

Blue Line Campaigning Programme for compliance Sec 6(b) of COTPA,2003
at Midnapore Town School under the jurisdiction of Paschim Medinipore
District
on 30th September,2019

Introduction:

India has 12 crore tobacco users, according to the Global Adult Tobacco Survey (GATS) 2009-2010, which means every ninth Indian consumes tobacco. According to the recent data, tobacco-related diseases kill about 2500 Indians daily and over 10 lakh Indians every year, and it is estimated that approximately 5500 children, some as young as eight years old, start consuming tobacco daily. In this context, tobacco control program aims to reduce diseases, disabilities and deaths related tobacco use. In this perspective, MANT



is on the way towards the establishment of an effective and efficient system of tobacco control in West Bengal.

Planning:

As per order of Honourable District Magistrate of Paschim Medinipore district to comply with Sec 6(b) and Section 4 of COTPA, 2003 the Blue Line Campaigns have been organised by Midnapore Town School of Paschim Midnapore district on 30th September,2019. MANT was requested to provide technical support to the Blue Line Campaign Programme.

Focus:

The primary focus of the programme was to demarcate 100 yards from the boundary wall of Midnapore Town School, and identify the shops where tobacco products are being sold within the 100 yards of the school to facilitate the implementation of Tobacco-Free School Policy as per the provision of COTPA, 2003.

Venue: Midnapore Town School

Schedule Time: 11 AM-12.30Pm.

Duration: One and Half Hour

Target Group: Head of the institution, Teachers, Students

Number of Stakeholders: 80

Resource Person:

1. ADM(ZP), Paschim Midnapore
2. Dy CMOH II, Paschim Midnapore
3. Headmaster, Midnapore Town School
4. Regional Coordinator, MANT

Content of the Program:

- An Overview of COTPA (Section 4, 6).

Activities of the Programme:

- The students have demarcated 100 yards with blue colour from the boundary wall of Midnapore Town School under the jurisdiction of Paschim Medinipore district. They also wrote "Tobacco Free Zone" at the top of the line.
- Identify the shops where tobacco is sold within the 100 yards from the boundary of Midnapore Town School.
- The students requested to the tobacco sellers not to sell tobacco products as it is a violation of Section 6 (b) of the COTPA, 2003.

