**[PROGRAMMES](http://dhsassam.org/programmes.htm%22%20%5Ct%20%22_parent) >> NATIONAL TOBACCO CONTROL PROGRAMME**

National Tobacco Control Program was launched in October' 2007.Currently one State cell and two districts, Kamrup (M) & Jorhat are functioning. On April 2012, the program came under the administrative management of Directorate of Health Services.

**Structure for Tobacco Control Program**



**Objective**
**•** The general objective is to reduce demands & supply of Tobacco products to protect the citizens of Assam.
**•** To facilitate the effective implementation of Tobacco Control Laws.
**•** To bring about greater awareness about the harmful effect of Tobacco.

**Implementation strategies**
**•** Strengthening Tobacco Control Programme at state and district level.
**•** Advocacy, Public education, mass awareness, enforcement, compliance.
**•** Dissemination of information and Community Mobilization.
**•** Integrating tobacco control elements into relevant Health and related Programs.

**Assam Global Adult Tobacco Survey - 2009-10**

|  |  |  |  |
| --- | --- | --- | --- |
| **TOBACCO USE** | **Overall(%)** | **Male(%)** | **Female(%)** |
| Tobacco Users (Smokers and Users of smokeless tobacco) |  |  |  |
| Current tobacco users | 39.3% | 52.6% | 25.3% |
| Daily tobacco users | 29.1 | 42.6 | 15.0 |
| Current Tobacco Smokers | 14.4 | 26.1 | 2.2 |
| Current users of smokeless tobacco product | 32.7 | 39.8 | 25.3 |

**Political and Administrative support**
**>>** The program came into focus under the leadership of the then MD,NRHM, in mid 2008.
**>>** State &District staff was recruited, the program gained momentum and became visible.
**>>**Committees were constituted at State and District, many State and District level Advocacy WS conducted, Trainings, Orientations, Awareness programs, IEC, media supported activities.
**>>** The NTCP programme came under Directorate of Health Services as Focal Point and one State Nodal Officer was given charge to run the programme effectively in April 2012.
**>>** The process of fines and challan was with the Govt and came into the effect in July 2012.
**>>** Committees constituted in coalition with Health department, District Administration, Municipal Corporation on supervising violations and compliance of Section - 4 & 6
**>>**Monitoring with District Admin, Municipal Board, Police of Guwahati and Jorhat . Tobacco Goods seized on spot in case of violations.

**1. Advocacy, Trainings, Workshops, Orientation, Awareness**
**•** 2 days 'North Eastern Regional workshop on development of media strategies on Tobacco control'
**•** Seminar on 'Tobacco Control Initiatives-Multi Disciplinary efforts' for expansion of the program to all districts of Assam. The participants - senior officials of District Administration, Dept of Health, Police, Education, Transport, I&B, Tourism, NRHM.
**•** Co-ordinated and organised, on behalf of the International Institute of the Population Sciences (IIPS) Mumbai, the Seminar on 'Dissemination of GATS Data of the NE Region' the findings of Global Adults Tobacco Survey (GATS-India) related to the 8 NE states, for the Health and other officials of the NE states.
**•** Coordinated, organized NE Regional meeting on 'Implementation of Tobacco Control Act, Food Safety and Standard Regulation and Tobacco Tax' for the High level delegation led by Special Secretary, JS, with other senior Officials from the MoH&FW .
**•** Orientation on 'Implementation & Enforcement of Tobacco Control Programme' in all Districts.
**•** Orientation Workshop of all District Nodal Officer under National Tobacco Control Programme .
**•** Training Workshop for Principals, Head Teachers, Medical Officers, Dentists, Enforcement Officers, NGO's , Women Groups, Health Workers.
**•** Training program on 'Community based cessation techniques' of Doctors and Dentists of Primary Health Centre (PHC) /Community Health Centre (CHC) at BBCI, Guwahati.
**•** 17 Signature campaigns: Flagged off by The Chief Minister, Health Minister, MLAs, Law Minister, Senior Govt. Officials, prominent personalities like freedom fighters, writers, journalists, and social leaders, conducted in schools, colleges, bus stand, railway station, and market place in Ghy and Jorhat.
**•** Co-ordinated with local religious group, on prohibition of the use of tobacco products inside the Temples premises.
**•** Advocacy meeting of Enforcement Officers on Tobacco control Laws in collaboration of Voluntary Health Association of Assam.
**•** Orientation program for Service club of Rotary and Lions, NCC, NSS, NYK .
**•** Conducted an awareness program amongst the SOS children village on Anti-tobacco issues and about the ill-effects of tobacco, advocate the cause.
**•** Intensive networking with related Govt, Non- Govt. agencies, media houses
**•** Elaborate Commemoration of the WNTD at State, district, block level, Medical Colleges, and educational institutes all over the state.
**•** Involvement of satras in Majuli to ban offering 'Dhapat' with tamul-pan .
**•** Orientation of 14 NGOs on the provisions of the ACT.
**•** Participated with the State TB program, as a part of the celebration of 'World T.B Day' - procession, motorcycle rally, public meeting, Signature Campaign, Anti Tobacco placards, posters displayed, documentary screened, speech on harms of tobacco and a cause of TB.
**•** 30 mins DDK program , in 'Yuva Manch' - interaction with college students on Tobacco control initiatives.
**•** 30 mins DDK program in 'Talk time' of PPC NE on Tobacco Control ACT, Health Consequences, prevention of the tobacco use, tobacco control initiatives.
**•** 1 hr 'Phone in' TV program on Anti Tobacco issues, in 'News Live'.
**•** 30 minutes 'Phone in' DDK program on' 'Swaysthya Bharat' Anti Tobacco issues.
**•** ''Shahpuria' &'Porbotia' declared 'tobacco free village'. Advocacy with Gorumara Ganakabari village of Jorhat as 3rd 'tobacco free village' in Jorhat.
**•** Conducted meetings for members of Local Panchayat leaders of the different Religions in the Jorhat District.
**•** Collaboration with Sarba Siksha Abihijan Mission, for training of school teachers .
**•** Orientation program for 20 Ayurved and Homeo doctors
**•** Conducted orientation on the COTPA, to 120 SI and ASI under training, at the Assam Police Training College in Dergaon.
**•** Training program for 85 Police Personnel, on enforcement of Tobacco Control laws at Police Reserve Training Hall, Guwahati.
**•** Anti Tobacco awareness meeting organized at 5 Tea Estates of Jorhat District.
**•** Participated largely in the Tea Tourism Festival. Documentaries screened, Poster exhibition, materials distributed, IEC displayed, interaction with public, power point presentation.
**•** Participate every year in the District Health camps of State Govt.

**•**Directorate of Health Services, Guwahati Medical College Hospital declared as 'Tobacco Free Zone.
**•** The Gauhati University declared as 'Tobacco Free Zone'.
**•** The Inter State Bus Terminus (ISBT) authority of Guwahati and Jorhat declared the campus as 'Smoke Free Zone'.
**•** Awareness campaign on Tobacco cessation in Chest & TB Hospital of Guwahati for its doctors, staff, and patients.
**•** Street plays in street corners, market places, parks, zoo, Bus stops
**•** Awareness/Cessation booths in health camps.
**•** Quarterly Public awareness and Advocacy programs conducted at Inter State Bus Terminus(ISBT), Railway Stations, Zoo, Market places.
**•** Implementation of the 'Cigarettes and Other Tobacco Products Act 2003 Section 4 order at the Guwahati Airport Authority
**•** Orientation of Hotel bar owners on implementation, compliance, violations of Sec 4

**Campaign for 'Tobacco Free North East' 2013**

**•** National Tobacco Control Program, Assam organised, conducted and coordinated a Mega campaign for 'Tobacco Free North East', led by the Ministry of Health &Family Welfare. It was a huge mission and a herculean task, getting together officials, civil society, journalists, activists from the 8 NE states - Assam, Arunachal, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Sikkim.
**•** Flag off of the mega campaign rally 'Tobacco Free North East' at 8 AM by the Health Minister of Assam in presence of the JS cum MD MRHM Ms .A .Gupta, DG Sri J. Prasad, JS Ms. S. Gamlin, Director Sri Amal Pusp, CMO, Dr. L.Swastcharan of the MoH&FW, GOI, National Tobacco Control Program, members of CTFK, WLF and delegates and brand ambassadors of the NE states, 2000 school students, nurses, health workers, civil society members.
**•** Public Meeting with the Honorable Chief Minister of Assam, Chief ambassador for the campaign as the Chief Guest and Health Minister of Assam as the Guest of Honour .
**•** A 'No tobacco' pledge was administered by the Honorable Chief Minister of Assam for all GOI officials, NE state officials, delegates and brand ambassadors of the NE states, 2000 school students , nurses , health workers, civil society members

**Appeal**
**•** Chief Ministers 'Appeal' to public on Section 6 , published in 21 newspapers by NRHM- Assamese & English .
**•** Health Ministers 'Public Notice' to inform to the general masses on Ban of sale of tobacco products near Educational Institution, published in 26 newspapers by NRHM in 4 language - Assamese , English , Bengali , Hindi.

**World No Tobacco Day**Every Year Commemoration of World No Tobacco Day celebrated at State, District, Sub-district level & educational institutes all over the state.

**World No Tobacco Day 2014**

**•** Press conference Kamrup Metro & Jorhat District.
**•** Talk Show at PPC -NE Doordarshan .
**•** Public meeting at BBCI in collaboration with VHAA, Assam Police(DGP)
**•** Puppet Show/ Essay Competitions/ Quiz competitions/ Street Play / Rally /Mass Postering/ Human chain / Awareness Meeting/Signature Campaigning/ Public Meeting in Kamrup Metro & Jorhat District.
**•** World No Tobacco Day Celebrated in almost all Non NTCP District like Sonitpur, Cachar ,Sivsagar, Goalpara, Nagaon,Dhubri,Lakhimpur, Kamrup Rural etc.
**•**Kamrup Metro District 1,00,000 signature collected in school & Public places for a appeal to government to raise the taxes of tobacco products.
**•** Public Awareness & cultural meeting at Dighalipukhuri par in Kamrup (M). All Artists & Flim personality attended & appealed for tax raising .

**World No Tobacco Day 2015**

**•** Press meet on 'Stop illegal trade of tobacco products'
**•** Recording of DDK PPC NE Program
**•** Meeting with various NGO's/ institute for collaborative commemoration of WNTD Pathik, Nabajivan, Jagreeti, Swabalambi, BBorooah Cancer Institute(BBCI), VHAA
**•** Public awareness meeting - 'Catch them young- a step towards tobacco free youth' at BBCI
**•** Community awareness meeting at Sonapur, Dimoria block - approx 100 villagers present
**•** Dy Commissioner Tax, Govt. of Assam, SNO and Consultant, State Tobacco Control Cell, participated in WHO organized 'National Consultation on Illicit Trade of Tobacco Products' at N. Delhi.
**•** Mass postering, Bannering of Guwahati city.
**•** Public awareness meeting attended by health workers, students, teachers, general public, celebrities, senior academicians. Graced by Senior Officials of Police, Education department.
**•** Signature campaign, street play conducted
**•** Debate competitions in most Govt. schools of Kamrup metro
**•** ½ page multicolor Newspaper advertisement in 26 news dailies of Assam in 4 languages - Assamese, English, Bengali and Hindi. Supported by NHM, Assam
**•** Free SMS by telecom networks - to all users by Reliance, Idea and Aircel
**•** Student, teachers Rally and Public awareness meeting by NGO Nabajivan
**•** Weekly news paper 'Dapon' - special issue on tobacco published.
**•** Director of Health Services, all personnel of Tobacco control Program contributed articles in the issue.
**•** Street play by Pathik NGO in various prime locations of the city.
**•** Orientation of CISF personnel at the Guwahati Airport premises
**•**Symbolic disposal of smokeless tobacco products, cultural program- 'Farewell to tobacco' at BBCI
**•** Commemoration of WNTD in many districts of the state jointly by District Administration, Police, Education and Health Department.
**•** As per advice of Deputy Commissioner, Jorhat District Tobacco Control Cell has monitored illegal tobacco product importation at Moriani Railway and challaned some violators at moriani.
**•** District Tobacco Control Cell organized the DLCC meeting at the Office chamber of Addl. D.C. Health, Jorhat. In the purpose of 31st May WNTD, celebration. There was a discussion on theme of the WNTD,2015 and ADC Health ensured all type of possible help to prevent the illegal trade of tobacco product..
**•** Tobacco Control Cell monitored the illegal tobacco product and seized some illegal product e.g. a lot of foreign cigarettes with the help of Jorhat Police.
**•** Organized a press meet at Jorhat press club, Jorhat. The main MOTO of the press meet was the publicity the theme of the WNTD, 2015 and introduce the tobacco traders who chose the alternative business for encouragement to others.
**•** Organized a training programme amongst the newly elected Jorhat Municipal Board members on COTPA-2003 and theme of WNTD, 2015.
**•** Organized Anti-Tobacco One Act Play Competition amongst the High & Higher Secondary Schools in collaboration with the office of the Inspector of Schools, Jorhat
**•** Organized an awareness amongst the traders with an innovative function FUN & LEARN and DTCC also distributed Sec-6 (a) signages for physically handicap traders.
**•** Since last 5 years we are observing the WNTD day by hosting the DTCC's flag. As such first ceremonial programme WNTD,2015, the flag was hosted by D.N.O. in front of the office of the DTCC, Jorhat. In the open session we have felicitied Joint Director of Health Services, Jorhat who presided the meeting, I.S. Jorhat, Ex- principal Bijay Sharma of J.B. College, Shree Shree Janardan Deva Goswami, Dakshinpat satra, Majuli as the guest of honour. As per agenda the programme details are as follows -
**•**Appreciation Award for contribution on Anti-tobacco activity - (i) Sjt. Pankaj Sharma, Tobacco Traders who has given up the tobacco business, (ii) O.C., Jorhat Main Police Station, (iii) O.C. Borholla P.S.,Titabor and (iv) Gen. Secy of Central Durga Puja Coordination Committee, Jorhat.
**•** Prize Distribution ceremony - Participation Certificate distributed for all students who have participated in anti-tobacco one act play drama competition, Prize money with trophy & certificate for 1st, 2nd, 3rd, DTCC's Special Award and Best actor award
**•** Demonstration of the best drama
**•** Oath taking ceremony

**2. Cessation**

**•** Total 1243no. of clients counseled both the Kamrup Metro & Jorhat Districts.
**•** Tobacco Cessation facilities made available at District units and OPD of Gauhati Medical College & Hospital & Jorhat Medical College & Hospital.
**•** Conducted Training Programme for Multi Purpose Health Workers(MPW) on harmful effects on tobacco, tobacco addiction and cessation and role of MPW in controlling Tobacco addiction in Kamrup Metro & Jorhat districts .
**•** The District Tobacco Control cells conducts the cessation activities in the outdoor, hospitalised patients of the hospitals where the District cells are housed, in collaboration with the ENT, Dental and Medicine dept. District Cell, arranges discussion with the tobacco users and give them tips on quitting.
**•** Community Based Cessation Technique Training program of Doctors and Dentists, Nurses of Primary Health Centre (PHC) ,Community Health Centre (CHC) at Guwahati - Tobacco toll on Health, Socio economic aspects of the rural population, its consequences and Tobacco Control Act-2003. Participants provided with reference materials and guidelines on Tobacco Cessation techniques encouraged to start Cessation Centres at the respective health institutions.
**•** Community based Cessation techniques/ information are disseminated to the multi purpose health workers attending the patients and public gathered in health camps. CD on cessation techniques is screened.
**•** Organized special training on Tobacco cessation in LGB Chest & TB Hospital of Guwahati for its doctors, nurses, staff and patients.
**•** Proposed help in quitting/quitting techniques at the School Programs.

**3. School Program**

**•** Conducted approx 360 school programmes at Jorhat & Kamrup (M).
**•** Program in several Colleges of Guwahati and Jorhat, 2 University.
**•** 82 Nos of educational institutes were declared Tobacco Free

**4. IEC
•** State and District level IEC materials developed in English, Assamese, Bengali.
**•** 3000 sign boards provided by the Chambers of Commerce in Jorhat for traders and outside schools ( Sec.5 & 6)..
**•** Awareness Documentary in collaboration with News Live Tv channel.
**•** Approx 120 Hoardings on tobacco & health warning by NRHM, across the state in all districts.
**•** Tobacco Control Act updated on State and NHM website
**•** 700 Signboards outside educational institutes in partnership with IOC, ONGC, NewsLive
**•** 5 Glow signboards at important public place of Guwahati Medical college, Directorate of Health Services , Gauhati University, Dental college, Law college.
**•** Installation of Anti Tobacco Hoardings at main market mall of Jorhat municipal market, Sahpuria village, Educational institutes.
**•** Mass sms, mass postering and banners in Jorhat and Guwahati, phone in radio program, talk show, phone in Radio and TV program, All activities were extensively covered by media - Print, AIR, FM Radio, Satellite TV, DDK.
**•** Distribution of IEC materials in public places, counseling Programme of indoor and outdoor patients of Kamrup (M) District Hospital.
**•** Distribution of Sec 6(a) 300 Nos of signage's - educational institute and 3000 Nos of Signage's POS - at Kamrup Metro District.
**•** Leaflet distribution to public of Tobacco free village.
**•** Publicity in Local News ,Radio Channel & television.
**•**Print, Development of posters, brochure , leaflets, Teachers handbook, Health worker guide, Doctors manual, TCI Cards, articles, Poster display at different location, Drawing/painting/essaycompetition, sunshades distributed to students, Translation of Resource material in to Assamese.
**•** SMS blasts by AIRCEL, TATA INDICOM, AIRTEL, IDEA, BSNL, RELIANCE, Internal mailer of the animation to all NE Tata Indicom employees, Streets plays.
**•** Distribution of Prohibitory signboards on Section 6 to school and colleges
**•** All Banks in Guwahati, Many Offices, Hotels & restaurants, Cinema hall, Auditoriums, Shopping Complexes, other public establishments put up 'No Smoking' sinages.

**5. Monitoring**

**•** NTCP, Assam, State cell, in collaboration with the News Live satellite TV channel, provided, distributed and installed 300 signboards outside educational institutes and 3000 prohibitory boards at the Pos on ban of sale of tobacco products to minors in the Kamrup(M) District.
**•** The State Tobacco Control Cell, District Tobacco Control Cell with the District Administration of Kamrup (M) launched a drive to prohibit sale of tobacco products within 200 meter radius of educational institutions. The Administration seized a good quantity of tobacco products from various outlets near educational institutions
**•** 9 District visits - 27 nos of sensitisation, Awareness meetings/ monitoring conducted in 9 districts by the state team with District Administration, Municipal Bodies, Health, Education, Food , Drug officials. Direction on constitution of Committees on implementation, monitoring, prohibition rules of COTPA, Ban sale of Tobacco products near educational institutions, ill effects of tobacco consumption, health consequences and suggestions.
**•** Letters to Police department, Deptt of Education, Municipality Department and Food safety Department to conduct Special drives regularly.
**•** Regular monitoring visit to the point of sale and vendors - asked to remove the advertisement hoardings which violates COTPA.
**•** 50 enforcement programme with the support of Enforcement squad, distributed pamphlet in local language for awareness to the retailers, POS, on Advertisement rules
**•** 100 % put up 'No Smoking 'signboards in all Directors' Office IN Guwahati.
**•** Imposition of fines to shopkeepers for violation of section 5 advertising rules and section 6 of COTPA.
**•** 100% warning sinages are in place in the point of sale of tobacco product in Jorhat District.
**•** 100% warning sinages are in place in the point of sale of tobacco product in Kamrup Metro District.
**•** Conducted 850 monitoring visit to public establishments - Pan shops, Offices, Hotels, Banks, Malls, restaurants, eateries, auditorium, cinema hall - to ensure compliance of the ban on public smoking.
**•** Under Sec 5 of COTPA all the signboards advertising cigarette have been removed from Kamrup Metro district.

**Fines**

**•** NTCP Districts Kamrup Metro , Jorhat District & NON NTCP District
together Rs. 2,50,000/- have been collected as fine for violation of COTPA, in Assam and the same has been deposited in the finance deptt through treasury challan.

**Best Practices
•** Advocacy with educational institutes, villages for tobacco free status
**•** Meetings with Administrative Heads, Educational institutes, Private and public sector, members of Local Panchayat leaders, different Religious leaders,
**•** Awareness and advocacy programs conducted in presence of huge public in attendance with 3 renowned 'Namghar' on prohibition of the use of 'dhapat ' with tamul pan inside the Temples premises.
**•** Competitions amongst puja pandals during 'Durga Puja' festival in Jorhat to maintain 'smoke-free' status
**•** Networking and coalition with various organizations/ agencies like NRHM, Govt. depts. of Police, Education, Transport, Municipal Corporation, Sports and Youth Affairs and Rural Development, District Administration, Sarba Siksha Abhijan,
**•** Collaborated and conducted joint programs with IDSP, Cancer Control, Mental Health, TB, NCD, Food safety, ICDS, Education, Dental Association, Telecom Network.
**•** Participated in Kamrup & Jorhat Book, Industrial Trade fair in Guwahati and Jorhat. .
**•** Participate annually in Govt. District Health camps.
**•** All Banks in Guwahati, Many Offices, Hotels & restaurants, Cinema hall, Auditoriums, Shopping Complexes, other public establishments put up 'No Smoking' signage.

**Review of program**

**•** Monthly Review meeting with DHS, Joint DHS present, NTCP & DTCC Staff.
**•** Every Three months with Additional Chief Secretary, Health.
**•** Every Six months with Health & Education Minister.
**•** Quarterly meeting of Steering Committee at district level.

**Involvement of Dept. of Education**

**•** Participated in a high level meeting conducted by the Education Minister for all state and district educational officials.
**•** State level WS of 27 District Inspector of Schools (IS) and Jt. Director of Health Services to collaborate in taking steps towards implementation of Section 6 in their respective districts.
**•** Letter from the Commissioner & Secretary, Dept of Education, Govt of Assam to 27 District for implementation of Section 6 in their respective districts.

**Implementation of Section 4 & 6 all district of Assam**
Letter from the Commissioner Health & DHS to:
1. Commissioner Education, Transport, Social Welfare, Tax on execution of COTPA rules.
2. DGP, who has forwarded the same to all district SP for COTPA implementation
3. All DC's for implementation of the COTPA, and DC's have entrusted the authority to 1 official on the same.

**Challenges
•** Chewing tobacco easily available, accessible, affordable.
**•** Tobacco Industry exploitations.
**•**Surrogate / brand stretching rampant.
**•** Resource Crunch - Physical (dedicated manpower, infrastructure), Financial,
**•** Illicit trade of tobacco products.
**•** Weak implementation of COTPA due to less priority subject by the enforcers. **Way forward
•** Strengthening Tobacco Control Programme at state and district level through superior networking, convergence, partnering, capacity building of stake holders, Advocacy, Public education, mass awareness, enforcement, compliance.
**•** Cessation activities to be enhanced and upgraded through capacity building.
**•** Expansion of the program to all districts through Deputy Commissioners
**•** Declaration of Jorhat and Kamrup - Tobacco Free.
**•** Declaration of several 'tobacco free educational institutions' in all districts
**•** Large scale Dissemination of information and Community Mobilization. Mass scale awareness among all levels on tobacco boycott, ban and cessation.
**•** Integrating tobacco control elements into relevant Health and related Programs.
**•** Fines and Challan effectively put in position in all districts.
**•** Enhanced monitoring for effectiveness of the program.
**•**Order by all District Administration of Assam on ban on sale of tobacco products near educational institutions.