

Blue Line Campaigning Programme for compliance of COTPA,2003 at Jalpaiguri Government Engineering College on 07th Aug,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:

Regional Coordinator MANT approached to the Dy. CMOH II Jalpaiguri to comply with Sec 6(b) and Section 4 of COTPA, 2003. The District Administration agreed to our proposal and selected the Government Engineering College for the Blue Line and Red Rose Campaigns. The Campaign have been organised by the Jalpaiguri Government Engineering College on 07th August 2019. Technical and administrative supports were provided by District Health administration, Jalpaiguri and MANT.

Focus:

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

Venue : Jalpaiguri Government Engineering College

Program Date : 07th Aug, 2019

Schedule Time : 10 AM

Duration : Two and Half an Hour

Target Groups : CMOH, Principal, Teachers, Students, Representatives from Health Department, representatives of Media

Number of Stakeholders : CMOH-1, Principal-1, Teachers-12 Students-60, Representatives from Health Department-4, Representatives of Media-2, Police-1.

Resource Persons :



1. Mr. Jaganath Sarkar, CMOH, Jalpaiguri
2. Mr. Amitabha Roy, Principal, Engineering College
3. Mr Joydeb Mondal, Regional Coordinator, MANT

Content of the Programme :

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

Activities of the Programme:

- The students have demarcated 100 yards with blue color from the boundary wall of Nursing Training Institute. 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 the College.
- The students offered red rose to the tobacco sellers and requested them not to sell tobacco products as it is a violation of Section 6 (b) of the COTPA, 2003.

