

## CTC-Pak's — World No Tobacco Day Activities 2015

COALITION FOR TOBACCO CONTROL

The members of Coalition for Tobacco – Pakistan (CTC-Pak) celebrated the 26<sup>th</sup> World No Tobacco Day (WNTD) by organizing 93 activities in 51 cities of all four provinces of Pakistan. The members involved stakeholders such as local authorities, media, civil society, educationists, students, health practitioners and communities in their activities based upon seminars, press conferences, signature campaigns, school competitions and displaying of banners consisting upon information messages regarding the WNTD theme. Also, a call for implementation of new enhanced Pictorial Health Warning (PHW) on cigarette packs was also part of WNTD campaign.

In federal capital, Islamabad, CTC-Pak supported and participated in the local BI partners and coalition member's WNTD activities. This year CTC-Pak also gained support from a prominent music sensation of Pakistan, Jawad Ahmed, who became the "Tobacco Control Ambassador" for youth from CTC-Pak platform for the year 2015-16.

As an annual practice, CTC-Pak provided all the information materials related to the activities to the members which consisted upon banners of eight different designs, shields and certificates for student competitions, five different factsheets on tobacco control and signature banners.

### Campaign at a glance

Activities were carried out through out Pakistan by the coalition members and though the reports from members are still coming in yet the information received show all activities received very positive responses and the people came out in numbers offering support for tobacco control policies.

These activities attracted people from different walks of life including local government officials, law enforcement authorities, parliamentarians, health & education government departments, media, lawyers, civil society organizations, youth and community who participated in more the 90 activities organized in all four provinces of Pakistan to celebrate the World No Tobacco Day.

This year the coalition, after consultation with members, identified three major activities among other activities keeping in view the WNTD (illicit trade) and country specific (enhanced PHW) themes which were as follows:

#### Banner Display

Based on the themes, banners with nine variants of awareness messages were disseminated among the members for their relevant activities. These were displayed at prominently at public places as well as during press conferences, seminars, meetings etc. The messages on the banners also directed towards others issues including health hazards, second hand smoking, smokeless tobacco, raise in tobacco taxes and warning youth about tobacco industry's tactics.

#### School Competitions

As youth is one of the main target markets for the Tobacco Industry as potential future tobacco users, competitions among schools to bring awareness were welcomed as one of direct way of engaging youth to prevent taking up tobacco. Local authorities were particularly interested and ensured their involvement as well as support in these CTC-Pak's activities.

#### Signature Campaigns

The signature campaigns targeted the demographic areas where the CTC-Pak has been highly active in recent times to assess how well messages against tobacco products and their use have been received. These were carried outside district offices at various cities in collaboration with the authorities inviting people to show their support for tobacco control by signing and writing their demands on the banner. These banners were then put on display outside the building for the viewing of general public and media. Other activities included engaging with media through press conferences, meetings and seminars with authorities, civil society, professional groups and communities.



Translation: Top line: Enforce 85% PHW on cigarette packet without any further delay. Bottom line: Prohibit illegal sales of cigarettes.

## Mapping — CTC-Pak

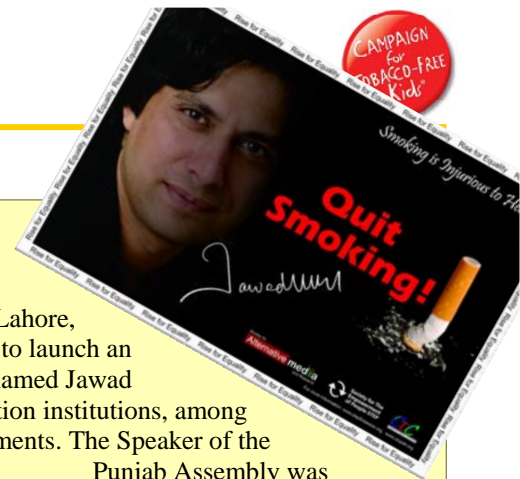
### Lahore:

#### Ambassador for Tobacco Control and launching of 'Quit Smoking' poster

A major WNTD activity by CTC-Pak was a grand event at provincial capital, Lahore, assisting a member organization, Society for Empowerment of People (STEP) to launch an ambassador for tobacco control in the form of a popular celebrity in Pakistan named Jawad Ahmed (singer). The poster is set to be displayed at health facilities and education institutions, among other public places, in major cities of Pakistan to promote smoke-free environments. The Speaker of the

Punjab Assembly was the chief guest on the occasion who assured his commitment towards working for eradicating tobacco from the province.

A "Quit Smoking" poster of the ambassador by CTC-Pak was also showcased on the occasion.



### Islamabad - Something Special

Society for Alternative Media and Research (SAMAR), the lead organization of CTC-Pak and the coalition, also officially released on May 28, simultaneously on social media and at Lahore event, a short tobacco control video on awareness of effects of smoking cigarettes; an enemy disguised as a friend.

The video "My friend" is based on adaption of Joel Spitzer's letter; My cigarette, My friend. The video is directed by coalition member, Kuch Khaas from Islamabad, and produced by CTC-Pak. Immediately upon its release; the video gained instant popularity among social media surpassing viewership of 5000 (at present, more than 8000) in three days time. Joel Spitzer, the author and site owner of whyquit.com, complemented the video quoting "the people who produced the video did an excellent job of capturing the essence of the article and has given it a new life to reach a new generation." He also showed his interest in hosting the video at his site stating "with its creative use of acting and visualizations did in fact produce a video I always wished I had and I thank all involved".



Presently, the video is accessible at: <https://www.facebook.com/Kuchkhaas/videos/10153865968579622/>

Kuch Khaas and CTC-Pak also joined hands for a "smoke out" campaign based on a charity drive during the WNTD month and displaying of 5 different posters carrying messages related to direct and indirect effects of smoking at major universities and colleges of Federal capital, Islamabad.



## The Coalition

### Province: **KHYBER PAKHTOON KHAA (KPK)**

Eight members carried out activities in KPK this year. **Philanthropists sans Frontiers Welfare Organization (PSF)** and **Rural Initiative for Sustainability and Empowerment (RISE)** were the two members that performed activities in Peshawar, the provincial capital.

**RISE** conducted a Seminar to bring awareness to the tobacco growers and tobacco traders on how the new enhanced pictorial warning would not affect their business and the warning would be beneficial to them, and the society they live in, considering in KPK tobacco farmers have been carrying out rallies opposing the new enhanced pictorial warning ever since it was announced.

While **PSF** displayed banners promoting the new enhanced pictorial warning throughout the city and also conducted a competition in a school to promote the anti-tobacco message in children.

**Social Uplift of Nowshera, Rural Development Organization, Basic Integrated Rural Development Society and Swat Youth Front** held signature Campaigns in their respective cities of Nowshera, Buner, Haripur and Swat to spread awareness amongst the masses.

Also, school competitions were held in Nowshera and Charsadda by two of members based in those cities; **Basic Integrated Rural Development Society** in Nowshera and **Ghandara Organization for Change & Development** in Charsadda. The purpose was to bring awareness amongst the youth and the response received was extremely positive and the students participated in these competitions with great devotion.

### Province: **BALUCHISTAN**

Due to the security concerns under the current situation in Baluchistan province, very few members participated in the World No Tobacco Day activities this year. Three members carried out Banner displays in their respective cities: **Baluchistan Development Society, Organization for Development of Human Empowerment and Sabawoon for Peace and Sustainable Development** of Dera Allah yar, Loralai and Quetta, respectively.

School competitions were held in three cities by the following members: - **SOCIAL SANGAT BALOCHISTAN, SAMAJ** and **Helper Organisation** in the cities of Jaffarabad, Dera Allah yar and Usta Mohammad, respectively.

While the signature campaigns were carried out in two cities of Quetta and Dera Allah Yar by the members; **Ray of Hope** and **SAMAJ**.

A honorable mention to **Sabawoon for Peace and Sustainable Development** of Quetta city as they were successful to carry out a press conference under difficult situation in Quetta on World No Tobacco Day which got coverage throughout the country. Similarly, **Sehar Arts** in Dera Allah Yar managed to attract the community through a theatre show acted out to bring awareness of the harms of tobacco to the local community.



**Province: SINDH**

Following thirteen organizations spread across fifteen cities in Sindh province displayed banners expressing their anti- tobacco voices at various points within their cities and villages:

**Azad Social Welfare Association, Sindh Health & Education Development Society, Peace Foundation, Citizen Development Organization, Soofi Sachal Sarmast Welfare Association , Development of Institution & Youth Alliance, Aitemad Research & Development Organization, Indus Environment Development Organization, Sindh Awareness Organization, Roshan Zindagi Development Association, Sindh Development Foundation, NDF Nawabshah and Pakistan Friends Forum.**

These members are based in the following areas in Sindh; **Shikarpur, Hyderabad, Mirprukhas, Jacobabad, Kashmore, Gohtki, Khairpur, Kandhkot, Shaheed Benazir Abad, Thatta, Moro, Nawabshah and Matiari.**



School competitions were carried out by the following ten of the members carried out school competitions in different schools:

**Rural Development Foundation RDF, Youth Development Forum, Sindh Health & Education Development Society, Kainaat Development Association, Development of Institution & Youth Alliance, Aitemad Research & Development Organization, Community Development Foundation Pakistan, NDF Nawabshah, National Advocacy for Rights of Innocent Foundation, Village Development Association, Education Development Society.**

These organizations are respectively based in the following cities:- **Jamshoro, Hala, Hyderabad, Kandhkot, Gohtki, Khairpur, Sakrand, Nawabshah, Sukkur, Kashmore and Hala.**



Signature campaigns and press conferences were carried out by seven members in Sindh which received overwhelming response which is a testament to CTC-Pak's work in progress in those areas. The members are as follows:

**Rural Development Foundation, ISRA, Citizen Development Organization, NOW Communities, Soofi Sachal Sarmast Welfare Association, Sindh Awareness Organization, Sindh Development Foundation and National Advocacy for Rights of Innocent Foundation.**

These members are based in the following cities: **Jamshoro, Jacobabad, Karachi, Kashmore, Shaheed Benazir Abad, Moro, and Sukkur.**



**Province: PUNJAB**

In the province of Punjab, following twelve members displayed the banners at points which would be visible to most the public to spread awareness of the new enhanced pictorial warning and restrict illicit trade of tobacco in province; **Roshni Welfare Organization, HELO Organisation, Youth Front Pakistan, Joy Foundation, United Development Orgnazition, Real Hope, Youth Development Organization, Wasaib Women Development Organisation, Social Welfare Society, Sudhaar Development Organization, Public Support Organization and Social Welfare and Community Development.**

These members belong from the following cities in respective order: Mianwali, MuzaffarGarh, Dera Ghazi Khan, Toba Tek Singh, KallarSyedan, Vehari, Rajanpur, Bahawalpur, Chakwal, Vehari, Lodhran, and Borewala.

School competitions were carried out by following eleven members in different cities of Punjab: **Farz Association of Rehabilitation and Development, Youth Front Pakistan, Society for Education and Development, United Development Organisation, AIMS Organization, Global Organization for Human Empowerment and Rights, Real Hope, Youth Development Organization, Future Development Foundation, Social Welfare and Community Development and Action Through Teaching and Awareness.**

These members carried out the activities in these cities respectively:- Rawalpindi, DG Khan, Nankana Sahib, Kallar Syedan, Muzzafargarh, Bahawalpur, Vehari, Rajanpur, Sargodha, Borewala and Bhawalnagar.

Five members in selected areas of Punjab organized signature campaigns. These members are as follows: - **Roshni Welfare Organization, Society for Education and Development (SED), WSO, Social Welfare Society and Sudhaar Development Organization.**

These 5 members are based in the following cities respectively: - Mianwali, Nankana Sahib, Muzzafargarh, Chakwal and Vehari.

The responses for the all the activities in Punjab were similar to that of Sindh if not better. The successful participation with enthusiasm is, again, a testament to the fine work done by the members in Punjab.

Also, honorable mention here to member organisation, **Attia Welfare Society**, from Rajanpur who missed out the date to coordinate with CTC-Pak in the planning of activities phase. Despite having no technical support from CTC-Pak, they carried out awareness raising activities against tobacco use on their own, yet in the name of CTC-Pak and played their role as a responsible member of society, and of coalition.

*CTC-Pak appreciates the efforts of its members.*



*Coalition for Tobacco Control – Pakistan (CTC-Pak), a project of Society for Alternative Media and Research (SAMAR), 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. CTC-Pak is recognized at government level as it acts as a technical resource to the Tobacco Control Cell (NHSRC) and Capital Administration and Development Division (CADD) and is partners in their campaigns for enforcement of tobacco control laws in Pakistan.*



Visit CTC-Pak's facebook group for more activities details and galleries at:  
<https://www.facebook.com/groups/ctcpak/>