



March 25, 2008

**Subject: “Fascinating” Schemes for Tobacco Promotions**

**Ms. Shaheen Masud**  
DG Implementation Cell  
Islamabad

Dear Madam,

Coalition For Tobacco Control – Pakistan (CTC-Pak) is working in close collaboration with the Implementation Cell, Federal Ministry of Health to monitor the implementation of tobacco control ordinance **‘Prohibition of Smoking and Protection of Non-Smokers’ Health Ordinance 2002** in Pakistan.

Currently CTC-Pak is monitoring of the implementation of tobacco control statutes (based on sections 5,6,7,8 and 9 of the ordinance) by conducting periodical surveys in major districts and cities of Pakistan. The compiled report based on the data is then shared with CTC members, the ministry and in general. These reports can also be accessed on CTC-Pak’s website ([www.ctcpak.org](http://www.ctcpak.org)).

This is to draw your attention to an important matter which is affecting the government efforts to control tobacco use in the country. During the monitoring activity, it has been observed that there are different types of advertisements related to tobacco promotion circulating in the market.

One of these specific promotion materials is in approximately 14’ x 9’ size (a modification of 1 x 1 square foot approved by the government) and is in the form of stickers. These stickers are pasted prominently either on the display counter of the shops or on the front wall / glass window of the shop or both. They are to promote the ‘new blend’, ‘fresh scent’ and of course, if one is lucky to find a certain colored cigarette in a pack, he is entitled for attractive rewards which can be ‘two free cigarettes’ or one of the 12 ‘Bumper Prizes’ i.e. a brand new Tractor.

Now, these promotions not only introduce the brand but promises to reward handsomely if one should adopt that particular brand.

Government of Pakistan has already placed ban on tobacco advertisements but one is not sure whether such promotions and especially promotional schemes come under the law.



Various studies have established tobacco promotion as a cause of increased tobacco consumption. The tobacco industry continues to cater its unethical marketing tactics to promote and attract the society. The tobacco industry invests millions, if not billions, of their budget in capacity of advertisement campaigns as they know that this is precise tool to gain profits many fold.

With current smoking patterns, there are more than 20 million smokers in Pakistan only. The death toll of tobacco consumers, in one form or another, is on an alarming level and tobacco is already identified as one of the major health hazards in Pakistan. Such promotions not only encourage existing smokers to further indulge in smoking but also attract new, as well as young, smokers.

We hope that Implementation Cell and Ministry of Health will pay attention to this type of tobacco promotion and take an aggressive approach on the issue to protect our rights.

Regards,

A handwritten signature in blue ink, which appears to read 'Khurram Hashmi'.

Khurram Hashmi  
Coordinator, CTC-Pak

**CC: Mr. Khushnood Akhter Lashari, Secretary Health**  
**CC: Mr. Sattar Chaudhry, WHO Health Education Advisor**