

GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
RAJYA SABHA
QUESTION NO02.03.2010
ANSWERED ON
DEATHS DUE TO TOBACCO CONSUMPTION .

512

Shri Vijay Jawaharlal Darda

Will the Minister of HEALTH AND FAMILY WELFARE INFORMATION AND BROADCASTING be pleased to state :-

- (a) whether it is a fact that worldwide tobacco consumption could kill six million people in 2010 and one-third of those people would die of cancer;
- (b) if so, what effective measures are being adopted for creating awareness that such deaths are impacting families as well as economies, apart from smokers prone to suffer from poor reproductive health, etc.; and
- (c) whether NGOs have been involved in such campaigns, stressing upon local dialects becoming means of communication verbally or through screening of slides?

ANSWER

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE

(SHRI DINESH TRIVEDI)

(a) As per WHO, it is estimated that at present tobacco consumption is causing 5.5 million deaths per year globally and it is likely to increase to more than 8 million death (per year) by 2030.

(b)“The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA) enacted in the year 2003 throughout the country is intended to protect citizens with special attention to risk groups such as pregnant women and children from involuntary exposure to tobacco smoke, discourage consumption of cigarettes and other tobacco products and impose progressive restrictions and take concerted action to eventually eliminate all direct and indirect advertising, promotion and sponsorship concerning tobacco products. The salient features of the Act are as under: i. Ban on smoking in public places (Section 4) ii. Ban on direct/indirect advertisement of tobacco products (Section 5) iii. Ban on sale of tobacco products to children below 18 years and ban on sale of tobacco products within 100 yards of educational institutions (Section 6) iv. Specified health warnings on tobacco products (Section 7)

Besides, in order to effectively implement the tobacco control Act/Rules, as also to create awareness about ill effects of tobacco, the pilot phase of National Tobacco Control Programme (NTCP) was launched in 2007 -08 in 18 Districts of 9 States which was further scaled up to cover 24 districts in 12 States during the year 2008-09. The Programme broadly envisages:

1. Mass media anti-tobacco campaign

2. Establishment of tobacco product testing labs

3. Capacity building at the State and District level by setting up State Tobacco Control Cells and District Tobacco Control Cells with the objectives to:

- i) Engage NGOs to carry out school health campaign in the Schools;
- ii) Train the health workers, school teachers etc on ill-effects of Tobacco;
- iii) Monitor the implementation of provisions under COTPA
- iv) Provide help for tobacco cessation.

(c)Yes. One of the means is technical support provided to various NGO's across the country for grass-root level awareness campaign including mobile exhibitions, street plays and school programmes to reach out to a larger target audience by the Ministry.