

Awareness Programme on observance of World No Tobacco Day,2019, at CMO Building, KMC(HQ) on 17.05.2019

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:

The Project Coordinator approached to CMHO, KMC for conducting an Awareness Programme on observance of World No Tobacco Day,2019 with the Health Officials of KMC(HQ) and Boroughs of KMC. After several interactions, CMHO, KMC finalized the date of awareness programme on 17th May, 2019.

Focus:

The main focus of the program was to orient and aware the Health Officials of KMC(HQ) and Boroughs of KMC on observance of World No Tobacco Day,2019

Venue: CMHO Chamber , CMO building, KMC(HQ)

Programme Date: 17/05/2019

Schedule Time: 2.30 Pm.

Duration: One hour.

Target Group: Health Officials of KMC(HQ) and Boroughs of KMC.

No of stakeholders: 25

Resource persons:

CMHO, KMC

Project 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.
- **'Tobacco and Lung Health'**- Theme of World No Tobacco Day,2019
- 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
- Role of Borough Level Health Officials

Methodology:

- Presentation on Health Burden of Tobacco Use, Tobacco and Lung Health and an overview of COTPA 2003.
- Interactive session.
- Videos on harmfulness of Tobacco and Enforcement of COTPA, 2003.



Decisions Taken:

1. Signage of section 4, under COTPA,2003 and banner on World No Tobacco Day,2019 would be displayed at all UPHCs and Sub-Centres under their jurisdictions.
2. They would start awareness programme on tobacco control in the UPHCs , Sub- Centres and at the community level