

**Sensitization Meeting on Advancing Tobacco Control with
Special emphasis on Capacity Building and Enforcement of COTPA, 2003
Cooch Behar Municipality**

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. In this perspective MANT is on the way towards establishment of effective and efficient system of tobacco control in the state of West Bengal.

Planning:

Programme Coordinator approached the Chairman of Cooch Behar Municipality for conducting a sensitization programme with all the councillors and officials of the Cooch Behar Municipality. Programme Coordinator followed up with the Urban Planner and finalized the date of the programme on 7th December, 2017.

Focus:

The main focus of the program was to orient and sensitize the Elected Councillors and other officials of Cooch Behar Municipality 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 Cooch Behar Municipality areas.



Venue: Chairman's Chamber, Cooch Behar Municipality office

Programme Date: 7/12/2017

Schedule Time: 2.00 PM

Duration: One Hour and Half Hour

Target Group: Elected Councillors and other officials of Cooch Behar Municipality

No of stakeholders: 21 (Councillors-12, and other Officials: 9)

Resource persons:

Ms. Samarpita Sanyal, Project Coordinator– Tobacco Control, MANT

Mr. Sanhita Datta, 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

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.

Follow Up:

1. Chairman, Cooch Behar Municipality made assurance to display the signage at the public places and the educational institutes come under their jurisdiction.
2. The memorandum has been issued in favour of 'smoke free Public Place', & 'Tobacco Free Educational Institute'..
3. Executive Officer has been appointed as Nodal Officer.
4. The signage (Sec 4) was displayed at the Municipality Office.
5. Chairman as told that Cooch Behar Municipal Authority and District Administration together will take initiative to declare 'Tobacco Free Cooch Behar'.
6. Chairman assured to issue separate license for the tobacco Vendor for using premises for non-residential purpose for storing, packing, pressing, cleansing tobacco or manufacturing by any process whatsoever any product from tobacco as per the orde issued by Dept of Urban Development & Municipal Affairs Dept



Feedback:

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