

Divisional Level Event, Churu

Under the Project

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

Churu, February 04-05, 2009

Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART) organized two days Divisional Level Event 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 February 04-05, 2009 in Churu, Rajasthan. The event was inclusive of first day divisional level advocacy meeting and second day a tobacco control awareness rally. Manav Pragati Sansthan, Churu was local partnering agency under the project.

Part –I

Divisional Level Advocacy Meeting on February 04, 2009

Divisional Level Advocacy Meeting was held on February 04, 2009 at Hotel Natraj, Churu, Rajasthan.

Objective

The objective of the meeting was to disseminate the findings of baseline survey conducted by the CUTS CART under the project in all seven administrative divisions of Rajasthan State. It also aimed to sensitise citizens about dangerous consequence of tobacco consumption, various provisions of National Tobacco Control Law (NTCL), ban on smoking in public places etc.

Participation

Around 60 participants including officials from District Medical & Health Department, Government of Rajasthan, representatives from various NGOs working on health issues, human rights, consumer protection, medical practitioners, doctors, principals, students of selected college and schools, media and other individuals working on the issues attended the meeting. Chief guest of programme was Dr. G. L. Rajora Chief Medical & Health Officer, Churu.



Proceedings

The Divisional Level Advocacy Meeting started with the screening of documentary film “Choose Life, Not Tobacco” and “Tobacco Terror”. The session formally began with a welcome speech by Pradeep Punia, Executive Secretary, *Manav Pargati Sansthan*, Churu.

Dharmendra Chaturvedi of CUTS gave introductory remarks and informed participant about the CUTS CART and purpose of the meeting, which is in a series of divisional level events. He told that under the project a baseline survey has been done to assess the level of awareness, general perception on the whole issue of tobacco consumption among the various strata of society. Findings of survey will be shared in this meeting and same events are being conducting in all seven divisions of Rajasthan. He pointed out that divisional level events would be concluded with the State Level Advocacy Meeting.



Amar Deep Singh, Project Officer CUTS, in his speech informed the participants about the Delhi High Court verdict on January 23, 2009 permitted depiction of smoking scenes in films and television, which was prohibited earlier. It has been scientifically proved that glamourization of tobacco products on television have an emotional impact on people and especially children. The protests against the

prohibition on smoking scenes in films are unfounded. It cannot be forgotten that smoking and chewing of tobacco, is glamourised which is picked up as a fashion in the society, particularly by the youth. Youth has always been Tobacco industry’s prime target.

He also shared Government’s decision to defer the pictorial warnings from tobacco products. He pointed out that pictorial warning was to come on effect from December 01, 2008, which has been deferred to May 31, 2009. This decision to please the tobacco industry is a shame to the Indian democracy. The people should strongly condemn the decision from this advocacy group platform, he added.

Amar Deep Singh presented the findings of survey through a PowerPoint presentation and showed the context of tobacco consumption. He informed that in India, 14.1 percent of total children in the age group of 13-15 are consuming tobacco out of which 17.4 percent are males and 9.7 percent females. In addition, every day, 5,500 new children are picking up the habit to join the 4 million in India below 15 years, who are consuming tobacco.

Amar Deep Singh told that CUTS CART has done a baseline survey in all seven divisions of Rajasthan state under this project in order to assess the level of awareness about tobacco control laws, pattern of consumption among various strata of society and the perception on tobacco consumption. While sharing the finding of the baseline survey with participants, he informed that survey has been done in all seven divisions of Rajasthan with the similar number of respondents in rural and urban areas, which covered various professions, castes, age groups, etc. In all, 26 percent students and 20 percents tobacco vendors were also selected for the survey.

According the 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 within the radius of 100 yards of schools. It is serious mater of concern as Section 6 of National Tobacco Control Law bans the sale of tobacco to minors and in radius of 100yards of education institutes, he argued. About 64 percent of respondent accepted that they used tobacco to serve guest at home and in social functions like marriages, etc. However, 84 percent accepted that this custom has affected children and others. 53 percent of tobacco users started consuming tobacco before the age of 18 years, though there is ban selling of tobacco to the minors. He also presented some recommendation, which came out from the survey findings.

Amar Deep Singh shared information given by state health department that central health ministry, government of India has send ‘No Smoking’ message boards to all district collectors in Hindi and English both languages. All government departments have to put the boards in appropriate place as described in ‘Prohibition of Smoking in Public Places Rules, 2008’. District CM & HO has to ensure that boards are properly distributed to all departments.

Dr G. L. Rajora, Chief Medial and Health Officer (CM&HO), Churu district as a chief guest of the programme delivered special address and appreciated the survey done by CUTS CART. He told that health department if playing an effective role to implement the tobacco control law but awareness in general public is more required for the better outcome. Tobacco consumption has increased in the present time due to easy availability and access as survey says that 17 percent vendors in Rajasthan are selling tobacco in the radius of 100 yards of schools. Traditional use of tobacco in social functions shows the picture of our socials evils, which is a very serious matter in the society. Through the awareness in society Churu district can be make smoke free.





Dr. F. H. Gauri, Deputy Prime Medical Officer, Government District Hospital, Churu shared his view on the survey findings and appreciated. He informed that 54 lacs people die every year in India due to tobacco consumption, though 5500 children daily are starting the consuming tobacco in India. He told participants that tobacco is harmful for the health. Smoking is cause of 46 percent of cancer and 26

percent heart disease. He shared that daily 15 to 20 patients meet him for treatment of tobacco related disease. Most of them are chewing tobacco users.

There are many harmful contents in the tobacco, which are cause the disease like cancer. Tobacco also affects the immune system of body and makes it weak. Virus of various disease attacks on body and make it ill. Tobacco addiction is not only harmful for users but also harmful for the family and friends as well, he reasoned. Passive smoking affects the health of children and other family members, he added.

He said that according to the survey about 69 percent tobacco users unable to give up the habit and there should be motivation and will power in tobacco user to do that. By giving some examples he told that motivation could change the behavior of the tobacco users. If they feel unable to do so, then they should go to doctors and tobacco cessation centre.

Dr. G. B. Mathur, Prime Medical Officer, Government District Hospital, Churu expressed his view that tobacco is caused of many dangerous diseases like cancer and TB but due to lake of awareness consumption of tobacco is increasing. Awareness in the society is must to reduce the tobacco use. General public should take initiative



to restrict others to smoke in public place. There should be strict implementation of ban of tobacco selling to the minors and near educational institutes.

In the open discussion session, participants showed their active participation. Manoj Sharma, YOG trainer shared his experience about the some tobacco users, those were unable to give up the habit of tobacco use. He suggested YOG for those who are unable to give the habit and suffering with any disease. Questions asked by the participants answered by the main speakers of programme.

In the end, Amar Deep Singh proposed the vote of thanks to all the guests and participants for attending the advocacy meeting. He thanked network partner NGO 'Manav Pragati Sansthan' for coordinating the meeting successfully in Churu.

Recommendations

Following recommendations emerged out of the discussions at the meeting:

- Mass awareness through all kinds of media about the existing law, penalty and the aftereffects related to tobacco use is necessary.
- Total ban on tobacco production and selling is to be implemented.
- Strict enforcement of the law especially ban of tobacco selling to the minors and near educational institutes needs to be ensured.
- Government departments and officials should be sensitise for implementing the tobacco control law
- Establishment of rehabilitation centres should be there for the people wanting to quit tobacco.
- Dissemination of information on the aftereffects of tobacco addiction needs to be done on priority basis.

Outcome

- Meeting was helpful for create awareness regarding tobacco in society.
- Meeting successfully disseminated the finding of baseline survey.
- Participating officials of concerned Government department showed their consent with findings and recommendation of survey and promised to put in place the necessary action.
- Participation of CSOs, NGOs, media, medical students, hospitals, tobacco cessation centres, other individuals working on this issue helped build the advocacy strong.
- Media coverage helped in drawing attention of general public and policy makers.
- Overall such strong advocacy will increase active enforcement of law.

Part-II

Tobacco Control Awareness Rally on February 05, 2009

Tobacco Control Awareness Rally was conducted in Churu, Rajasthan on February 05, 2009.

Objective

Main objective of the rally was to create awareness among general masses about ill consequences of tobacco consumption as well as to aware people about tobacco control law.

Participation

Around 150 students of Sanjay Public School and Marudhar Vihar School, Churu along with teachers, local civil society group and media representatives participated in Rally.

Proceeding

The rally started with the flag-off by Dr. F. H. Gauri, Deputy Prime Medical Officer, Government District Hospital, Churu. He addressed the participating students and informed that how tobacco is harmful for health.



Rally started from the Nehru Yuva Kendra and covered the main market area, station road, and collectorate and finally concluded at Indramani Park. Students were carried slogan boards and banner, which were showing the message for tobacco control. In conclusion session, Amar Deep Sing, Project Officer, CUTS informed students about ill effects of tobacco, including some provisions of tobacco control law. He briefed participants about the project and its activities. Dr. F. H. Gauri in his special address told that tobacco is cause of disease like cancer, TB, asthma, heart attack and others, though in India 5500 children



in the age of 13-15 years are picking the habit of using tobacco. Students took the oath that they would not use any type of tobacco in their life. Pradeep Punia of *Manav Pragati Sansthan* expressed that youth are spoiling their life by consuming tobacco. He thanked all the participating students, teachers and others for participating in the awareness rally.

Outcome

- Through the messages in rally, attention was created in general public about the harmful effects of tobacco.
- Participation of Government official was helpful for the effective enforcement of legal provisions.
- Students, teachers and others became aware about the harm effects of tobacco use and sensitized about the tobacco control law, specially about the ban of smoking in public places, ban of tobacco selling near schools and to the minors.
- Media coverage helped in spreading the information in general public and created the awareness.

चुरू होगा तम्बाकू मुक्त

कार्यशाला में किया संकल्प

पत्रिका संवाददाता

चुरू, 4 फरवरी। मानव प्रगति संस्थान एवं कट्स कार्ट के तत्वावधान में तम्बाकू नियंत्रण पर आयोजित संभाग स्तरीय कार्यशाला में चुरू को तम्बाकू मुक्त बनाने का संकल्प किया गया।

मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी जीएल राजौरा ने तम्बाकू नियंत्रण कार्यशाला का उद्घाटन करते हुए कहा कि तम्बाकू सेवन से बच्चों एवं युवाओं के स्वास्थ्य पर प्रतिकूल प्रभाव पड़ रहा है। राजौरा ने तम्बाकू उत्पाद की विक्री पर प्रतिबन्ध की आवश्यकता पर बल दिया। कट्स कार्ट के प्रतिनिधि



चुरू में मानव प्रगति संस्थान व कट्स के संयुक्त तत्वावधान में आयोजित कार्यशाला का शुभारम्भ करते सीएमएचओ जीएल राजौरा।

अमरदीप सिंह ने तम्बाकू के उपयोग व विक्री से युवाओं पर

पड़ने वाले असर को आंकड़ों के साथ उजागर किया। उन्होंने

कहा कि सरकार तम्बाकू उत्पादों पर चेतावनी छापने के नियम को पूरी तरह लागू नहीं करवा पाई है।

अमरदीप ने कहा कि दिल्ली उच्च न्यायालय द्वारा फिल्म एवं टीवी पर घूमपान के दृश्यों पर रोक को हटा देना दुर्भाग्यपूर्ण है।

कार्यशाला में राजकीय भरतीया अस्पताल के डॉक्टर एफएच गौरी ने नशे की आदत, नशे से नुकसान तथा बचाव की जानकारी दी। अस्पताल के प्रमुख चिकित्सा अधिकारी जीबी माथुर, दीपक कपिला, रामेश्वर सहारण ने भी विचार व्यक्त किए। संचालन मानव प्रगति संस्थान के प्रदीप पूनिया ने किया।

बच्चों ने बताए तंबाकू के दुष्प्रभाव

तंबाकू नियंत्रण अभियान के तहत रैली निकाली

भास्कर न्यूज. चुरू. शहर के मुख्य मार्गों से गुरुवार को सुबह मानव प्रगति संस्थान व कट्स कार्ट की ओर से निकाली गई जागरूकता रैली में बच्चों ने तंबाकू के दुष्प्रभावों के बारे में बताया।

संजय पब्लिक स्कूल व मरुधरा शिशु अकादमी के बच्चों की जागरूकता रैली को डा. एफएच गौरी व उप मुख्य चिकित्सा अधिकारी ने हरीझंडी दिखाकर रवाना किया। रैली स्टेशन रोड होती हुई इंद्रमणी पार्क पहुंचकर विसर्जित हुई। डा. एफएच गौरी ने बच्चों को तंबाकू के सेवन से होने वाली बीमारियों

के बारे में बताया। अमरदीप ने तंबाकू निषेध अधिनियम के बारे में जानकारी दी। प्रदीप व धर्मेन्द्र ने बच्चों को तंबाकू से बचने के लिए प्रेरित किया। इस अवसर बड़ी संख्या में विद्यार्थी मौजूद थे।



चुरू। तंबाकू नियंत्रण जागरूकता रैली निकालते विद्यार्थी।

Rashtradoot

जयपुर, गुरुवार 5 फरवरी, 2009

तम्बाकू नियंत्रण कार्यशाला
आयोजित: कट्स कार्ट एवं मानव
प्रगति संस्थान के संयुक्त तत्वावधान
में आयोजित तम्बाकू नियंत्रण कार्यशाला
में मुख्य चिकित्सा अधिकारी जो एल
राजौरा ने प्रतिभागियों से चूरू को
तम्बाकू मुक्त बनाने के संकल्प दिलाया।

राजौरा ने प्रतिभागियों को बताया
कि तम्बाकू उत्पाद को बिक्री पर भी
प्रतिबन्ध लगाना आवश्यक है। कट्स
कार्ट प्रतिनिधि अमरदीप सिंह ने तम्बाकू
के उपयोग एवं बिक्री तथा इससे पडने
वाले स्वास्थ्य पर असर को एक सर्वेक्षण
तथ्य के माध्यम से उजागर किया।
राजस्थान राज्य में लगभग 53 प्रतिशत
लोग 18 वर्ष से पहले ही तम्बाकू
उपयोग करने लगते हैं जबकि 18
वर्ष से कम उम्र के व्यक्तियों को
तम्बाकू उत्पाद बेचना कानूनी रूप से
गलत है। 17 प्रतिशत तम्बाकू विक्रेता
विद्यालय परिसर के सौ गज के घेरे
में तम्बाकू उत्पाद बेचते हैं। जो कि
गैर कानूनी है।

राजस्थान पत्रिका

चूरू, शुक्रवार, 6 फरवरी 2009

छात्रों ने शिक्षा मंत्रों का पत्र लिख

रैली निकाली

चूरू, 5 फरवरी (प.सं) मानव
प्रगति संस्थान एवं कट्स कार्ट के
तत्वावधान में तम्बाकू नियंत्रण
अभियान के तहत गुरुवार को स्कूली
बच्चों ने रैली निकाली। मरुधर शिशु
अकादमी एवं संजय पब्लिक स्कूल
के बच्चों की इंद्रमणि पार्क से निकली
रैली को राजकीय भरतीया अस्पताल
के डा. एफएच गौरी ने हरी झंडी
दिखाकर खाना किया। रैली में बच्चे
तम्बाकू निषेध अभियान से जुड़े नारों
की तख्तियां हाथों में लिए तम्बाकू
छोड़ने नारे लगा रहे थे। रैली शहर के
मुख्य मार्गों से गुजरती हुई वापस
इंद्रमणि पार्क पहुंची। डा. गौरी एवं
कट्स के अमरदीप ने बच्चों को
तम्बाकू सेवन से बचने की सलाह
दी। इस मौके पर मानव प्रगति
संस्थान के अध्यक्ष प्रदीप मूनियां,
धर्मेन्द्र चतुर्वेदी भी मौजूद थे।