

## **Blue Line Campaigning Programme for compliance of COTPA,2003 at Scottish Church Collegiate School on 4<sup>th</sup> July,2018**

### **Introduction:**

India has 12 crore tobacco users, according to the Global Adult Tobacco Survey (GATS) 2009-2010, which means every ninth Indian consumes tobacco. According to the recent data, tobacco-related diseases kill about 2500 Indians daily and over 10 lakh Indians every year, and it is estimated that approximately 5500 children, some as young as eight years old, start consuming tobacco daily. In this context, tobacco control program aims to reduce diseases, disabilities and deaths related tobacco use. In this perspective, MANT is on the way towards the establishment of an effective and efficient system of tobacco control in West Bengal.

### **Planning:**

As per order of KMC to comply with Sec 6(b) and Section 4 of COTPA, 2003 the Blue Line and Red Rose Campaigns have been organised by Scottish Church Collegiate School on 4th July, 2018. Technical and administrative supports were provided by KMC and MANT.

### **Focus:**

The primary focus of the programme was to demarcate 100 yards from the boundary wall of Scottish Church Collegiate School and identify the shops where tobacco products are being sold within the 100 yards of the school to facilitate the implementation of Tobacco-Free School Policy as per the provision of COTPA,2003.

**Venue :** Scottish Church Collegiate School (Higher Secondary)

**Program Date :** 4<sup>th</sup> July, 2018

**Schedule Time :** 2 PM

**Duration :** Two and Half an Hour

**Target Group:** Headmaster, Teachers, Students of class IX, representatives of Media



**Number of Stakeholders:** Teachers-2, Students-21, Representatives of Media-1, Police -3

### **Resource Person:**

1. Assistant Headmaster, Scottish Church Collegiate School
2. Representatives of MANT

**Content of the Program:**

- An Overview of COTPA (Section 4, 6,).

**Activities of the Programme:**

- The students have demarcated 100 yards with blue colour from the boundary wall of Scottish Church Collegiate School. They also wrote "No Tobacco Zone" at the top of the line.
- Identify the shops where tobacco is sold within the 100yards from the boundary of the school.
- The students offered red rose to the tobacco sellers and requested them not to sell tobacco products as it is a violation of Section 6 (b) of the COTPA, 2003.
- They displayed the signages Sec-4 and Sec 6(b) at the Scottish Church Collegiate School.
- Headmaster has been nominated as nodal officer.

