

Sensitization Meeting on Advancing Tobacco Control with Special emphasis on Capacity Building and Enforcement of COTPA, 2003 at Murshidabad

Introduction:

Tobacco use is considered to be the leading global cause of death and threatening to become an uncontrollable epidemic with 13 lakh deaths every year due to tobacco use, As a result tobacco related mortality is increasing other the years. Economic burden (both direct and indirect) of tobacco use in India, is estimated to Rs.1,04,500 crores per year.

Planning:

Executive Director approached to the DM, for conducting a Sensitization Meeting on advancing Tobacco Control with Special emphasis on capacity building and enforcement of COTPA, 2003. . Afterwards Regional Coordinator follows up regularly with the Dy. CMOH-II. After several interactions Dy. CMOH-II finalized a date of Sensitization meeting on 24th May, 2017 at Murshidabad.



Focus:

The main focus of the Programme was to orient or sensitize the elected representatives of District Administration Officers, Health Administration Officers regarding the burden of Tobacco use and about a comprehensive enforcement through the implementation of **Cigarette and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply & Distribution) Act. 2003** which can significantly reduce and eliminate the exposure to smoking at the jurisdiction of Murshidabad.

Venue: Conference Hall, Building, Berhampur

Programme Date: 24.05.2017

Schedule Time : 4.00 PM

Duration Time: One and half hour

Target Group: Elected Representatives of District Administration Officers and Chief Medical Health Officer & Health Administration & other workers of Murshidabad.

No. of Stakeholders: 45

Resources Persons:

- ADM(ZP), Murshidabad
- CMOH, Murshidabad
- Dy. CMOH-II, Murshidabad
- Regional Coordinator, MANT Kolkata

Content of the Programme:

- Tobacco Burden in India and West Bengal with special reference to health effects of tobacco use.
- An overview of COTPA(section 4,5,6,7)

Methodology:

- Presentation of health burden of tobacco use and overview of COTPA,(2003)
- Interactive Session
- Videos



FOLLOW UP:

- District Level Coordination Committee(DLCC), District Level Monitoring Committee(DLMC) & District Level Enforcement Squad(DLES) is formed in this meeting.
- They will circulate a notice for display the signage in the Public Places.

FEEDBACK:

They wish to display signage of section 4 in all public places immediately. All the Officials committed that they would take required initiative to make their jurisdiction smoke free as early as possible.