Healix - Sekhsaria Institute of Public Health, Navi Mumbai; and Dr. L Swasticharan, DDG, MoHFW, Government of India graced the occasion by being the guest of honors. The 3-day workshop witnessed the presentation and documentation of good, reliable and innovative best practices (GRIP) in tobacco control across the country.

### High level workshop at state level on framing the guidelines for implementation of FCTC Article 5.3 : Puducherry

A high Level workshop at state level on framing the guidelines for implementation of FCTC Article 5.3 on Tobacco Industry Interference was successfully held on 24<sup>th</sup> November, 2021 at Accord Puducherry. Various experts from varied backgrounds attended the workshop viz. Thiru.C. Udaya Kumar, Hon'ble Chief Minister of Puducherry Thiru N.Rangaswamy as the Chief Guest of the occasion; Dr.G.Sriramulu, Director (Health) cum Mission Director, NRHM; Dr.S.Govindarajan State Nodal Officer - NTCP cum State TB Officer; Dr Sitanshu Sekhar Kar, Dr. Rana Singh, Deputy Regional Director, The Union SEA Office; Professor Dept. of Preventive and Social Medicine, JIPMER; Dr. Sonu Goel, Professor, Department of Community Medicine, School of Public Health, PGIMER Chandigarh; Dr. Suriya Kumar State Consultant, Puducherry and

Mr Rajeev Choudhary Project Coordinator, PGIMER Chandigarh also graced the occasion. Also, the release of GYTS-4

Puducherry Factsheet was done by Hon'ble Chief Minister of Puducherry Thiru N.Rangaswamy during the event.



### Mapping of Stakeholders done in all Project States

Mapping of all stakeholder departments has been successfully done in all the project states viz. Odisha, Telangana, Puducherry and Meghalaya.





## IEC developed and released

The submission of 5 audio-visual spots in Odia language on tobacco control themes was successfully done to be placed on the official government website of Odisha. Also, the development of audio-visual educative materials on tobacco control themes for students of Universities and Colleges has been initiated in the state of Odisha. IEC materials on tobacco cessation services for the state of Puducherry were released by Hon. Chief Ministers of the state. 3 IEC posters were prepared upon smoke free TSRTC bus stations, buses and tobacco free buildings and were successfully submitted. In addition to this, a discussion with NTCP team and NHM personal (IEC Cell) on development of IEC materials on tobacco control in Odisha and submission of initial draft for IEC material for Meghalaya has also been done.



## Higher Education Department Issued a circular to Implement a New Programme Called “Juba Sanskaar” :Odisha

The higher education department in Odisha issued a circular to implement a new programme called “*Juba Sanskaar*” to achieve the objective of character building, a new mandatory academic course titled ‘Ethics and Values’ in Under Graduation level from this academic year (2021-22). Under this programme an audio-visual show will be introduced for college students on various themes, wherein **harmful effect of tobacco, drugs and alcohol** is one of theme will be imparted on monthly basis.



## DLCC Meeting was organized: Odisha

A DLCC meeting was organised through virtual platform among stakeholder departments in the district of Sambalpur and in 4 more project intervention districts during this period in Odisha.



## One-to-One Meetings

A total of forty six (46) meetings were held during the month with Nodal Officers like State Nodal Officer, State Consultant-NTCP, SNO-cum-Deputy Secretary, Higher Education Dept, District Incharge of NTCP/Officials (5 districts) and few other stakeholders, Additional Director, Deputy director, Food and Safety and officials of different health departments to discuss regarding the state level sensitisation workshop on NTCP, issuing of FCTC Article 5.3 guidelines alongwith on advancing activities under the National Tobacco Control programme.



# Multi-Sectoral Convergence in Tobacco Control

## Problem Statement

Tobacco use is a global problem and the World Health Organization has advised the member states to take appropriate measures to protect the vulnerable populations from tobacco use in the 14th plenary meeting in 1986. Government of India enacted the Tobacco Control Law (COTPA) in the year 2003 and ratified the Framework Convention on Tobacco Control (FCTC) in 2004 as a commitment toward tobacco control. Subsequently the National Tobacco Control Program (NTCP) was started in 2006-07 to implement COTPA in letter and spirit. However, multiple issues infringe people implementation of the tobacco control policies and programs. In order to ensure effective implementation of the tobacco control policies Multi-Sectoral convergence is required. Let us explore the scope of Multi-Sectoral convergence for tobacco control in Indian context in this edition of Tobacco Free Times (TFT).

Tobacco use is one of the most complex issues of public health importance, with a profound impact on resources especially among poor, low-income and middle-income countries such as India, where tobacco use is high and the health inequalities are rampant. The complexity of this issue is attributed to the inter-relationship between the tobacco growers, processors, product manufacturers, transporters, traders, advertising agencies, users and the regulatory authorities like agriculture experts, governments, etc. While health sector attempts various modalities for tobacco control, tobacco industry people continue to adopt various measures for promotion of tobacco use, often with active support of sectors other than health. The lobbying by tobacco industry has resulted in conflict between objectives of different sectors connected with tobacco. Although, the argument of health sector regarding tobacco's role in increased morbidity and mortality is quietly accepted by all, but agricultural experts continue to advocate for improving the yield of tobacco and provide facilities to growers; commerce and trade sector continuously harps on the economic contribution by tobacco to the nation mass media does not wish to lose its earnings by banning tobacco advertisements; and educational institutions often express inability to provide wider coverage on tobacco education on account of already heavy curriculum. Clearly, the priority of different sectors is limited to the boundaries of their respective expertise. This highlights the need for action by engaging various sectors, which is even more important today when we are discussing "Tobacco Endgame" in the country. We can't achieve this ambitious goal without convergence of various sectors within and outside health.

## The potential of convergence as innovation in tobacco control

Convergence is the transformation and escalation of interactions among different disciplines, technologies, communities, and domains to achieve mutual compatibility and common goals. Most often, convergence is driven by societal values and needs for progress or improvement at community level. Tobacco control is a societal issue as it improves each one in the society.

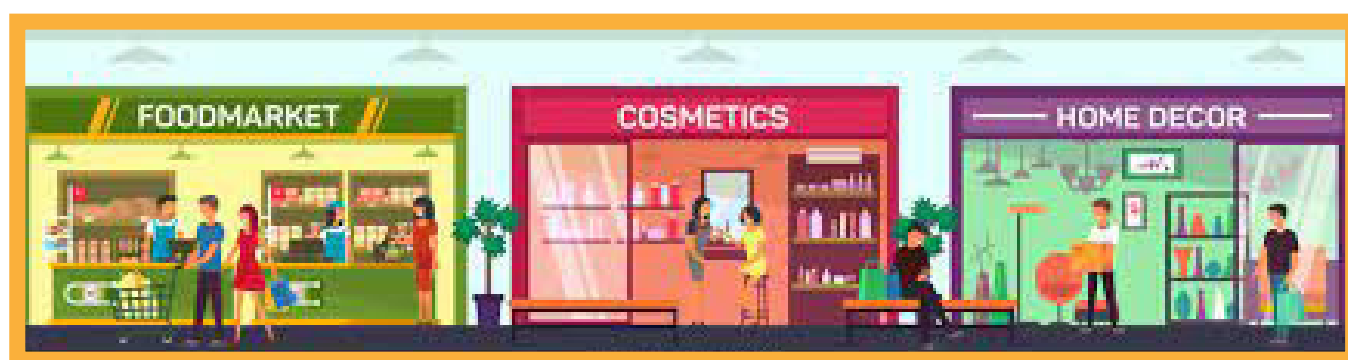
Convergence in tobacco control arena requires branching out in unconventional and unexpected ways to add value to meet shared goals in a mutually serving tobacco control agenda. Here, we define convergence as, the bringing together of academic, public and private sectors, local and regional health authorities, and citizens to develop and implement massive innovative tobacco control initiatives within this ambit of their scope.

The overarching goal is to achieve economic productivity at individual and societal level, societal equity and sustainability, and empowerment of individuals and communities through tobacco control. Convergent approaches can bridge the disconnect that exists sometimes between various sections or departments by strategically disrupting existing conventional processes of working alone to joint investments and distribution of resources. Convergence can also stimulate methods to bypass the lack of a public health infrastructure and resources in one sector from other sectors by pooling of resources for acting community organizations with interests in the community. Further, effective implementation of the FCTC requires multi-sectoral efforts through integration of tobacco control into broader health and development agendas such as food and water security, environment, the right to education and human rights. With limited resources, the convergence of different sectors alongside communities may be our best bet to harness the tobacco control initiatives undertaken till date for achieving health and adopt sustainable development goals. Moreover, it involves multiple sectors and encourages participation and inclusiveness of various stakeholders. The global tobacco control community needs to explore innovative partnerships beyond its traditional confines and build a global coalition that supports tobacco control by partnering with others having convergent concerns on common determinants. A firm political commitment and inter-sectoral coordination between government and non-government agencies is paramount in order to implement effective tobacco control programs.

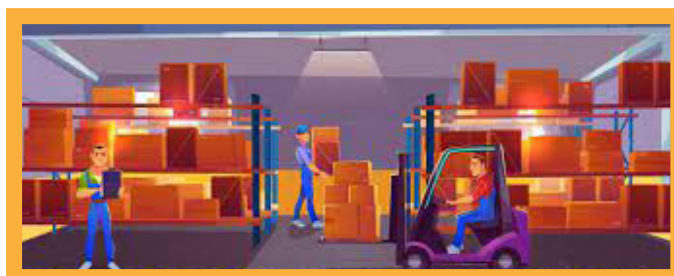


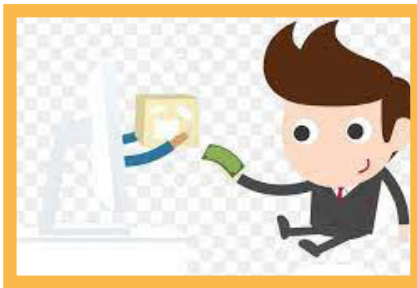


# Multi-Sectoral Connections in Tobacco Control



## Tobacco Trade





## Other Connected Industries



# Role of Engagement of Health and various sectors to address the issue

The roles envisaged from various sectors in tobacco control are described below:

## Engagement of Non-Health Stakeholders for effective Tobacco Control

Stakeholder	Rationale
Tax and Revenue	Raising taxes on tobacco products increases tax revenue while reducing the burden of tobacco. Raising tobacco taxes are the most effective and cost-effective measure for reducing tobacco use
Environment	Tobacco consumption and production cause severe and often irreversible damage to our national resources. One must consider the entire 'environmental life cycle' of tobacco production, which releases tons of waste and chemical into water, air and soil. Tobacco control limits environmental harm, while preserving our natural resources.
Agriculture	Tobacco growing is resource-intensive (and damaging). It harms the health of tobacco farmers while earning them low (or even no) profit. Supporting farmers in shifting to higher value crops or alternative economic activities improves health, increases farmer incomes, and contributes to the sustainability of national resources.
Employment (Labour market: public, private, incl. unions)	Tobacco products cause immense losses in productivity each year, incurred by workers and employers due to premature mortality, sick leave, smoke breaks, and low performance. Smoke-free workplaces and services to help smokers reduce and quit improve both health and productivity.
Communication (incl. private media, public service)	The tobacco industry employs predatory tactics, targeting vulnerable populations and distorting the facts in its marketing. The 'empowered' lifestyle tobacco proclaims to represent instead leads to death and disability. More communication tools should be made available to both counter the industry's tactics and to help tobacco-users quit.
Tourism, Food and Catering (incl. wholesale, retail, food and beverage industries)	Smoke-free restaurants and other areas accessible by the public are becoming the norm and it is a myth that implementing smoke-free laws reduces business and income from tourism.
Local Governments, Urban Planning (incl. transport)	Tobacco smoke pollutes air quality, reducing the safety of housing, workplaces, and public spaces. Local governments have an extremely impactful role to play: Smoke-free cities and increasing taxes are both effective and revenue-generating.
Education, Sports and Youth Affairs	Education is the top priority in protecting our children from the predatory marketing strategies of the tobacco industry. Tobacco use impairs learning and leads to early death in half of its users. Tobacco dependence is also the cause of many children not attending school. Educating children and families leads to better learning and health outcomes.
Social and Economic Development	Expenditures on tobacco products and tobacco-related diseases exacerbate poverty all over the world. Expenditure due to tobacco-use causes children to drop out of school and prevents productive employment, trapping many in a vicious cycle of poverty. Tobacco control measures, including access to cessation services, can mitigate the tobacco-poverty dynamic.
Gender and Family Welfare	The tobacco industry explicitly targets women, youth and LGBT and tobacco use is rising rapidly among women and girls. Women are disproportionately exposed to second-hand smoke which not only causes death and disability but can lead to pregnancy complications. Strengthened tobacco control can help close gaps in gender-related policies, programs and research.
Executive and Legislative Branches	The government is legally obligated to implement all WHO-FCTC provisions (if a Party to the treaty). Comprehensive implementation of tobacco control measures is effective in reducing the tobacco burden, but doing so requires strong support from the executive and legislative branches. Reducing tobacco-use increases productivity and saves tremendous costs.
Investment, Trade and Industry	Trade liberalization, foreign direct investment, and transnational tobacco advertising, marketing and promotion are spreading the tobacco epidemic.





# Integrating Tobacco Control With Primary and Secondary Healthcare Programmes

As tobacco is a major risk factor for all common Non communicable diseases (NCDs), integration of tobacco control with other national health programs will ensure optimal use of limited human and financial resources in the health systems of LMICs and provide frequent opportunities for intervention at the primary and secondary care levels, thus helping reduce the addiction, illness and death caused by tobacco use. Though a separate tobacco control programs at national level now exist in several countries, they are frequently isolated from other health service functions. Cessation services could have a greater reach into the community if they were incorporated into the country's primary healthcare services. When patients attend clinics for tuberculosis, reproductive and child health problems, NCDs, or even a dental check-up, for example, an enquiry about active or passive tobacco exposure by a doctor and brief advice to quit can increase the rates of tobacco cessation. However, until tobacco cessation advice is recognized as an important component of such services, these opportunities will be missed.



## Conclusion: An Integrated Approach to Tobacco Control: A Mix of Challenges and Opportunities

An integrated comprehensive approach to tobacco control is need of the hour. However, it is a mixture of challenges and opportunities. Some of them are as under:

Cooperation from other sector NGOs and government departments, through raising concerns around deforestation, food security, water security etc caused by tobacco is necessary for bringing the focus of government in to the issue.

There is a need to engage professionals and volunteers alike from sectors other than health to intellectually engage with and operationally accommodate tobacco control in this propotions.

The tobacco control community and its philanthropic supporters must connect with the development community to exchange information and resources for winning war against tobacco industry.

Social activists across the globe can help with issues related to poverty alleviation and bridging inequity from tobacco and deal with various human rights violations in tobacco cultivation, manufacturing and use. Besides healthcare costs, productivity loss due to tobacco use is an area to be dealt in collaboration with developmental economists.

Inter-ministerial coordination is of paramount importance in effective implementation of various regulatory and fiscal measures. For example, taxation of tobacco products, which is an effective tobacco control policy, requires advocacy with and cooperation of the finance and commerce ministries.

Education ministries must recognize the important role of education in reducing tobacco use.





## New Research: Tobacco Industry Using Facebook to Skirt Marketing Regulations, Facilitate Bidi Sales in India

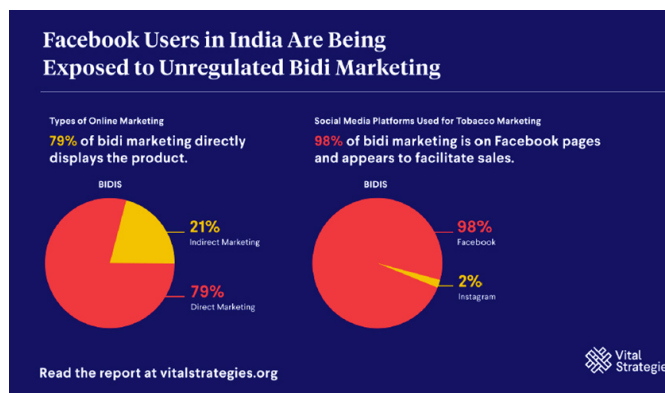
A new study from global public health organization Vital Strategies found that the tobacco industry is using Facebook to facilitate bidi sales, skirting India's COTPA regulations designed to protect youth and consumers from harmful marketing. The report, "Selling Death on Social Media: How Bidis Are Reaching Consumers Online" details digital media monitoring data with 344 instances of bidi marketing on social media between December 2020 and August 2021, almost exclusively through Facebook (98%).

### Methodology:

How Bidis Are Reaching Consumers Online is based on data collected through Tobacco Enforcement and Reporting Movement (TERM), a digital media monitoring system used to track tobacco marketing online through the systematic analysis of online news, articles, social media posts and conversations. Legislation prohibits the direct and indirect advertisement of tobacco products in India, yet TERM exposes that tobacco marketing on social media continues to be widespread, which may be due to the unregulated nature of social media advertisement. This marketing is often designed to appeal to youth by associating tobacco use with popular celebrations and events.

### Key findings

Released during the COP9 global conference on tobacco, the report comes as social media marketing by tobacco and bidi companies is a growing public health concern, especially as evidence shows that it leads to an increased likelihood of tobacco use among youth. Of the 267 million tobacco users in India, nearly 72 million adults smoke bidis, and nearly half (47%) of users smoked their first bidi before their 10<sup>th</sup> birthday. Easily accessible throughout the country and cheaper than cigarettes, it is estimated that eight times as many bidis as cigarettes are sold in India.



**Nandita Murukutla, Vice President, Global Policy and Research, New York, Vital Strategies,** said: "The evidence is clear: tobacco marketing increases tobacco use. This evidence formed the basis for national and international regulations that ban or restrict the advertising of tobacco – most notably Article 13 of the World Health Organization Framework Convention on Tobacco Control WHO-FCTC. When the FCTC went into effect in 2005, however, social media use was in its infancy. As advertising regulations in traditional media have taken hold, the industry is migrating its marketing online where national regulations have been less clear. With the 9<sup>th</sup> Session of the Conference of the Parties to the WHO-FCTC taking place virtually this week, this report is a call to action for governments to surveil and address tobacco marketing on digital media. It is also a call for social media companies, Facebook in particular, to close down tobacco marketing that facilitates sales of this deadly product."

**Vaishakhi Mallik, Associate Director, Communications, India, Vital Strategies,** said: "Social media giants have a duty of care, especially to their younger users. Though bidis are more harmful to health than other tobacco products, they have flown under the regulatory radar for far too long. Our research confirms the need for more careful and stringent surveillance of the bidi industry's branding and marketing efforts – both online and offline- as per Section 5 of India's Cigarettes and Other Tobacco Products Act (COTPA) 2003. That almost half of youth age ten have tried bidi smoking is unacceptable. The deceptive nature of the industry's marketing, now on youth-friendly social media platforms that often lack age verification, could worsen that health crisis. The bidi industry and the technology platforms enabling them must be held accountable."

**Amit Yadav, Senior Technical Advisor - Tobacco Control at The International Union Against Tuberculosis and Lung Disease (The Union)** said, "The Union commends Vital Strategies for this first-of-its-kind report that affirms bidi companies are openly leveraging social media platforms to advertise their harmful products which is in violation of COTPA, Government of India's tobacco control legislation. We must address online bidi marketing so that offline enforcement is more effective. This data continues to support our efforts, many of our partners, and state governments in strengthening and enforcing tobacco control measures in India, while simultaneously providing policy makers and implementers with evidence-based proof of bidi advertising and marketing. Such evidence will lend credibility to tobacco control programs, which can subsequently enable policy action."

To read the complete study, please visit: <https://www.vitalstrategies.org/resources/selling-death-on-social-media>  
For more information on TERM, please visit: [www.term.community](http://www.term.community)



## Centre urged to increase the legal age of sale of tobacco products to 21

The experts have urged the government to increase the legal age of sale of tobacco products to 21, to impose a comprehensive ban on tobacco advertising and to promote and ban sale of single sticks of cigarettes/bidis, stating that it would go a long way in preventing children and youth from initiating tobacco use at an early stage.

<https://www.thehansindia.com/news/cities/hyderabad/centre-urged-to-increase-legal-age-of-smoking-to-21-712954>



## Mandatory Vendor Licensing for Tobacco Traders: Jharkhand

With approval from Hon'ble Chief Minister of Jharkhand Shri Hemant Soren, Department of Urban Development, Government of Jharkhand issued a State Level order for mandatory Vendor License for Tobacco Traders in all ULBs of the state w.e.f 1<sup>st</sup> April 2022.



<https://timesofindia.indiatimes.com/city/ranchi/jharkhand-govt-makes-separate-trade-licence-for-tobacco-a-must/articleshow/79517950.cms>

## High Court dismisses pleas of tobacco traders

The high court dismissed the entire batch of 161 writ petitions filed by various traders dealing with manufacture, sale, purchase and storage of tobacco products such as pan masala, gutka, khaini, zarda etc. in the state.



<https://www.thehansindia.com/news/cities/hyderabad/hyderabad-high-court-dismisses-pleas-of-tobacco-traders-717678?infinitescroll=1>

## New Zealand To Ban Cigarette Sales For Future Generations

In regard to make selling or supplying of smoked tobacco products an offence to new cohorts of youth, New Zealand plans to ban young people from ever buying cigarettes in their lifetime in one of the world's toughest crackdowns on the tobacco industry.

<https://www.ndtv.com/world-news/new-zealand-to-ban-cigarette-sales-for-future-generations-2643905>



## India likely to achieve 30% reduction in tobacco use by 2025 :WHO

India is among 60 countries on track to achieve the global target of a 30% reduction in tobacco use by 2025 according to the fourth World Health Organization's global tobacco trends report. As per the report, the number of tobacco users have decreased globally to 1.30 billion in 2020 from 1.32 billion in 2015. This is expected to continue to drop to 1.27 billion by 2025.

<https://health.economictimes.indiatimes.com/news/diagnostics/india-likely-to-achieve-30-reduction-in-tobacco-use-by-2025-who/87762095>



## Amitabh Bachchan sends legal notice to pan masala brand

Actor Amitabh Bachchan has sent a legal notice to a pan masala brand that has continued to air TV commercials featuring him despite termination of contract. He had announced his withdrawal from the Kamla Pasand campaign in October.

<https://www.hindustantimes.com/india-news/amitabh-bachchan-sends-legal-notice-to-pan-masala-brand>

101637748474967.html#:~:text=Megastar%20Amitabh%20Bachchan%20has%20sent,despite%20termination%20of%20the%20contract.





## Tobacco-free educational institutions and Panchayats: Himachal Pradesh

The health department in the state of Himachal Pradesh envisages Tobacco-free educational institutions and Tobacco-free panchayats by 2021-22 in the state.

<http://www.uniindia.com/hp-health-department-envisage-tobacco-free-educational-institutions-and-panchayats-by-2021-22/north/news/2552526.html>



## DLCC reviews implementation of COTPA, NTCP at Kupwara: Jammu & Kashmir

To review the implementation of Cigarette and Other Tobacco Products Act (COTPA) and National Tobacco Control Programme (NTCP), a meeting of District Level Coordination Committee was held, under the chairmanship of Additional Deputy Commissioner (ADC), Kupwara, Ghulam Nabi Bhat.

The ADC directed the concerned officers for strict implementation of the COTPA so as to control the menace of tobacco use in the district and stressed upon the officers for conducting of anti-smoking drives, besides, holding of awareness camps regarding the ill effects of tobacco use.



<https://kashmirreader.com/2021/11/21/dlcc-reviews-implementation-of-cotpa-ntcp-at-kupwara/>

## Smokeless tobacco causes 50% oral cancers: Experts

The prevalence of smokeless tobacco use among minors in India is around 10% and experts agree instances of oral cancer among Indians below the age of 40 is soaring. Dr Chaturvedi believes this final factor is why he has seen an explosion in oral cancer cases in India over the last two decades: "Imagine a cancer causing substance which has been proven to be hazardous but that is being packaged into a shiny, low-cost packet and with brand ambassadors as Bollywood celebrities. It has become very popular among the youth.



<https://timesofindia.indiatimes.com/city/bhopal/smokeless-tobacco-causes-50-oral-cancers-experts/articleshow/87268874.cms>

## Implementation of National Multi-Sectoral Action Plan (NMAP) for the control of tobacco use: Nada India Foundation



The Nada India Young Network for Health had been working to effectively implement the National Multi-Sectoral Action Plan (NMAP) for the control of tobacco use to curb the menace of smoking and passive smoking with a youth driven campaign and allied activities. According to the chairman of NIYN, the tobacco products should be sold from 200 metres away from schools, instead of the existing limit of 100 metres.

<http://surl.li/avpqp>



## States Representations



DLCC meeting at district Kupwara chaired by Addl Deputy Commissioner.



Tobacco Related Essay writing Competition held at SD Girls College Ambala.

Dr. Tariq Thomas IAS, Chief Executive Officer & Member Secretary Entertainment Society of Goa (ESG) has assured GOACAN that Section 4 of COTPA will be strictly enforced at the 52<sup>nd</sup> IFFI from the inaugural to all events of the film festival. Regular announcements will be made informing delegates that all venues of IFFI programs & events are strictly "NO SMOKING AREAS".



CMO Jhajjar Dr. Neeraj Ahuja with team doing challans in COTPA act at civil hospital Jhajjar.



"No Tobacco Pledge" in GSSS Machhrauli panipat.



Poster competition held at Janta College, Kaul (Kaithal) during anti-tobacco week.



Flag off of Awareness Chariot on Tobacco Control by Commissioner Jabalpur Division Shri B Chandrashekhar, IAS.



Awareness Rath Flag off by Collector and SP in Dindori district and by Collector and CMHO in Narsinghpur district.



Seth Navrang Rai Lohia Jai Ram Girls College, Haryana hold a quit tobacco programme



NTCP activities in different educational institutes of district Rohtak



Mpva with dept of health and smart city set health corners in 150 schools of Indore city with emphasis on tobacco control and making schools tobacco free

Send us your feedback, comments and suggestions at [rctcupdates@gmail.com](mailto:rctcupdates@gmail.com),

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