

**Sensitization Meeting on Advancing Tobacco Control with
Special emphasis on Capacity Building and Enforcement of COTPA, 2003
Siliguri Municipal Corporation on 26.04.2018**

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:

Regional Coordinator approached the Commissioner of Siliguri Municipal Corporation for conducting a sensitization programme with all the councillors and officials of the Siliguri Municipal Corporation and the Executive Director approached to the Mayor of SMC for the above mentioned Programme. Regional Coordinator followed up with the Secretary and Sanitary Inspector and finalized the date of the programme on 26th April, 2018.



Focus:

The main focus of the program was to orient and sensitize the Elected Councillors and other officials of Siliguri Municipal Corporation 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 Siliguri Municipal Corporation areas.

Venue: Conference Room, Siliguri Municipal Corporation.

Programme Date: 26/04/2018

Schedule Time: 1.00 PM

Duration: Three Hours

Target Group: Elected Councillors and other officials of Siliguri Municipal Corporation

No of stakeholders: 28

Resource persons:

Mr Ashok Bhattacharya, Mayor, Siliguri Municipal Corporation

Ms. Papiya Sen, Executive Director-MANT

Mr. Nirmalya Mukherjee, Director-MANT

Mr. Joydeb Mondal, 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.
- Tobacco Vendor Mandatory Licensing.
- Role of Municipal Authorities in Tobacco Control.



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. Mayor, SMC assured that initiatives would be taken to declare all public places smoke-free and all educational institutions to be tobacco-free. For better compliance with Section 6(b), a campaign would be initiated by SMC to make the educational institutions truly tobacco-free.
2. The Secretary SMC was selected as Nodal Officer.
3. World No Tobacco Day 2018 would be celebrated by SMC and on the day of observance SMC would formally declare all public places smoke-free.
4. It was decided that the SMC authority would organise sensitisation programmes with multi-stakeholder like Teenagers, Youth Groups and Women Groups etc. and MANT has been requested to be a part of it.

5. MANT was requested to share the soft copy of Signage (Sec 4,) COTPA, 2003 and the draft memorandum for “Smoke-free declaration” for Siliguri Municipal Corporation.
6. Mayor, SMC proposed MANT to work in collaboration with Siliguri Municipal Corporation for Smoke-free Siliguri and Tobacco Vendor Licensing.
7. SMC would also initiate regular enforcement drives along with plastic-free campaign at regular interventions.

Feedback:

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