

ADVOCACY NEWSLETTER ON TOBACCO Control Reforms AND INDUSTRIAL WATCH



Acting on a report released by The Network for Consumer Protection, Prime Minister Yusuf Raza Gilani has sought a report from the officials concerned about promotional activities of the tobacco industry in the flood-hit areas of Khyber Pakhtunkhwa. A tobacco giant had launched its advertising

PM Gilani springs to action on TheNetwork's report

campaign in the flood-hit areas under the cover of corporate social responsibility, and bought space in the advertisement supplement of a popular English daily on 23rd of September 2010. The Network for Consumer Protection took swift notice of this violation of Framework Convention on Tobacco Control rules, and issued a press release same day, exposing the covert agenda of the tobacco industry under the garb of relief activities.

The leading national newspapers carried the report issued by TN very next day, proving that our media is responsible and supports those who raise voice on behalf of consumers.

Under the guidelines of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance and the WHO FCTC, sponsorship and promotion of tobacco companies is strictly prohibited.

Dr Arif Azad, TN executive

coordinator said his organisation had swiftly assumed the role of a watchdog on the tobacco industry.

He said the tobacco industry had tried to exploit the flood tragedy for its promotional campaign, taking advantage of a feeble machinery to ensure the government orders implanted. "However, TN took timely action to foil veiled advertising attempts of the tobacco industry. We will not let the tobacco companies to flout bans imposed on them" he added. – TN Staff Report

PRIME MINISTER'S SECRETARIAT (PUBLIC)
ISLAMABAD

MOST IMMEDIATE

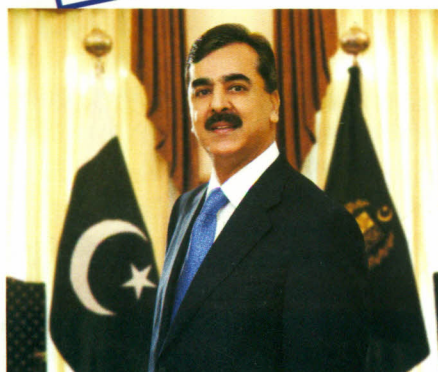
Subject: ANTI-TOBACCO LAWS BEING VIOLATED IN FLOOD-HIT AREAS.

Kindly find enclosed herewith a copy of excerpt of "The Post" dated 29-9-2010 regarding the subject issue.

2. It has been desired that a report in the matter may kindly be intimated to this Secretariat on priority for perusal of the Prime Minister.


(Omar Hamid Khan)
Joint Secretary/PSO to PSPM
☎ 051-9211943

Secretary, Ministry of Health, Islamabad.
PM's Sectt. (Public) U.O.No. 4(39) DS (Imp-I)/2010, dated 4th October, 2010.



Tobacco giants use loopholes to violate state laws

By Advocate Waheed Iqbal

Like the rest of the world, the tobacco industry in Pakistan is very influential and strong. Though tobacco control ordinance has been enforced in the country since 2002, but due to its weak implication, it is toothless yet. The tobacco industry is using loopholes in the law to its favour and aggressively promoting its brands. After the implementation of the ordinance, the tobacco industry is using the following techniques to abuse the anti-tobacco laws:

Advertisement through posters:

Tobacco advertisements are the root cause of excessive use of tobacco in the country. The Pakistani government is a signatory to the UN Framework Convention on Tobacco Control (FCTC), which makes it

mandatory for every signatory to take strict anti-tobacco measures including a complete ban on tobacco advertising and its promotion. The Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 also bans cigarette advertisements. Under Section 2(a) of the ordinance, poster is not included in the advertisement's definition. The tobacco industry is using this loophole in the legislation to its favour.

Advertisement through rate list:

Another advertising tactic being used by the tobacco industry is repeated publishing of same rate lists of various cigarette brands in Urdu and English dailies with only difference of commencement dates. The publishing of rate lists is also an advertising and promotional tactic, which is an open violation of the

Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002.

Advertisement through Internet:

Website or internet advertisement is another effective tool being used by tobacco companies to promote their products in violation of rules. On the website of the Pakistan Tobacco Board, adverts of the Pakistan Tobacco Company and the Lakson Tobacco Company have been displayed, which is a clear violation of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 by a state-owned institution.

Attractive cigarette packs:

A cigarette pack shows brand identity through brand logos, colours, fonts, pictures, packaging materials and shapes. In Pakistan, tobacco

Editorial: New challenges for anti-tobacco advocates

The month of September marked the dawn of a new era in the anti-tobacco struggle in Pakistan when pictorial health warning appeared on cigarette packs.

It is a landmark achievement for anti-tobacco advocates for which our government and the bureaucracy also deserve praise for their share in the realisation of pledge Pakistan made by implementing Article 11 of FCTC, which Pakistan ratified in 2004.

A strict pictorial health warning on cigarette packs was drastically needed step in a country like Pakistan where 274 people die of smoking-related diseases daily and 1,200 children in the 6-15 age group start smoking the same day.

But anti-smoking activists should be mindful that Pakistan is a country where the constitution has been unfortunately abrogated more than once, and many of its articles amended and deleted. Even the country's top judiciary at times seems helpless to get its verdicts implemented as it is evident in the case of the Supreme Court's orders on sugar price and the controversial National Reconciliation Ordinance.

This politico-judicial scenario gives a strong message to

anti-tobacco activists in Pakistan, Do not rest on your laurels. The order issued by the Health Ministry (regarding the pictorial warning on cigarette packs) appears to be fragile without a consistent and strict vigilance of the tobacco industry. Therefore, anti-smoking campaigners in Pakistan should be on red alert so that the tobacco giants could not snatch what they have earned after a long struggle.

How can anti-smoking activists cope with this challenge? The answer is a strong and vibrant awareness campaign backed up by policy advocacy for improved legislation. Pictorial warning on cigarette packs have already given a boost to this campaign.

Amid these welcome steps by the Health Ministry, a strong and powerful awareness campaign could serve as a severe blow to the smokers and significantly reduce the tobacco consumption in Pakistan.

Dr. Arif Azad

Chief Coordinator

The Network for Consumer Protection

companies design attractive cigarette packs to promote their brands in smokers especially the youth. An innovative and attractive cigarette pack of Marven Gold was introduced in the market by Lakson Tobacco Company. It used a ploy through posters that this pack was available in the market for a limited time. Similarly the Pakistan Tobacco Company recently changed designs of Capstan packs.

Use of misleading expressions:

Studies show that terms used on cigarette packs like 'light', 'mild' and 'low-tar' confuse consumers into thinking that so-described cigarettes carry lower health risks. They think that a particular tobacco product is less harmful than other products. Pakistan is a FCTC signatory and legally bound to ban printing of these misleading words on tobacco packs. Dozens of countries have now banned tobacco companies from using such terms on cigarette packs. However, tobacco companies in Pakistan are using such deceptive words and playing with life of the people to promote and sell their products.

Lobbying through influential people:

The use of influential people for lobbying is a typical tobacco industry's tactic around the world. The tobacco industry in Pakistan has tried to manipulate the policymaking process and delay the introduction of anti-tobacco legislation in Pakistan since 1970. However, the Prohibition of Smoking and Protection of Non-smokers Health Ordinance was promulgated in 2002 on the civil society's pressure. However, tobacco industry is using this tool in Pakistan effectively. The tobacco industry uses media groups and influential people to influence policymakers to make policies against the tobacco industry. Tobacco companies offer directorships of their boards of

directors to watch their interests. A renowned tobacco company got elected a retired general and four influential bureaucrats - one of them is also a columnist in an English daily - as non-executive directors to its new board of directors. The chairman this board of directors is a retired federal secretary.

Expanding tobacco growing area:

Leading tobacco companies encourage farmers to grow more and more tobacco to keep their factories running. The cigarette manufacturing also pollutes the environment as many inhabitants of the tobacco belt complain of allergies and other diseases linked to the tobacco processing. In Mansehra region in Khyber Pakhtoonkhwa, tobacco companies recently urged farmers to grow tobacco instead of other crops. Tobacco companies use wall-chalking to urge farmers to grow tobacco. A message '2010 tambakoo kaliey zabardast' (the year of 2010 is the best for the tobacco crops) was found written on walls in many tobacco growing areas.

Government policies regarding promotion of tobacco:

The government, allegedly indulged in contradictory policies, is running a half-hearted anti-smoking campaign. The Commerce Ministry through its Pakistan Tobacco Board is patronising the industry and the tobacco growers. The Food and Agriculture Ministry is campaigning for an increase in price and output of tobacco. In this regard a recent development occurred. A report published in Business Recorder, an English daily popular in the business community,

PROMOTIONAL TRICKS



A tobacco giant has not printed pictorial health warning on cigarette packs shown in its promotional fliers

on February 22, 2010 is conclusive evidence to this effect. According to the report, commercial banks had initiated a special agricultural loans scheme on the directive of the State Bank of Pakistan (SBP) for tobacco growers in the Khyber Pakhtoonkhwa.

Promotional tactics under CSR:

Knowing of their beleaguered image, tobacco companies make contributions under the cover of corporate social responsibility. These contributions are over and above sponsorships, which are really marketing and not for development of the society. For example the Pakistan Tobacco Company has used this tool in the name of a plantation campaign in near past. Similarly Lakson Tobacco Company sponsored a Rescue 15 office in Islamabad and donated cabins for traffic police in Islamabad. The gate of Diplomatic Enclave has been also sponsored by Lakson Tobacco Company, notwithstanding the fact that the sponsorship is prohibited under ordinance.

Activities

Report on orientation session with media persons on pictorial health warnings and effective implementation of anti-smoking laws

In line with its strategy, The Network for Consumer Protection has expanded its campaign to district level in a bid to support the Health Ministry with the objectives:

- a) To enforce the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002
- b) To monitor effectiveness and implementation of pictorial health warning, on cigarette packs.



In this regard first meeting was held with journalists of District Attock on August 9, 2010. Thirty seven journalists of all major national and local print and electronic media attended the meeting. Besides media persons, president of the Educator Club, president of the Anjuman-e-Haqooq-e Shahrian, a representative of the Anjuman-e-Tajran Attock and the district information officer addressed the meeting.

Addressing the meeting, The Network for Consumer Protection chief coordinator Dr Arif Azad highlighted the role of media regarding implementation of pictorial health warnings and enforcement of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002.

He said the media could play important role in monitoring implementation of

anti-smoking laws and printing of pictorial warning on cigarette packs. "The media can play a role of watchdog to curb sale of smuggled cigarettes carrying no pictorial warning," Dr Azad added. TN Research and Advocacy Coordinator Dr Anwar Rafay shared the importance of pictorial warnings with media persons and how they can be effective in controlling smoking.

Attock District Information Officer Shahzad Niaz said tobacco was a curse and was destroying the young generation. Regional Press Club Rawalpindi Division President Yahya Butt said the media supported The Network's campaign for pictorial health warning and implementation of anti-smoking laws.

Representative of Anjuman-e-Tajran Azam Khan highlighted the hazards of passive smoking. Attock Anjuman-e-Haqooq-e-Shahrian President Malik Mushtaq appreciated The Network's efforts and expressed concerns over the increase in smoking in the youth and in educational institutions.

Meeting with Attock district officer revenue (DOR)

The Network for Consumer Protection's delegation consisting of TN Executive Coordinator Dr Arif Azad, Research &



Advocacy Coordinator Dr Anwar Rafay, Assistant Project Coordinator Advocate Waheed Iqbal and Attock Press Club chairman Nadeem Raza met Akram Ullan Niazi, Attock DOR, and the Attock Tehsil municipal administrator.

The TN delegation asked the district administration for effective implementation of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 in Attock District. The DOR promised the implementation of anti-tobacco laws in the district and appreciated The Network's efforts in this regard.

Radio talk show:

Two radio talk shows were broadcast on 'Implementation of Pictorial Health Warnings, and Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 on Power FM 99, which covers Azad Kashmir, South Punjab,



Rawalpindi Division, Hazara Division, Peshawar Division, Malakand Division, Waziristan Agency, Bajour Agency, Khyber Agency, Jalalabad (Afghanistan) and Islamabad capital territory. According to a survey which was conducted by the Oasis International, FM 99 was on top with 67 percent of total listeners in the twin cities of Islamabad and Rawalpindi. According to Pakistan's Urban Radio Establishment Survey (2008-9), Power FM 99 is a favorite source of infotainment and entertainment in youth and women.

On September 16, 2010 TN National Advocacy and Research Coordinator Dr Anwar Rafay took part in Power FM 99 Irum Energy Drink Show. The Drink show is very popular among the youth. Dr Rafay highlighted the importance of pictorial health warnings and hazards of smoking. During the show, listeners tuned into discussion from Azad Kashmir, Khyber Pakhtoonkhwa province, Punjab province and Islamabad by telephone calls. They appreciated The Network for Consumer Protection's campaign for enforcement of pictorial health warnings and implementation of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance, 2002.

Another Radio talk show was arranged on September 22, 2010 on FM 99 with its most popular DJ Nika Raja - a Photohari show popular within Islamabad and Rawalpindi Division. Nika Raja show is well liked among lower and lower-middle classes. Most of its listeners belong to the labour class like mechanics, tailors and drivers. TN assistant project coordinator Advocate Waheed Iqbal tuned into the programme on behalf of The Network. The discussion covered the implementation of pictorial health warnings and the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002, violations of anti-smoking laws and penalties. The listeners participated in the discussion from different areas of Islamabad and Rawalpindi Division through live telephone calls. During the show, the DJ of the show urged the listeners to quit smoking.

Advert:

The Network for Consumer Protection in association with other partners including the Coalition for Tobacco Control, Shaukat Khanum Memorial Cancer Hospital and Research Centre placed the advert regarding hazards of smoking and importance of pictorial health warnings. The advert was placed in the major Urdu and English national newspapers including The News International, The Nation, and Nawa-i-Waqat.



The daily Nawa-i-Waqat publishes simultaneously from Islamabad, Lahore, Multan and Karachi. It has 500,000 daily circulation with two million readership profiles. The News International and The Nation are nationwide English dailies, and both are published simultaneously from Islamabad, Lahore and Karachi. Most of their readers belong to civil and military bureaucracy, politicians, businessmen, and students.

Another advert was also published in the daily Express on October 3, 2010. The daily Express is a national Urdu newspaper published from Islamabad, Karachi, Lahore, Peshawar, Multan, Faisalabad, Gujranwala, Sarghoda, Rahimyar Khan, Sakkur and Quetta.

The advert was published in the daily Express's local stations - Islamabad, Lahore, Peshawar, Faisalabad, Gujranwala and Sarghoda. These areas were selected for advert because The Network is campaigning regarding enforcement of anti-smoking laws in these areas in collaboration with the Health Ministry. The main objective of the advert was to highlight the importance of

implementation of anti-smoking laws and hazardous of smoking.

TV talk show

The Network for Consumer Protection held a talk show on ATV to highlight the importance of pictorial health warnings. The topic of the talk show was 'Tobacco Control Laws: Implementation and Enforcement'. The one-hour programme was aired on September 29, 2010 at 6:00 PM on ATV.

ATV is the largest privately operated terrestrial TV network in Pakistan having the second largest national viewership base in the country. ATV operates with 20 stations covering all major cities and commercial centres of Pakistan.

ATV stations are located in Islamabad, Karachi, Lahore, Faisalabad, Daska, Multan, Bahawalpur, Larkana, Hyderabad, Sukkur, Peshawar, Mangora, Qalat, Batkhail, Khuzdar, Thandiani, Sahiwal, Sibi, Quetta and Tando Allahyar covering over 50 percent of the population.

Besides airing the programme, the promos regarding pictorial health warning were also aired during broadcasting of the talk show. The programme advertisement was also carried out during whole week before September 29, 2010. The talk show was rebroadcast on September 30, 2010 between 6 and 7AM.

The participants were Yusuf Khan, DG FCTC Implementation, Tobacco Control Cell of the Health Ministry, and Dr Arif Azad, The Network for Consumer Protection executive coordinator.

The participants talked at length about the issue and concluded that pictorial health warnings will go a long way in reducing smoking habit in the country. TN Executive Coordinator Dr Arif Azad appreciated the Health Ministry for the implementation of pictorial health warning on cigarette packs. The show was appreciated by a large number of people. – TN Staff Report

Smoking menace and its serious health hazards

Dr Sarfaraz Ali

A survey reveals that about 50 percent of juveniles in Pakistan consume tobacco in different forms. The survey says 29 percent of males and 3.4 percent of females use other forms of tobacco like pan, gutka, niswar, bidi, hookah and chilum.

All forms of tobacco possess addiction potential. Nicotine is the primary addictive constituent of tobacco and demonstrates properties of a drug.

Health hazards of smoking: One saying must be enough to explain hazardous effects of smoking - 'Smokers never become old, because they die younger'. Tobacco in a cigarette consists of more than 400 toxic substances and 4,000 chemical compounds. Out of them the most hazardous substances are: 1) tar, which is a carcinogen substance, 2) nicotine, which increases cholesterol level in human body, and 3) carbon monoxide, which decreases the amount of oxygen in the body.

Smoking decreases the level of oxygen reaching the tissues, giving rise to various health problems such as stroke, heart attack or miscarriage. Due to nicotine related high cholesterol levels, damage and constriction of blood vessels occur. Smoking also causes chronic coughing, shortness of breath, premature aging, recurrent infections and reduced overall fitness. Smoking related deaths are mainly because of heart diseases, cancers and chronic obstructive pulmonary disease (COPD).

Cancer: Carcinogens present in tobacco smoke causes cancer of lungs, mouth, throat or gullet. About 90 percent lung cancer cases are because of smoking. Smokers can develop other types of cancers such as bladder cancer, pancreatic cancer, cancer of kidneys and

oesophagus cancer. Female smokers are at the greater risk of cervical cancer.

Cardiovascular diseases: Due to nicotine, cholesterol and other fats get deposited in the arteries, which become narrow, rigid or blocked. Blood clots are formed and hence there is an increased risk of cardiovascular diseases.

COPD: It is the group of health conditions, which block airflow and causes difficulty in breathing. It causes health problems such as emphysema and chronic bronchitis. Emphysema is breathlessness that is caused by damage to alveoli (air sacs). Smoking is responsible for about 80 percent of COPD cases.

Other conditions caused by smoking: Chemicals present in tobacco damage, the lining of blood vessels and affect the levels of fats in the bloodstream, causing atheroma, stroke or aneurysms.

Smoking causes acid taste in the mouth and increases the risk of mouth ulcers. Smoking can also give rise to various sexual problems. It can cause early aging, paler skin, more wrinkles and gradual loss of eyesight.

Some other conditions caused by smoking are chest infections, diabetic retinopathy, tuberculosis multiple sclerosis and Crohn's disease, also

known as inflammatory bowel disease.

Effects of smoking during pregnancy: Smoking causes very serious effects during pregnancy both on pregnant woman and baby. A pregnant woman, who frequently smokes is at a higher risk of miscarriage, certain pregnancy complications such as bleeding, detachment of placenta, ectopic pregnancy and premature birth.

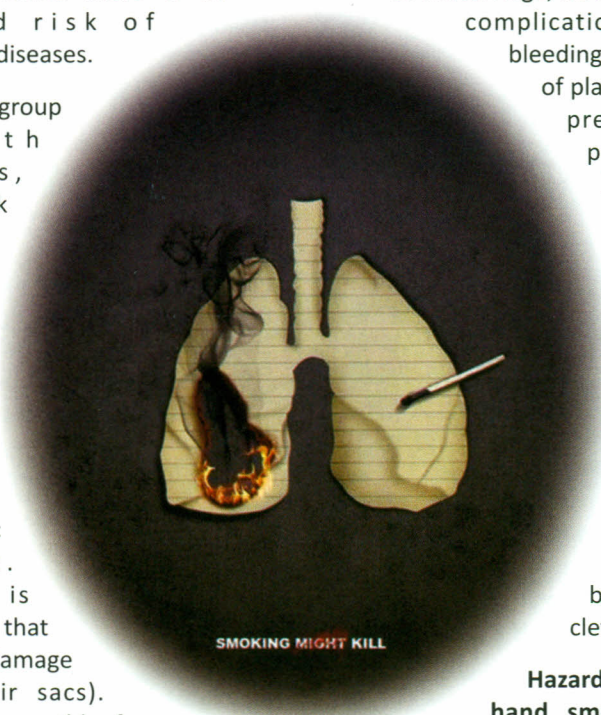
There is possibility of low birth weight baby or stillbirth. There may be some congenital defects in baby such as cleft palate.

Hazards of second-hand smoke to non-smokers: When come in

contact to cigarette smoke, non-smokers become more prone to asthma and infections of ear, nose and chest. They are at increased risk of sudden infant death syndrome.

The only way to prevent these health hazards is to quit smoking. It is never too late to stop smoking, which would protect you and your family from many fatal diseases. After all, health is wealth, is it not?

(The author is a former Senior Scientific Officer at the National Institute of Health, Islamabad. He also worked as a microbiologist in a cancer institute abroad)



World-wide, almost 5 million die prematurely each year as a result of smoking.

Tobacco CSR a veiled advertising campaign

The term corporate social responsibility (CSR) came into common use in 1970 when multinational companies start mushrooming. It is a much debated and criticised term since then. Proponents and critics have their own arguments to support and oppose CSR, but in case of the tobacco industry, which is involved in the killing of at least one person in every six seconds globally, CSR also known as corporate conscience is a covert attempt to encourage tobacco consumption.

The tobacco industry is always in need of a good reputation for its severe health hazards and it uses CSR as a tool for its business expansion. When British American Tobacco (BAT), a global tobacco giant, was planning to produce its first corporate social responsibility report, Michael Prideaux, BAT Corporate and Regulatory Affairs director, drafted some of the

benefits of the process as being to build credibility and establish a robust platform to build a reputation communications campaign.

"The process will not only help BAT achieve a position of recognised responsibility but also provide 'air cover' from criticism while improvements are being made. Essentially it provides a degree of publicly endorsed amnesty," he wrote.

CSR is also a strategy for the tobacco industry to address its vanishing credibility. Tobacco Institute, a US tobacco industry trade group founded in 1958, issued a 10-page report titled 'Development of Tobacco Industry Strategy' indicating that the tobacco industry's early corporate social responsibility programmes were developed as part of an overall strategy to address the industry's eroding power and credibility.

The report prepared by the Tobacco

Institute admits that the industry was facing multiple challenges in areas of health, taxes, ingredients, product labelling, advertising, product specifications and import-export.

"For the first time, industry adversaries were becoming more organized and unified. The industry found that its formerly firmly committed supporters were diminishing in federal and state legislative bodies, and the playing field was 'being defined and drawn too often by our adversaries,'" it adds.

Many NGOs are suspicious of the CSR movement as corporate PR or regulation dodging. "The burgeoning industry known as CSR is now seen as a vital tool in promoting and improving the public image of some of the world's largest companies and corporations," Christian Aid stated, in its report. – *TN Staff Report*

Real price of each pack of cigarettes is over €100

Researchers from the Polytechnic University of Cartagena (UPCT) estimate that each pack of cigarettes really costs €107 for men and €75 for women, when premature death is taken into account. These figures confirm previous studies, and are of key importance in the cost-benefit analysis of smoking-prevention policies.

"One of the conclusions of the article is that the price one pays for each pack of cigarettes at a newsstand is only a very small price of the true price that smokers pay for their habit", Ángel López Nicolás, co-author of the study, tells SINC.

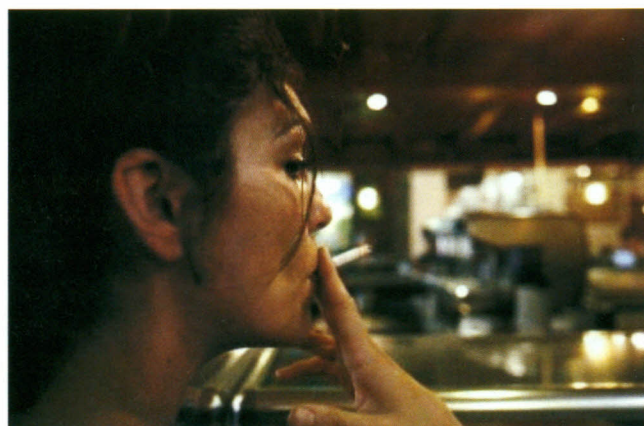
"Given that tobacco consumption raises the risk of death in comparison

with non-smokers, it can be assigned a premature death cost for people who do smoke," the researcher explains.

According to the study, the average cost of a pack of cigarettes is not in fact €3-4, but €107 for male smokers and €75 for female smokers.

In order to determine the mortality cost associated with tobacco consumption in Spain, the experts used the so-called Vale of a Statistical Life (VSL), in other words the amount

that people are prepared to pay in order to reduce their risk of death. The VSL estimates the average price to be €2.91 million. "For smokers this is €3.78 million", López Nicolás explains. – *TN Monitoring*



Philip Morris International bullies Uruguay over tobacco labelling law

In 2009, Uruguay became the first country in the world to adopt legislation requiring 80% graphic health information on packaging, including pictorial warnings. Philip Morris International (PMI) is now targeting Uruguay, the host country for the fourth meeting of the Conference of the Parties (COP), and has filed a complaint with the World Bank's International Centre for Settlement of Investments Disputes (ICSID). PMI filed the complaint in March

2010, the same day the new government took office. The Uruguayan non-governmental organization, Center for research on the Tobacco Epidemic (CIET), even exposed a PMI scheme to withdraw its lawsuit if the Uruguayan government would enter into negotiations with the tobacco giant to weaken its graphic health warning requirements.

As Parties make their preparations for COP, PMI is illustrating the lengths it will go to block the implementation of

effective tobacco control laws like graphic health information labels.

At the 2010 Annual Shareholders' Meeting, PMI Chair and CEO, Louis Camilleri, spoke to the case in Uruguay, stating that, "we believe [the recently instituted regulations] are unconstitutional" and that such health warnings are "surreptitious plain packaging." He concluded by stating that "we do not file lawsuits simply for the sake of filing, we believe that lawsuit is in the best interests of everyone."

Philip Morris targets Colombian government

In 2008 and 2009, Colombia's Congress invoked the Article 5.3 Guidelines to keep industry out of the room while legislators were drafting the national tobacco control legislation to implement the FCTC 9.3 The legislation requires



smoke-free places, a ban on tobacco advertising promotion and sponsorship, and graphic health information on tobacco products. But shortly following the adoption of this federal legislation, and in the weeks leading up to a critical round of negotiations on the first protocol to the FCTC, PMI gave the Colombian government \$200 million to "address issues of mutual interest." In direct contrast to the Article 5.3

Guidelines, this agreement states that "[p]arties consider it of fundamental importance to work together."

The agreement, signed with the Colombian authorities, goes on to state that, "PMI views its investment in Coltabaco as an opportunity to significantly expand its business in Colombia and to contribute to the...development of the tobacco market in Colombia." In addition to continuing to help "combat" illicit trade, the agreement also includes investments in growing tobacco leaf.

Bangladesh mobile court fines smokers

Mobile courts in Bangladesh continue chasing down violators of the country's tobacco law. With the help of NGOs, the local government in the Kustia Sadar sub-district formed a mobile court in July to fine people for smoking in public places, including the Bittipara Bazar and Kustia-Jhenaidah Highway. Four bus drivers were also fined for smoking in their buses. The court also removed

illegal cigarette advertising. In Bangladesh, mobile courts are created to enforce laws for certain violations such as smoking in public places, displaying tobacco ads or selling tainted foods. Power under the court is limited to a relatively small fine (50 taka or US\$0.72 for public smoking and 1,000 taka or US\$ 14.40 for illegal advertising) and a short jail sentence.

Since 2005, officials in Bangladesh have created more than 1,000 mobile courts.



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Editor-in-chief
Dr Arif Azad

Editor
Dr. Anwar Rafay

Deputy Editor
Mohammad Awaiz

Assistant Editor
Waheed Iqbal

Graphic Designers: Muhammad Rafiq, Tahir Khan



**TheNetwork
for Consumer Protection**

Flat No. 5, 2nd Floor, 40-A, Ramzan Plaza,
G-9 Markaz, Islamabad, Pakistan.
Ph: +92 51 2261085 Fax: +92 51 2262495
E-mail: main@thenetwork.org.pk
Website: www.thenetwork.org.pk