

# ANNUAL NATIONAL COORDINATION MEETING

## 2021

Organized by

Society for Alternative Media and Research (SAMAR)

Coalition for Tobacco Control Pakistan (CTC-PAK)

<http://www.alternativemedia.org.pk/>

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# National Coordination Meeting 2021

Society for Alternative Media and Research (SAMAR) organized National Coordination Meeting (NCM) titled “Role of Govt & Civil Society for Sustainable Tobacco Control policy” at Islamabad. The purpose of the meeting was to support the Tobacco Control Cell (TCC) of the Ministry of National Health Services Coordination and Regulations. The Meeting aimed at supporting civil society on National Tobacco Control Policy (NTCP) and Tobacco Control Sustainability in Pakistan. Coalition for Tobacco Control (CTC-Pak) member organizations from across the country participated in the meeting. Focal Person, Tobacco Control Cell, Ministry of National Health Services Regulation & Coordination (NHSRNC), Dr Samra Mazhar, was the chief guest. Representatives of Tobacco Smoke-Free Project (TSFP), Association for Better Pakistan (ABP),



World Health Organization (WHO), The Union, Stopping Tobacco Organizations and Products (STOP), SDPI, Heart file, Better Pakistan, media individuals and 18 member organizations of CTC-Pak from four provinces of Pakistan participated in the meeting. National and sub-national 15 media outlets covered the event.

Dr. Samra Mazhar informed about the development regarding the National Tobacco Control Policy/ Strategy (NTCP). WHO’s narrative on Tobacco Control. Shahzad Alam, National Program Officer, NCDs/Tobacco, World Health Organization (WHO) talked about WHO’s progress and narrative on Tobacco Control. Senior Technical Advisor, The Union, Khurram Hashmi shed light on the role of Bloomberg Initiative on Tobacco Control in Pakistan.



Focal person of Stopping Tobacco Organizations and Products (STOP), Sania Ali, talked about the challenges of New Novel Tobacco Products. Direct Smoke-Free Cities Dr. Minhaj us Siraj presided over the session and highlighted the Tobacco Industries' tactics to create a soft image of new novel Tobacco products among people including women. Executive Director SAMAR Mazhar Arif highlighted the importance of the Tobacco Industry and its front groups monitoring at the national and sub-national levels. Zeeshan Danish Project Coordinator SAMAR moderated the proceeding of the meeting. Ashfaq Ahmad, Communication Officer, SAMAR, presented an introductory brief of SAMAR. SAMAR will assist regarding the provision of material to CTC-Pak members for social media to aware and expose Tobacco Industry activities.





Second Session as designated by SAMAR for the orientation of coalition partners on novel tobacco products was presided over by Shahzad Alam. Following suggestions were made by the participants:

1. There is dire need to start a proactive campaign on social media to spread awareness regarding the taxes on tobacco, illicit trade, Tobacco Industry Interference, and hazards of traditional and novel tobacco products.
2. Teachers, parents, Ulema, and local community leaders also need to be informed about the hazards of novel tobacco products.
3. Community level mass awareness campaigns should be organized with joint efforts of TCC and CTC-Pak for bringing behavioral change in the society.
4. As the laws are in the revision process, amendments should be made to raise tobacco taxes and making the implementation authorized person accountable for not complying the laws.
5. Information on tobacco control should be displayed prominently in the community.
6. Media should be involved in the activities for broader spreading of messages. In this regard, press appearances should be more frequent.
7. The coordination among the CTC-Pak members should be further strengthened by having more frequent follow-up meetings to evaluate performance and reviewing the strategies. To bring new members on board with the rest of coalition members, refresher training workshops should be planned at regional level.
8. Since not all the members could be invited to one national meeting, periodical regional meetings should be planned in future that shall involve all members, new and experienced, at regional level for more efficient coordination and working in tobacco control drive.
9. To bring new members on board with the rest of coalition members, refresher training workshops should be planned at regional level.
10. World No Tobacco Day should be observed at regional levels.



List of members participants.

S.NO	Organization	Province
1	Al-Eimman Development Organization	Punjab
2	Pakistan Child Welfare Association	Punjab
3	FARZ Association of Rehabilitation and Development	Punjab
4	Future Development Foundation	Punjab
5	Maimar Development Organization	Punjab
6	Social Welfare and Community Development Society (SWCDS)	Punjab
7	Social Welfare Society	Punjab
8	Youth Development Organization	Punjab
9	Young Man Society	Punjab
10	Youth Front Pakistan	Punjab
11	Rural Development Organization	KPK
12	Awami Welfare Society (AWS)	KPK
13	Children Rights Defense (CRD)	KPK
14	Sachal Development Organization	Sindh
1	Management and Governance Network Society (MAGNETS)	Sindh
16	Saher Arts for Peace and Sustainable Development	Baluchistan
17	Organization for Development of Human Empowerment	Baluchistan
18	Community Awareness for Unity & Social Empowerment	Baluchistan



CTC-Pak partners committed that they will help in creating a demand to ban New Novel Tobacco Products and adopt NTCP on national and Provincial levels and will check promotion of novel tobacco products, spread awareness about new novel tobacco products in their respective areas, engage local media to reach out the general public and strengthen district/ local governments and health authorities for implementation of Tobacco Control Laws (TCL).



**حکومت تباہی کو مصنوعات پر عمل پنداری کا نعرہ لگائے**  
 ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگائے حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔



**سوانحی قارئین کو مطلع کیا جائے**  
 سوانحی قارئین کو مطلع کیا جائے کہ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔



**حکومت تباہی کو مصنوعات پر پنداری کا نعرہ لگائے**  
 حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔



**ایسٹرن ٹیباکو مصنوعات پر پنداری کا نعرہ لگائے**  
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**تباہی کو مصنوعات پر پنداری کا نعرہ لگائے**  
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**Speakers urge Govt Should Ban New Novel Tobacco Products**  
 The government has organized a seminar titled 'Role of Govt & Civil Society for Sustainable Tobacco Control Policy' in Islamabad. The seminar was organized by SAMAR and The Union 100. The speakers stressed the need that the government should take a step forward to ban new novel tobacco products. They also urged the government to take a step forward to ban new novel tobacco products. They also urged the government to take a step forward to ban new novel tobacco products.



**سول سوسائٹی کا تباہی کو مصنوعات پر پنداری کا نعرہ لگائے**  
 حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔ حکومت نے ایسٹرن ٹیباکو مصنوعات پر عمل پنداری کا نعرہ لگایا ہے۔