



## **Online Tobacco Control Resource Launched by TheNetwork for Consumer Protection**

*Islamabad: Monday, May 27, 2013:* TheNetwork for Consumer Protection has launched first ever data resource [www.tobaccocontrol.org.pk](http://www.tobaccocontrol.org.pk) in a press conference in here on Monday.

We expect that this will be a big contribution of TheNetwork in facilitating the researchers, lawyers and tobacco advocates in Pakistan and around the world to access all the information with a single mouse click in an effort to circumvent the tobacco industry tactics in tobacco promotion, says Nadeem Iqbal, Executive Coordinator, TheNetwork.

The database which is first of its kind in Pakistan is not only a resource for researchers but an effort to compile the history of tobacco control in Pakistan, stated by Nadeem Iqbal, Executive Coordinator, TheNetwork for Consumer Protection in a press conference to launch Pakistan's first searchable database on Tobacco Control.

The one click database is a huge intellectual resource since beginning of tobacco control in Pakistan. The database which is available at [www.tobaccocontrol.org.pk](http://www.tobaccocontrol.org.pk) will be a milestone for researchers, academia, medical and health community and also for tobacco control advocates in Pakistan and at international level.

Tobacco industry shares limited information about their marketing and social activities, however TheNetwork is gathering and uploading true and unbiased information about tobacco industry which is taken from their own documents.

Tobacco control database not only provide information about basic facts of hazards of tobacco, policy and legislation, tobacco control groups, publications and reports, economics of tobacco but also providing the case laws from around the world. These case laws will certainly help tobacco control groups to further explore forums to register complaints against tobacco industry for violation of tobacco control laws.

The database features national as well as international data from top 15 countries where tobacco consumption is higher than other world.

Nadeem Iqbal said, The mission of TheNetwork's tobacco control database is to share first hand information regarding legislation, policy, tobacco related disease burden, activities of tobacco industry and most of all the solution for effective tobacco control in Pakistan.

Tobacco use is the most preventable cause of illness and death. It kills more than 100,000 people in Pakistan per year. Tobacco use is a risk factor for the major Noncommunicable diseases – heart attacks, strokes, cancers, diabetes and asthma and other chronic diseases in Pakistan. Tobacco use in Pakistan is more than a health problem. It's a development problem, too. Tobacco multiplies poverty and killing people in their most productive years. It consumes family and health-care budget.

The database will urge opinion and policy makers to devise effective policies to control tobacco epidemic in Pakistan.