

8TH ANNUAL NATIONAL COORDINATION MEETING

Friday, April 28, 2017

85%
PICTORIAL HEALTH
WARNING ON
CIGARETTE PACKS

TOBACCO
INDUSTRY
INTERFERENCE &
ACCOUNTABILITY

NATIONAL
TOBACCO
CONTROL
PROGRAM

MEDIA
MONITORING &
ADVOCACY

Organized by
Coalition for Tobacco Control - Pakistan

#TobaccoFreePakistan  /ctcpak  info@ctcpak.org  www.ctcpak.org

A one-day national coordination and networking meeting with coalition members was held to discuss the current situation of tobacco control in Pakistan. Furthermore, the objective was to develop a future strategy on how to build an interactive relationship between government implementation authorities and civil society organizations at district level for effective compliance of tobacco control laws.

The meeting was organized by the Coalition for Tobacco Control – Pakistan (CTC-Pak) on April 28, 2017 at Islamabad that was attended by 42 coalition members from all four provinces of Pakistan. The Director National Tobacco Control Cell (TCC) and Country Representative of CTFK also attended this meeting.

After formal introductions of the members participating in the meeting, the National Coordinator of CTC-Pak under the session “**Tobacco Control – Interventions and new challenges**” then briefed the participants on the overall role of coalition as a representative of a civil society, its importance to provide support to policy makers as well as its impact on policy changes. He highlighted the importance of local data on tobacco control issues and how this useful data might be useful for policymakers to implement strict laws. He suggested to pool in sources and resources for further research to acquire latest data. The National Coordinator also shared prospective tobacco control interventions and news challenges that the coalition would be facing in current year.



The National Coordinator, CTC-Pak discussing new interventions and challenges related to tobacco control



The Director, TCC describing development of tobacco control laws in Pakistan at the 8th annual NCM

The Director of TCC Dr. Ziauddin Islam explained the **Development of Tobacco Control Laws** and their history. He emphasized the need for raising awareness regarding the issues of tobacco control and the laws enforced by the Government of Pakistan on much larger scale. The Director of TCC appreciated CTC-Pak in monitoring the status of the implementation of laws and supported the view that the focus should be on joint collaboration between government of Pakistan and civil society to further strengthen the efforts for bringing compliance to the laws. He informed the participants about the success of recently launched nationwide anti-smoking campaign “Sponge” by TCC and Vital Strategies. The Director was of view that there is lack of research on

tobacco related issues in Pakistan such as we have no information on how much the government spends on the cost of health as compared to the revenue that is generated by the tobacco taxes. He appreciated CTC-Pak for the compilation of the TIA observation report which would be useful for law enforcement agencies to identify the weak enforcement and curb the violators. He also supported CTC-Pak for its pro-active role and stressed for further strengthening the coordination between the TCC and CTC-Pak.

The Communications Officer, CTC-Pak, presented the recently launched observation report titled, **“Status of Enforcement of Tobacco Control Laws in Pakistan”** depicting the need of the Tobacco Industry Monitoring (TIA) monition. Furthermore, he briefed in detail the high compliance and high violation of different sections as observed at national and sub-national levels which would assist partners to set their priorities in their operating districts. According to the report, sale of cigarettes to minors remains high nationwide with sales of cigarettes near educational institutions remaining a common occurrence. The coalition members hoped the information provided in the report would contribute to the existing national database on tobacco control in Pakistan and would assist the authorities in providing an insight to better implementation of tobacco control strategies. The report was well appreciated by partners and thoughtful suggestions have been made which would be catered for in future surveys.



The Communications Officer, CTC-Pak revealing survey report findings and analysis with coalition partners.



CTC-Pak partners from Punjab appreciating the compilation of observation report.



CTC-Pak partners from Baluchistan registering their suggestions.



CTC-Pak partners from KPK/Sindh are appreciating the launch of observation report.

Partners shared experiences of past year in combating tobacco industry interference and shared success stories from their districts which were a source of inspiration and motivation of the coalition.



Following suggestions were made by the participants:

1. Inclusion of tobacco control laws in primary school curriculum in order to inculcate the anti-smoking culture among the kids.
2. Community level mass awareness campaigns should be organized with joint efforts of TCC and CTC-Pak for bringing behavioral change in the society.
3. As the laws are in the revision process, amendments should be made to raise tobacco taxes and making the implementation authorized person accountable for not complying the laws.
4. Information on tobacco control should be displayed prominently in the community.
5. Media should be involved in the activities for broader spreading of messages. In this regard, 'press appearances' should be more frequent.
6. The coordination among the CTC-Pak members should be further strengthened by having more frequent follow-up meetings to evaluate performance and reviewing the strategies.
7. Since not all the members could be invited to one national meeting, periodical meetings should be planned in future that shall involve all members, new and experienced, at regional level for more efficient coordination and working in tobacco control drive.
8. To bring new members on board with the rest of coalition members, refresher training workshops should be planned at regional level.
9. The information material should be translated in local languages for dissemination of messages on broader level.
10. World No Tobacco Day should be observed at regional levels.

Under the final session titled "**Preventive Measures & Tobacco Industry Accountability**" the National Coordinator shared the roadmap for the year 2017 comprising of four main sections i.e. larger pictorial health warning, Tobacco Industry Interference and Accountability, National Tobacco Control Program and Media Monitoring and Advocacy.



Interactive discussion session among the participants



All 42 partners who participated in the 8th NCM in a group photo



Islamabad team of CTC-Pak project in a group photo

At the end of the meeting CTC-Pak thanked all the participants for their dedication and commitment. The participants appreciated the CTC-Pak management for providing a common platform to register their voice as their public health right, review the overall work and strategize further actions.

List of member participants:

Sr. No.	Province	Name of the Organization
1.	Punjab	Action through Teaching and Awareness (ATTA)
2.	Punjab	Al-Eimman Development Organization (AEDO)
3.	Punjab	Atiah Welfare Society (AWS)
4.	Punjab	Community Participatory Initiative (CPI)
5.	Punjab	Ehsaas Welfare Society (EWS)
6.	Punjab	FARZ Association of Rehabilitation and Development (FARZ)
7.	Punjab	Ittehad Foundation Kasur (IFK)
8.	Punjab	Maimar Development Organization (MDO)
9.	Punjab	Real Hope Foundation (RHF)
10.	Punjab	Roshni Welfare Organization (RWO)
11.	Punjab	Social Welfare Society (SWS)
12.	Punjab	Society for Education and Development (SED)
13.	Punjab	Society for The Empowerment of people (STEP)
14.	Punjab	Society for the Promotion of Education and Awareness (SEAP)
15.	Punjab	United Development Organization (UDO)
16.	Punjab	Wasaib Women Development Organization (WWDO)
17.	Punjab	Youth Front Pakistan (YFP)
18.	KPK	Allai Development Organization (ADO)
19.	KPK	Awami Welfare Society (AWS)
20.	KPK	Basic Integrated Rural Development Society (BIRDS)
21.	KPK	Movement for Rural Development Organization (MRDO)
22.	KPK	Rural Development Organization (RDO)
23.	KPK	Rural initiatives in sustainability & Empowerment (RISE)
24.	KPK	Sustainable Development Vision (SDV)
25.	Sindh	Azad Social Welfare Association (ASWA)
26.	Sindh	Baakh Khushhal Tanzeem (BKHT)
27.	Sindh	Community Development Foundation (CDF)
28.	Sindh	Community Empowerment Organization (CEO)
29.	Sindh	Development Institutions Network (DIN)
30.	Sindh	Human Development Society (HDS)
31.	Sindh	Nartional Advocacy for Rights of Innocent Foundation (NARI)
32.	Sindh	Roshan Zindagi Development Association (RZDA)
33.	Sindh	Sachal Development Organization Jarwar (SDO)
34.	Sindh	Sindh Health & Education Development Society (SH&EDS)
35.	Sindh	Village Development Association (VDA)
36.	Sindh	Workers Education and Research Organization (WERO)
37.	Baluchistan	Citizen Development Society Balochistan (CDSB)
38.	Baluchistan	Helping Hands Development Society (HHDS)
39.	Baluchistan	Organization for Development of Human Empowerment (ODHE)
40.	Baluchistan	Ray of Hope (RoH)
41.	Baluchistan	Sabawoon for Peace & Sustainable Development (SPSD)
42.	Baluchistan	Saher Arts for Peace and Sustainable Development (SAPSD)

About Society for Alternative Media and Research:

Society for Alternative Media and Research (SAMAR) is an advocacy based organization working on a project Coalition for Tobacco Control – Pakistan which has a primary aim off supporting and monitoring implementation of tobacco control laws by strengthening civil society organizations and supporting government authorities at sub-national levels under a grant approved by the Campaign for Tobacco Free Kids (CTFK). The purpose of this project is to; i) monitor the implementation of tobacco control laws and to provide technical support to the Tobacco Control Cell, Federal Ministry of Health (MoH), ii) focus on coalition building to seek support of CSOs and iii) liaison with the media to highlight the need of effective tobacco control in Pakistan.



COALITION FOR TOBACCO CONTROL - PAKISTAN

The aim of Coalition for Tobacco Control – Pakistan is to strengthen the development and implementation of policies based on the provisions of Framework Convention for Tobacco Control (FCTC) through advocacy campaigns and acting as a technical resource for the Ministry of Health, Pakistan.

Coalition for Tobacco Control – Pakistan (CTC-Pak) has been advocating for stronger measures for tobacco control by the translation and adaptation of FCTC provisions into national tobacco control laws and was successful in convincing the signing and ratification of the FCTC by the Government of Pakistan. This led to promulgation of the national tobacco control laws which ban smoking at public places and public service vehicles, restrictions on the advertising campaigns of the tobacco industry and bigger and clearer health warnings on cigarette packs.

Despite the introduction of these legislative measures, a comprehensive approach towards effective tobacco control is still lacking in the country.

The prevalence of smoking among youth as well as adults is high in Pakistan and the loopholes in the existing laws provide an environment for the tobacco industry to exploit, especially, in areas where implementation and enforcement of the law are not strong. As a result, the consumption of tobacco in various forms is high.

There is a strong need to keep the issue of tobacco control on the agenda of the policy-makers. With support from

Bloomberg Global Initiative for Tobacco Control, Campaign for Tobacco Free Kids and The Union Against Tuberculosis and Lung Diseases, CTC-Pak through its coalition members is in the process of monitoring the implementation of the tobacco control statutes in Pakistan. CTC-Pak has been advocating for demand in reforms within the existing tobacco control legislations highlighting the need for the following so that a holistic legislative environment can be created for tobacco control:

- Efficient enforcement of tobacco control laws
- Enhanced and larger Pictorial health warnings
- Substantial raise in tobacco taxes
- Sustainable tobacco control program
- Development and adoption of legislative measures for a comprehensive ban on tobacco promotion and advertisements

The strength of CTC-Pak is its membership who is already engaged in tobacco control work. The partners of CTC-Pak bring a range of expertise to the coalition and together present a unified front which is dedicated to the control of tobacco consumption in Pakistan. CTC-Pak requires support and commitment from students, journalists, lawyers, educationists, teachers, health practitioners and civil society organizations for effective advocacy campaigns for raising awareness among masses on tobacco control issues by building their capacity and knowledge base on the tobacco control issue.

SUCCESS STORIES

1. Tobacco Free Policies development: Comprehensive definition of “Public Places”, Smokeless Tobacco Control Law and Graphic Health Warnings on cigarette packs
2. Smoke Free Policy enforcement: Ban on Shisha in Pakistan
3. 100% successful tobacco control litigation in Pakistan
4. Networks of professionals; journalists, lawyers, health practitioners and civil society organisations

