



COALITION FOR  
TOBACCO CONTROL  
PAKISTAN

CTC-PAK CELEBRATES

# World No Tobacco Day 2016

.....  
A BRIEF SUMMARY OF May 31, 2016  
ACTIVITIES



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# Coalition of Tobacco Control - Pakistan

## CTC-PAK Celebrates World No Tobacco Day 2016

A brief summary of activities

Developed by:

Qasim Khawaja, *Communications Coordinator, CTC-Pak*

Supervised by:

Khurram Hashmi, *National Coordinator, CTC-Pak*

Faraz Ahmed, *Assistant Coordinator, CTC-Pak*

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Society for Alternative Media and Research (SAMAR)

Pakistan.

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## INTRODUCTION

World No Tobacco Day is celebrated intending to aware and encourage people to reduce or completely stop the tobacco consumption in any and all forms all across the globe. This day's celebration aims to draw public attention globally to spread the messages of harmful effects of tobacco use as well as its complications to others. For World No Tobacco Day 2016, the World Health Organization and the Secretariat of the WHO's Framework Convention on Tobacco Control are calling on all countries to get ready for plain (standardized) packaging of tobacco products. Plain packaging is an important demand reduction measure that reduces the attractiveness of tobacco products, restricts use of tobacco packaging as a form of tobacco advertising and promotion, limits misleading packaging and labeling, and increases the effectiveness of health warnings.

In Pakistan, SAMAR is actively engaging civil society organizations for tobacco control at national and sub-national levels under its nine year old Coalition for Tobacco Control Program known as CTC-Pak. Though the world has started moving towards plain packaging but Pakistan is still facing issue to enlarge Pictorial Health Warning (PHW) on cigarette packs. As this year's theme for World No Tobacco Day is on "Plain Cigarette Packs" whereas Pakistan will still be fighting for its right to clean and safe air to breathe.

In March 2015, the Government of Pakistan announced enhancing of PHW on cigarette packs from 40% to 85% that was influenced by tobacco industry and yet, after 14 months, Pakistan has yet to see the new enhanced warning on cigarette packs. To negate government's interests with tobacco industry, civil society stood up for the interests of general public health and SAMAR has filed public interest litigation for immediate enforcement of enhanced PHWs.

WHO Theme: Plain Packaging

CTC-Pak's Project theme:

1. Larger Health Warnings on cigarette packs.
2. Comprehensive Ban on Tobacco Advertisements, Promotion and Sponsorship (TAPS).
3. Tobacco Industry Accountability (exposing industry-government interactions).

## DEMANDS OF COALITION FOR TOBACCO CONTROL PAKISTAN ON WORLD NO TOBACCO DAY 2016

- ✓ Reiterating civil society's commitment to reduce the hazard of tobacco consumption
- ✓ Immediate enforcement of 85 per cent Pictorial Health Warning (PHW) on cigarette packs
- ✓ Strictly ban all forms of tobacco advertisements promotions and sponsorships completely
- ✓ Urging government to make their correspondence with tobacco industry transparent





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WORLD NO TOBACCO DAY

STAND FOR LARGER GRAPHIC HEALTH WARNING FOR TOBACCO PACKS IN PAKISTAN

BECAUSE TOBACCO SMOKE CAUSE FATAL LUNG DISEASE IN SMOKERS

CLEAN AIR CLEAN LUNGS

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WORLD NO TOBACCO DAY 31 MAY

سگریٹ کی ڈیپا پر بڑی ہیلتھ وارننگ سے زندگی بچائیے

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نوجوانوں کی حفاظت۔۔ قوم کی ضمانت

حکومت کو درست سمت ضرور اور جلد قدم اٹھانا چاہیے

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## BRANDING MATERIAL

For WNTD activates following branding material has been distributed during the above mentioned activities.



## **WORLD NO TOBACCO DAY ACTIVITIES**

Each year the WHO marks World No Tobacco Day (WNTD) on May 31<sup>st</sup> highlighting the health risks associated with tobacco use and advocating for effective policy measures to reduce tobacco consumption. This year to observe the World No Tobacco Day, CTC-PAK collaborated with its 35 coalition partners to organize 57 activities at sub-national levels to address the tobacco control issues and to reduce tobacco consumption at different levels. The coalition partners displayed banners to educate the public about the health risks associated with tobacco products, the need for larger pictorial health warnings and the effectiveness of tobacco control policies all over Pakistan. The tobacco advocates expressed their concerns on the tobacco industry's interference for delaying the new enhanced 85 per cent warnings on cigarette packs through press conferences held in provincial capitals at cities of Peshawar, Faisalabad, Multan, Quetta and Karachi. The civil society is taking a firm stance to promote a healthy lifestyle without tobacco and putting all necessary efforts to demand implementation of larger health warning in the best interest of public health.

# INTERNATIONAL ACTIVITIES

## 1ST REGIONAL WNTD CELEBRATION

FIRST INTERNATIONAL TOBACCO CONTROL CONFERENCE, SAUDI ARABIA: CTC-Pak was invited to represent Pakistan in the First International Tobacco Control Conference in Riyadh, Saudi Arabia, to celebrate WNTD at regional level. The two days conference was organized on May 31st and June 1st, 2016 by Saudi Ministry of Health in collaboration with World Health Organization which was attended by government authorities, members of GCC countries from EMRO region, media and civil society organizations from Saudi Arabia.

In the role of a "Technical Advisor", CTC-Pak analyzed the situation of tobacco industry manipulation in the region, including Pakistan, particularly with respect to the challenges to implementation of Pictorial Health Warnings and Plain Packaging by identifying gaps and necessary actions.

The tobacco control efforts by CTC-Pak at national and regional level were also recognized and appreciated in form of a souvenir presented by Saudi Ministry of Health during the WNTD ceremony.





## FEDERAL ACTIVITIES

### PICKETING IN ISLAMABAD

To commemorate World No Tobacco Day, a total of 200 people gathered with Coalition for Tobacco Control Pakistan in a picket in front of Islamabad Press Club, F-6 on Monday, May 30, 2016, at 5:00 PM. The gathering extended the civil society support for immediate enlargement of 85% pictorial health warning on cigarette packs.



### T20 FRIENDLY CRICKET MATCH

CTC-Pak partners engaged youth to celebrate this year's World No Tobacco Day and played a friendly T20 match at Railway Carriage Ground Rawalpindi. The purpose was to promote healthy lifestyle activities through sports in oppose to tobacco addiction and resultant health hazards.



## PROVINCIAL ACTIVITIES

### PRESS CONFERENCES

The partners of Coalition for Tobacco Control – Pakistan (CTC-Pak) during the press conference called for immediate enforcement of 85 per cent Pictorial Health Warning (PHW) on cigarette packs as per the Ministry of National Health Services, Regulation and Coordination's (NHSRC) notification announced back in February 2015. The press conferences were held at provincial capitals press clubs including cities of Peshawar, Faisalabad, Multan, Quetta and Karachi on occasion of World No Tobacco Day. The partners expressed their concerns on the tobacco industry's influence over the government authorities' particularly NHSRC for delaying the new enhanced 85 per cent warnings on cigarette packs.

Below find list of press conferences organized at the provincial level across the country.

<b>Sr. No.</b>	<b>Organization</b>	<b>Press Club</b>
1	Basic Integrated Rural Development Program	Peshawar
2	Society For The Promotion Of Education And Awareness (SEAP)	Multan
3	Workers Education and Research Organisation (WERO)	Karachi
4	National Advocacy For Rights Of Innocent (Nari) Foundation	Sukkur
5	Maimar Development Organization	Faisalabad
6	Sabawoon For Peace And Sustainable Development (Spsd)	Quetta

PRESS RELEASE

## Tobacco control advocates call for immediate enforcement of 85 per cent Pictorial Health Warning on cigarette packs

Sub headline: Reiterating civil society's commitment to reduce the hazard of tobacco consumption

31 May, 2016, [CITY NAME]: The partners of Coalition for Tobacco Control – Pakistan (CTC-Pak) during the press conference called for immediate enforcement of 85 per cent Pictorial Health Warning (PHW) on cigarette packs as per the Ministry of National Health Services, Regulation and Coordination's (NHSRC) notification announced back in February 2015. The press conference was held at [CITY NAME] Press Club on occasion of World No Tobacco Day. The partners expressed their concerns on the tobacco industry's interference for delaying the new enhanced 85 per cent warnings on cigarette packs.

"Larger pictorial warnings have been proven effective all over the world to reduce tobacco use. Even India having six times the population of Pakistan implemented 85% PHW starting June 1<sup>st</sup>, 2016. It's been over 15 months since Pakistan announced to implement 85% PHW. Why have we not done it when we know it's timely implementation can reduce tobacco consumption?" [COALITION PARTNER ONE NAME], the CTC-Pak coalition partner, told at the press conference.

"India did not compromise the health of its public even after facing challenges from the tobacco industry. Why does Pakistan continue to delay it when we know there is no health budget allocated for tobacco victims?" [COALITION PARTNER TWO NAME], another CTC-Pak partner said.

"The rest of the world is going for plain cigarette packaging now. We urge the government to remain committed to its international and national obligations to protect public health and the Coalition for Tobacco Control stands by the government for this decision." [COALITION PARTNER] said.

[INFLUENTIAL/DISTINGUISH GUEST OF HONOR] shared his views that tobacco industry particularly targets its campaigns towards youth and children as its potential market. "We need to strictly ban all forms of tobacco advertisements completely. It is our duty to watch out for tobacco industry's tactics to lure in our children as future smokers." [INFLUENTIAL GUEST] told the press.

Each year the World Health Organization (WHO) marks World No Tobacco Day (WNTD) highlighting the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption on 31 May. This year, the CTC-Pak including [COALITION PARTNERS NAMES] have organised 57 activities including banner displays and press conferences all over Pakistan to observe the WNTD.

According to WHO's report on tobacco consumption in Pakistan, nearly 108,000 people lost their lives annually due to smoking only while 1200 youth and children suffered with tobacco related diseases daily.

The CTC-Pak is working for immediate enforcement of larger pictorial health warnings (PHW) on cigarette packs and amendment in existing Tobacco Control Law for complete ban of all types of Tobacco Advertisements, Promotions and Sponsorships (TAPS).

###



## PRESS CONFERENCE: PESHAWAR (KPK) [DEMAND CALL]

To commemorate WNTD, the Basic Integrated Rural Development Society (BIRDS) under the umbrella of CTC-Pak hosted a press conference at Peshawar Press Club where other collaborating partners including RISE, Social Uplift of Nowshera, Rural Development Organization (RDO), United Youth Welfare Organization (UYWO), Philanthropists Sans Frontiers Welfare Organization (PSF), SDV, RABTA Organization, Ghandara Organization For Change & Development (GOCD) were also present. The partners reiterated the immediate implementation of 85% pictorial health warning on cigarette packs. The partners also highlighted the hazards of use of tobacco products on the society. “Larger pictorial warnings have been proven effective all over the world to reduce tobacco use. Even India having six times the population of Pakistan implemented 85% PHW starting June 1st, 2016. It’s been over 15 months since Pakistan announced to implement 85% PHW. Why have we not done it when we know it’s timely implementation can reduce tobacco consumption?” Dr. Riaz YousufZai, the CTC-Pak coalition partner, told at the press conference. Following the press conference, a demonstration was also held outside the press club where the participants chanted slogans against tobacco use and crushed cigarettes to register their protest against the continued consumption of the harmful substance.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Peshawar Press Club	Daily Aaj Subah	Peshawar	Urdu	1
2		Daily Aain	Peshawar	Urdu	1
3		Daily Khabar	Peshawar	Urdu	1
4		Daily Pakistan	Peshawar	Urdu	1



## PRESS CONFERENCE: MULTAN (PUNJAB) [DEMAND CALL]

To commemorate WNTD, the Society for the Promotion of Education and Awareness (SEAP) under the umbrella of CTC-Pak hosted a press conference at Multan Press Club where other collaborating partners in TPO, Rights of Living for Everyone, SAMAJ, HELLO, WSO and AIMS were also present. The partners reiterated the immediate implementation of 85% pictorial health warning on cigarette packs. The partners also highlighted the hazards of use of tobacco products on the society. “The rest of the world is going for plain cigarette packaging now. We urge the government to remain committed to its international and national obligations to protect public health and the Coalition for Tobacco Control stands by the government for this decision.” coalition partner said.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Multan Press Club	Daily Khabrain	Multan	Urdu	1
2		Daily Jang	Multan	Urdu	1
3		Daily Safeer-e-Punjab	Multan	Urdu	1
4		Daily Raazdaar	Multan	Urdu	1
5		Daily Duniya	Multan	Urdu	1
6		Daily Nawa-i-Waqt	Multan	Urdu	1
7		Daily Crime	Multan	Urdu	1
8		Daily Sultan	Multan	Urdu	1
9		Daily Pakistan	Multan	Urdu	1
10		Daily Qoumi Awaz	Multan	Urdu	1
11		Daily Naya Kal	Multan	Urdu	1



## PRESS CONFERENCE: QUETTA (BALOCHISTAN) [DEMAND CALL]

On May 31, 2016, the Society Sabawoon for Peace and Sustainable Development (SPSD) from the platform of CTC-Pak held a press conference at Quetta Press Club where other collaborating partners in Society for Studies Peace & Development and Ittehad Naujawan Welfare Society were also present. The partners reiterated the immediate implementation of 85% pictorial health warning on cigarette packs. The partners also highlighted the hazards of use of tobacco products on the society.

Chairperson Mr. Naseem Tareen, who were also presided the press conference with the tobacco control advocates, was of the view that tobacco industry particularly targets its campaigns towards youth and children as its potential market. "We need to strictly ban all forms of tobacco advertisements completely. It is our duty to watch out for tobacco industry's tactics to lure in our children as future smokers." Mr. Naseem told the press.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Quetta Press Club	Daily Awam	Quetta	Urdu	1
2		Daily Express	Quetta	Urdu	1
3		Daily Fighter Times	Quetta	Urdu	1
4		Daily Bakhbar	Quetta	Urdu	1
5		Daily Jhang	Quetta	Urdu	1
6		Daily Mashriq	Quetta	Urdu	1
7		Daily Balochistan	Quetta	Urdu	1
8		Daily Ahem Khabar	Quetta	Urdu	1





## PRESS CONFERENCE: SUKKUR (SINDH) [DEMAND CALL]

To commemorate WNTD, the National Advocacy for Rights of Innocent (NARI) under the umbrella of CTC-Pak hosted a press conference at Sukkur Press Club where other collaborating partners in Foundation Support to Deprived People (FSDP), and Azad Social Welfare Association (ASWA) were also present. The partners reiterated the immediate implementation of 85% pictorial health warning on cigarette packs. The partners also highlighted the hazards of use of tobacco products on the society. "India did not compromise the health of its public even after facing challenges from the tobacco industry. Why does Pakistan continue to delay it when we know there is no health budget allocated for tobacco victims?" Mr. Anwar Ali Chairperson of NARI told press personnel at the press conference.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Sukkur Press Club	Nawa-e-Waqr	Sukkur	Urdu	1
2		Khabroon	Sukkur	Sindhi	1
3		Pak Sindh	Sukkur	Sindhi	1
4		Bhakar News	Sukkur	Urdu	1
5		Nae Baat	Sukkur	Urdu	1
6		Express	Sukkur	Urdu	1
7		Khabrain	Sukkur	Urdu	1
8		Qaleem Sukkur	Sukkur	Sindhi	1
9		The News	Sukkur	English	1
10		Online Indus News	Shikarpur	English	1
11		The Sindh Times	Shikarpur	English	1



## PRESS CONFERENCE: FAISALABAD (PUNJAB) [DEMAND CALL]

In celebration of WNTD, the Maimar Development Organization with the collaboration of CTC-Pak hosted a press conference at Faisalabad Press Club. In the press conference, the partners expressed concerns over tobacco industry's interference in delaying the implementation of a framework which says 85 per cent of all cigarette packs should be covered with pictorial health warnings (PHW). Sharing what CTC-Pak has been doing to end or at least reduce tobacco consumption, Dr. Najma Afzal member Standing Committee Health (Punjab) said they have been engaging bureaucracy and lobbying to increase duty on tobacco products. Urging the government to remain committed to its international and national obligations to protect public health, youth activist Bilal Zafar said CTC-Pak stands in support of the government.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Faisalabad Press Club	Sujhag	Faisalabad	Urdu	1
2		Super Line News	Faisalabad	Urdu	1
3		Nawa-i-Waqt	Lahore	Urdu	1



## PRESS CONFERENCE: KARACHI (SINDH) [DEMAND CALL]

The WERO along with other regional coalition partners including Sindh Health & Education Development Society (SHEDS), Thatta Youth Development Organization (TYDO), Roshan Zindagi Development Association hosted a press conference and a public demonstration in front of Karachi Press Club to mark the internationally observed WNTD. Activists remind government of its international commitment to protect public health. In the press conference, the partners expressed concerns over tobacco industry's interference in delaying the implementation of a framework which says 85 per cent of all cigarette packs should be covered with pictorial health warnings (PHW).

“Larger pictorial warnings have been effective all over the world to reduce tobacco use. Even India, having six times the population of Pakistan, implemented 85% PHW rule starting June 1. It's been over 15 months since Pakistan announced to implement the 85% PHW rule. Why have we not done it when we know its timely implementation can reduce tobacco consumption?” Ali asked at the press conference, pointing out that in Pakistan currently a very small portion of cigarette packs is covered with warning images.



Table: Press articles published in following prominent national newspapers

Sr. No.	Press Conference	Newspaper(s)	Station	Language	Clipping(s)
1	Karachi Press Club	The News	Karachi	English	1
2		Balochistan Express	Karachi	English	1
3		Nae Batt	Karachi	Urdu	1
4		Awami Awaz	Karachi	Urdu	1
5		Awami Forum	Karachi	Urdu	1
6		Pak	Karachi	Urdu	1
7		Awaz e Khalq	Karachi	Urdu	1





## DISPLAY BANNER ACTIVITIES

Below is the list of CTC member organizations who displayed banner on the occasion of World No Tobacco Day (WNTD) at provincial level.

Sr. No.	Organization	City	Banner Display
<b>Baluchistan</b>			
1	Helper Development Organization	Jaffarabad	3
2	Samaj	Dera Allah Yar	3
3	Social Sangat Balochistan	Jaffarabad	3
4	Sehar Arts	Dera Allah Yar	3
5	Baluchistan Development Society	Dera Allah Yar	3
<b>Punjab</b>			
6	Roshni Welfare Organization	Mianwali	3
7	Youth Front Pakistan (YFP)	Dg Khan	3
8	Society For Education And Development (SED)	Nankana Sahib	3
9	Global Organization For Human Empowerment And Rights	Bahawalpur	3
10	Real Hope	Vehari	3
11	Youth Development Organization (YDO)	Rajanpur	3
12	Public Support Organization	Lodhran	3
13	Wasaib Women Development Org	Bhawalpur	3
14	Social Welfare Society	Chakwal	3
15	Sudhaar Development Organization	Vehari	3
16	Social Welfare And Community Development	Buraywala	3
17	Future Development Foundation	Sargodha	3
<b>Sindh</b>			
18	Peace Foundation	Mirprukhas	3
19	Rural Development Foundation (RDF)	Jamshoro	3
20	Education Development Society	Hala	3
21	Rural Women Village Development Organization	Shahdātpur	3
22	Isra	Jacobabad	3
23	Citizen Development Organization	Jacobabad	3
24	National Development Organization (NDO)	Kandhkot	3
25	Soofi Sachal Sarmast Welfare Association	Kashmore	3
26	Kainaat Development Association	Kandhkot	3
27	Development Of Institution & Youth Alliance	Gohtki	3
28	Aitemad Research & Development Organization	Khair Pur	3
29	Indus Environment Development Organization. (IEDO)	Kandhkot	3
30	Community Development Foundation Pakistan (CDF)	Sakrand	3
31	Sindh Awareness Organization (SAO)	Shaheed Benazir Abad	3
32	Sindh Development Foundation	Moro	3
33	Ndf Nawabshah	Nawabshah	3
34	Al-Mustafa Social Welfare Association	Kahairpur	3



Community Development Foundation Pakistan  
Sakrand



Community Development Foundation Pakistan  
Sakrand



Development of Institution & Youth Alliance (DIYA)  
Sakrand



Community Development Foundation Pakistan  
Sakrand



Faraz  
Rawalpindi



Roshni Welfare Organization  
Mianwaali



Peace Foundation  
Quetta



Public Support Organization (PSO)  
Lodharan



Rural Development Foundation (RDF)



United Development Organization  
Kalar Syedaan, Punjab



Social Welfare and Community Development  
Burewala, Punjab



Youth Development Organization (YDO)  
Rajanpur, Punjab



Real Hope  
Vehari, Punjab



FDF  
Sarghoda



Kainaat Development Association (KDA)  
Kashmore, Sindh





Coalition for Tobacco Control – Pakistan (CTC-PAK)

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Office # 33, First Floor, Al-Inayat Plaza

G-11 Markaz, Islamabad, Pakistan

Tel(1) +92-51-2363633

Tel(2) +92-51-2363655

info@ctcpak.org | www.ctcpak.org