



Coalition For Tobacco Control - Pak



**A brief on
National Partners Coordination Meeting
(Organized by CTC – Pak, April 2009)**

Society for Alternative Media and Research (SAMAR) is an advocacy based organization and through its Coalition for Tobacco Control – Pakistan (CTC-Pak) organized a national meeting with its coalition partners as they are working in isolation; the need is for them to have close contacts with each other enhancing their coordination in form of a proper networking to formulate a more target oriented strategy towards effective tobacco control in Pakistan.

The meeting was organized on April 21, 2009 at Islamabad, Pakistan which was attended by coalition partners from all over the country. The Technical Officer of International Union Against Tuberculosis and Lung Disease (UNION) also attended this meeting.

After the introductions, the participants shared their work experiences in their respective areas by presenting success stories. A session of discussion was followed where participants brainstormed on how to make coordination more effective, to further strengthen the coalition and to develop advocacy measures regarding monitoring of tobacco control laws and its implementation in the country.

The success stories shared were about controlling the underage sales of tobacco; removal of tobacco industry's sponsored advertisement boards on local bus stands, issuance of fines to local public transport drivers and proper disposal of rejected tobacco products with support from local government.

The participants also discussed about the challenges faced by them in their activities. It was mutual understanding that local stakeholders should be included in any activity planned.

On the topic of World No Tobacco Day, the partners suggested various ideas that may attract locals especially youth. In other issues, the partners in general showed their concern over the non-implementation of tobacco control laws especially and tobacco industry's violation in promoting its products. Some partners expressed that getting support from local stakeholders is difficult.

For this purpose, the participants were engaged in group activity specifically designed based on the theme of the meeting to enhance their coordination and lobbying skills especially with local stakeholders.

This group activity highlighted the need felt for close and effective coordination among partners while they are trying to redress the issue of tobacco control among themselves and with various stakeholders.

The participants appreciated CTC-Pak for the meeting and asserted on the frequent need of such coordination as it provides an opportunity for them to strategize their future direction in tobacco control.

