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No-TOBACCO

TOBACCO CONTROL NEWSLETTER



Introduction

The World No Tobacco Day was created by World Health Assembly in 1987 to draw global attention to the tobacco epidemic and its lethal effects. This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies and what people around the world can do to claim their right to health and healthy living and to protect future generations.

In Pakistan, the Coalition for Tobacco Control Pakistan (CTC-Pak) observe this event as an opportunity to highlight specific tobacco control messages and to promote adherence to the WHO Framework Convention on Tobacco Control through its coalition members from all four provinces of Pakistan.

CTC-Pak is a coalition of more than 120 members' organizations from all four provinces of Pakistan working for effective tobacco control in Pakistan. CTC-Pak has been actively representing the civil society on national and international horizons while acting as a technical resource for the Federal Ministry of Health, Pakistan.

This is the second consecutive year where the World No Tobacco Day is being celebrated on national level by the Coalition for Tobacco Control – Pakistan (CTC-Pak) members to reduce tobacco use.

This report briefly present these activities, which include seminars, meetings, walks, rallies, school awareness programs, debate competitions, dialogues with Lady Health Workers, Labour Union etc. CTC-Pak would like to thank its members and friends for their continuous support in bringing such important public health issue in lime light and hope the struggle for a smoke-free Pakistan will meet success sooner than later.

Coalition for Tobacco Control Pakistan is a project of Society for Alternative Media and Research (SAMAR) working for effective tobacco control in Pakistan through a Bloomberg Global Initiative for Tobacco Reduction (BGI) grant under the supervision of Campaign for Tobacco Free Kids (CTFK), USA.

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CTC - PAK

In Pakistan

On 31st May each year World No Tobacco Day is celebrated globally highlighting the health risks associated with tobacco use and advocating for effective policies to reduce consumption. Tobacco use is the second cause of death globally and is currently responsible for killing one in 10 adults worldwide.

The theme for World No Tobacco Day 2010 is gender and tobacco, with an emphasis on marketing to women. This day was used to draw particular attention to the harmful effects of tobacco marketing and smoke on women and girls. Consumption of tobacco in various forms is on the rise in Pakistan especially in female youth (students). The World No Tobacco Day 2010 activities were designed to draw particular attention to the harmful effects of tobacco marketing towards women and girls. It also highlighted the need for the WHO Framework Convention on Tobacco Control to ban all tobacco advertising, promotion and sponsorship in accordance.

Tobacco use could kill one billion people during this century. Recognizing the importance of reducing tobacco use among women, and acting upon that recognition, CTC-Pak through its members organized 52 WNTD activities in 39 cities in all four provinces of Pakistan to raise awareness of the issues of tobacco control, the tobacco control laws and demand for their effective implementation, the tactics of industry to focusing females' youth as their new market. The period of these activities were from May 24th till June 7th, 2010.

These activities include seminars, meetings, walks, rallies, school awareness programs, debate competitions, and dialogues with Lady Health Workers, Labour Union etc. The participants of these activities comprised upon officials from local governments, medical health professionals, head of education institutes, teachers, students, civil society representatives and social mobilizers from various aspects of life. The participants were sensitized on the issues of tobacco control and made aware of the health hazards

World No Tobacco Day 2010

On World No Tobacco Day 2010, Pakistan announced to implement Pictorial Health Warnings (PHWs) effective May 31st, 2010 on cigarette packs making it the 21st country in the world and 5th country in Eastern Mediterranean Region after Jordan (2005), Egypt (2008), Iran (2009) and Djibouti (2009) to implement PHWs.

The new cigarette packaging carrying the pictorial health warning is in production and expected to start arriving in the markets by end of September, 2010. Now, the commitment from the Government of Pakistan is the effective enforcement of tobacco control laws in country.

The members of CTC-Pak realizes the need for raising awareness on the issues related to tobacco control, the laws, health hazards related to tobacco consumption and the tobacco industry's intervention by involving youth and females, as their potential new market. To address the need, and to show their dedication and commitment in favor of public health and environment, the members organized various activities in their areas including seminars, meetings, press conferences, dialogues, school debate competitions, walks, rallies and petition signing etc. which were participated by stakeholders from various walks of life.

CTC-Pak and its members observed the WNTD in 41 cities of Pakistan and a total of 51 activities were organized by the members in their respective areas. The demands made were:

1. Provision of smoke-free environment at public places, offices and public transports
2. Complete ban on advertisements of tobacco products that primarily focus youth as the new potential market
3. Protection of youth and females from exposure of tobacco products and second hand smoke
4. Enforcement of tobacco control laws
5. Raise in taxes to control the growing consumption of tobacco products

WNTD 2010 Activities

CTC-Pak and coalition members observed the World No Tobacco Day 2010 in 41 cities of Pakistan;

CTC-Pak being in two cities, Islamabad and Sargodha, and coalition members in 39 cities. CTC-Pak provided all the information education material including factsheets, banners, prize shields etc as well as technical support to the members in their activities.

CTC-Pak, itself, represented the civil society of Pakistan by participating in activities organized by Federal Ministry of Health, Pakistan and five CTC-Pak members in their respective areas.

On 31st May, 2010, CTC-Pak participated in a media event organized by the Tobacco Control Cell, Federal Ministry of Health (TCC) in federal capital,

Islamabad, where announcement for implementation of new pictorial health warnings (PHW) effective June 1st were announced and new cigarette packs carrying PHW were unveiled.

Later in the afternoon, CTC-Pak, again representing civil society in a press conference.

The day concluded with an awareness raising seminar for health professionals and medical students organized by Shifa International Hospital, Islamabad, in which TCC and CTC-Pak were invited.

On June 3rd, CTC-Pak visited the SOS Village International for abandon children, Sargodha chapter, where an orientation / awareness sessions were organized for the staff and children (ranging the age from 14 to 22 years).

Coalition members who participated in World No-Tobacco Day 2010 activities

1. Baluchistan Province

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|----|---|------------|
| 1. | Baluchistan Development Society | Jafferabad |
| 2. | Mashal Community Development Welfare Society | Sibi |
| 3. | Organization for Development of Human Empowerment | Loralai |

2. Khyber Pakhtoon Kha Province

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|----|---|----------|
| 4. | Rural initiatives in sustainability & Empowerment | Peshawar |
| 5. | Sustainable Development Vision | Haripur |

3. Punjab Province

- | | | |
|-----|--|-------------------|
| 6. | Action Through Teaching and Awareness | Bahawalnagar |
| 7. | Aims Organization | Jatoi Muzafargarh |
| 8. | Al-Eimman Development Organization | Dera Ghazi Khan |
| 9. | Association for Peace & Prosperity | Toba Tek Singh |
| 10. | Idara Anjuman Itfal | Khan Garh |
| 11. | Insan Dost Association | Sahiwal |
| 12. | Khushhali Development Organization | Muzafargarh |
| 13. | Pakistan Citizen Community Board | Pakpattan |
| 14. | Sanjh Foundation | Muzafargarh |
| 15. | Social Development Council | Pakpattan |
| 16. | Social Welfare and Community Development Society | Booraywala |
| 17. | Social Welfare Society | Rahim Yar Khan |
| 18. | Society for Education and Development | Nankana |
| 19. | Sudhar Development Organization | Wehari |
| 20. | Ufaq Development Organization | Multan |
| 21. | Women Rights Association | Multan |
| 22. | Women Social Organization Pakistan | Muzafargarh |
| 23. | Youth Development Organization | Rajanpur |

4. Sindh Province

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|-----|--|---------------|
| 24. | Allakh Welfare Association | Gotki |
| 25. | Akash Rural Social Development Organization | Kamber |
| 26. | Azad Social Welfare Association | Shikarpur |
| 27. | Community Development Foundation | Nawabshah |
| 28. | Community Development Foundation | Jacobabad |
| 29. | Development Institutions Network | Shikarpur |
| 30. | Kainaat Development Association | Kandhkot |
| 31. | Lab-e-Mehran Development Organization | Sukkur |
| 32. | Management and Governance Network Society | Sukkur |
| 33. | Marvi Women Welfare Association | Shikarpur |
| 34. | Roshan Zindagi Development Association | Thatta |
| 35. | Sindh Health & Education Development Society | Hyderabad |
| 36. | Sindh Youth Welfare Organization | Sukkur |
| 37. | Village Development Association | Daddu |
| 38. | Women Welfare Organization | Dera Allahyar |
| 39. | Youth Development Forum | Hala Mititari |

World
No Tobacco Day
2010
at a glance in media

