

No-TOBACCO



Coalition for Tobacco Control Pakistan (CTC-Pak)

Although there had been advocacy campaign against smoking in the 1990s, the immediate cause for the setting up of the Coalition for Tobacco Control Pakistan (CTC-Pak) was an excessive cigarette advertising on state TV. At this time around 25-30 per cent of PTV's advertising revenue came from tobacco companies.

CTC Pak initial campaign was aimed to achieve an anti-tobacco law in Pakistan CTC-Pak adopted a Tobacco Free Initiative in Pakistan (TFI-Pakistan) by the World Health Organisation, as part of its world-wide campaign leading up the adoption of a Framework Convention on Tobacco Control.

Currently, the aim of CTC-Pak is to strengthen the development and implementation of tobacco control laws based on the provisions of Framework Convention for Tobacco Control (FCTC) through advocacy campaigns while acting as a technical resource for the Ministry of Health.

Despite the introduction of tobacco control laws in Pakistan which ban smoking at public places and public service vehicles, restrictions on the advertising campaigns of the tobacco industry and bigger and clearer health warnings on cigarette packs, there is a strong need to keep the issue of tobacco control on the agenda of the policy-makers. The loopholes in the

existing laws provide an environment for the industry to exploit especially in areas where implementation of the law is not strong and the consumption of tobacco is high.

With support from Bloomberg Global Initiative for Tobacco Control, Tobacco Free Kids and The Union Against Tuberculosis and Lung Diseases, CTC-Pak through its members is in the process of monitoring the implementation of the tobacco control statutes in Pakistan and advocating for demand in reforms within the existing tobacco control legislations highlighting the need for the following so that a holistic legislative environment can be created for tobacco control:

- Development & enforcement of legislative measures for a comprehensive ban on tobacco promotion and advertisements
- Implementation of Pictorial health warnings
- Raise in tobacco taxes

The strength of CTC-Pak are its members who are already engaged in tobacco control work. The members of CTC-Pak bring a range of expertise to the coalition and together present a unified front which is dedicated to the control of tobacco consumption in Pakistan.

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Advertising, Promotion and Sponsorship

Pictorial tobacco warning labels are essential for communicating health risks to smokers, a report by the International Tobacco Control Policy Evaluation Project (the ITC Project) has found.

The report, *FCTC Article 11 Tobacco Warning Labels*, found that graphic pictorial warnings were more effective than text only warnings because they: are more noticeable; increase thoughts about the harms of smoking; have more impact on smokers; and lead to more smokers quitting or intending to quit smoking.

The report supports the strong FCTC Article 11 Guidelines (adopted at the Third Conference of the Parties in November 2008),

FCTC Article 11 states: Packaging and labelling of tobacco products

1. Each Party shall, within a period of three years after entry into force of this Convention for that Party, adopt and implement, in accordance with its national law, effective measures to ensure that:

(a) tobacco product packaging and labelling do not promote a tobacco product by any means that are false, misleading, deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions, including any term, descriptor, trademark, figurative or any other sign that directly or indirectly creates the false impression that a particular tobacco product is less harmful than other tobacco products. These may include terms such as “low tar”, “light”, “ultra-light”, or “mild”; and

(b) each unit packet and package of tobacco products and any outside packaging and labelling of such products also carry health warnings describing the harmful effects of tobacco use, and may include other appropriate messages. These warnings and messages:

- (i) shall be approved by the competent national authority,
- (ii) shall be rotating,
- (iii) shall be large, clear, visible and legible,
- (iv) should be 50% or more of the principal display areas but shall be no less than 30% of the principal display areas,
- (v) may be in the form of or include pictures or pictograms.

2. Each unit packet and package of tobacco products and any outside packaging and labelling of such products shall, in addition to the warnings specified in paragraph 1(b) of this Article, contain information on relevant constituents and emissions

which call for pictorial warnings on at least 50 per cent of cigarette packages.

The report also covers the size and location of warnings, and suggests that warning labels on 30 per cent of the front and 90 per cent of the back (30-90) may not be as impactful as warning labels on 50 per cent of the front and 50 per cent of the back.

The report was released in time for the WHO's annual World No Tobacco Day on May 31, which also focussed on tobacco warning labels. Weblink:

http://fctc.org/index.php?option=com_content&view=article&id=279:images-essential-in-tobacco-health-warnings&catid=183:news&Itemid=214

of tobacco products as defined by national authorities.

3. Each Party shall require that the warnings and other textual information specified in paragraphs 1(b) and paragraph 2 of this Article will appear on each unit packet and package of tobacco products and any outside packaging and labelling of such products in its principal language or languages.

4. For the purposes of this Article, the term “outside packaging and labelling” in relation to tobacco products applies to any packaging and labelling used in the retail sale of the product.



According to section 7 of:
“Prohibition of Smoking
And
Protection of Non-smokers
Health Ordinance 2002”

*Prohibition on advertisement of cigarettes, etc.-
Notwithstanding anything contained in any other law for the time being in force, no person or company shall advertise tobacco and tobacco product on any medial or in any place and any public service vehicle, if such advertisement is not in accordance with guidelines prescribed for this purpose by a committee which the Federal Government may, by notification in the official Gazette, constitute.*

Pakistan to have picture health

warnings

Pakistan will have pictorial health warnings on all its cigarette packs and outers as of first quarter of 2010.

The warnings will be on a yearly rotational basis (or as directed by the government) and imported cigarettes will not be cleared from port unless they bear warnings.

Warnings will cover 40 per cent (with 30 per cent being picture and 10 per cent warning text) of the front and back of packs.

Coalition for Tobacco Control in Pakistan's National Coordinator Khurram Hashmi said the percentage was a little bit of a disappointment because initially it was to cover 50 per cent.

"This is the result of heavy lobbying from the tobacco industry but never-the-less it is a milestone for Pakistan in terms of tobacco control," he said.

This makes Pakistan the fifth WHO Region of the Eastern Mediterranean country (after Jordan in 2005, Egypt in 2008, Iran in 2009 and Djibouti also in 2009) to enforce such warnings. Weblink:http://fctc.org/index.php?option=com_content&view=article&id=320:pakistan-to-have-picture-health-warnings&catid=239:packaging-and-labelling&Itemid=243



CTC-Pak World No Tobacco Day Activities 2009

Coalition For Tobacco Control (CTC-Pak) continues to support tobacco control in Pakistan through its members and the World No Tobacco Day 2009 was another example of this collaborative effort.

CTC-Pak organized and collaborated in various activities across the country to reach the stakeholders at all levels.

These activities at national level with Tobacco Control Initiative Cell (TCI-Cell) included the initiative for implementing smoke free railways at Rawalpindi Railway Station. CTC-Pak prepared and distributed awareness material and other required information.

Other activities included:

1. Seven seminars on awareness raising themes at 7 districts of Punjab and NWFP.
2. Two walks on the theme promoting smokefree public places at Jafarabad (Baluchistan) and Jacobabad (Sindh) were organized
3. One community festival at DG Khan (Punjab)





Management And Governance Network Society

INTRODUCTION

Management and Governance Network Society “MAGNETS” is a network of 25 CBOs, CCBs, and Wos, which works in the five Districts of upper Sindh of District Shikarpur, Jacobabad, Ghotki, Sukkur and Kandhkot for the development of deprived rural urban community MAGNETS was formed in 2003 and registered in year 2004-2005

MAGNETS is led by professionally trained volunteer group representing CBOs, Wos from above mentioned districts. MAGNETS is facilitating the capacity building process for its partners and providing information to the partners, and preparing them for evidence based advocacy.

MAGNETS: works with individuals, non-governmental organizations, intergovernmental organizations and government interested in implementing projects in education, health, poverty alleviation projects in education, health, poverty alleviation and human rights education as Gender and Environment as cross cutting themes.



OBJECTIVES

- To build organizational capacity of partner CBOs, CCB, and Wos through imparting training.
- To provide technical support the partner organizations.
- To explore opportunities for networking among the like minded organizations of the targeted area.
- To improve governance in government as well as private institutions.
- To establish health, educations, and vocational training centers for youth with special focus on women and special people.
- To arise awareness thought advocacy, research, publication, organizing seminars, dialogues, walks etc.
- To mobilize the natural resources of the area in the best interest of the local people and keep the environment pollution free.

FUTURE PLANS

- To establish more CBOc, and Wos in the targeted five districts of Upper Sindh and to build capacity of these organizations.
- To launch advocacy campaign on burning issues related to education, health, human rights, governance and gender.
- To play a key role in gender related issues in these areas with special focus on honor killing and to raise awareness about the killing and to raise awareness about the issue among the targeted communities through research magazines, pamphlets, advocacy etc.
- To establish schools and functional literacy centers specially for marginalized women of the area.
- To establish health centers in the area diseases.
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