

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 4121
TO BE ANSWERED ON 3RD APRIL, 2018**

IMPACT ASSESSMENT OF ANTI-TOBACCO CAMPAIGN

4121. SHRI HUSAIN DALWAI:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the State-wise and year-wise details of deaths due to tobacco consumption since 2014;
- (b) the State-wise details of progress under the anti-tobacco campaign-Sunita;
- (c) whether Government has conducted an impact assessment of the campaign to measure its impact and success, if so, details thereof and if not, reasons therefor; and
- (d) what other measures Government is taking/planning to take to minimise tobacco consumption in the country?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SMT. ANUPRIYA PATEL)**

(a): No such specific data is available with this Ministry. However, as per the "Report on Tobacco Control in India" published in 2004, about 8-9 lakhs deaths per year are attributable to tobacco related diseases.

(b) &(c): Sunita was launched as a national mass media campaign in August 2014 by the Ministry of Health and Family Welfare, Government of India. The 30-second Public Service Announcement (PSA) was broadcast in 17 languages for pan India coverage. It was put on air on all government and private TV and radio channels from 21st October 2014 for duration of five weeks.

This Ministry hasn't conducted any impact assessment of the campaign.

(d): A comprehensive legislation namely, Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA, 2003) was enacted by the Government of India to regulate tobacco products in the public health interest. This law prohibits smoking in public places, direct/indirect advertisement of tobacco products including promotion and sponsorship and sale of cigarette or any other tobacco product to and by minors and within 100 yards of any educational institution. Besides, this law mandates display of specified health warnings on tobacco products packages.

The National Tobacco Control Programme (NTCP) was launched by Ministry of Health and Family Welfare, Government of India in 2007-08 with the aim to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions under “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA, 2003) (iv) help the people quit tobacco use, and (v) facilitate implementation of strategies for prevention and control of WHO Framework Convention of Tobacco Control.

Government of India notified rules to regulate films and TV programmes depicting scenes of tobacco usage to spread awareness. Such films and TV programmes are statutorily required to run anti-tobacco health spots, disclaimers and static health warnings.

Further, to spread awareness on adverse impact of consumption of tobacco products, the size of specified health warnings on packages of tobacco and tobacco products has been increased to 85% w.e.f. 1st April, 2016.

The Ministry started National Toll-free Helpline in 2008, with a primary aim to report violations under various provisions of COPTA, 2003.

The Ministry also started National Tobacco Quitline to provide tobacco cessation services to the community and has launched a pan-India “mCessation” initiative to reach out to tobacco users who are willing to quit tobacco use and to support them towards successful quitting through text-messaging via mobile phones.

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