

District Level Public Health Review Meeting at the CMOH Office Meeting Hall, Birbhum on 20-05-2019

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:

As per Swasthya Bhawan Order Deputy Chief Medical Officer of Health- II, Birbhum requested MANT to organise a sensitization Programme on COTPA, 2003, on 20th May, 2019, at CMOH Office, Birbhum.

Focus:

The main focus of the program was to orient and sensitize the District and Block level Health Officials and ASHA workers of Birbhum 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 Birbhum areas.

Venue: Meeting Hall, CMOH office, Birbhum

Programme Date: 20/05/2019

Schedule Time: 10:30 a.m

Duration: Half an hour.

Target Group: All BMOHs, BPHNs, ACMOH of Birbhum.

No of stakeholders: 41

Resource persons:

Chief Medical Officer, Birbhum

Deputy Chief Medical Officer-II, Birbhum



Regional 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.
- Blue line Campaign.
- Role of District and Block level Health Officials

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.

Decisions Taken:

1. Signage of section 4 will be displayed at all public places under their jurisdiction.
2. District level, Municipality level & Block level enforcement will start very soon.
3. 31st May, World No Tobacco Day will be observed.
4. They would organise awareness campaign in observance of World No Tobacco Day.
5. They would take required initiatives to make the District Smoke Free.

