

## **Divisional Level Advocacy Meeting**

**Under the Project**

### **“Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State”**

**Jaipur, November 26, 2008**

#### **Introduction**

*CUTS Centre for Consumer Action, Research & Training (CUTS CART) organised a Divisional Level Advocacy Meeting under the project entitled, “Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State” in partnership with World Health Organisation (WHO), Ministry of Health & Family Welfare, Government of India and in active collaboration with the Department of Health and Family Welfare, Government of Rajasthan on November 26, 2008 at Hotel Maurya Palace, Jaipur.*

#### **Objective**

The objective of the meeting was to disseminate the findings of Baseline Survey conducted by CUTS CART under the project in all seven administrative divisions of Rajasthan State. It aimed to assess the level of awareness with regards to tobacco control law, pattern of consumption among various strata of society and the perception towards the whole issue of tobacco consumption.

#### **Participation**

Around 60 participants including officials from state tobacco control cell, Department of Medical & Health, Government of Rajasthan, civil society organisations (CSOs), non-governmental organisations (NGOs), hospitals, Tobacco Cessation Center, principals and teachers of selected schools, media and other individuals working on the issues attended the meeting.



#### **Proceedings**

The Divisional Level Advocacy Meeting started with the screening of a documentary “Choose Life, Not Tobacco”. The session formally began with a welcome speech by Dharmendra Chaturvedi of CUTS.

George Cheriyan, Director, CUTS CART, in his introductory remarks, informed participant about the purpose of the meeting, which was in a series of Divisional

Level events, and which was started with an awareness rally in Alwar, Rajasthan. He pointed out that under the project a Baseline Survey has been carried out to assess the level of awareness, general perception towards the whole issue of tobacco consumption among the various strata of the society. Findings of survey will be shared in this meeting and same events will be conducted in all seven divisions of Rajasthan, which will be concluded with the State Level Advocacy Meeting in Jaipur, he added.



Referring to the Quick Response Survey conducted at 12 locations in Jaipur city by CUTS CART on October 3, 2008, a day after the implementation of the 'ban on smoking in public places', which came to effect on October 2, 2008, George said that 35 percent of the people surveyed are not aware of the penalty clause, which is a matter of serious concern. In the second

survey, 45 selected schools in Jaipur city were assessed in terms of awareness level on the status of Section 6 of National Tobacco Control Act 2003, which bans sale to minor and within the radius of 100 yards of educational institutions. One of the key findings of this survey points to the fact that there is a clear violation of Section 6, showing the poor status of the enforcement mechanism.

George informed participants about the Group of Ministers' decision to defer the pictorial warning on all tobacco products, which was to come into effect from December 1, 2008 and condemned it as an act to please the tobacco industry, which is a shame to the Indian democracy. He concluded his remarks with request to participants to provide their feedback/comments on the survey findings.

Amar Deep Singh, Project Officer CUTS CART made a PowerPoint presentation on the findings of survey. He started with briefing participants that tobacco consumption is resulting in 5.4 million deaths every year in the world, and out of this every fifth person is an Indian. By 2030, the deaths will be 8 million, and out of this 80 percent victims will be from developing countries such as



India and China. In India, 14.1 percent of total children in the age group of 13-15 are consuming tobacco in which 17.4 percent are males and 9.7 percent are females. In addition, every day 5,500 new children are picking the habit to join the 4 million in India below 15 years consuming tobacco, he informed.

Amar Deep Singh told that CUTS CART has done a Baseline Survey under the project as it is a component of the project objective. The Survey aimed to assess the level of awareness with regards to tobacco control law, pattern of consumption among

various strata of society and the perception towards the whole issue of tobacco consumption. He shared in detail all findings of Baseline Survey with participants and informed that survey has been done in all seven divisions of Rajasthan with the similar number of respondents in rural and urban area. Various professions, castes, and age groups have been covered in the survey in which 26 percent students and 20 percent tobacco vendors were also included.

According to some of important survey finding, selling of tobacco products to the minors are accepted by the 60 percent of tobacco sellers, while 17 percent tobacco shops were found in the radius of 100 yards of the schools. This is serious violation of Section 6 of National Tobacco Control Act 2003. About 64 percent of respondent accepted that they used tobacco to serve guest at home and in social functions like marriages, while 84 percent conceded that this custom is affecting the children and others. He also presented some of the recommendations, which emerged from the survey findings.

### **Recommendations**

- Mass awareness through all kinds of media about the existing law, including the penalty and the aftereffects related to tobacco use;
- Strict prohibition on any kind of advertisement of tobacco products and restricting the sale of products without any warning;
- Strict restriction on presence of any vendor within 100 yards of school (complete enforcement of 'Section 6' of National Tobacco Control Act 2003);
- Complete ban on sale of tobacco to minors;
- Establishment of rehabilitation centres for the people want to quit tobacco;
- Establishment of separate office and authorities for strict enforcement of National Tobacco Control Act 2003 with adequate facilities and powers; and
- Dissemination of information on the aftereffects of using tobacco.



Dr D K Ameta, Nodal Officer, State Tobacco Control Cell, Government of Rajasthan, as the Chief Guest, delivered special address before the participants. He appreciated the survey done by CUTS CART and told that these findings open our eyes about fact regarding tobacco. He pointed out that it is very good that covered the rural area and the urban area alike. Tobacco use by

youth is a very serious matter though 69 percent tobacco users tried to quite the habit but due to addiction they were unable to do so. About 76 percent tobacco vendors accepted that chewing tobacco is highest selling product due to low price and easy availability, he informed. He promised to put into action the recommendation especially formulation of rehabilitation centres, strict enforcement of ban on tobacco sale to minors and near schools. He thanked CUTS CART to provide the platform for carrying out advocacy on a very serious issue.

Dharamveer Kateva, President, Indian Asthma Care Society, presenting his views on the survey findings, agreed with all the recommendations made in it. He told that in Rajasthan State, tobacco control law is implemented since 2000, but unfortunately buses of Rajasthan Roadways are still carrying advertisements of tobacco that sends wrong message to outside the state. He also condemned the decision of ministers to defer pictorial warning on tobacco products and informed that Indian Asthma Care Society is running a tobacco cessation centre in Jaipur, which helps tobacco users to quit the habit.



Dr R C Sharma, Deputy Chief Medical & Health Officer, Jaipur shared his experience of tobacco control programme being implemented by the government and informed that Jhunjhunu is first tobacco free city of Rajasthan. Similar efforts can be initiated all over Rajasthan to make it tobacco-free state, he reasoned. He appreciated the efforts by CUTS CART in carrying out such an important survey on tobacco control.

Ramesh Gandhi of Gandhi Foundation, Jaipur told participants that since the issue of tobacco control is big it requires a concerted struggle like that of freedom movement against the Raj. He pointed out that all stakeholders need to work jointly and should commit for joint action against tobacco control. Indirect advertisements of tobacco products usually get published in newspapers, which mislead the people especially youths. As marketing rules says that advertisements increase the demand some action needs to be taken for stopping these advertisements. He informed participant about a helpline, which assists tobacco users to quit tobacco addiction. He also extended thanks to CUTS CART for conducting such an important survey.

Kishan from *Shubham Sansthan*, Alwar, Rajasthan was invited to share his experience who was part of a local partner agency in Alwar for conducting Baseline Survey. In Alwar, there are many tobacco production companies, but government has to take some initiatives to stop the production of tobacco.



Dr S S Mathur, Director, Jaipur Rural Health & Development Trust shared his view about the tobacco control issue. He suggested some recommendations like the street children should be covered in all awareness activities, IEC materials should be more informatics and advertisements should be banned. In the open discussion, participants took part active participation and most of

them suggested ways to bring the survey finding to the central government.

Amar Deep Singh proposed the vote of thanks to all the guests and participants for being the part of this advocacy meeting. He told that all findings and recommendations would be shared with the concern departments and authorities.

### **Outcome**

- The Divisional Level Advocacy Meeting successfully disseminated the finding of baseline survey.
- Participating officials of concerned government department showed their consent to the findings and recommendations of the Baseline Survey and promised to turned the recommendations into action.
- Participation of CSOs, NGOs, media, hospitals, tobacco cessation centres, other individuals working on the issue has made the advocacy meeting successful.
- Media coverage helped in drew attention of general public and policy makers.
- Such type of strong advocacy will help increase active enforcement of law against tobacco control.

# तम्बाकू छोड़ो जिंदगी चुनो

**विश्वी रिपोर्टर, जयपुर**  
जब तक तम्बाकू की एडवर्टाइजिंग होगी, इसकी डिमांड बढ़ती रहेगी। तम्बाकू का सेवन जब तक बंद नहीं हो सकता है, जब तक लोग स्वयं जबरन होकर इसका सेवन ना छोड़ दें। सीमा बढ़ने के बाद भी तम्बाकू की डिमांड कम नहीं हो रही है। इसके लिए जरूरी है तम्बाकू के विरोध में प्रबल पैड़ करना। वे भारत कट्टर की ओर से बुधवार को एक होटल में आयोजित सम्मेलन में कही गईं। 'टोबैको कंट्रोल कैम्पेन बाय मोकलार्डिंग वी स्ट्रेकोलडर्स इन राजस्थान स्टेट' विषय पर आयोजित इस सम्मेलन के मुख्य अतिथि टोबैको कंट्रोल सेल के नोडल अधिकारी डॉ. डी. के. अमेटा थे। उनके साथ संस्था के निदेशक जॉन चेरियन भी उपस्थित थे।



इस अवसर पर कट्टर की ओर से प्रदेस स्तर पर किए गए सर्वे पर चर्चा की गई। सर्वे के अनुसार 26 प्रतिशत विधायी, 82 प्रतिशत पुरुष, 65 प्रतिशत कपलस और 50-50 प्रतिशत ग्रामीण और शहरी जनसंख्या तम्बाकू सेवन की चर्च में है। सम्मेलन के अंतिम सेशन के दौरान तम्बाकू निषेध कैम्पेन के फाउंडर टोबा नॉबी ने कुछ ऐसे केसेज दिखाए कि, जिन्होंने तम्बाकू का सेवन स्वयं छोड़ा। उन्होंने कहा कि जिन लोगों ने स्वयं के प्रयास से नशा करवा छोड़ा है, उन्हें

नेचिबिटी के रूप में प्रस्तुत किया जाना चाहिए, तबकि और लोगों को इससे प्रेरणा मिल सके। सम्मेलन में इस बात पर जोर दिया गया कि नशा पीड़ित व्यक्ति को नर नुनिस के लिए किस तरह से प्रेरित किया जा सके। उन्हें मदद व काउंसिलिंग दी जा सके। सम्मेलन में बताया गया कि झुझरु को तम्बाकू से रक्षित पेशित किया गया है। टोबैको व प्रिनीपल ने पूछा कि स्कूल केम्पस के आस-पस आगर तम्बाकू बेचने की दुकान हो, तो उनके विकल्प क्या प्रस्तुत किया जाना चाहिए। इस पर डॉ. अमेटा ने बताया कि पहले तो अपने स्तर पर निबन्धन चाहिए नहीं, तो स्कूल को पूरा अधिकार है कि वह उस दुकानदार के खिलाफ एकआईआर दर्ज करवाए। सम्मेलन में 'यूज लडक, नॉट टोबैको' पर एक रॉटि क्लिम भी दिखाई गई।

# तंबाकू की खुलेआम बिक्री जारी तंबाकू नियंत्रण पर कार्यशाला

नगर प्रतीनिधि

जयपुर, 26 नवंबर (कट्टर-वार्ड) की ओर से संचालित परिरोचना 'राजस्थान राज्य में प्रमुख धार्मिकों को संघटित कर तंबाकू नियंत्रण अभियान' के तहत संघा सारोय कार्यशाला आयोजित की गई। कार्यशाला में बताया गया कि प्रदेश में साठ प्रतिशत तम्बाकू विक्रेत अदारइ गप से कम उम्र के बच्चों को तम्बाकू उत्पाद बेचते हैं, जो तंबाकू नियंत्रण फानून का उल्लंघन है। परिषेजना समन्वाक अमरटोप सिंह ने इस संबंध में संस्था द्वारा किए गए राज्यव्यापी सर्वेक्षण के तथ्यों से प्रतिभागी को अवगत कराया। कार्यशाला में साठ से अधिक संघागियों ने भाग लिया। हुए अंतर पर तंबाकू निबंधन सेत के स्टेट नोडल अधिकार डॉ. डी. के. अमेटा एवं संस्था के निदेशक जॉन चेरियन ने भी अपने विचार व्यक्त किए। संस्था के फर्मेंट चतुर्वेदी ने सभी संघागियों का स्वागत किया।



## तम्बाकू नियंत्रण अभियान

जयपुर ■ कट्टर सेंटर फॉर कन्ज्युमर एक्शन रिसर्च एण्ड ट्रेनिंग की ओर से बुधवार को तम्बाकू नियंत्रण अभियान के तहत होटल मौर्य में संघा सारोय कार्यशाला का आयोजन किया गया। विश्व स्वास्थ्य संगठन और स्वास्थ्य परिवार कल्याण मंत्रालय के सहयोग से कार्यशाला का आयोजन किया गया।

# Move on pictorial warnings flayed

HT Correspondent

## tobaccoproducts

A DIVISIONAL-LEVEL advocacy meeting organised by the CUTS centre for consumer action, research and training recently has condemned the ministry's decision to defer pictorial warning on all tobacco products.

Earlier it was to come into effect from December 1, 2008. Now its has been deferred to May 31 next.

The objective is to disseminate the finding of survey conducted by CUTS

CART in all seven administrative divisions of Rajasthan.

According to survey findings, selling of tobacco products to minors are accepted by the 60 per cent of tobacco sellers. Seventeen per cent tobacco shops were found in the radius of 100 yards of schools.

Sixty-four per cent of respondents accept that they used tobacco to serve guests at home and in social functions.

However, 84 per cent agree that this custom affects children and others.

Tobacco Control Cell State Nodal Officer Dr DK Ameta, who is the chief guest, appreciated the survey findings and promised to put into action the recommendations, especially formation of rehabilitation centres and enforcement of ban on tobacco sale to minors.

CUTS director G Cheria presented an overview of the body's initiatives towards tobacco control.