

**Sensitization Meeting on Advancing Tobacco Control with
Special emphasis on Capacity Building and Enforcement of COTPA, 2003
Mathabhanga Municipality on 15.2.18**

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. In this perspective MANT is on the way towards establishment of effective and efficient system of tobacco control in the state of West Bengal.

Planning:

Project Coordinator approached the Chairman of Mathabhanga Municipality for conducting a sensitization programme with all the councillors and officials of the Mathabhanga Municipality. Programme Coordinator followed up with the Head Clerk and finalized the date of the programme on 15th February, 2018.

Focus:

The main focus of the program was to orient and sensitize the Elected Councillors and other officials of Mathabhanga Municipality 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 the MathabhangaMunicipality areas.



Venue: Chairman's Chamber, Mathabhanga Municipality office

Programme Date: 15/02/2018

Schedule Time: 1.30 PM

Duration: One Hour and Half Hour

Target Group: Elected Councillors and other officials of Mathabhanga Municipality

No of stakeholders: 30

Resource persons:

Ms. Samarpita Sanyal, Project Coordinator– Tobacco Control, MANT

Ms Barsha Nandy, Regional Coordinator- Tobacco Control, MANT

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

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.

Decision Taken:

1. Chairman, Mathabhanga Municipality assured to display the signages at the public places and at the educational institutes that come under their jurisdiction.
2. The memorandum has been issued in favour of 'Smoke Free Public Place', & 'Tobacco Free Educational Institute'.
3. Executive Officer has been appointed as Nodal Officer.
4. After the meeting it was decided to display the signages (Sec 4) at the Municipality Office and at the Shiv Ratri Mela Premises which was going on at that time.
5. Executive Officer assured to issue an order to provide a separate Trade License to all tobacco vendors selling Cigarette and other tobacco products as per the order issued by Dept of Urban Development & Municipal Affairs Dept.



Feedback:

- All the Councillors committed that they would take required initiatives to make their jurisdictions smoke free as soon as possible.