



## ***Preface***

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.

## ***Introduction***

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 24<sup>th</sup> till June 7<sup>th</sup>, 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 21<sup>st</sup> country in the world and 5th country in Eastern Mediterranean Region after Jordan (2005), Egypt (2008), Iran (2009) and Djibouti (2009) to implement PHWs.

Pictorial Health Warning enforced as on May 31<sup>st</sup>, 2010



تمباکو نوشی کا انجام - منہ کا کینسر  
وزارت صحت

Translation of the text: Result of tobacco consumption – Mouth Cancer (Ministry of Health)



Smoking causes mouth cancer -  
Ministry of Health



Sample of cigarette pack carrying the warning: 30% Picture, 10% Text

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 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 31<sup>st</sup> 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 1<sup>st</sup> were announced and new cigarette packs carrying PHW were unveiled.

Later in the afternoon, CTC-Pak, again representing civil society in a press conference, also in Islamabad applauded the initiatives taken by the Government of Pakistan.

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.

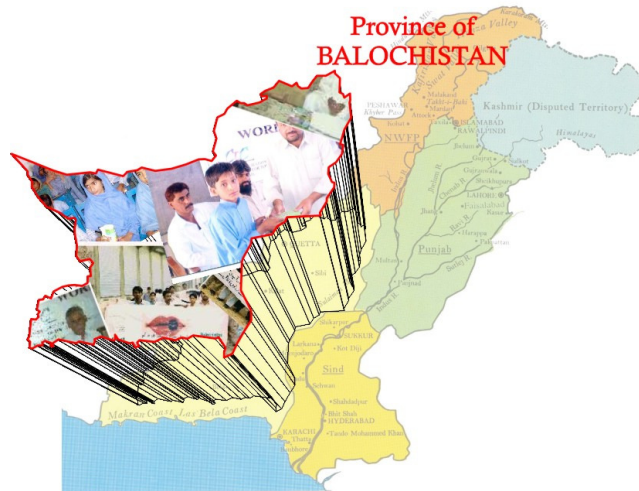
On June 3<sup>rd</sup>, CTC-Pak visited the SOS Village International for abandon children, Sargodha chapter, where an orientation / awareness sessions were organized for the staff and children (ranging the age from 14 to 22 years). The audiences were sensitized on ill-effects of tobacco consumption, especially from early age, their right to breathe clean air and their responsibility to protect the smoke-free environment.

Below is the list of CTC member organizations who participated in organizing the World No Tobacco Day (WNTD) activities at national level.

Sr. No.	Organization	City	Number of Activities
<b>1. Baluchistan Province</b>			
1.	Baluchistan Development Society	Jafferabad	2
2.	Mashal Community Development Welfare Society	Sibi	1
3.	Organization for Development of Human Empowerment	Loralai	1
<b>2. Khyber Pakhtoon Kha Province</b>			
4.	Rural initiatives in sustainability & Empowerment	Peshawar	1
5.	Sustainable Development Vision	Haripur	3
<b>3. Punjab Province</b>			
6.	Action Through Teaching and Awareness	Bahawalnagar	1
7.	Aims Organization	Jatoi Muzafargarh	3
8.	Al-Eimman Development Organization	Dera Ghazi Khan	2
9.	Association for Peace & Prosperity	Toba Tek Singh	2
10.	Idara Anjuman Itfal	Khan Garh	1
11.	Insan Dost Association	Sahiwal	1
12.	Khushhali Development Organization	Muzafargarh	1
13.	Pakistan Citizen Community Board	Pakpattan	1
14.	Sanjh Foundation	Muzafargarh	1
15.	Social Development Council	Pakpattan	1
16.	Social Welfare and Community Development Society	Booraywala	1
17.	Social Welfare Society	Rahim Yar Khan	1
18.	Society for Education and Development	Nankana	3
19.	Sudhar Development Organization	Wehari	2
20.	Ufaq Development Organization	Multan	1
21.	Women Rights Association	Multan	1

22.	Women Social Organization Pakistan	Muzafargarh	1
23.	Youth Development Organization	Rajanpur	1
<b>4. Sindh Province</b>			
24.	Allakh Welfare Association	Gotki	1
25.	Akash Rural Social Development Organization	Kamber	2
26.	Azad Social Welfare Association	Shikarpur	2
27.	Community Development Foundation	Nawabshah	1
28.	Community Development Foundation	Jacobabad	1
29.	Development Institutions Network	Shikarpur	1
30.	Kainaat Development Association	Kandhkot	1
31.	Lab-e-Mehran Development Organization	Sukkur	1
32.	Management and Governance Network Society	Sukkur	1
33.	Marvi Women Welfare Association	Shikarpur	1
34.	Roshan Zindagi Development Association	Thatta	1
35.	Sindh Health & Education Development Society	Hyderabad	2
36.	Sindh Youth Welfare Organization	Sukkur	1
37.	Village Development Association	Daddu	1
38.	Women Welfare Organization	Dera Allahyar	1
39.	Youth Development Forum	Hala Mitiari	1
	<b>Total Number of Activities</b>		<b>52</b>





## **1. Baluchistan Province**

### **1. Baluchistan Development Organization (Jafferabad)**

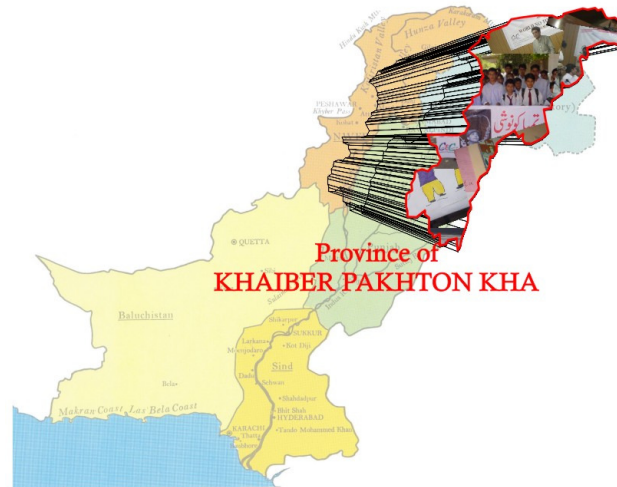
Baluchistan Development Organization (BDS) organized two activities on May 31<sup>st</sup>, 2010 for observing the World No Tobacco Day, an awareness raising seminar and a rally. The first activity participated by various stakeholders including government health officials, medical doctors, teachers and media persons. Followed by the seminar, a rally was organized where participants marched from the BDS office to the press club. The participants were holding display cards on information regarding tobacco control and health hazards related to tobacco.

### **2. Mashal Community Development Welfare Society (Sibi)**

Mashal Community Development Welfare Society (Mashal) organized a meeting on May 31<sup>st</sup> with female health workers and female lawyers on the issues related women and children being directly affected by tobacco consumption.

### **3. Organization for Development of Human Empowerment (Loralai)**

Organization for Development of Human Empowerment organized a seminar on May 31<sup>st</sup> with various stakeholders including local market managers, health professional and media etc on the issues related exposure of youth and women to smokeless tobacco and second hand smoke.



## 2. Khyber Pakhtoon Kha Province

### 4. Rural Initiatives in Sustainability & Empowerment (Peshawar)

Rural Initiatives in Sustainability & Empowerment (RISE) organized a seminar with medical professionals on May 31<sup>st</sup> where health hazards related to tobacco consumptions were shared. The participants were sensitized on issue of second hand smoke exposure to youth and females.

### 5. Sustainable Development Vision (Haripur)

Sustainable Development Vision (SDV) celebrated World No Tobacco Day on May 31, 2010 by carrying out three activities consisting upon:

1. A seminar where heads of various educational institutions, representatives of the district government, chamber of commerce, members of civil society and kids of various schools participated. The participants were sensitized upon the efforts towards the control of tobacco use presenting various statistics with alarming dimensions of tobacco use in the world and in Pakistan, particularly women targeted by the tobacco industry.
2. A debate competition on 'youth and tobacco use' among students followed by a prize distribution ceremony and a walk against tobacco through the main boulevard of the city. The walk ended at the office of the District Administrator and a walk.
3. Banners depicting and communicating messages for people in words and pictures were displayed on World No Tobacco Day at the prominent points such in the Haripur City. The display points included the market Place, educational institutions, hospitals and main avenues of the city. Moreover brochures, pamphlets, No Smoking charts and other informational material were distributed in the government offices, hospitals, schools and colleges. No Smoking Bills were pasted inside various government and private offices, police stations, transports and parks. The police officials especially expressed thanks for the provision of informational material on the laws against smoking at public places.



### **3. Punjab Province**

#### **6. Action Through Teaching and Awareness (Bahawalnagar)**

Action Through Teaching and Awareness (ATTA) organized a seminar on May 31<sup>st</sup> with various stakeholders including local health officials, social mobilizers and media on the issues related tobacco control especially the rise of use of Sheesha (water pipe) and smokeless tobacco among youth including young female students.

#### **7. Aims Organization (Jatoi, Muzafargarh)**

The Aims organization organized three activities:

1. An awareness raising seminar on tobacco control and the law implemented in Pakistan on May 28<sup>th</sup> with various stakeholders including local police.
2. A school session on May 29<sup>th</sup> where students were made aware of health hazards of tobacco consumption and the unethical tactics of tobacco industry to involve youth especially female as their potential market.
3. A walk participated by people from various life careers especially local law enforcement. The theme was to make assure the implementation of tobacco control laws in the country.

#### **8. Al Eimman Development Organization (Dera Ghazi Khan)**

Al Eimman organization organized three activities:

1. A meeting with Lady Health Workers (LHWs) was held on May 29<sup>th</sup> where LHWs were sensitized on the tobacco control issues related to rise of tobacco consumption in female and its effects on their health. Other topics also covered the ill effects of tobacco consumption among pregnant women.

2. Two school sessions were organized on May 31<sup>st</sup> where students were made aware of health hazards of smokeless tobacco consumption especially gutka which is alarmingly popular among the youth, among both male and female, of that area.

### **9. Association for Peace and Prosperity** *(Toba Tek Singh)*

Association for Peace and Prosperity organized a seminar and a rally on May 31<sup>st</sup> where participants were made aware of tobacco control, the laws implemented in the country, health hazards of second hand smoke and increase in the use of Sheesha (water pipe) among students especially females.

### **10. Idara Anjuman Itfal** *(Khan Gar)*

Idara Anjuman Itfal organized a meeting with health officials in their area on May 31<sup>st</sup> where issues such as tobacco control and its effects on health especially on females, being passive and active smokers, were discussed. A World Health Organization (WHO) representative in that area also participated and shared the views of WHO in the meeting.

### **11. Insan Dost Association** *(Sahiwal)*

Insan Dost Association organized an awareness raising seminar on June 5<sup>th</sup> with local labour union (of brick builders) where they were sensitized on the issues of tobacco consumption and its cost effects on health.

### **12. Khushhali Development Organization** *(Muzarfargarh)*

Khushhali Development Organization held an awareness raising meeting with female health officials on May 31<sup>st</sup> issue of women exposure to second hand smoke and its effects on health specially during pregnancy.

### **13. Pakistan Citizen Community Board** *(Pakpattan)*

Pakistan Citizen Community Board organized a press conference at Press Club, Pakpattan on May 31<sup>st</sup> demanding the Government to implement the tobacco control laws in Pakistan and provide the people of Pakistan a smoke-free environment. They also condemn the tactics undertaken by tobacco industry for promoting their products to young children and women.

#### **14. Sanjh Foundation** *(Muzafargarh)*

On May 31<sup>st</sup>, Sanjh Foundation organized a dialogue session with Lady Health Workers from Mazafargarh district discussing the growing tendency of tobacco consumption and effects of second hand smoke intake.

#### **15. Social Development Council** *(Pakpattan)*

Social Development Council organized a seminar on “Smoke-Free Environment for Youth” on May 31<sup>st</sup> that was participated by health officials, social mobilizers, media persons and heads from educational institutes. This was followed by a media briefing where demands for implementation of Smoke-free environment in public places especially schools and raise in taxes were made.

#### **16. Social Welfare and Community Development Society** *(Booraywala)*

Social Welfare and Community Development Society organized a seminar on May 31<sup>st</sup> on “Tobacco and Gender” participated by members of community, doctors, teachers, lawyers and lady health workers. The participants were sensitized on health hazards of tobacco consumption and tobacco industry’s tactics to lure in women to smoke.

#### **17. Social Welfare Society** *(Rahim Yar Khan)*

Social Welfare Society organized a seminar on May 31<sup>st</sup> on “Tobacco Free Youth” participated by heads of educational institutes, medical doctors, sportsmen and students. The participants were sensitized on health hazards of tobacco consumption and importance of smoke-free environment. The students, male and female, were made aware the important role of youth and tobacco industry’s unethical promotion for them especially in form of Sheesha.

#### **18. Society for Education and Development** *(Nankana Sahib)*

Society for Education and Development organized a student’s session in a local school on May 25<sup>th</sup> where students were made aware on tobacco consumption and its health hazards. Five students promised to convince their fathers to quit. On May 31<sup>st</sup>, two more activities were

organized; a petition signed by students and teachers for promoting smoke-free environments in education institutes followed by picketing on road for raising public awareness.

### **19. Sudhar Development Organization** *(Wehari)*

Sudhar Development Organization organized a rally to celebrate the World No Tobacco Day 2010 and a street theatre on May 31<sup>st</sup> on the themes of “Smoking and our future generation”. These activities were participated by students of various schools, teachers, community mobilizers and doctors.

### **20. Ufaq Development Organization** *(Multan)*

Ufaq Development Organization organized a school session with students and teachers on May 28<sup>th</sup> where an interactive discussion between teacher and students provided a platform for youth to address their various queries on myths related to smoking and smokeless tobacco.

### **21. Women Rights Association** *(Multan)*

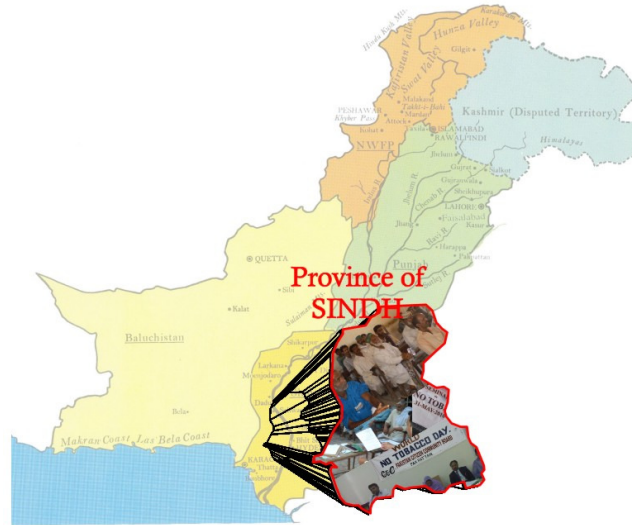
Women Rights Association arranged a seminar with lady health workers and female lawyers on May 31<sup>st</sup> where issues related to rise of smoking (including Sheesha) in women and harmful effects of second hand smoke in home were discussed.

### **22. Women Social Organization** *(Muzafargarh)*

Women Social Organization arranged for an interactive dialogue between lady health workers and females of community on May 27<sup>th</sup> where issues related to rise of tobacco, sheesha smoking on rise in children, smoke-less tobacco and harmful effects of second hand smoke in home were discussed.

### **23. Youth Development Organization** *(Rajanpur)*

Youth Development Organization organized a session on May 30<sup>th</sup> between lady doctors and lady health workers where issues of tobacco and its health impacts were discussed. The doctors sensitized the lady health workers on how to approach the females on their work areas with information of tobacco issues.



#### **4. Sindh Province**

##### **24. Allakh Welfare Association** *(Gotki)*

Allakh Welfare Association organized a student World No Tobacco Day 2010 speech competition on May 31<sup>st</sup> on the topic of “Bad Effects of Smoking”. The students were awarded and appreciated by the heads of institutes and health officials.

##### **25. Akash Rural Social Development Organization** *(Kamber)*

Akash Rural Social Development Organization organized a seminar with health officials, medical doctors, teachers, social mobilizers and media on May 31<sup>st</sup>. The topic of the seminar was “Role of Civil Society in Tobacco Control”. The participants were made aware on importance of tobacco control and the implementation of tobacco control laws. This was followed by a walk which started from Akash office and concluded at press club. The participants demanded the implementation of tobacco control laws, provision of 100% smoke-free environments and raise in tobacco taxes.

##### **26. Azad Social Welfare Association** *(Shikarpur)*

Azad Social Welfare Association organized a seminar with health officials, medical doctors and lady health workers on May 30<sup>th</sup>. The topic of the seminar was “Smoking and Women”. The participants discussed various issues including smoke-less tobacco, sheesha, smoking among girls and second hand smoke.

## **27. Community Development Organization** *(Nawabshah)*

Community Development Organization organized a seminar with special and disabled persons on May 31<sup>st</sup> on the issue of tobacco consumption and its health hazards. The health officials of Nawabshah district also participated in the seminar and in the walk that followed after.

## **28. Community Development Organization** *(Jacobabad)*

Community Development Organization organized a seminar on May 31<sup>st</sup> on the topic of “Tobacco: Youth & Gender” which was participated by health officials, doctors, lawyers, teachers and college students. The issues discussed were measures for tobacco control, smoke-free environment, hazards of sheesha smoking and smokeless tobacco; and unethical promotion of tobacco industry products.

## **29. Development Institution Network** *(Shikarpur)*

Development Institution Network organized a seminar on May 31<sup>st</sup> on the topic of “Demand for Implementation of Tobacco Control laws” which was participated by health officials, police officer, lawyers, teachers and media. The issues discussed were related to challenges for effective implementation of tobacco control law, provision of smoke-free environment at public places, increase use of smokeless tobacco among youth and reporting mechanisms for violations.

## **30. Kainaat Development Association** *(Kandhkot)*

Kainaat Development Association organized a seminar on May 31<sup>st</sup> on the topic of “World No Tobacco Day: Youth and Women” which was participated by government officials, lady health workers, female teachers, students and media. The issues discussed were effects of tobacco consumptions, especially sheesha and gutka, and access of tobacco products to minors.





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