

District Level Public Health Review Meeting at Paschim Midnapore on 10th May, 2019.

Introduction:

Tobacco is threatening to become an uncontrollable epidemic with 13 lakh deaths every year due to tobacco related diseases. Economic burden (both direct and indirect) of tobacco use in India is estimated to Rs. 104,500 crores per year. In this context tobacco control programs aim to reduce disease, disability and death related to tobacco use. Against this backdrop MANT has been facilitating for establishment of effective and efficient system of tobacco control in the state of West Bengal.

Planning:

As per order of Swasthya Bhawan, Deputy Chief Medical Officer of Health-II, Paschim Midnapore requested MANT to organise a sensitization Programme on COTPA,2003, on 10th May, 2019, at CMOH Office Paschim Midnapore.

Focus:

The main focus of the program was to orient and sensitize the District and Block Level Health officials of Paschim Midnapore on the burden of tobacco use and need for a comprehensive enforcement mechanism through which the implementation of Cigarette and other Tobacco Product (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, could be ensured at Paschim Midnapore.

Venue: Conference Room, CMOH Office Paschim Midnapore.

Programme Date: 10/05/2019

Schedule Time: 10.30 AM

Duration: 30 minutes

Target Group: All BMOHs and BPHNs of 30 blocks, ACMOH of canning Sub-Division, Superintendents of DH/SDH/SGH of Paschim Midnapore.



No of stakeholders: 50

Resource persons:

Chief Medical Officer of Health, Paschim Midnapore.

Deputy Chief Medical Officer of Health- II, Paschim Midnapore.

Regional Coordinator, MANT, Kolkata.

District Coordinator, MANT, Kolkata.

Content of the Programme:

- **Tobacco burden in India and health effects of tobacco use:** Special reference to state of West Bengal & India
- An Overview of COTPA (Section 4, 5, 6, 7).
- Comprehensive enforcement mechanisms of Cigarette and other Tobacco Product (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 – what works in Bengal.
- Tobacco Vendor Mandatory Licensing.
- Role of District Level & Block Level health Officials.
- Blue Line Campaign



Methodology:

- Presentation on Health Burden of Tobacco Use and an overview of COTPA 2003.
- Interactive session.
- Videos on harmfulness of Tobacco and Enforcement of COTPA, 2003.
- Other Laws relating to Tobacco Control.

Decision Taken:

1. 31st May, World No Tobacco Day will be observed and a rally will be organised.
2. After election, District Level order will be issued.

3. Enforcement will start at the Block Level.
4. Posters will be put up and miking will be done for IEC.
5. To observe 31st May at the Block Level, a letter writing competition will be held in the schools and prize distribution will take place in the district.