



CTC-Pak Activities:

CTC-Pak organized two sub-national one day training workshops on the topic of “Monitoring of Implementation of Tobacco Control Laws and Scanning of Local Media” at Multan and Sukkur on 17th and 19th November 2009 respectively. This activity was participated by all coalition members from all four provinces of Pakistan; Punjab & NWFP members attended the Multan session hosted by CTC-Pak member Ufaq Development Organisation (Multan) and Baluchistan & Sindh members attended the Sukkur session hosted by CTC-Pak member MAGNETs (Sukkur). Government District Health Officers from both cities also attended these trainings.

The purpose of this activity was to sensitize the coalition members on tobacco control laws, the process of monitoring of its implementation status and scanning of local news media for the purpose of archiving national news items related to tobacco control.

Mr. Khurram Hashmi, National Coordinator CTC-Pak, explained the issue of tobacco control, the role of Ministry of Health, World Health Organisation's international treaty Framework Convention on Tobacco Control, tobacco control laws in Pakistan and their weak enforcement. The participants were of general understanding that majority of the people in their working areas are not aware of the laws for

prevention of Smoking; at many places these laws are even not implemented in spite of acknowledgement i.e. in the government offices most of the officials do smoke freely. It is necessary to get aware the innocent public and these laws may be got implemented.

The CTC-Pak's monitoring process of the implemented legislation and a monitoring tool was shared with the participants. The training session sensitized the participants on the purpose of the need to monitor the implemented laws, assess the level of awareness among the people, sharing of information material for better understanding and the influence of tobacco industry in the respective area.

This was followed by a group activity and presentations made by the participants.

The second sessions of the training workshops were conducted by Mr. Jaffar Mehdi, Resource Coordinator CTC-Pak, who explained “Tobacco Control and the Role of Media”. He emphasized the participants to understand the power of media and how to effectively use this tool in their tobacco control campaigns. The participants were trained on how to scan local new media and extract the required information in a group activity.

Certificates were awarded to the participants at the end of both activities.

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FINANCIAL SUPPORT:



Intro of Tobacco Control laws in Pakistan and its salient features

The "Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002" was promulgated on 15 October 2002. Its main points were that places of public work and public service vehicles were to be smoke-free; that guidelines should be introduced to restrict tobacco advertisements, both on TV, radio, the press and billboards; that violators should be ejected from places of public work or use; that cigarettes should not be sold to under-18s and no tobacco products should be sold within 50 metres of an educational institution; and that there were penalties rising from Rs.1000 (around \$12) to Rs.100,000 (around \$1200).

The signing of the tobacco control Ordinance coincided with parliamentary elections in October 2002, which ushered in a somewhat more democratic system. All Ordinances were subsequently approved by the elected National Assembly, and statutory notifications for implementing the anti-tobacco Ordinance were issued in July 2003. This, for example, banned tobacco advertising on television and radio except between midnight and 6 am in reality a total ban. In 2004 the Minister of Health arranged for the ratification of the FCTC, prior to becoming President of the World Health Assembly in that year. This meant that Pakistan was one of the first 40 ratifications, which triggered the coming into effect of this international treaty at the end of February, 2005.

Under the existing Ordinance, Section- 3, the following public places have been declared 100% smoke free:

1. All Government and private offices/ places of work
2. Educational institutions: All schools in the country, Colleges, Intermediate degree, Medical Colleges, Engineering Colleges, Agriculture and all other institutions and all the Universities, private or Government have been declared 100% smoke free. No tobacco products can be sold within 50 meters area of the school premises.
3. Health Care Establishments: All hospitals Government or private, Dispensaries, Basic Health Units, Laboratories, Clinics and any other establishment have been declared 100 % smoke free. Doctors, Paramedical staff and all other staff who is providing his /her services to the health care establishment cannot smoke in the premises of all above mentioned places of work.
4. Hotels, Restaurants, Bars and Cafes: All hotels First Star to Seven Star, all restaurants, Bars and Cafes and any other establishment which is providing its

- services catering and eatery businesses have been declared 100% smoke free.
5. Sports Establishments: All sports establishments Government and Private indoor, outdoor, all fitness clubs, Gymnasiums and all Stadiums for ladies and gents of the country have been declared 100% smoke free. All sports men/women, instructors, organizers and all other persons who are directly or indirectly involved in these establishments cannot smoke in the premises.
6. Public Transports: All types of transport, buses, wagons, cabs and any other public vehicles which are used for public have declared 100% smoke free. Nobody can smoke as a passenger including drivers and conductors in public transport.
7. All Airports and Domestic Flights: All Airports of the country including waiting areas and all lounges have been declared as 100% smoke free. All flights are smoke free. No Person can smoke in the Aero planes as a passenger including all crew members.
8. Railway Stations and Trains: All Railway Stations, waiting halls/rooms and all trains are declared 100% smoke free.

PENALTIES

Any person who violates the above law is liable to be fined. Fine and punishments are as under:

1. One thousand rupees.
2. Second offence One thousand rupees and may extend to One hundred thousand rupees. Imprisonment which may extend to three months or with the fine of not less than One hundred thousand rupees or both.

FCTC Article 8

Protection from exposure to tobacco smoke

1. Parties recognize that scientific evidence has unequivocally established that exposure to tobacco smoke causes death, disease and disability.
2. Each Party shall adopt and implement in areas of existing national jurisdiction as determined by national law and actively promote at other jurisdictional levels the adoption and implementation of effective legislative, executive, administrative and/or other measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.

Tobacco industry targets social networking websites

Tobacco companies are targeting consumers through social networking websites to market their products.

Products like Marlboro, Benson and Hedges and Lucky Strike are appearing on social networks like Facebook where users can become a fan of the brand.

As advertising channels become more restricted throughout the world for the tobacco industry, tobacco companies are looking for more loopholes and savvy ways to market their products with social networking being the new target.

Nick Schneider from the Unit Cancer Prevention and WHO Collaborating Center for Tobacco Control says this form of advertising violates the EU tobacco advertising directive and Article 13 of the WHO Framework Convention on Tobacco Control. "According to the Facebook advertising guidelines, Tobacco advertising is not permitted," he said.

Schneider is encouraging everyone who uses Facebook to report tobacco companies' promotion of their brands to Facebook. He also suggests Facebook users spread the word through their friends list.

Weblink: http://fctc.org/index.php?option=com_content&view=article&id=316:tobacco-industry-targets-social-networking-websites&catid=235:advertising-promotion-and-sponsorship&Itemid=239



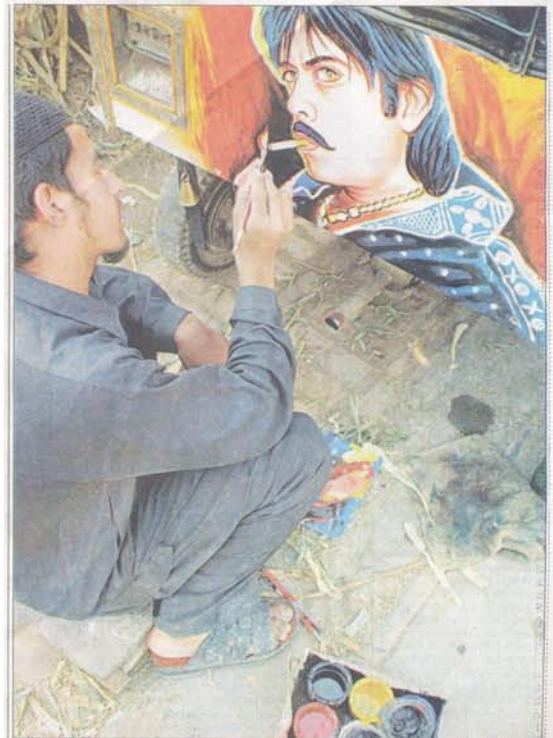
Tobacco law goes up in smoke

■ Habitual offenders of anti-smoking law can face fine up to Rs 100,000

By Irfan Ghauri

ISLAMABAD: Habitual offenders can be fined up to Rs 100,000 under the anti-smoking law, which, however, is still confined to the official gazette. An Interior Ministry official told Daily Times the law was promulgated through an ordinance in 2002 and was later enacted as an act through parliamentary approval. To a question, he said that under the law, police were authorised to expel anyone found smoking in a public place. According to record available with the ministry, only 43 complaints have been registered under the law since 2006, but no one has been taken to court. The law is aimed at improving public health and includes measures to stop people from smoking in public. The law restricts the sale of cigarettes to people under the age of 18. Similarly, no vendor can sell cigarettes within a radius of 50 metres from any educational institution.

The News International, Monday, December 7, 2009



PESHAWAR: The 15-year-old Jamal is a 10th grade student and also a budding artist. Hailing from a poor family of Shabeen Muslim Town slum area, the young painter has a passion for artwork and paints pictures on auto-rickshaws in Lahori Gate that also supplements meagre earning of his family. — Sardar Mahmood ul Hassan



UFAQ DEVELOPMENT ORGANIZATION

Ufaq Development Organization is a non profit community based concern working for the uplifting and development of society in Multan District since February 2002. UDO worked extensively for the promotion of clean environment in Multan. It worked closely with the community ensuring public concerns over the issues of environmental pollution in Multan at different platform. UDO has devoted much of its resources and struggles for healthy society focusing on health issues concerning women and children as being the most vulnerable to diseases. UDO has also taken the initiative for the economic uplift and protection of women rights as well as working extensively for the free provision of legal aid to the concerned and needy people for the cases of Fatal Accidents, Civil Rights, Medical Negligence, Compensation for Environmental accidents and Women seeking assistance for the attainment of their legal rights.

The organization is passionate to provide advocacy on different social and environmental problems. The organization feels public awareness and participation necessary to solve their problems and to sustain development projects.

UDO realizes socio-economic development is incomplete without scientific & social research on different issues concerning society. Research on socio-economic aspects of air pollution is the key concern of UDO.



MEMBER'S PROFILE

OBJECTIVE

- ★ To initiate working for sustainable development of women, their rights and economic uplifting
- ★ To increase literacy rate among society
- ★ To improve the health and sanitational conditions particularly for women and children
- ★ To create awareness among the people about environmental pollution and its solution
- ★ To increase social harmony among society
- ★ Advocacy on human rights and implementation of law in society

AREA OF STRENGTH

- | | |
|---------------------------------------|--|
| ★ Women development & women rights | ★ Health (Women and Children) |
| ★ Education | ★ Human rights |
| ★ Environment | ★ Legal assistance & capacity building |
| ★ Public awareness and social harmony | ★ Advocacy |