

### Narning signs

Arif Azad

The government is finally taking tobacco control s pictorial warning on cigarette packs

# Media Reports

### **Cloud of smoke** surrounds parliament

The debate for or against cigarette smoking in the parliament reflects some worrying trends

### By Dr Arif Azad



# Media Report

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# Introduction

### Cloud of smoke surrounds parliament

The debate for or against cigarette smoking in the parliament reflects some worrying trends

### By Dr Arif Azad

Parliamentarians all over the world are expected to be upholders of the legislation they themselves frame. This universal principal is respected more in observance than in breach. But not so in Pakistan.

The October 16 incident in Pakistan's Senate is symptom of a worrying trend: Health Minister Mir Ijaz Khan Jhakrani stood up to request the members not to light cigarette in assembly's public places. No sooner had the Health Minister finished that the Leader of the Opposition, Wasim Sajjad, rose to his feet to defend the untenable - the right to smoke in public places.

The violation of prohibition of smoking law was defended on the ground of breach of parliamentary privilege, which was a jaw-dropping novelty. The Leader of the Treasury, Nayar Bokhari, feeling left out, also defended the right to smoke in public places.

At least, Jhakrani's perfectly sensible and reasonable request served to unite opposition and the treasury in seeking to justify violation of a law as a parliamentary privilege. How can the violation of a law be justified on the ground of a breach of parliamentary privileges? And how can the



notion of representative assembly being not a public place be defended? In any other democracy this notion would have been laughed out of the house. But in Pakistan, this went unnoticed in the wider reaches of the press, failing to generate a public debate about ethics and obligations of legislators and implications of their action for wider public policy.

This incident is troubling - against the backdrop, of horrific figures on tobacco-caused deaths in Pakistan. These tobacco deaths exact a heavy toll not only on the government purse but also finish off productive lives prematurely, Thus whatever transpires in the representative house carries implications for tobacco control policy.

Let us take the issue of tobacco use first. Tobacco use, the mother of all ills, has been on the rise in Pakistan. According to one estimate, 100,000 deaths are caused by smoking alone in Pakistan. This comes up to 273 deaths a day. A large part of this tobacco death is owed to secondhand smoke which affects non-smokers in areas where smoker puff at their cigarettes. These horrifying statistics should make our legislator shudder over the death-causing effect of smoking. Rather than promoting smoking they should be lining behind tobacco control efforts.

### Then take the law on tobacco control.

This pro-smoking stance by our parliamentarian comes at a time when serious tobacco control efforts are afoot in Pakistan. In recent years, the introduction of designated smoking areas in assembly secretariat was celebrated and observed. More significantly, in recent years, more concerted efforts have been made to control tobacco use on the international level by World Health Organisation.

This has resulted in the adoption of Framework Convention for Tobacco Control (FCTC) by more than 160 countries, including Pakistan, which singed up to the document in 2004. This binds Pakistan to incorporate FCTC legal provisions into domestic law within a period of five years.

Some progress on this front has already been made recently. In 2009, Health Minister Mir Ijaz Khan announced the introduction of pictorial health warning on cigarette packs by February 2010. This is laudable since this step puts Pakistan in the select list of about 30 countries that have undertaken to implement pictorial warnings legislation. Though the notification on pictorial warning has not gone far enough, yet it is a good beginning that needs to be built on in the coming years. A lot is required to see pictorial warnings to be implemented. Of course the proverbial devil would reside in the details. But this is a significant step forward nonetheless. Our legislators are duty bound by nature of their office to support such measures and not to undermine either the law or policy by seeking to promote smoking that kills in billions. They can set themselves up as role models, as tobacco control advocates, rather than tobacco promoters.

### Dr Arif Azad is Chief Executive of the Network for Consumer Protection.

### Going up in smoke?

In a year-end review of 18-31 December issue, the weekly Guardian, surveying the state of tobacco industry's profitability, revealed that while profit of big tobacco giants has fallen in Europe and countries where tobacco control law are strict, the tobacco industry has more than made up for these losses by making record profits from countries like Pakistan and Nigeria during the last decade.

This has come as a shocking revelation for public health officials and tobacco control advocates in Pakistan despite the common knowledge that cigarette smoking has been on the rise. The conclusion that Pakistan has become a fertile ground for tobacco industry's operation is apparent from the report. What makes this news more disturbing is the fact: that this has come against the backdrop of a major international treaty aimed at: curbing tobacco use being enforced worldwide. This treaty called Framework Convention on Tobacco Control (FCTC) drafted under the aegis of World Health Organisation (WHO) was adopted by world health assembly in 2003. So for, 166 countries have signed up to this landmark treaty which places mandatory obligation upon all the parties to the treaty to incorporate the FCTC into domestic legislation to give teeth and international law force to domestic legislation on tobacco control. Also to present; a unified stand against the powerful tobacco industry which has sought to undermine all efforts at tobacco control over the years.

Like other countries, Pakistan ratified the FCTC on November 3, 2004, binding herself into legal obligations enshrined in the framework convention. FCTC is a comprehensive convention which embraces full panoply of tobacco control measures which, if fully adhered to, can make a big dent in tobacco consumption worldwide. The act of ratification represented a major advance for tobacco control efforts for which the government of Pakistan deserves applause. Until now some significant advances have been made on advertising of tobacco which has gone some way in curbing the activities of tobacco industry. Yet one of the major provisions of FCTC regarding pictorial warnings on cigarette packs remains unimplemented due to the zig-zag game with deadlines.

Article 11 of FCTC requires the signatories to introduce pictorial health warnings on cigarette pack as a measure to reduce tobacco consumption.

This single measure has been known to be highly effective in reducing consumption of tobacco in countries where it was introduced. One international study conducted by International Tobacco control project on the effectiveness of pictorial wanting in 19 countries in 2008 concluded that pictorial warning on cigarette packs were more effective than text-based warning in raising awareness of harmful effects of smoking and motivating smokers to quit.

These findings also lend support to additional guidelines on Article 11



which stipulates that at least 50 percent area of a cigarette pack should contain pictorial warning. In Pakistan, where literacy rate is abysmally low, pictorial warnings are the most effective weapon in the armoury of government's tobacco control policy.

Pakistan made a significant leap forward on pictorial warning legislation when, on May, 31, 200H on World Health Day, the then Federal Minister for Health. Mir Aijaz Jakharani, announced the introduction of pictorial warnings on cigarette packs by January 1, 2010. This put Pakistan among the 30 countries which have undertaken to implement Article 11 of FCTC. Some sections of the press headlined pictorial warning announcement as the landmark decision which earned Pakistan international kudos. Like all other announcements made amid much fanfare, this landmark announcement has yet to land six months down the road like elsewhere in the world, Pakistan tobacco industry, using its vast, financial muscle, swung into action to torpedo the initiative ever since the announcement was made. This has resulted in the implementation of pictorial warning being serially delayed to newer deadlines.

**C** In October 2009, the ministry of health moved the lst January deadline to February 2010. Now the press inquiry has established that the deadline has been extended to May 31, 2010. There is no official notification to this effect, nor any clues as to how this decision has been dropped. This has happened despite the issuance of statutory regulation order (SRO) for February 1, 2010.

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Tobacco industry has also sought to reduce the size of pictorial warnings, a re-run of tactics employed in other countries in an effort to reduce the effect of pictorial warnings.

In October 2009, the ministry of health moved the January 1 deadline to February 2010. Now the press inquiry has established that the deadline has been extended to May 31, 2010. There is no official notification to this effect, nor any clues as to how this decision has been dropped. This has happened despite the issuance of statutory regulation order (SRO) for February 1, 2010. If the press reports are to lie believed then tobacco industry has been given a whole year to comply with pictorial warning legislation. Countries like Chile and Venezuela managed to enforce pictorial warning legislation will further contribute to tobacco deaths, which is mounting by roughly about 300 annual deaths in Pakistan.

Article 5.3 of FCTC also binds signatory state to protect their health policies from commercial interest of tobacco industry. This places an added obligation on the government of Pakistan to stick to its February 1 deadline for the full implementation of pictorial warnings so that mounting pile of tobacco deaths could be reduced. It would be a great service to the people of Pakistan and a massive boost to public health policy goal. Parliamentarians and political parties have a major role to play in giving teeth to tobacco control policy by moving the government to stick to its February 2010 deadline for pictorial warning legislation.

For any tobacco control policy to be effective, FCTC would have to lie implemented in letter and spirit. The new Federal Minister for Health, Makhdoom Sha-hahuddin, would be doing a great service to the nation by announcing the implementation of pictorial warnings and other provisions of FCTC within the timeline announced. This singular act would go a long way in reducing the mortality rate due to tobacco use and give a definite shape and direction to the tobacco control policy.

*The writer is Executive Coordinator of the Network for Consumer Protection* 

### Warning Signs

The government is finally taking tobacco control steps with pictorial warning on cigarette packs

### By Dr. Arif Azad

World no tobacco day falls tomorrow. On the day, a flurry of events are organized all over the world to highlight the deadly effects of tobacco on human health,

Tobacco has been in use for centuries, with no countervailing public health campaign to raise public awareness about its harmful effects. This is, however\* changing with tobacco control advocates making highly visible interventions, To say that tobacco kills 5.4 million people every year worldwide no longer produces howls of protests. This is largely due to growing anti-tobacco movement which is underway since the introduction of Framework Convention on Tobacco Control (FCTC).

This treaty, drafted under the aegis of World Health Organisation (WHO), was adopted by world health assembly in 200\$. So far 168 countries have signed up to this landmark treaty which places mandatory obligations upon all the parties to incorporate the FCTC into domestic legislation on tobacco control. Like other countries, Pakistan ratified the FCTC on November 3, 2004 binding herself into legal obligations enshrined in the convention,

FCTC is a comprehensive convention which embraces full panoply of tobacco control measures which, if fully adhered to, can dent tobacco consumption worldwide,

This has proved to be the single most important document for governments and public health activists to boost tobacco control efforts. With tobacco regulation regimes becoming more stringent in the West, tobacco industry has targeted developing countries tor business expansion.

In a year-end review, the Guardian weekly, surveying the state of tobacco industry's profitability, revealed that while profits of big tobacco giants have fallen in Europe and elsewhere where tobacco control laws are strict, the tobacco industry has made up for these losses by making record, profits from countries like Pakistan and Nigeria. In Pakistan, 274 people die even' day on account of tobacco-related diseases. Yet tobacco control efforts in Pakistan have been sluggish despite health officials and tobacco control advocates' knowing well that cigarette smoking has been on the rise.

Again, like global tobacco control movement, this may be about to change in Pakistan as well, thanks to one provision of FCTC which the government of Pakistan has pledged to honour. The provision relates to article 11 of FCTC which requires all member countries to introduce picture-based health warnings to stem the risingtide of smoking epidemic.

Pictorial health warnings have been demonstrated to be effective in making smokers aware of ill effects of smoking on health ? embracing the intention of either quitting or indeed quitting smoking, Since these interrelated actions add to reduction in smoking, the industry has resolutely, and with some success, resisted the introduction of pictorial health warnings. One simple reason for resistance, apart from falling revenues from reduced sales, is the fear of losing out industry's carefully cultivated, area of cigarette pack to public health campaigners,

It is important to keep in mind that ever since the introduction of restrictions on tobacco advertising, cigarette pack has become the vehicle for subtle advertising by tobacco industry. This has taken



tion on Tobacco Control (FCTC). This treaty drafted under the segis of World Health Organisation (WHO), was adopted by world health assembly in 2003. So far 168 coun-tries have signed up to this landmark treaty which places mandatory oblig-ations upon all the parties to incorpo-rate the FCTC into domestic legisla-tion on tobacco control. Like other countries, Pakistan ratified the FCTC on November 3, 2004 binding herself into legal obligations enshrined in the convention.

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It is important to keep in mind Jakharani, announced the introduc-that ever since the introduction of tion of pictorial warnings on cigarette restrictions on tobacco advertising, packs by January 1, 2010. This has cigaretto pack has become the vehicle put Platistan anong 20 or more lead-for subtle advertising by tobacco industry. This has taken various implement Article 11 of FCTC. Now forms from making cigarette pack one year after the announcement, the attractive by sophisticated design, design on pictorial warning is going using different colours to convey dif-ferent messages about smoking being revealed by Director General Tobacco cool or using terms like 'mild' or 'tar-fred to make smoking look less hax-sum Khan. ardous than it actually is. That is why everything from previously the torial health warnings have been possily resisted by the inductive is in simplementation and monitoring, protect its last resort advertising space from being squeezed by buicat corticate now shoulder a heavy space from being squeezed by public

274 people die every day on account space from being squeezed by public of tobacco-related diseases. Vet tobac-nesses and pictures. Article 11 and existing best prac-been sluggish despite health officials tices stipulate that pictorial health and tobacco control advocates' know-warnings should be concise and dear, ing well that cigarette smoking has been on the rise. Again, like global tobacco control advocates well, thanks to ione provision of FCTC which be gov-nic prision of FCTC which be gov-ment of Pakistan as pledged to legislation of many countries, with

Yamif Khan. This long overdue step needs greater appreciation as Pakistan joins is few countries that have taken this leap forward. The next difficult step is its injementation and monitoring. The government and tobacco control activitists now shoulder a heavy responsibility of ensuring effective implementation of pictorial health warnings. This is a crucial tobacco control tool in a country where litera-cy rate is low. In such a scenario, one picture on a cignretto pack says what thousand words cannot.

The writer is Chief Executive of the Network for Consumer Protec-tion.

**G G** Despite this massive financial and political pressure being applied on governments by the tobacco industry, a growing number of governments are introducing pictorial health warnings. 🤊 🤊

various forms from making cigarette pack attractive by sophisticated design, using different colours to convey different messages about smoking being cool or using terms like 'mild' or 'tar-free' to make smoking look less hazardous than it actually is. That is why everything from previously textual health warnings to recently pictorial health warnings have been robustly resisted by the industry to protect its last resort advertising space from being squeezed by public messages and pictures.

Article 11 and existing best practices stipulate that pictorial health warnings should be concise and clear rotated regularly and shocking pie lures should desirably 'occupy 50 percent of the from: and back of a cigarette pack. These clear cut specifications of Article 11 are already beginning to make their way into domestic legislation of many countries with Australia heading into the direction of plain packing and Paraguay introducing pictorial warning on 90 percent of the cigarette pack.

Despite this massive financial and political pressure being applied on governments by the tobacco industry, a growing number of governments are introducing pictorial health warnings. This is a happy augury for public health advocates and governments concerned with protection of health of their citizens. This year World No Tobacco Day brings glad tidings from Pakistan where the government is finally heading in the direction of implementing Article 11 of FCTC.

Pakistan made a significant leap forward on pictorial warning legislation when on May 31, 2009, the then federal minister for health. Mir Ijaz Jakharani, announced the introduction of pictorial warnings on cigarette packs by January 1, 2010. This has put Pakistan among 20 or more leading countries that have undertaken to implement Article 11 of FCTC, Now one year after the announcement, the decision on pictorial, warning is going to come into force on May 31 as revealed by Director General Tobacco Control Cell, Ministry for Health. Yusuf Khan.

This long overdue slop needs greater appreciation as Pakistan joins a few countries that have taken this leap forward. The next difficult step is its implementation and monitoring. The government and tobacco control activists now shoulder a heavy responsibility of ensuring effective implementation of pictorial health warnings. This is a crucial, tobacco control tool in a country where literacy rate is low In such a scenario, one picture on a cigarette pack says what thousand words, cannot.

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BUSINESS RECORDER

June 17, 2009

### Year 2009 a milestone in history of tobacco control in Pakistan

ISLAMABAD: The Year 2009 can be said a milestone in the history of tobacco control in Pakistan.

On June 11, 2009 President Asif Ali Zardari has ordered to stop purchase of special cigarettes for Aiwan-e-Sadar. The Honorable President has marked history in tobacco control in Pakistan by discouraging the promotional tactics by tobacco industry. Despite the fact that tobacco use is on the decline in most of the countries, but it is on the rise in Pakistan coupled with the marketing strategy of multinational tobacco industry focused on developing countries.

This is a success of The Networks advocacy campaign for effective implementation of National Tobacco Control legislation. The Network in this regard started a letter writing campaign to higher authorities of the Government of Pakistan.

The Network observed that special cigarette packs with monogram of Aiwan-e-Sadr in smart packaging are being supplied to Aiwan-e-Sadr by Pakistan Tobacco Company and were being offered to the distinguished guests at Aiwan-e-Sadar.-PR

# THE NEWS June 18, 2009 Tobacco gurus brace for striking back Shahina Maqbool

### Islamabad

Representatives of the tobacco inrepresentatives of the tobacco in-dustry are scheduled to meet the director general implementation of the Framework Convention on Tobacco Control (FCTC) here today (Thursday) to demand an extension in the January 1, 2010 tenator in the sanuary 1, 2010 teadline for incorporation of pic-torial health warnings on cigarette packs and outers, credible sources informed 'The News' here on Wednesday.

Rumours are also rife in health circles about the tobacco indus-try's intention to persuade the Ministry of Health against the used of shocking and fear-arousing photographs and to settle on graphics and images that are 'milid' and 'light' — decentive Rumours are also rife in health 'mild' and 'light' - deceptive terms, which the industry itself prints on cigarette packs to mis-lead consumers and to promote the false impression that brands with such inscriptions offer lower tar exposure and risk, compared to other varieties. Such terms have the potential to influence health-concerned smokers to de-

lay or prevent quitting. The meeting will be = DG Implementation head of the Tobacco Shaheen Masud, hea advisor Mazhar Nisa Sattar Chaudhry. The dustry will have its poi lated by representatives Tobacco Company and bacco Company. The tor

CIGARETIES

Brand

dustry, which is adept in the art of getting decisions manoeuvred in its favour, will understandably leave no stone unturned to curtail the losses that it is likely to incur in the wake of the bold measures an-nounced by the government to control tobacco use in Pakistan.

The choice of photographs to be used on cigarette packs and outers is doubtlessly one crucial area 🐖 he powerful industry

Aijaz Hussain Jakhrani progresses Agaz Hussam Jakuran progresses in the direction of personally bolt-ing the doors of the two designated smoking lounges in the Par liament House, he must also pon-der over the rationale behind representatives of the tobacco industry freely interacting with officials of the Ministry of Health to impact decisions taken in the interest of public health.

"What is the need for the Ministry of Health to encourage inter-action with the tobacco industry action with the tobacco industry when both are working at tangent to each other," an ani-tobacco ac-tivist questioned. He continued by citting examples of numerous coun-tries including Hong Kong, which, unlike Pakistan, have barred their ministries of health from interact-ing with the tobacco industre. ing with the tobacco industry.

If the World Health Organisation can prohibit its staff from meeting persons associated with the tobacco industry, why can't the Ministry of Health institute similar curbs? In an interesting development, one of the tobacco giants operating in Islamabad has

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ation with the waning retired senior bureaug for it against hefty

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June 11, 2009 مدرزردارى كاايوان صدركسليخصوص تيار كرده سكريث كى خريدارى بندكر زكا اسلام آباد ( فرائعه فصومى ) مدد آمف مى زردار؟ ف ایوان مدر کیلیے فصوص طور پر تار کردہ سکریت ک خریداری کوری مراجع مول مربع بی مدر کونس می به فریداری کوریم کر نے کا حکم دیاہے۔ صدر کونس می به باق ملو 6 نبر 63

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Source: Our staff reporter Submitt ISLAMAP 4D-T-

# 'Tobacco industry active to influence decision'

TheNation

- held meeting of the representatives of tobacco industry with the Health Ministry
- Insummering on the representatives on tooscool moustry with the reality withistry a society members on board is being seen as a threat to the effective implementation of
- ves taken by the ministry. Such as withdrawal of the controversial SRO favouring Designated Smoking Areas
- ar nearm wannings on cigarene packs. to implement the much-awaited decision of pictorial health warnings on cigarette is mounting pressure on the ministry to now the decision. the tobacco industry to come up with pictorial health warnings on new packing of
- ine rouseco industry to come up with pectorian neuron warnings on new packing or and of six months. On the other hand the tobacco industry that spends millions of a or six months. On the other name the topacco mousely that spenses manuals in marketing strategies for cigarettes and other products to attract youngsters. manneung surategies for organeties and other products to attract youngsters, inerable segment of the society in terms of adopting smoking habit is reluctant to
- e their stance with examples of Switzerland 1\*\*\* intation of the pictorial health w

ore than 30 countries acr riod of one ver ave 24 BUSINESS

RECORDER

July 1, 2009

#### Shahina Maqbool Islamabad

The tobacco industry has demanded a 'reasonably pragmatic time' to be able to implement pictorial health warnings on cigarette packs and outers. And while the Pakistan Tobacco Company's (PTC) definition of the term 'reasonably pragmatic constitutes at least 18-22 months, Laisson Tobacco Company (LTC) is willing to comply with the gov-ernment's directive only by July 1, 2010. The tobacco industry articulated its perspective during a meeting with the Director General Imple-mentation of the Framework Convention on To-bacco Control (PCTC) Shaheen Massid, health education adv

haceo Control (FCIO) shared Masud, health education advi-sor Mazhar Nisar, and health education consultant Abdus Sattar Chaudhry here on Thurs-

day. The tobacco industry is reported to have thoroughly grilled the Ministry of Health by subjecting it to a barrage of counter-questioning. "How will you bring the 18 per cent illicit sector within the ambit of com-pliance? What will become of the financial and technical investment, which the tobacco industry has already made on printing of rotational warnings on cigarette packs in line with earlier statutory regulatory the order (SRO) that comes into force with effect from July 1, 2009? Why has the Ministry of

2009? Why has the Munistry of Health approved printing of pictorial warnings on 50 per cent each of the front top and back bottom of cigarette packs when the FCTC allows them to be printed on a minimum of 30 per cent of the prinbe printed on a minimum of 30 per cent of the prin-cipal display area? Do the 40 to 50 small cigarette manufacturers have the capacity to comply with pictorial warnings and has the Ministry of Health taken them on board? These states in the second states of the second states of

taken them on board?" These are just a few of the many questions, which the tobacco industry posed to the Ministry of Health in a bid to establish the "teglitimacy" of its demand for an extension in the January 1, 2010 deadline for introduction of pictorial health warn-

ings. PTC demanded an extension on the grounds of upgrading its printing capacity with the help of im-ported technology. The industry is reported to have stated that their existing machines do not have the



The tobacco industry expressed appreheasion that the introduction of pictorial warnings will give a boost to the illegitimate industry because con-sumers will readily buy their packs, and may not even recognise the legitimate ones, with ration black lungs printed on them? They demanded that a level playing field be given to all, and that the gov-ermment and the Federal Board of Revenue must also bring the illegitimate industry into the net. Representatives of the tobacco industry also

Representatives of the tobacco industry also quoted international practices regarding introduc-



THENEWS

Tobacco industry's

spin of the week

Ministry wants pictorial health warnings at the earliest

tion of pictorial warnings. "Switzerland — the home of the World Health Organisation — World Health Organisation — gave a lead time of 26 months to the tobacco industry, fol-lowed by the UK and Romania, which gave 24 months each, and India, which allowed a grace period of 34 months, one of the industry's represen-tation stated. The industry also tative stated. The industry also wanted to know why Pakistan is in such a hurry to adopt picto-rial warnings when only 20 of the 168 FCTC signatory member countries have so far shown compliance. Lakson Tobacco Company is Stry" nde

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also reported to have expressed as or reporten to nave expressed reservations over the with-drawal of the SRO on desig-nated smoking areas. We base already signed several contracts for the establishment of designated smoking areas, a representative informed the Ministry of Health, only to be told that such obligations would remit

or the establishment or designated smoking areas, a representative informed the Ministry of Health, only to be told that such obligations would require to be cancelled in view of withdrawal of the SRO. Meanwhile, in separate letters written to Sha-heen Masud, the executive heads of the Coalilion for Tobacco Control (CTC) Pakistan and TheNet-work for Consumer Protection have expressed strong reservations over representatives al the to-bacco industry holding meetings with the Tobacco Control Cell of the Ministry of Health without the participation of civil society representatives. - CTC-Pakistan has called upon the Ministry of Health to continue taking hold steps to Zouguer garding any interaction on any issue that can sab-otage the efforts for effective tobacco control in Pakistan.

Pakistan.

### Pictorial health warning on cigeratte pack Health Minister is being influenced by tobacco industry nsion in the January 1, 2010

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health ministry towards the tobacco industry and especially warnings indicate that ministry is round was five months from not-out the path of retraction from the fication). Brazil and Canada, interesting the second second

The tobacco industry is all out rebuttal to the industry's claim block the government's doci- that they exanot implement pin-varings. The basic motive claims of limitations in primiting behind the latest objections is to technology, is documented in its pressurize the government for the Regularity Impact Analysis acceptance of its demand for an Statement.—PR

ISLAMABAD: Health min- extension in the January 1, 2010 isty is getting influenced by the deadline for introduction of picto-tobacco industry as no further rial health warnings. The start of the supersonal mathematical starts and health minister made the land-al tobacco company with in-trark anneancement but the gov- strong presence in Islamahad use emmet decision regarding the recently hired a team including relation in bath warnings on risus. General verses and influential for-ritorial health warnings on risus.

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bied by the tobacco industry. that tobacco companies can and the lenient attitude of the have implemented picture wam-ealth ministry towards the ingrequencements in a little as bacco industry and especially months after notifications, includfobacco industry and especially months after notifications, includ-no care for implementation on the ing Uruguay, Singapore (imple-vanings indicate that ministry is round was five months from noti-on the rate of networken from the frontient Recoil and Consul-



# to fulfil pledge an extension in the January 1,

### FOZIA AZAM

ISLAMABAD-Health Ministry's pledge to implement pictorial health warnings on cigarette packs seems in doldrums, as ministry due to the mounting pressure of the tobacco industry is taking no further steps to execute the decision in letter and spirit

Tobacco Industry approach to the high ups of Health Ministry and its baseless concerns about the government's decision on new pictorial health warnings are being seen as threats to the effective implementation of the landmark verdict.

The tobacco industry, however, prevailed upon the Health Minister that instead of issuing directives to the relevant official quarters to ensure that the decision about the new health warnings are followed strictly asked the ministry to come up with a presentation to allay the concerns voiced by the tobacco industry.

The lenient attitude of the health ministry towards the tobacco industry and especially no care for implementation on the decision about pictorial health warnings indicate that ministry is on the path of retraction from the earlier decision under the immensepressure of tobacco industry, said Waqar Ahmad Chief Executive Officer, TheNetwork for Consumer Protection

"The tobacco industry is all out to block the government's decision on fresh pictorial health warnings and the basic motive behind the latest objections is to pressurize the government for the acceptance of its demand for

2010 deadline for introduction of pictorial health warnings", he continued.

He said, "representatives of the tobacco industry are supporting their stance by quoting international practices regarding introduction of pictorial warnings in a long time". Tobacco companies can and have implemented picture warning requirements in as little as six months after notifications "The tobacco industry apprehension that the introduction of pictorial warnings will give a boost to the illegitimate cigarette is mislaid as the warning will make legal packs stand out much more", he added.

"They will help illegal packs without warnings to be more easilvidentified as such", he further added. He was of the view that if the World Health Organization can prohibit its staff from meet- \* ing persons associated with the tobacco industry then why can't the Ministry of Health institute similar curbs?, TheNetwork for consumer protection appealed to the ministry not to step bac from its decision of implement

ing the pictorial health warnin on the cigarette pacl TheNetwork also stressed th there is no need for the Ministry of Health to encourage industry outering attractive tion with the tobacco industry. Waqar Ahmed said. of Health to encourage interac

which beach other. It is wor' health managers persuade the ment guidelines of Prohibition of tobacco ac mentioning here that Pakista bore industry for complete Smoking & Protection of Non-is a signatory of WHO Fram tobacco industry for complete Smoking thealth Ordinance, 2002 and the oth work Convention on Tobacc legible warnings on packs of tobacco and their outside packing

خیالات کا اظہار نیٹ درک فار کنز پوم پر دیکشن کے چیف فیر قانونی ہے ہماری دزارت صحت سے اچل ہے کہ دوائے یکر یکنوآ فیسر دقار اجد نے نوائے دقت سے گفتگو کرتے پہ فیصلے کو کی صورت داپس نہ لیں وزارت صحت کوکوئی ضرورت ہوئے کیا۔انہوں نے کہا کہ۔دزارت صحت کا ٹوبیکو ٹنہیں ہے کہ ود ٹوبیکو صنعت کی حوصلہ افزائی کرے۔ BUSINESS RECORDER July 14, 2009 Prohibition of smoking

July 2, 2009

نو بیکوانڈسٹری اوروزارت صحت کے درمیان گڑ جوڑتشویشناک نے وقاراحمہ عکومت سگریٹ کے مصرا ثرات کے حوالے سے تصویر کی اشتہارات شائع کرانے بیس ناکام ہو چکی

یوامی مقامات برسگریٹ نوشی کاسلسلہ جاری ہے دزارت صحت ٹو بیکوا نڈسٹر ی کی حوصلہ افزائی نہ کر اسلام آباد (خبرنگار)دفاتی وزارت صحت تو بیکوصنعت اند سری کی جانب زم روید کی وجد اضویری دارنگ شالع کے دیاؤ میں آئی ہے یمی وجہ بے اعلان کے بادجود سريف فيس کی جا رہی ہے جس کی وجہ سے جو بيکو اند سرى کا کے پیکٹس پرسگریٹ کے معفر اثرات کے حوالے ہے۔ دزارت پر بہت زیادہ دباؤ ہے ٹو بیکوانڈ سٹری حکومتی فیصلے پر

تصویری اشتبارات شائع کرانے میں ناکام ہوگئی ہےاور محملدرآ مذہبی کررہی ہے۔ نو بیکوسنعت نے پیکھی خدشہ ظاہر

عوامی مقامات پر سکریٹ نوشی کا سلسلہ جاری ہے ۔ان کیا ہے کہ تصویری دارنگ سے بیتا اثر ملے گا کہ بیصنعت

# Govt fails to implement advertising guidelines RECORDER REPORT

ISLAMABAD: Government has failed to implement the advertising guidelines of Prohibition of Smoking & Protection of Non-Smokers' Health Ordinance and nothing is being done to ask the tobacco industry to strictly follow the relevant laws and regulations.

The Health Ministry was enforcement of the advertising guidelines of the relevant law because of inadequate implemen-Executive Officer, TheNetwork for Consumer Protection said here on Monday.

In spite of banning tobacco advertisements on electronic and print media, the government of retraction from the earlier deciforms of advertisements adopted by this industry including posters, billboards, sponsorships and offering attractive gift schemes,

He said that how could the

tising guidelines when senior added. It is pertinent to mention health officials seek assistance that apart from the lenient attitude ment. Officials in ministry of cal practice especially in case of

Ministry of Health seems to be tation mechanism adopted by cigarette packs will be implemented in letter and in spirit, TheNetwork chief said.

He said that the ministry has not yet issued the orders for implementation of SRO which indicates that ministry is on the path sion under the immense pressure by tobacco industry. However, no measures are being carried out by the health managers to dispel this

from tobacco industry in emer- of health mangers towards the tobacco industry the business health demonstrated this unethi- tional campaigns of tobacco can practice especially in case of industry are also proving the rehabilitation of Internally stumbling blocks in the way of

Ine freath Ministry was influenced by the tobacco indus-unable to go for the complete try as no further steps have been brand are pasted on walls, book anti-memory of the advanticing token since the boots minister shows and encoded stores within effective implementation of the tobacco law. It is observed that taken since the health minister shops and general stores within made the landmark decision that the range of 50 meters of many the pictorial health warnings on educational institutes of twin cities, which is open violation of the law as the law clearly prohibits advertisements of tobacco products within 50 meters of any educational body. These posters carrying attractive offers of gifts for smokers were meant to lure the youth studying in different educational institute

TheNetwork is pursuing this serious issue with the ministry as impression and as a result goes on committees established by TheNetwork is a member of two ment guidelines of Prohibition of tobacco advertising guidelines Ministry of Health, Committee of and the other is monitoring force for the implementation of tobacco

### The Nation

July 14, 2009

# Health **Ministry** fails to protect non-smokers

#### FOZIA AZAM

ISLAMABAD - Ministry of Health is yet to awake from deep slumber as the open violation of the advertising guide lines of Prohibition of Smoking and Protection of Non-Smokers' Health Ordinance 2002 goes unchecked in the twin cities.

Health managers remained unable to go for the complete enforcement of the advertising guidelines of the relevant law in Islamabad and Rawalpindi because of inadequate implementation mechanism adopted by them.

Despite the government's ban on tobacco advertisements on electronic and print media the other forms of advertisements adopted by this poster, industry. i.e. sponsorships and attractive gift schemes continues attracting youth

It has also been observed that large-sized posters of popular cigarettes brands are pasted on walls, bookshops and general stores within the range of 50 metres of many educational institutes of twin cities which is in violation of the law that clearly prohibits adver-tisements of tobacco products within 50 metres of any educational body

Open sale of cigarettes in the huts established near Quaid-i-Azam University, stores decorated with large size posters of popular

brands outside "amdar University Is pus and

Rawalpind ples of the posters o tive offers ers were h youth studyi cational inst

Apart from ta tude of health ma the tobacco ind. ness interests ous promotional tobacco industry ing the stumbling way of effective tion of the tobac

"Thy An NGO Consumer Pr. pursuing the is

talking to TheNation the health manag persuade the tobay try for complete im tion of tobacco a guidelines when send officials seek assi tobacco industry gency and relief w ernment

Officials in M Health demonstrated ethical practice espec case of rehabilitation of Displaced nally (IDPs). All this has n giving free hand to the industry, which has not started violating the sai nance," he said.

# shahina Maqbool

Islamabad

Representatives of the tobacco intive Officer, TheNet dustry are scheduled to meet the director general implementation of the Framework Convention on Tobacco Control (FCTC) here today (Thursday) to demand an extension in the January 1, 2010 deadline for incorporation of pictorial health warnings on cigarette packs and outers, credible sources informed 'The News' here on

ISLAMABAD (APP): Large size posters of various ciga-rette brands pasted on walls,

stores within the range of 50

meters of educational insti-

tutions of twin cities is clear

violation of the concerned

Parents of many students

THE

July 18, 2009

Tobacco gurus

posters carrying attractive offers of gifts for smokers that

are meant to motivate the

youth studying in d

"tional ine

laws.

complained

Rumours are also rife in health Wednesday. circles about the tobacco industry's intention to persuade the Ministry of Health against the use of shocking and fear-arousing photographs and to settle on graphics and images that are mild' and 'light' - deceptive terms, which the industry itself prints on cigarette packs to mislead consumers and to promote the false impression that brands with such inscriptions offer lower tar exposure and risk, compared to other varieties. Such terms have the potential to influence health-concerned smokers to de-

lay or prevent quitting. The meeting will be attended by

GIGARELIKS Brand

Frontier Post

Tobacco posters near edu

They urged that there is a

need for proper implementa-

tion of the advertising guide-

lines of the ordinance in the

twin cities as the relevant

authority has been unable to

go for the complete enforce-

ment of such guidelines.

enforce the ord

adoption of adequate implementation mechan

dustry, which is adept in the art of getting decisions manoeuvred in its favour, will understandably leave no stone unturned to curtail the

losses that it is likely to incur in the wake of the bold measures announced by the government to control tobacco use in Pakistan. The choice of photographs to

be used on cigarette packs and outers is doubtlessly one crucial area where the powerful industry will demand concessionary treat-Moreover, it will also want mont

institutions go unchecked tional campaigns of tobacco industry are also proving the stumbling blocks in the way of effective implementation of the tobacco law,

Chief Executive Officer, TheNetwork Waqar Ahmed said that the organization is They stressed the need for it is a mempursuing this serious issue as

comby lealth. bacco and force of

brace for striking back Aijaz Hussain Jakhrani progresses in the direction of personally bolting the doors of the two designated smoking lounges in the Parliament House, he must also pondet over the rationale behind representatives of the tobacco industry freely interacting with officials of the Ministry of Health to impact decisions taken in the interest of

"What is the need for the Minpublic health. istry of Health to encourage inter-

action with the tobacco industry when both are working at tangent to each other," an anti-tobacco activist questioned. He continued by citing examples of numerous countries including Hong Kong, which, unlike Pakistan, have barred their ministries of health from interact-

ing with the tobacco industry. If the World Health Organisa-

tion can prohibit its staff from meeting persons associated with the tobacco industry, why can't the Ministry of Health institute similar curbs? In an interesting development, one of the tobacco giants operating in Islamabad has appointed its 'tobacco guru' working in Indonesia, as the head of government and media relations in Pakistan to counter the blitz of o media and e

# THENEWS July 19, 2009 Tobacco industry's spin of the week

Ministry wants pictorial health warnings at the earliest

### Shahina Magbool

### Islamabad

The tobacco industry has demanded a 'reasonably pragmatic time' to be able to implement pictorial health warnings on cigarette packs and outers.

And while the Pakistan Tobacco Company's (PTC) definition of the term 'reasonably pragmatic' constitutes at least 18-22 months, Lakson Tobacco Company (LTC) is willing to comply with the government's directive only by July 1, 2010.

The tobacco industry articulated its perspective during a meeting with the Director General Imple-

mentation of the Framework Convention on Tobacco Control (FCTC) Shaheen Masud, health education advisor Mazhar Nisar, and health education consultant Abdus Sattar Chaudhry here on Thursday

The tobacco industry is reported to have thoroughly grilled the Ministry of Health by subjecting it to a barrage of counter-questioning. "How will you bring the 18 per cent illicit comin the ar

capacity for 6 colour printing, and that they will have to import machinery to be able to comply with

the government's directive. The tobacco industry expressed apprehension that the introduction of pictorial warnings will give

a boost to the illegitimate industry because consumers will readily buy their packs, and may not even recognise the legitimate ones, with ratten black lungs printed on them! They demanded that a. level playing field be given to all, and that the government and the Federal Board of Revenue must also bring the illegitimate industry into the net.

Representatives of the tobacco industry also quoted international practices regarding introduc-

tion of pictorial warnings. "Switzerland — the home of the World Health Organisation gave a lead time of 26 months to the tobacco industry, followed by the UK and Romania, which gave 24 months each, and India, which allowed a grace period of 34 months, one of the industry's representative stated. The industry also wanted to know why Pakistan is in such a hurry to adopt pictorial warnings when only 20 of the 168 FCTC signatory mem-



# Tobacco claims 100,000 lives annually in Pakistan

#### OUR STAFF REPORTER

ISLAMABAD - Use of tobacco killed around 100 million peo-ple ih 20th century and if the current trend continues, there will be up to one billion deaths

tobacco use annually in the country and over half of the adult population being ad-dicted in one form or the other. Pakistan after ratification

ple ih 20th century and if the current tread commons, they of FCTC (Framework Con-vention on Tobacce Con-trol) promulgated the Pro-holizon discussion and the railformation trol promulgated the Pro-holizon of the state of the tread work of the state of the tread work of the state of the tread of the state of the state of the state a senior official in the the state main the smallen in difference with a round to the state and the state of the state in provide securing from

ing areas (DSAs). However, no other decision of the Minis-try of Health has faced as much media criticism than the said

SRO SRO. The official further said that the health managers had an-nounced immediate rollback of the controversial Statutory Regulatory Order (SRO) on Designated Smoking Areas (DSAs) and making the print-ing of pictorial health warn-ness on circuratin supekt raof the controversial Statutory of Non-Smokers Health Ordi-Regulatory Order (SRO) on nance' promulgated in 2008 and Designated Smoking Areas implemented effectively, we OSAst and making the print-could be able to save our young ing of pictorial health warm-ings on cigarette packets and victim.' It is also and the pictorial health warm-villo The powerman avairy . It is the best practice for a will the powerman avairy . The back of the pictorial health and the pictorial balle despile pressure by the pictorial health health and the pictorial health and the cigarette packets where it is

time-gaining tactics, the offi

time-gaining tactics, the offi-cial said. However, mere announce-ment was not enough and the government should take some steps for its implementation also, he said. "If the "Prohibi-tion of Non-Smokers Health Ordi-mere" merulented in 2007 more

ple need to be warned of the health risks of smoking through

graphic representations. -Tobacco industry, how-ever, has a lot of clout and hampering comprehensive tobacco control reforms as suggested under Framework Convention on Tobacco Con-trol (RCTC)

Convention on Tobacco Con-trol (FCTC). The civic bodies and health experts working against the tobacco use believe that to-bacco industry is out to block the government's decision on fresh pictorial health warnings.

The basic motive behind these objections is to pressu-rize the government for the acceptance of its demands for an extension in the January 1, 2010 deadline for intro-duction of pictorial health warnings. These crive bodies say that the tobacco companies in other countries can and have implemented picture warning routirements in as little as its The basic motive behind

requirements in as little as six onths after notifications Uruguay, Singapore, Brazil and Canada are some of these countries.

Venezuela has just undated

arnings and gave the indus y 3 months to comply. Waqa hmed, Chief Executive Of warnings and gave the mdus try 3 months to comply. Waqar Ahmed, Chief Exceptive Of-ficer of The Network for Con-sumer. Protection, said the government should realize the hard reality that tobacco use was repeated as one of the was considered as one of the biggest public health threats, the world had ever faced.

He said though there were had anti-smoking laws, which clearly banned the ad ment and sale of cigarett within 50 metres but one cou easily find tobacco advertis ment posters near differe acco advertis near differe ment posters educational in institutes

ید دان جاری دا تواکسوی مدی عرایک بلین וינוב או ט -2008 - 20 גול ב א גול چاريان تاري ايدو في في اور فيريا - تريا S

لمين افراد بديك-ینین از دیرے ہے۔ زیرون س کو کس کی ترقی کا منگ مل سجعاً جاتا ہے کی تر کا کر کی صنعت مرف دولت کے صول سے لئے راکا رنگ رکھی اختیارات اور علق ڈرائع ہے در خاہ دی کہ نتائہ عادت کا در سلس تر کو ک הו שלאוט ליכוב שויט שוני كر الات توجيع فكالمش كردى ب اگر چه مل ش تم اکو تو چی کا قالون موجود ب جس ش واضح طور پر اشتبارات پر پابند کا اور تعلیمی وروں کے زوک چان مر تک کا اس ک اوروں بے دویت بیوں بر سی ماہ سر بی بیاں کرنے پائی کو ای طبیعت ماہ بے لیے اور آتے ہیں۔ ایک قوم کی طبیعی مدر کر اور قرار قروش کے لیے تعرف مجلسی متر کر اور اور کارادادی سر کر میں اور اور کارادادی سر کر میں اور اور کارادادی کر قدادی کر میں اور اور کارادادی کی دور میں کاراداد درک اور کارادادی کی دور میں کاراداد درک اور کارادادی کی دور میں کارادادی کاراد ے ملا بر قرار کے لیے جامع تر او کر ول ایسی بالے کی طرورت بے موجودہ قوانی کا اد سر ف میں بی چد بعد مادر مدر می ایک سر حلہ می سے ملا یہ قام کا کو طراف کی کما طلا ہو رکو نے سلام و میں دوسر سر حلہ می سے ملا یہ قرار می کے حاج میں قوامی کا اور قر ویکھی کے باقی کا بعد اس بر عملہ و آمد کی کی سر ایک اور قرق متادر سے کے بعد مرورد براز میں میڈیا اور ویزریا نے اس تکم بر عملہ رآمد سے میں کا دیا جاتے اور قرق متادر سے کے بعد مرورد مالات کے مطابق تراسم کی بیانی جا تیں۔ شیٹ اور و گرانی چرین جن میں کم و موال او تا ہے ایسے کھا بان مین بوری است اور تمباکو کماتے کو تمباکو ک مصوعات من شامل كيا جاما ما يج وفو يكو الد مرا

July 28, 2009

تمها كونو ثي اور نوجوان نسل كا

ے حوالے بے پیکوں پر تصور ی اشارے چھان ک آ ترى تاريخ كم ينورى 2010 وش اشافه كياجا ... ان احتراضات کا فیادی متصد حکومت و دیاو دان جر تماکو کی منعت کے الاتحدے ال کے ال تقوری جماع کے لئے موتور لیڈ تے جو ورالد المال اركان كا كرد ب اليون ف تراوك منعت كو 26 بادكادت وباجكر رواني في 24 بادادر مار = فالم ماحدى- تراكى منعت ف جوامتراضات الفائ بي الن 2 بواب عمام ين مردوری ہے کہ ایسے زیادت کے بوب ترایی تلک مردوری ہے کہ ایسے ممالک مجلی میں جہاں تراکر کو تلکی نے کوچا کے ایمد اندران عظم پر عملدر آند

ارت م ال مرف تمن المكاوق ويا-مكومت كواس تشقت كااحساس كرنا جاب كر ونيا بوت وال میں اس را مراج بے دریا می موام کی محت کہ جو خطرات کا تی تیں ان می ترکی فوش ایک براخطرات بے دامتری نو دیا کا طرفی مختل ہو رہی ہے ترکی کو استعمال کرنے رواں میں نے ضف اس کی دجہ سے مرت کے من میدود ی ای بیا اطروع بے دوام رہائی برونیا کا مصورات میں شال کیا بایا جیے فریلا الحطر ا المرف خطل ہو روی بے قبول کا اعتمال کرنے کے مصلحہ خبر جندوں کے اور وراد اس صح وادوں میں صف اس کا دو بے سوے کے مسلم کر نے اور تباؤ تو می کے لیے تعاون کر کے میں حلے جاتے ہیں۔ چیویں صدی میں تو یا 180 کر نے اور تباؤ تو می کے لیے میں تصور کر کے لین افراد قسول کی احتمال کا دور بے مرب کے اگر

بول کے دور ب محت نے بیر تھی اطلاق میں رکوادیا ہے ال تھم ، جرام الفات کے گے کہ محت وراند و فریکو وے کے موقع یہ کیا میا کرنے ہے احر میش مالتہ کو تن عمد اکسان کاد تار سال جو - ولى عالى بات جار كومت ن تراوى مند ] انتهال دبات ] اوجود فيعلد كيا يحن اي فيملون كم مرف اطلاعت على كانى تين بوك مكوت كوان مملدر تدكردان على محد اقداب كروج أيمن - تراكون كوكركر في كوكم رف ك في مل ی دانمن بن ع بن اور آرویش ماری مو ی مرابع میں مرابع میں موثر فطاد قیم ہو سکا کر "تر اوزش کی روک تھام "اور تمباکونہ ہے والوں کی محت كا تحط كا أرؤيتس بو 2002 م من بافذ بواقها

اكراس ومو (اعد عل م با با ع توافي الج عد نس کوار برای افکار او نے سیالے ہیں۔ بارسان میں جک می جان خواہ کی کی شرح انجانی م ب طریف کرویل پر الی تصویر ی شال کر، م ب طریف کرویل پر الی تصویر ی شال کر، جس ب چا چ کر قربار فرشی صحت کر لیے کس ن ہے چاہی کہ سواد وی جا جو کی منت سے میں کا اندر بری سوالتیا کی اچھاطر این ہے جس کو کی منت ایت بااثر سے جس کی دوسہ تر تمالونو کی کے روک این اثر میں دورک تو نشن (Fete) می جو اصلاحات توديد كى تى ين ان كى راد شى ركاد شى كمرى كى جالى ہیں اس لئے مفرورت اس امر کی ہے کہ عکومت میا کو سے استعال کورو کنے کے لئے متعدد کو ششیں . کرے۔ بائر اور خاقور تمباکو کی منعت نے تکومت 1Ê ک جاتب سے سکریٹ کے پیکٹوں پر تسویروں کے کی جاتب سے سکریٹ کے پیکٹوں پر تسویروں کے 2



# Loopholes make anti-smoking law toothless

#### By Nasir Iqbal

ISLAMABAD, Aug 19: Not a single case of abuse of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance has been registered since its promulgation in 2002 and cigarettes are being sold openly within close vicinity of educational institutions in the twin cities of Rawalpindi and Islamabad.

ł

"We could save our young generation from becoming victim of this menace if the smoking ordinance promulgated

all public places, institutions and public service vehicles. It prohibits the sale of cigarettes to under-18 and restricts the sale of advertisements of tobacco products within 50 metres of any educational institutions

The law, Dr Azad said, did not mention who would be the enforcing and monitoring authority of the ordinance.

Giving an example in this regard Dr Azad said cigarettes were being sold openly at five within 50 meters of

mdard University F-8 is Islamabad. The camestablished on the first ond floors of a complace in the sector e ground floor is occustationary shops and stores where cigasold with other con-

example of the ation is the pasting of a newly introother cigarette the walls of these posters carry atffers of gifts for ily to lure the youth at the university. cigarettes are openld within the premthe Quaid-e-Azam a premier educa-

ition in the federpholes make

July 28, 2009

# No extension in deadline: Jakhrani asked them. The industry also

### Our correspondent Islamabad

The tobacco industry left no stone unturned here on Tuesday to obtain an extension in the 'lead-time' for printing of picture-based health warnings on cigarette packs and outers.

Their arguments, however, fell on deaf ears, as Minister for Health Mir Aijaz Hussain Jakhrani ordered the Tobacco Control Cell to 'immediately' finalise the Statutory Regulatory Order (SRO) for introduction of pictorial health warnings, and get it vetted by the Law Division, "The News" learnt on good authority. "You will have to get picture-based packs and outers, and to some-

printed health warnings within six months of the SRO

being issued," Jakhrani is said to have clarified to representatives of the tobacco industry while concluding the meeting. which was also attended by Secretary Health Khushnood Akhtar Lashari, Director General Implementation of the Framework Convention on Tobacco Control (FCTC) Shaheen Masud, and Asim Imdad, Talal Hakeem and Mehdi Imam from the tobacco indus-

try The tobacco industry had slowly, but surely been flexing its muscles to stall the process for incorporation of pictorial health warnings on cigarette

how have the momentous decision on the issue, reversed or

at least delayed. With the SRO unlikely to be issued before mid-August, the introduction of picture-based warnings has already been delayed till mid-February 2010 as against the January 2010 by announced deadline Jakhrani, earlier on.

Representatives of the tobacco industry cited examples of countries that allowed a 'lead-time' of 11 to 24 months for printing of picture warnings. Jakhrani countered the argument by referring to Chile and Venezuela.

"If a small country like Chile can do it in three months, why can't we," he

forwarded the excuse of not having the printing technology to meet the stipulated deadline; drew attention to various flaws in the existing tobacco control legislation to divert attention of the policymakers from the real issue; and put up various other justifications to seek delay in implementation.

"We need at least a year to import the required printing machines," they argued, but nothing worked because both Jakhrani as well as Shaheen Masud effectively countered all excuses forwarded by the tobacco industry, and agreed to expedite the process on a war footing.

# TheNation August 20, 2009 Smoking at public places goes unchecked

#### OUR STAFF REPORTER

ISLAMABAD - Loopholes in the 'Prohibition of Smoking and Protection of Non-Smok ers, Health Ordinance 2002' giving space to violators.

Article 9 of the ordinance "Prohibition of storage, sale and distribution of cigarette". which describes that in the immediate vicinity of educational institutions- No person shall himself or by any person on his behalf, store, sell or distribute cigarettes or any other such smoking substance within an area of 50 meters from any college, school or educational institute, said a press release issued by TheNetwork for Consumer Protection.

The above mentioned law does not clearly mention that who will be the enforcing body, who will monitor the violations.

This loophole makes this section of the law futile, as there is no one to punish the violators and violations are on the rise near educational institutes in twin cities of Islamabad and Rawalpindi. Is this the responsibility of Interior Ministry, city administration, Health Ministry or the Ministry of Education to monitor the violation?

Since 2002 the anti-tobacco law was promulgated, single case has been tered so far to punish for selling smoking sunear educational ir Dr Arif Azad, Ch tive Officer, TheNetwork for Consumer Protection, said that in Pakistan many laws exist in the statute book. "It is only when these pager tigers are made to roar, and then only we can expect some genuine progress on tobacco cesscience officers" he added

sation efforts", he added. "If the 'Prohibition of Smoking & Protection of Non-Smokers Health Ordinance' promulgated in 2002 was implemented effectively, we could be able to save our young generation from becoming the victim of this evil", he main-'d.

and as the

is a dire need of a comprehensive tobacco control policy. The current legislation should be reviewed and amended according to the current needs after a National Consultation, he added.

State of Implementation Prohibition of Smoking & Protection of Non-Smokers' Health Ordinance, 2002 came into effect from June 30, 2003. The ordinance takes into account a complete ban on smoking at all public places, institutions and public service vehicles.

It prohibits sale of cigarettes







# Govt urged to implement health warnings on cigarette packs ISLAMABAD — A Civil Society lay the implementation of Pic- develop regulation that is tech-

the non implementation of the worked in the past and the Min- dermined th government directive to To-bacco Industry to publish pic-ic Relation with a state of the state of the state of the state is Relation with the state of the state of the state of the state "Throug torial warnings on cigarette in Pakistan," he added.

of the non-implementation of its directive by Tobacco Industry for publication of pictorial health warnings. "The Minister of Health's

announcement on May 31, torial Warning on cigarette packs. Tobacco Industry, being packs was a landmark decision in the tobacconcontrol measures. However, the delay in its notification and implementation of amendment would constitute a severe setback to tobacco control efforts of the Ministry of Health," Azam Khan, Assistant meeting of its Board of Directors (BoD). We urge the government to

stick to its commitment enshrined in Framework Convenion on Tobacco Control

sacco Industry's factics to de- pecially important in order to APP

the non implementation of the worked in the past and the Min-

Khan said The Network ex-The BoD meeting of The presses its full support and co-Network also called upon the operation to Ministry of Health Health Ministry to take notice to stand firmily by its decision warning

"The Tobacco industry is playing delaying tactics to implement the government no-tification regarding pictorial Health Warnings on cigarettes tor, had earlier used its muscle power to hold off the process for incorporation of pictorial health warnings on cigarette packs and outers," he added.

stringent notice of this irresponsible behaviour of the To-Communications, The Net- bacco Industry. Tobacco com-work, told the APP, after the panies are trying to get more pretending time constraints and non availability of print ma-

chinery." he added He said the industry while criticizing the regulations says that given the complexities in certain areas of regulation, the of Pakistan is signatory. There is a history of To-recially important in order to

ISLAMABAD—A Civil Society tay the implementation of Pic-organisation Thursday ex-pressed immense concern over tries as well. This has not able and enforceable, thus un-the pressed immense concern over tries as well.

"Through their lobbying activities, the industry is pressurizing and demanding of government to provide the high resolution graphics to be printed. They are also pretending that they need at least a year to import the required printing machines which is a baseless de-

bate," he added. "It is also campaigned by the industry that the Health Ministry is unable to go for the complete enforcement of the advertising guidelines of the relevant law because of inadequate implementation mechanism adopted by them. As the law is silent on the enforcing s and outers," he added. and monitoring authority to The Network has taken implement this ordinance," he

opined. Khan said on the other hand, the industry has started meeting with the high officials to pressurize the Ministry of Health to reverse or delay the implementation of the pictorial

warnings "By using their bullying tactics, the tobacco industry is a the delay in its noti-arguing the Pictorial Health Warnings Rules," he added.— App.

# TheNation

# Warnings on cigarette packs Ministry fails to implement directives

AMABAD (APP) - A Civil ociety Organisation Thursay expressed immense conern over the non-implemenion of the government diwe to Tobacco Industry to ish pictorial warnings on ette packs.

BoD meeting of The rk also called upon the ilth Ministry to take notice he non-implementation of directive by Tobacco Inry for publication of pictohealth warnings.

he Minister of Health's uncement on May 31, 2009, ementation of Pictorial g on cigarette packs idmark decision in the

control measures. evere setback to to-

ontrol efforts of the stry of Health," Azam Khan, Assistant Project Manager, Media and Communications, The Network, told the APP, after the meeting of its Board of Directors (BoD).

"We urge the government to stick to its commitment enshrined in Framework Convention on Tobacco Control (FCTC) to which Government of Pakistan is signatory

There is a history of Tobacco Industry's tactics to delay the implementation of Pictorial Warning in other countries as well. This has not worked in the past and the Ministry of Health should make sure that history is not repeated in Pakistan," he added.

Khan said The Network expresses its full support and coonerati Mini- v of

laying tactics to implement the government notification regarding pictorial Health Warnings on cigarettes packs. Tobacco Industry, being a powerful and overriding sector, had earlier used its muscle power to hold off the process for incorporation of pictorial health warnings on cigarette packs and outers," he added. "The Network has taken

stringent notice of this irresponsible behaviour of the Tobacco Industry. Tobacco companies are trying to get more time from Ministry of Health pretending time constraints and non availability of print machinery," he added.

He said the industry while criticising the regulations says that given the complexities in certain areas of regulation, the expertise of the tobacco is especially important in order to develop regulation that is technically viable, practically workable and enforceable, thus undermined the expertise of the department.

"Through their lobbying activities, the industry is pressurising and demanding of government to provide the high resolution graphics to be printed.

They are also pretending that they need at least a year to import the required printing machines which is a baseless debate," he added.

"It is also campaigned by the industry that the Health Ministry is unable to go for the complete enforcement of the advertising guidelines of the relevant law because of inadequate implementation chanis

September 26, 2009 Pictorial health warnings

ISLAMABAD, Sept 25: A civil society organisation has urged the government to ensure the implementation of publishing pictorial health warnings on cigarette packets.

It has also sought an action against tobacco companies for not implementing the health ministry's directive of publish-ing health warnings on cigarette packets.

Talking to this news agency here on Thursday, The Network Assistant Project Manager Media and Communications Azam Khan said the delay in implementation of the notification would affect tobacco control efforts of the ministry.

The ministry announced to publish pictorial warning on cigarette packs on May 31, 2009. - API

### BUSINESS RECORDER

October 9, 2009

# Call to implement pictorial health warnings on cigarettes

#### SHERISH WASIF

ISLAMABAD: While strongly reacting over the delay on the part of the authorities concerned, the Coalition for Tobacco Control (CTC) has appealed to the Prime Minister of Pakistan and Federal Minister for Health to speedily implement pictorial health warnings on cigarettes

As it was due to issue the notification as soon as it decided to push the tobacco industry to come up with pictorial health warnings on cigarettes pickings stated Dr Arif Azad Chief Executive Officer TheNetwork, while addressing a press conference here on Tuesday.

He blamed that the Ministry of Health is delaying the deadline for implementing pictorial health warnings on cigarette packs.

He said that only 81 days were left in the given dead line to the tobacco industry, the Ministry of Health has still not notified the legislation that restricts the industry to comply with printing pictorial health warnings on cigarettes packs by January 1, 2010.

the tobacco industry is actively delaying

implementation of pictorial health warnings". ing pictorial health warnings on cigarettes announcement of introducing pictorial health warnings by January 1, 2010 but still the decision is yet to be implemented" he continued.

"The decision has put Pakistan on the list of lead countries that have introduced such a key and radical measure into domestic legislations Framework Conventions for Tobacco smoking, Control (FCTC) WHICH Pakistan signed in 2004" he noted.

He was of the view that in Pakistan where literacy rate is low, introduction of pictorial warnings on cigarettes packs would act as powerful tool in curbing tobacco use. "We towards implementing pictorial warnings four manufacturers. months after the announcement" he added.

"Federal Minister for Health Mir Aijaz packs is too expensive and it would take long Hussain Jakhrani although made a historic time as the required technology for doing so is not available in the country are completely false and baseless"

He said an understanding of both the risks and severity of smoking are important factors in motivating smokers to quit and pictures based warnings can be effective in conveying in line with Pakistan's obligations under the the consumers about the risks involve in

While sharing some horrifying facts, he said, in Pakistan around 78 billion cigarettes are consumed annually and out of these 62 billions shares are hold by two leading tobacco companies in Pakistan, while the remaining 16 billion cigarette sticks are smuggled or are deeply concerned at the lack of progress marketed by the counterfeit or non-duty paid

"Smoking causes 100,00 deaths annually in "Despite the fact that the legislation has Pakistan and any further delay in the notifica-been prepared and has been vetted still there from and implementation of the warnings is no visible sign as yet of being it notified. Dr would add the the coll of the deaths caused by Azad lamented. He said, "TheNetwork for the Consumer Protection along with the CTC apprehend that the tobacco inductry is activate additional said, "although the industry claims that print-the tobacco inductry is activate additional said, "although the industry claims that printand complacency" he added.





# TheNation Pictorial warnings on cigarette packets Health Ministry still to enforce laws lation has been done and vet-

FOZIA AZAM

With just eighty-one days left in the given deadline to the tobacco industry, Ministry of Health is yet to notify legislation that restricts the industry to comply with printing the pictorial health warnings on cigarette packets

by January 1, 2010. While strongly reacting over the delay on part of the authorities concerned, the Coalition for Tobacco Control (CTC) here on Thursday, appealed to Prime Minister Gilani and Health Ministry to speedily implement pictorial health warnings on the cigarette packets.

Ministry of Health is delaying the deadline set for implementing pictorial health warnings on cigarette packets, as it was due to issue notification as soon as it reached a decision to push the industry to come up with pictorial health warnings on ciga rettes packets, stated Dr Arif Azad Chief Executive Officer TheNetwork at a press briefing. TheNetwork for the Consumer Protection along with the CTC apprehends that the

كى ديول يرتصاوري دارنىك كانفاد كمل كباجائ ، عارف آزاد

نوتی کی وجہ سے ہر سال یا کستان میں ایک لاکھاموات ہوتی ہیں، دی نیٹ درک

ام آباد ( سی ر پورژ ) دفاتی عکومت اور دزارت محت سکر بد کی و بون برز

وارتک کے نفاذ کے علل میں تیزی لائے۔ یہ بات دی میٹ درک قار کتر ہم پر ، پاکستان میڈیکل الیوی ایکن اور کویشن قارقہ بیکو کشرول کے نمائندوں نے

ا یا صان میدین این این اجراب ارد بر میدود مرارد ۲ بادش بر نس کافتر ب خفاب کرت مون می ورک م ۱ بزر میکوکه روشطر دانشر عادف آ دار نے کہا کہ مطر سے این کی دجرے سرمال یا کتان

ش ایک ال کا موات ہوتی ہی - تصاور کی دارتک کی منظوری سے عمل میں کی تعلیم کا تقطل روزانہ 273 اموات میں اصاف کی باعث ہوکہ تم کی کو تو گی دجہ سے ہوئے والى اموات عن بولتاك اشافد ال عمل عن كى بحى (باق مو 6 بقيد نبر 9)

tobacco industry is actively delaying implementation of pictorial health warnings," Dr Arif Azad further said. Although Federal Minister for Health Mir Aijaz Hussain Jackhrani made an historic announcement for introducing pictorial health warnings by January 1, 2010 yet still the decision was far from implementation, he said.

The decision has put Pakistan on the list of leading countries which have introduced such a key and radical measure into domestic legislation in line with Pakistan's obligain line with Publication of onga-tions under the Framework Conventions for Tobacco Con-trol (FCTC) WHICH Pakistan

signed in 2004" he noted. He was of the view that in Pakistan where literacy rate was low, introduction of pictorial warnings on cigarettes packets would act as powerful tool in curbing tobacco use. We are deeply concerned at the lack of progress towards implementing pictorial warnings four months after the announcement," he added. "Despite the fact that legis-

ted, still there is no visible sign as yet of being it notified, Dr

Azad regretted. Speaking on the occasion Khurram Hasmi said, "Although the industry claims that printing pictorial health warnings on cigarette packets was too expensive and it would take a long time as the required technology for doing so was not available in the country are completely false and baseless He said an understanding of

both the risks and severity of smoking were two important factors in motivating smokers to quit smoking and picture-based warnings can be effective in conveying the consumers about the veying the consumers and risks involved in smoking. While sharing :

ing facts, he sair around 78 billy were consumet out of those at billion cigarette factured by b bacco com remaining sticks wer keted by the duty paid





#### Our correspondent Islamabad

Anxious over the apparent lack of progress towards incorporation of picture-based health warnings on cigarette packs and outers in consonance with the government's historic announcement of May 31, 2009, TheNetwork for Consumer Protection and the Coalition for Tobacco Control (CTC) have appealed to the government to notify the new rules for printing of graphic health warnings.

The organisation in its appeal has made it clear that by doing so the government will help dismiss the common perception that this key public health legislation is being influenced by the mighty tobacco industry.

Addressing a joint press conference here on Thursday, the executive coordinator of TheNetowrk Arif Azad and the coordinator of CTC Khurram Hashmi appealed to Prime Minister Yusuf Raza Gilani and Minister for Health Mir Aljaz Hussain Jakhrani not to allow any delays in the January 1, 2010 deadline for implementation of pictorial health warnings. "The deadline is only 83 days away," they pointed out.

The historic decision made by Minister for Health on 'World No Tobacco Day' had put Pakistan in the list of lead countries that have introduced such a key and radical measure into domestic legislation in line with the country's obligations under the Framework Convention for Tobacco Control, which we signed in 2004. While supporting the government's decision, we are deeply concerned at the lack of progress towards implementing pictorial warnings, four months after the announcement," Arif Azad read out from a written statement. He stated that given Pakistan's low literacy rate, introduction of pictorial warnings on cigarette packs would act a powerful tool for curbing tobacco use. Smoking causes 100,000 deaths in Pakistan annually.

The representatives of the two organisations said, there are no visible signs yet of the legislation being notified for implementation in the near future; this is despite the fact that it has already been vetted by the Ministry of Law. "Any further delay in the notification and implementation of pictorial warnings will only add to the mountain of tobacco deaths, which are rising at a rate of 273 per day," Artif said.

Khurram Hashmi expressed concern over sudden postponement of a meeting called by the Tobacco Control Cell on September 29, 2009 to share the said rules and notification with various stakeholders including TheNetwork, CTC, the Journalists Health Forum, the tobacco industry, and other civil society representatives. The postponement of that crucial meeting, without any plausible reason being assigned, shows that the Ministry of Health is not serious about fulfilling its public health commitments." he remarked.

Referring to the frequent formal and informal interactions taking place between representatives of the tobacco industry and the Ministry of Health, Arif and Khurram emphasised that these deliberations should be transparent and made public as per stipulations of Article 5.3 of the Conference of Parties. "We ask the government to make its dealings with the tobacco industry transparent and to discourage any kind of sponsorship for government events by the tobacco industry." they demanded.

Meanwhile, in an exclusive chat with The News,' Secretary Health Khushnood Akhtar Lashari rejected the allegations levelled by TheNetwork and CTC with respect to any deliberate delay in incorporation of picture-based health warnings on cigarette packs and outers. "There are no delays. We are actively involved in bringing out the law for introduction of picture warnings; it

will be notified early next week. We have also made a commitment to this effect at the World Health Organisation's Inter-Ministerial Conference currently under progress in Morocco," he added. Lashari said, "Every effort is being made to ensure that there are no administrative and legal lacunas left in the law for the tobacco industry to capitalize." He said, the tobacco industry neither has the printing capacity, nor has it so far been officially provided with the photographs to be printed on cigarette packs.

Lashari said, the notification, along with four photographs to be used on a rotational basis every year, will be issued early next week. He also informed that there will only be a one-month delay in printing of picture warnings. "You will see them printed on every cigarette pack and outer by February 2010," he assured.

"Why did you postpone the September 29 meeting, in which the new rules and notification on picture-based health warnings were to be shared with all stakeholders," Lashari was asked. "The Tobacco Control Cell should know better," he responded.

When the same question was posed to Shaheen Masud, head of the Tobacco Control Cell and Director General Implementation of FCTC, she reserved her comments. She was also unsure about when the meeting is likely to be called again. She did know, however, that the meeting was called in view of the government's decision to share the vetted law with all stakeholders, including the tobacco industry, before its finalization for the sake of proper implementation.

Responding to a question on the issue of transparency in meetings with the tobacco industry, Shaheen said, "We make minutes of these meetings; since they are recorded and made part and parcel of the official file, they are transparent."

# TheNation

### Alliance for tobacco control formed

### OUR STAFF REPORTER

ISLAMABAD - Policy makers, opinion formers, legislators, and tobacco-control advocates in a seminar here on Wednesday reinforced their commitment for effective tobacco control initiatives in Pakistan and decided to formulate a Grand National Alliance for Tobacco Control.

The decision was made in a National Advocacy Conference on Tobacco Control organized by The Network for Consumer Protection in col-Consumer Protection in con-laboration with Ministry of acco Control Cell a Health Organi-

October 29, 2009 DG-Health-Dr. Rasheed

Juma stressed the need to create volunteer groups to report the violations of tobacco control legislation. He appealed to all health professionals to take an oath to discourage smoking and educate their

Member National Assembly patients. and Standing Committee on Health and Human Rights Yasmeen Rehman suggested that the Education Ministry include tobacco control in the curriculum of schools to educate the youth. Moreover, she stressed the need to sensitize parliamentarians to generate the debate to make tobacco control a part of the national

health policy and plan. Pakistan lacks the implementation of tobacco control legislation due to a lack of awareness and civic education, Dr. Khalif Bille the country representative of WHO stated while addressing the conference.

# The Ministry of Health is

taking the initiative to introduce the pictorial warnings legislation into domestic legislation by February 2010 and joining the select list of countries to have introduced this legislation, Dr. Arif Azad, Executive Coordinator The Network for Consumer Protection stated while appreciating the role of the tobacco control cell.

At the end of the conference, a resolution was passed to be submitted to the legislators by all stake holders on the platform of Grand National Alliance for Tobacco Control, appealing to the Government of Pakistan to undertake corr prehensive tobacco cor

measures in order to r public health expenditur curred on account of tr related diseases and de regulate illicit tobacco tra to impose heavy taxes tobacco industry to red bacco consumption.



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### THENEV October 29, 2009 Alliance for tobacco control formed

#### Shahina Maqbool

#### Islamahad

Reservations from some quarters notwithstanding, policymakers, opinion leaders, legislators and tobacco control advocates, reinforced their commitment for effective tobacco control in Pakistan by agreeing to the formulation of a Grand National Alliance for Tobacco Control here on Wednesday.

The alliance was formed at the National Advocacy Conference on Tobacco Control organised by TheNetwork for Con-Protection sumer in collaboration with the Tobacco Control Cell and the World Health Organization. Director General Health Dr. Rashid Jooma and Yasmeen Rehman, Member National Assembly and Standing Committee on Health and Human Rights, chaired the inaugural and concluding sessions, respectively of the conference.

modalities of the grand alliance would be notified in due course. The idea is to build synergies by establishing a coordinated re-sponse to the tobacco epidemic

- a response which involves all relevant ministries, provincial health departments, district implementation committees, the civil society, as well as profes-

sional bodies, among others. Addressing the conference, Dr. Jooma called for creation of volunteer groups to report violations of tobacco control legislation at the federal level. WHO Representative Dr. Khalif Bile termed implementation a major issue. Both Dr. Bile and the Executive Coordinator of TheNetwork, Arif Azad, praised the Ministry of Health for introducing pictorial health warnings with cffect from February 2010. The head of the Tobacco Control Cell Shaheen Masud shared the achievements of the Cell and the the conference.

Responding to a query, the obstacles being encountered by gathering was informed that the it on account of lack of funds.

Yasmeen Rehman exhorted the Ministry of Education to include tobacco control in the school curriculum. Moreover, she stressed the need to sensitise parliamentarians to generate a debate on making tobacco control a part of the national health policy and plan.

In the end, a resolution from the platform of Grand National Alliance for Tobacco Control was passed for submission to legislators, appealing to the government to undertake comprehensive tobacco control measures

A large number of people including representatives of the ministries of railways, tourism, industries and commerce, religious affairs, law and federal board of revenue, health professionals, civil society organisations, legal experts, educationists and media persons attended

يدييني بناني اورنوجوا ے بچانے شہا کونوشی کیظاف 30220 ں دے دیا تما ہے۔ دخاتی وزارے صحت میں ذیر روائری تنظیمین سول سوسا کنا تمام سویاتی عکوشین غیر سرکاری تنظیمین سول سوساً الاسنیز صوباتی عکر سویت دو یکرفنام متعلقه ادار ور بالاف مي تاريخ ي ب يد يو ما تمادين عال ہو کے وی - سے الاس می عال اداروں کے یں ہوتے این سے اور کا تعلیم کریا ہے۔ زائندوں نے اس مزم کا اظہار کیا ہے۔ گریند سرا کودی جمل طور پر ایندی مائد ہوتی جائے مالک بیض الائس کا تعلیم کو ششہ روز دوارت سے اداروسی من مرد در ارت سی و ا اداروسی اور دلی نیف ورک کے زیادتم ایک روزه توى كالفرس شى مولى- اس موقع با خطا-542 بو الى تى محت يروفير رشد جد نوش كظون جاد كا آناز ع والزون - ادا با بند - باستان مدد مل اجد ويس كوس 2 یا بینے بالان مدیند ایک ایک و سی میں کرار کی سے ایک بین شال کرار کی سی ملک کرار کو ایک میں کر کو لوگ کہ ایک بین محمد بالد ملک بالا عدد داری تک کرا ہے جاکہ کر میں ویوان میں ملک اساد تو کر کی ایک اور ہو رکھی وی کرم کے سے اساد تو کر کی سر کا در اور مربق (نايدى) شرائى مرتبار انداد تراكونى تلك وى بى سرشان سعود نى كماكد تمن سالون مى يك پولیس ٔ علاء کرام مسحالیون اور دکلاء سبت سعاشر المر كولول كالم المر المح الم الم

لوی کے مخصوص مقامات بند کراد یے میں۔ فردری 2010ء بے محروف کے بیات پر تصویری داریک

فروي كرب إن عومت ال على مرد ومال

فراج ك \_ عاون مور في الريكافر

### Daily Times January 13, 2010

# Pictorial health warnings on cigarette packs delayed

### Staff Report

ISLAMABAD: The Health Ministry has delayed introduction of pictorial health warnings on cigarette packets by the tobacco industry till May, it's learnt.

On May 31 last year, the ministry had directed the industry to print pictorial health warnings on cigarette packets from January 1, 2010 to highlight the tobacco related health hazards.

The ministry has however delayed implementation of the decision till May, sources told Daily Times on Tuesday.

Sources claimed the cash-rich tobacco industry had influenced the ministry for the delay.

They said soon after the

Health Ministry's decision on May 31 last year, the cigarette manufacturers held a number of meetings with senior Health Ministry officials in an attempt to reverse or delay introduction of the pictorial warnings on cigarette packets.

Sources said the Health Ministry had begun work on legislation on the pictorial warnings in consultation with the Law Ministry but that hit snags.

the industry They said expressed its inability to print the said warnings on cigarette packets within six months while claiming Switzerland, the United Kingdom, Romania and India took more than two years for the same.

Meanwhile, Execution Meanwhile, Execution of TheNetwork for Director of

Consumer Protection Dr Arif Azad has expressed concern over the Health Ministry's delay in implementation of its May 31 decision. He said in a statement that

instead of complying with international commitments, the ministry was coming up with excuses for delaying printing of pictorial warnings on cigarette packets.

He said the picture-based health warnings were significant for countries like Pakistan where literacy rate was low, resources for public health education were scarce, and majority of population couldn't read warnings against tobacco use.

Azad said by introducing pic-torial warnings, Pakistan would join more than 30 countries having similar warnings.





### تمیا کونوش کے نقصانات اور تد ارک کے اقد امات (1وی سے) یمی 3 نومبر 2004 ، کوان معاہد کے توثیق کر چکا

ب- الف ى فى كا كامتصد تمباكو كاستعال ادرا ي

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كو بیمانا ادرائیس تمیا كو کی سابق ادر معاشی جاد کاریوں

ب- تمبالوك سطنك كى روك تحام اور قانون يرتعل シュレシュンティシのからしとし ماتحد تعاون كرن كالإيتد بحى كيا كما ب-معابد - ك ٱرْبَكُل 6 ش تمباكو يرتيكن ش اضاف كى يوسل افزاق كى كى بادر تماكوكى ديونى فرى فرد حد كومنوع قرار دیا کیا ہے۔ اس تیکس میں اضافہ تمبا کونوشوں میں اس ل كى روك قدام ع في الم تارية بوسكا ب آرتكل 4,5,19 28 = تراكوك روك قدام 2 لے قانونى چار ، جولى كى حوصلا افواقى كى تى ہے۔

CFCTC ارتكى 23 عقت ايك مود كافرل آف ياد شر معابد بى گرانی پر مامور کی گئی ب-جربكرة رتكل 26 یں لے کیا گیا ہے کہ قام فريق مكندة ورافع كو

فح كا يندويت

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Tobaco ارت محت ،

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استعال کرتے ہوتے ادر سالمرش برتکل با بر که ما تد کردی ب-اایف ی کی تک آرتکل 11 سے مطابق تو یق کریا رقى يذبه ممالك مي تمياكوكى روك فقام ك

ایک فير مركاري تلقيم وي نيت ورك في 2006 . ين سكول جات وال 632 ظير كامرو - كرايا. جس ب معلوم ہوا کہ شمر میں وب والے چدوہ ب الفارويري كى عمر بحطباء يس - 28 يعد تمبا كونوش كا ظار إلى-باكتان عن أن وقت قرار كي معنوعات تياركرف والى 57 كمينيان كام كرراي ين -جكركل ماركيف كا 78 فعد يمال موجود يمن ے تقور ارکمتا ب- يون 140 ممالك اس معابد -الاقوامي كمينيون ت باتحد من ب، جن مي يركش . ک و بین کر بے شما کو کے خلاف عالی جدد جد میں امريكن تويكو كمينى كالذيلي اداره بإكستان تويكو كميني ادر المراس ورید المرایش ظب موری المرایش شال بین - حکومت پاکستان نے LI3 GILFCTC しまきのひ ظب مورن اع بشکل بیل بیل محکومت بالتان نے تقت رک ممالک برازم اردیا کیا ہے کہ دور تین کے 2002 میں انداد قرب کو فی دقایا فیرت کو فیان یا کام سال سے اور قرب کی تصور کو مکار سے اور شرح بر آرویش 2002 وجاری کیا۔ اس آرویش کے بالم يدى الائى 2 - غزاس يار مى مى توباكوكى سیکٹن 5 کے مطابق قدام بیک مقامات جشول مرکاری و فیزمر کاری دقاتر، میپتال تعلیمی ادارے، ہوائی اڈے، م حد باد سطنك كو بحي 1 عل ي م مور الم الم الم الم الم يعتر اليتماز ادرا توريخ وفيروي تراكوتونى مورا اور يرم ب يحل 6 2 مراكد ف الدامات کے بی او 8 ك مطابق 18 سال = كم مرافراد كو تريد وما منون اور جرم ہے۔ سیکٹن 9ئے تحت ترام تقلیمی چدایک نے اپنے طک يم تمياكوكي تشيير فروغ اداروں سے کرد 50 كويس سے اماط مى سريد مثور، فروضت اور تر تیل منور اور جرم ب جبکه تیکن 10 كما ي ما يك مقامات كما لك، فيجر اور



# Daily Times

January 29, 2010

### Smoking kills over 273 persons daily in Pakistan

### Staff Report

ISLAMABAD: More than 273 persons die daily in Pakistan due to smoking-related diseases, and failure of the government to introduce pictorial warnings on cigarette packets has been indirectly contributing to it. The Network (TN) said this in a statement to highlight the failures of the Pakistani government to implement a decision of May 31 2009, which was to introduce pictorial health warnings to make people understand the hazards of smoking. "Almost 273 people die daily of tobacco related causes in Pakistan. The more delay in pictorial warnings means more prevent-able tobacco deaths," said TN Executive Director Dr Arif Azad in a statement. Azad said

# Printing of pictorial warnings on cigarette packs Delay in implementation raises concers

### FOZIA AZAM

ISLAMABAD - The extension granted time and again by the Ministry of Health to the tobacco industry in the deadline for implementing pictorial health warnings on cigarette packs is raising speculations among the concerned quarters. Earlier, the Ministry an-nounced on May 31st, 2009 that health warnings will come into effect from January 1, 2010 and tobacco industry was given a time period of six months to comply with the amendments. It was decided that the display area for picture based warnings will be not less than 50 percent on the cover and outer of cigarette packs.

Reacting to the decision, the tobacco lobby became active and started influencing the policymakers. Thus the January 1st deadline for printing pictorial warning was delayed for a month and the industry was given relaxation of a month and was asked to implement the decision after a month.

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Not only has the deadline been extended to May 31st, 2010 but the tobacco industry is allowed to have its say on all aspects of pictorial warnings.

Under the treaty called Framework Convention on Tobacco Control (FCTC) drafted under the aegis of World Health Organization (WHO) and adopted by World Health Assembly in 2003, it is mandatory for 168 signatory countries to implement its recommendations including pictorial warnings.

Pakistan ratified the FCTC on Novembers 3, 2004, binding itself into legal obligations enshrined in the framework convention. But one of the major provisions of FCTC regarding pictorial warnings on cigarette packs packs remains unimplemented in Pakistan due to delay in the implemen-

12/15/2 2 201

tation of the decision. Health experts believe that printing of health warnings would go a long way in eliminating smoking from the country, as most of the people are illiterate and hence unable to read to prevalent written warning

Whereas the Ministry has also failed to come up with the amendments announced to be brought into the Printing of Warning Ordinance 1979 to incorporate pictorial health warning into domestic law.

Dr Arif Azad, Executive Coordinator of TheNetwork for Consumer Protection criticising the delay said, "What we had feared all along has come true. After such fanfare of introducing pictorial warning by 1st January has been put back

to May 31, 2010.

It seems tobacco industry has been given a too much of a say over the pace and direction of implementation process of pictorial warning. Picture warnings on cigarette packs are central to reduce tobacco consumption in a country like Pakistan where literacy rate is very low.

International studies have shown the efficacy of pictorial warnings. According to independent statistics, everyday 273 people die of tobacco related causes in Pakistan. The more delay means more preventable tobacco deaths. We appeal to the Health Ministry to implement pictorial warnings deadline by 1st February 2010."

It is also being feared that this delay could be precursor to another delay as has happened with past deadlines.

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فى يايترى ثاق مى - تابم المريد عاف والى کمینوں کو پابندتیں کیا تما قدارہ، عریف میں شامل اجراء کے بارے میں کیسل پرتفسیلات بحی قرائم کریں اور ندی افیش عوام کود حوکہ دبنی کے ذریعے اپنے تیار كردة مكريث كودومرول ما كم تقصال دو تابت كر می کی پایندی کا سامناتھا۔ FCTC نے ان کمیوں کو بورا کیا اور سکر یت تیار کرنے والی کینوں کو مربد یا بغریوں میں جکرار دی نیٹ ورک نے اشداد تمیا کر لوقى م ال مريد م يك محايدان اوران ، م م عبادت اور فتلف علامتون ش تبد يليان كردا. ٢ ٢ ١٦ ٢٠ ٢ ٢ ٢ ٢ ٢ ١ ٢ ٢ ٢ ٢ ٢ الح ا = عالمي اداره بلوم يرك مالي ومحتيك امداد فراجم کررہا ہے۔ اس مجم یا متھوب کے مقاصد میں قربا کو فوشى بي قوا عن شرورة وفي تد يليان كردانا شال یں (۱) سگریٹ کے پکٹ کے کم از کم 50 فیمد صح پر مرین نوشی کے صحب پر معز اثرات کے بارے میں الصوری دارننگ دی جائے ، تا کہ ان پڑھ لوگ بھی قربا کو کے معفر صحت اثرات کا ادراک کر عکی (۲) مكرين ياتمبالوكاكي بحى يراذك بحاجرا يحتريجي کی تفسیلات پیک پر درج کی جا کی (۳) سر بد یا صارفین در به ارک کمی بخی پراوک کے بارے میں ایسے بیات مور قرار دینے جائیں، جولوگوں کو اس مقالطے بین بجاورات ف دالي كريد ياوكن منديا ودرول م متمان دو ب(٣) تما عرب إليوف ميكون من عرب فردفت كرما ممورع قرار ديا جائ - عوام مي محت مار من محلق شور بدار کرتے کام معموم بن کامیانی کے لئے ادارو بڈا ( نیٹ درک) قومی اور موبالأسطى سيمار متعقد كرف اورميذيا في وري لوگوں کو آگای دینے کے علاوہ وزارت محت اور پارلیمن می موجوده قصل مازون سے دابط بھی کریا پوست من مراجع کی عظمیٰ کے بارے میں الی جا نگاری دنی چائے ادراس حوالے سے قوا ثین سازی کی راہ ہموار کی جائے۔ تاہم یا کتان چیے ترقی پڑی اور کم شرع خواندگی کے حال ملک میں صحب عار فسوصا تمباكونوشى كے جاوكن اثرات بے متعلق شعور بعدا کرنے اور اس زیر قال پر موڑ کنزول کے لئے سرکاری اور غیر سرکاری س کی مزید اور بنگای اقدامات کرنے کی خرورت ہے۔



Govt should discourage tobacco farming

By Aftab Maken

eading tobacco companies are encouraging the farmers to grow more tobacco to keep the cigarette factories running oblivious of the social cost of smoking, health hazards suf-

fered by farmers exposed to pesticides used on tobacco leaves and the overall environmental degradation caused by tobacco processing. Public watchdogs are silent over this, ig-

noring the interests of the people living in the

tobacco growing areas. Although they are compromising health and environmental standards of tobacco growers and people, the leading cigarette-makers are not spending enough from their declared in-

come for the welfare of the locals. These cigarette manufacturers are also polluting the natural environment, as

many inhabitants of the tobacco belt complain of allergies and other diseases linked to tobacco processing. Tobacco leaves contain nicotine, a

drug that stimulates brain facilitating addiction to cigarettes. The effects of the crop on overall well-

being of the area can be gauged by the fact that nicotine is so poisonous that raw tobacco leaves are soaked in water overnight to make a natural pestici-3.2 Se -11

contribute some portion of its income to the welfare of the local residents.

The residents of tobacco belt claim that they are not getting worthwhile welfare from the corporate social responsibility spending of

the cigarette-makers. Tobacco is the only crop in Pakistan having yields well above the world average and matches the per hectare yield in the US and other developed countries - an average yield of 1,900 kilograms per hectare.

In Pakistan, tobacco was cultivated over an area of 6.2 million hectares with production of 126 thousand tons during 2007, an increase of 11.5 per cent compared with the previous year. Tobacco growing, manufacturing, distribution and retailing employ over one million persons

directly or indirectly. The Federal Ministry of Food & Agriculture is campaigning for an increase in price and

output of tobacco to protect the farming community. However, after printing the warning on cigarette packets, they forget to protect the consumers from the harm-

ful effect of smoking.

Besides the cigarette manufactures, the other users of tobacco are the manufacturers of chewing tobacco (naswar, beera, paan, gutka, etc) are also causing cancer of mouth and lungs.

In order to promote sustainable development, a leading tobacco company has been at

the forefront of afforestation efforts in the country. Under this programme, the company has slanted over 52 million trees since the pro-

1981, the Pakistan Tobacco



February 3, 2010

### BUSINESS RECORDER February 4, 2010

### World Cancer Day observed today

ISLAMABAD: Every year February 4 is observed as World Cancer Day', aiming at raising public awareness about the silent killer of million of people around the globe, as tobacco-related cancer remain a challenge for Pakistan

Cancer is a leading cause of death around the world and World Health Organisation (WHO) estimated that 84 million people die of cancer between 2005 and 2009

According to a report by WHO lung cancer is a vital cause of cancer deaths in males followed by mouth cancer. Both these cancers are tobacco related and can be prevented if the powerful addictive substance is avoided. Aga Khan University's figures show that over 90 percent of such cases are caused by the tobacco use.

The Network Executive Director Dr Arif Azad in his remarks said that government announced introduction of pictorial warnings in 2009, which marked a leap forward in the history of tobacco control in country. One and a half year down the road pictorial warning legislation has yet to see light of the day.

A twice announced and twice delayed pictorial warning is contributing to already piling up mountain of tobacco deaths. Any further delay can add 273 deaths to this mountain on a daily basis .- PR

Tobacco control delayed

IN Pakistan, where the majority of the population is illiterate, only text-based health warnings are printed on cigarette packs.

It is the responsibility of the government to ensure that the public is well informed of the hazardous affects of tobacco use.

Health The World Organisation (WHO) has recommended that warnings containing both pictures and words should be printed on cigarette packs because they are the most effective at convincing people to quit and reduce tobacco use

The government of Pakistan signed the WHO Framework Convention on Tobacco Control in 2004 where it agreed to incorporate effective health warnings into the domestic legislation.

After the latest relaxation allowed to the tobacco industry, picture-based warnings will now appear with effect from May 31, 2010, rather than the delayed Feb 1. 2010 deadline, and the earlier Jan 1, 2010 deadline announced on the occasion of World No Tobacco Day, May 31. 2009.

It shows that the ministry of health has again delayed introduction of pictorial warnings on cigarette packs and the tobacco industry influenced decision has makers to stall the decision.

Ever since May 31, 2009, the Tobacco industry in Pakistan has demanded extension of the deadline for printing of pictorial health warnings on cigarette packs and exhaustion of the current stock from the market.

This action by the legislature and the government would set back the nationwide tobacco-control effort. giving the industry enough time to gain profit in the name of exhaustion of existing stocks from the market.

Tobacco companies are spending more than ever to have their permanent customer base expand for decades, especially where youths are concerned.

In my view, this is the price we are paying for relying on cigarette tax reve-

nue. It is a fact that our country needs the money and our government became a puppet of the industry at the expense of public health.

Yet another deadline of Feb 1 has been missed. I urge the ministry of health to introduce pictorial health warnings on tobacco products urgently. MEHNAZ AJMAL PARACHA

National Advocacy and Research Coordinator, Network for Consumer Protection Islamabad

### TheNation February 4, 2010

### World Cancer Day

# Pictorial warnings vital to control disease

the direst cause for deaths in

#### FOZIA AZAM

ISLAMABAD - As the World Cancer Day is being observed across the country today (Thursday), the mounting number of cancer patients have called for serious efforts on the part of the authorities concerned to combat the fatal disease.

Facts regarding growing rate of the cancer are frightening in Pakistan, according to the health experts that with consumption of 78 billion cigarettes sticks annually Pakistan holds high rate of oral and lung cancer in the region.

The main objective behind the Day is to raise public aware-ness about "" silent killer of

million of the globe cancers h a challenge Accordin World He (WHO), th vital caus followed | these ca related and if the pow stance is a Cancer is death around WHO estima people wou between 20 WHO every Internation Cancer (IUA significance burden of Facts r rate of car

in Pakista

Pakistani males. Figures from the Agha Khan University shows that over 90 percent of such cases are caused by the tobacco-use. It is not by accident that

tobacco-use has become an epidemic but lack of public health awareness and poor implementation of tobacco control laws put down the ef-forts for its control. Pakistan, with half of the population is illiterate and not well aware of the health consequences of tobacco use. The world-wide pictorial health warnings on cigarette packs and other tobacco packaging are used to raise awareness among public "ding b" bacco cigarette packs by February 2010. By speedily implementa-tion of pictorial warning the consumption of tobacco can be curbed drastically as shown by various international studies. This would go a long in reducing incidence of cancer on the whole," he said.

Almost 50 percent of all the cancer cases in the country are directly linked with tobacco use. Tobacco use in the forms of Gutka, 'pan masala' and snuff is also another major cause of oral cancers. Gutka and 'pan masala' are com-monly consumed in various parts of country and causing a rise in head, neck and mouth cancers. The situation is alarm-ing for the beauth authorities

TheNation

84m people to die of

cancer in next 10 years

# THE NEWS February 23, 2010 No check on violation of antitobacco laws Islamabad

Many public departments and organisations working in the federal capital have no proper mechanism to enforce anti-to-bacco laws and any check on violation during duty hours within their premises.

Thousands of people who do not smoked, become victims of second hand smoke as smokers openly smoke cigarettes in government ofsmoke fices which is a clear violation of concerned laws, causing harmful effects on health of non-smokers, citizens complained.

here that Pakistan had signed and ratified multisectoral and multidimensional Framework Convention on Tobacco Control (FCTC) on May 18, 2004 and November 3,2004 respecand rovember 3,2004 respec-tively. Under provisions of FCTC, the country is required to bring its laws and policies in line with the global conven-tion

Dr. Arif Azad, executive director of The Network for Consumer Protection said that to bacco was the main cause, of numerous hazards to human health, adding that all national and international obligations uld be followed by the con-

ed authorities in this red to check on use of toco particularly in offices. He said smoking causes ly diseases and ailments in-ling heart attack, cancer of is, oral cavity, esophagus, ix and diseases like ic bronchitis and emphy-

aid the organisation is to raise the level of ss of policy makers on for making effective or tobacco control in

rding to health exne use of tobacco conto be a major public challenge in Pakistan 00,000 annual deaths

dded tobacco conn the country is intanifold as a result of marketing and protobacco products by to industry including pals. When con-

fficial of Tobacco ell, Ministry of that SRO withsignated areas for

### Our correspondent Islamabad

Of the 58 million deaths reported worldwide in 2005, 7.6 million were cancer-related; another 84 million people will die perts cons. of the disease in the next 10

years if action is not taken now. More than 70% of all cancer deaths occur in low- and middleincome countries, where resources available for prevention, diagnosis and treatment of cancer are limited or non-existent. Based on projections, cancer deaths will continue to rise with an estimated 9 million people dying from it in 2015, 10 million in 2020 and 11.4 million in 2030

This data was shared by Professor Dr. Muhammad Ashraf Chaudhry, head of Community e at the Islamabo

these include cessation of tobacco use, consumption of a healthy diet, regular physical activity, end to alcohol use and protection against cancer-causing infections

Cancer affects everyone and represents a tremendous burden on families and societies. Cancer can be described as the uncontrolled growth and spread of cells. It can affect almost any part of the body. The growth often invades surrounding tissue and can metastasize to distant sites. Lung, stomach, liver, colon and breasts are the most common sites of cancer.

Dr. Ashraf said, the seven warning signals of cancer are: change in bowel or bladder habit, a sore that does not heal, unusual bleeding or discharge, thickening or lump in breast or indigestion r diffi

The public health specialist termed tobacco as the single largest preventable cause of cancer in the world today. Dietary modification is another important approach to cancer control.

Dr. Ashraf informed that about one-third of the cancer burden can be decreased through early detection and treatment

Meanwhile, the executive coordinator of TheNetwork for Consumer Protection Dr. Arif Azad cited figures from Aga Khan University to show almost 50% of all cancer cases in Pakistan are directly linked with tobacco use. "It is not by accident that tobacco use has become an epidemic. Lack of public health awareness and poor implementation of tobacco control laws in a country where half of the population is illiterate and health e uns

ings legislation has yet to see light of the day. The twice an nounced and twice delayed pictorial warnings are contribut- due to tobacco related ing to the already piling up mountain of tobacco deaths. Any further delay would add 273 deaths to this mountain on a daily basis." He believes that Pakistan, with a consumption of 78 billion cigarette sticks annually and highest rate of oral and lung cancer in the region, can reduce the burden by implementing pictorial warnings in time

Omer Aftab, national coordi-nator of Pink Ribbon said, Pak-istan has the highest rate of help of public and breast cancer for any Asian pop-1 departments. ulation. He underscored the a strategic plan of need to focus on prevention rather than cure as breast cancer is the only cancer which, if diagnosed early, can have a sur--f more th

DAWN

March 31, 2010

# Sports: saying no to tobacco money

THIS is apropos of the report (March 29) quoting the sports minister as suggesting using tobacco industry's money for promoting sports in the country.

The question arises, should one accept sponsorship from an industry which is the biggest contributor of disease and death in Pakistan?

Many organisations in the world have a firm policy of not accepting any funding from the tobacco industry

Just like peace organisations wouldn't accept donations from landmine manufacturers, the sports ministry shouldn't accept money from an industry which is promoting unhealthy lifestyle in society.

The reason why all good organisations and governments do not accept

DAWN

March 29, 2010

sponsorship from tobacco companies is very clear. Cigarettes have caused more deaths than any other consumer product in the history of the world.

WHO estimates that about 500 million people alive today will eventually be killed by tobacco, including 5.4 million in 2010. Tobacco industry products kill over 100,000 Pakistanis every year.

The numbers are so astronomical that they are hard for people to grasp. What is strange about the situation is that deaths and diseases caused by smoking are 100 per cent preventable.

The tobacco industry funding serves to create a moral lever to persuade the government to soften tobacco control legislation. By accepting donation the government legitimises the tobacco industry's various tactics, including tobacco promotion to the youth.

These donations also serve to convince politicians that tobacco companies' motives are not suspect, that they can work with the government and that they want to be part of solution, because they care about people and not just profit.

By accepting tobacco money for activities like promotion of sports, the government allows the tobacco industry to advertise its generosity, sug-gesting to the public and legislators that it is a good corporate citizen.

The fact remains that the sole purpose of tobacco companies is to increase their profit. In order words, to sell more cigarettes at the cost of human lives.

April 1, 2010 Cigarettes and sports

What is good for the tobacco industry is bad for public health and vice versa. Fortunately, a growing num-ber of organisations in the developed and the developing world are refusing to accept tobacco industries grants or contributions.

Last year an editor of a leading medical journal wrote: "Taking money from the tobacco industry offers the industry, at a cheap price, a respectability it doesn't deserve.'

Let us hope that in this country also we develop courage to say no to tobacco money, which no doubt is tainted with blood of those who die every day from tobacco-related diseases. IAVAID & KHAN National Alliance for Tobacco

Control Karachi

# Minister wants funds from cigarettes for promotion of sports

### By Imran Ali Teepu

ISLAMABAD, March 28: Federal Sports Minister Aijaz Hussain Jakhrani has proposed to the government to levy an additional 2 per cent tax on every cigarette pack and suggested that the funds so generated be used for the

so generated oc used for the promotion of sports. Mr Jakhrani, who has served as a federal health minister, put forward his suggestion at a recent meeting of Prime Minister's Task Force on Sports.

Later, during a function in Islamabad he defended his proposal on the grounds that it would generate funds sufficient for promotion of all kinds of sports activities.

Some senior officials were surprised at the minister's proposal, but refused to comment on it because of their positions in various governmentrun sport organisations and bodies. However, some consumer interest groups and citizens' organisations were unable to hide their outrage. "It's not only in violation of

the rules and guidelines of the World Health Organisation but also simply outra-geous," said Dr Arif Azad,

health and sports pointed to wards the WHO protocols, say ing such a move would be i violation of the World Heal Organisation Framework Co ention on Tobacco Contre

(FCTC) of 2005. One of the clauses of WH FCTC Article 13, which

with tobacco advertising motion and sponsorship for prohibition of "all for tobacco advertising, prov and sponsorship that a tobacco product means that are false, ing or deceptive or like ate an erroneous ir about its characterieffects, hazards or Dr Azad insiste

CTC also "restri of direct or indirect that encouraged th of tobacco produ public."

Sports analyst said that PM's T Sports was assig but not a healthy Olympic Committee. motion of st

He said h Pakistan Olympic as

go together. Perhaps realising this, the federal sports minister clarified the remarks he had earlier made linking the two. At a meeting of the prime minister's task force on sports Aijaz Hussain Jakhrani, who has also served as health minister, had proposed that the government levy an additional two per cent tax on every pack of cigarettes and channel the funds towards the promotion of sports. Clarifying the matter later on, he said that taxing tobacco can reduce the health bill. However, the ethics of generating funds for sports through tobacco sales is questionable. The minister's suggestion also runs contrary to the guidelines laid down by the World Health Organisation, specifically the Framework Convention on Tobacco Control of 2005. Advertising and publicity by tobacco companies has Sports was assigned to bacco companies has to revive the na also fallen out of favour generatir with global sporting bodies but generation such as the International

TOBACCO and healthy activities like sports don't

perts have described the situation in the country as a 'tobacco epidemic' while figures say 100,000 people die from tobacco use annually here. Lung cancer is also the number one cause of deaths from cancer in Pakistan. When all these factors are considered, using tobacco sales to fund sports does not seem right. What the minister proposed sends out the wrong message. People in this country are in dire need of healthy activities and recreation and the government's neglect of sports is quite obvious. But the situation cannot be remedied by funding sports through cigarette sales. One activity promotes a healthy lifestyle while the other destroys it. If anything, strong efforts are required to counter the macho image that smoking enjoys in society. The youth especially must be weaned away from this deadly hab it while sports should be funded through other, I healthier means.

Tobacco is a major killer

in Pakistan. Health ex-

### March 30, 2010 'Tax on cigarettes can help cut health bill'

DAWN

ISLAMABAD, March 29: The federal ministry of sports said on Monday a recommendation to levy two per cent additional tax on cigarette packs for its use on promotion of sport activities in the country was also meant to "reduce the purchasing and consumption power in tobacco market and minimise the national health bill?

While confirming a report in Dawn on Monday titled "Minister wants funds from cigarettes for promotion of sports", a statement quoting Sports Minister Mir Aijaz Hussain Jakhrani, however, said if the suggestion to levy such a tax "violates the rules and guidelines of the treaty of World Health Organisation FCTC, then the proposal will be dropped."

The minister was quoted as saying he was cognisant of Article 13 of WHO Framework Convention on Tobacco Control (FCTC) 2005 and it was during his tenure as health minister that a ban was imposed on tobacco public message. Mr Jakhrani said the latest proposal for imposition

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## FOZIA AZAM

BLAMABAD - A poster com petition on the theme " Tokacorariot" aimed at encoursing students to hetter understudent was organised tokactower and the poster for the second students of the Network for Consumer Protection here on Wednesday. If this regard the poster for arious universities were invited. Large during patients, showing the tokacco and smoking by a students patients, showing the tokacco and smoking by the tokacco and smoking by the tokacco and smoking by a students patients, showing the tokacco and smoking by a students arises brought the tokacco and smoking by a student patients, showing the tokacco is encourted and the tokacco is a more activened y dang they to avoid the deaths or avoid the deaths or a student wave and a student a student wave and a student wave a student

# Poster competition held to discourage tobacco use

TheNation

THENEWS

May 27, 2010

## Exhibition

#### Our correspondent

Tobacco and its products cause thousands of deaths every year across the globe. The only way to avoid this death trap is to strictly avoid tobacco.

This was the theme of a poster competition drganised by TheNetwork for Consumer Protection here on Wedness day, as part of a series of events being arranged in the run-up to the 'World No Tobacco Day' activities planned for May 31.

A large number of university students participated in the competition with colourful posters showing various health hazards of tobacco and smoking,

The objective of the exhibition was to highlight the importance of tobacco control and encourage students to understand the dangers of smoking.

A group of students from Bahria Medical and Dental College, Karachi, was awarded the first prize for their poster and a cash prize of Rs15,000; Sarah Hussain, MBBS 2nd Year, Bo Rs15,000; Sarah Hussain, MBBS 2nd Year, Bo rad a cash award of Rs12,000 while Attifa Muhktar Chaudany, 3rd Year, D Pharmacy, Hamdard University, Islamabad, bagged the third prize and a cash prize of Rs10,000. A consolation



In a star to allow the star of the star of

A visitor looking at a painting in Islamabad. — Hanif Khattak

prize of Rs5,000 was awarded to a student of Islamabad Medical and Dental College. Students from SKANS and NUML also participated in the contest. The posters were reviewed

by a jury comprising Abbass til Shah, ex-chief designer PTV T and art teacher for sculpture is

at the National College of Arts, Rawalpindi Campus; Zia Zaidi, chief executive ZEED Muralist; and Riffat Khattak, chief designer, Ministry of Population.

Speaking on the occasion, the executive coordinator of TheNetwork Dr. Arif Azad lavished praise on the young participants and said it was a healtry sign that Pakistami youth and students were consocus of the negative impacts of tobacco. "These posters are a proof of the commitment of Pakistani youth and the fact that they are at the forefront of the fight against tobacco." He said. TheNetwork is spearheading a campaign for tobacco control in the country and advocating for full implementation of the Framework Convention for Tobacco Control (core)

Dr. Abdul Sattar Chaudhry, who was the chief guest on the occasion, awarded prizes to the winners.

Mehnaz Ajnal Paracha of TheNework said that it was encouraging that university students were ready to be part of the civil society initiative to make Pakistan tobacco-free. She also stressed that the government should introduce mandatory pictorial health warnings sooner than later, as it will go a long way to control smoking in Pakistan. Waheed from TheNetent articles of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002.

The competition was part of TheNetwork's advocacy and awareness campaign, which is being propagated through exhibitions and other means to educate the masses and media about tobacco control.



# DAWN June 1, 2010

# **Cigarette packs** to carry mouth cancer picture

By Marium Kiani

ISLAMABAD, May Marking the World No Tobacco Day on Monday, the 31: No Ministry of Health formally enforced pictorial warnings on cigarette packs.

From now on 30 per cent of a cigarette pack would be cov-ered by pictorial warnings and another 10 per cent by messages in Urdu at the front

and in English on the back. The pictorial warnings would be replaced each year. This year the packs will carry the picture of mouth cancer. A grace period of 90 days

has been given to the compa-nies for implementation of

these warnings. Describing the move as a landmark achievement in Pakistan, Federal ral Health Makhdoom Minister Shahabuddin promised t stringent measures would h adopted for effective enforce ment of tobacco control law besides developing compre hensive strategies. Ms Shahabuddin

speaking at the launching of pictorial warning on cigarette packs at a ceremony held here on Monday.

The minister expressed serious concern over the rising number of tobacco users in the country, especially young boys and girls. World Health Organisation

(WHO) Country Representative Dr Khalif Bile appreciated the Pakistani government for implementing the pictorial warnings and assured WHO's continued support to the health ministry in public health initiatives.

Sharing the future strat-egies of the health ministry, Secretary Khushnood Akhtar Lashari said his ministry had planned an awareness drive to educate people about the harmful effects of tobacco on health.

Tobacco Control Cell director general Yusuf Khan, while talking about the initiatives taken so far, said that the cell had written letters to public and private offices and com-

panies to follow anti-tobacco laws, besides prohibiting them from design ating smoking areas at workplaces. The cell has also proposed certain amendments to the existing

tobacco laws, he added. Meanwhile, Pakistan's civil society welcomed the intro-duction of pictorial warnings on cigarette packs, and de-manded quick follow-up action for its implementation.

Addressing a press confer-ence on World No Tobacco Day at the National Press Club, representatives of the civil society said graphic warnings would play a vital role in a country like Pakistan, where majority of adult population was illing a oncor

Daily Asas June 1, 2010 تصویری دارننگ کے نفاذ سے تمباکونوش کا خاتمہ ہوگا عارف آزاد

خواتین اور لڑکیوں میں ترباکوں فوشی کا رتجان بلاهتا جارہا ہے، مہناز اجمل پراچہ مازیل کینڈا در قائی لینڈ می اس طریقے سے پہل فیمرتبر اور میں میر میں ان کر ہے ہے بیان فیمرتبر کوری کا دوئی سے ان خیالات کا اظہار انہوں نے گزشتہ دوزیفس پر میں کلیے میں پر کس کا فران کرتے بوت کیا ایج مراد دیکر جد بداران می میاز اجل پراچدواکر حام اورواکر ور ایک مح شریک محافظ کاک مارف آزاد نے کہا کہ (باق من واقیہ نبر 17)

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# **Civil society** demands more action to reduce smoking

THE NEWS

June 1, 2010

#### Our correspondent Islamabad

Daily Azkaar

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The implementation of pictorial health warnings in Pakistan will doubtlessly go down in the country's history of tobacco control as a great achievement. But this is just the beginning. The government must devise an Tective enforcement mecham to ensure printing of these brands of cigarettes being

eted across the country. il society representatives ated this demand at a press conference conin the occasion of World oacco Day here on Monder the aegis of TheNetfor Consumer Protection, alition for Tobacco Cond the Shaukat Khanum ial Cancer Hospital and ~h Centre.

vil society welcomed ng of pictorial health te packs and outers t from June 1, but dequick follow-up action er implementation of n. Addressing a joint ence, the speakers he value of graphic a country like Paka majority of the

tion is illiterate and unable to read textual warnings that are printed to inhibit them from smoking. Tobacco is a leading killer

in the world, including Pakistan, where about 100,000 people die due to tobacco-related diseases every year," one of the speakers said.

Dr Arif Azad, Executive Coordinator TheNetwork, said an estimated 40% males and 9% females are smokers in Pakistan and the percentage is increasing by the day. He pointed out that tobacco consumption in the form of smoking and smokeless tobacco is growing in youth and women. He asked the government to introduce shocking warnings so that they should shake smokers out of their ignorance and help them realise the hazards of smoking.

Dr Muhammad Asim Yusuf. medical director of Shaukat Khanum Memorial Cancer Hospital and Research Centre, said 40% of the adult cancer patients brought to the hospital for treatment suffer from diseases induced by smoking. "Tobacco is not only the leading cause of mouth and lung cancer, but also of various others forms of cancer," he said adding women are also becoming cancer victims due to smoking.

Khurram Hashmi of Coalition for Tobacco Control underscored the need to engage with poor communities so that they are properly informed about the consequences of smoking.

## THENEWS

July 2, 2010

# **Public transport vehicles set for launch**

#### Shahina Maqbool

ANTI-TOBACCO MESSAGES

about the health hazards tobacco control laws, Enfor

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# THENEWS

### July 12, 2010

# Towards smoke-free homes and cars <page-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>



September 26, 2010 October 3, 2010 5000 پاکتانی روزان تمبا کوکے استعال سے پیدا ہونے والی بیمار یوں کی 274 پاکستانی روزاند تمباکو کے اجر بيتال ش داخل بوت بن-استعال کی وجہ سے اپنی زندگی سے مروم بوجاتے ہیں۔ ېردوز1200 پاکستانى يچ (6 اور 15 سال کی عمر کے درمیان) تمباكونوشى شروع كرت بي-تميا كونوشى كاانجام- منه كا كينسر سكريث كى ۋيوں 0 پرتصورى وارتنگ اس باتكى BRAND Z ~ ياددهانى بى كد سكريت نوشى آب ادر N آپ کے فائدان کی صحت کے 2 الم لي خطرناك ب دی نیٹ ور کے اداده برائے تحفظ مبارغين



# THENEWS

# Ban on sale of small cigarette packs from 1st Oct

#### Shahina Maqbool Islamskad

## Effort termed a major stride in dissuading youth

The ban on sale of small cigarette packs, clamped through a Statutory Regulatory Order (SRO), which takes ef-fect on October 1, 2010, is being seen as a major stride forward in dissuading youth from tobacco use. If implemented in letter and spirit by manufacturers and retailers, the measure will prove significant in arresting the growing trend of smoking among youth

Talking to 'The News', Di-rector General Tobacco Con-trol Yusuf Khan explained that the new SRO comprises two parts; the first deals with tailers.

According to the trist part to aquist their maturascuring of SR0-863, all cigarette packs and business systems accord-being manufactured by ing to the new requirements of cigarette companies in Pak-the Ministry of Health. 20 cigarettes with effect from turer vortere October small pac.

illegal after this date, he said. "This is because it is much more affordable for youth and persons belonging to the persons belonging to the poorer segments of the society to buy smaller packs of cigarettes rather than packs of 20 or more cigarettes," he said. Yusuf Khan elaborated thet weith and the that youth and the poor are two segments that need to be protected most from falling into the habit of smoking.

that cigarette packs imported cigarette manufacturers and a packet of at least 20 importers while the second is cigarettes. A period of one year aimed at cigarette sellers or re- has been granted to cigarette According to the first part SRO-863, all cigarette packs and business systems accord-

on ever

The SRO further stipulates

port of entry unless they are in manufacturers and importers

sumption in Pakistan, should be the duty of the seller of have legibly printed on the side cigarettes to ask the customer panel, in Urdu: "Sale to Per- to provide evidence, which sons under 18 Years of Age is Prohibited: Ministry of Health, Government of Pakistan." SRO-863 also prohibits the sale of sweets, snacks or toys in the form of cigarettes that may appeal to ar under the age of 18. any person

According to the second part of the SRO, which that deals with responsibilities of retailers or sellers, it shall be for consumption in Pakistan the duty of every seller of will not be cleared from the cigarettes to ensure, within his premises, that neither a person under the age of 18 years is permitted to sell or offer for ale cigarettes, nor should the same be sold to customers who under 18 years of age. Every seller will clearly and prominently display an A-4 size less than 18 years of age is en-warning prescribed by the Mir-, forceable even today. Section-P

of Health saving, "S THENEWS

cigarettes to ask the customer to provide evidence, which Health said since tobacco use may be in the form of the na-is a major cause of non-comtional identity card, to prove that he or she has reached the age of 18 years. Section-8 of the Prohibition

of Smoking and Protection of Non-Smokers Health Ordi-nance, 2002 already stipulates that no person will be allowed to sell tobacco products to any person under the age of 18. The enforcement of this sec-tion of law has remained weak so far. The Ministry of Health has now issued SRO-863 to frame rules for the implemen-

come into force on October 1, 2011, the fact that it is illegal to sell tobacco products to persons

When spokesman of the Ministry of municable diseases and youth municable diseases and youth are the most vulnerable seg-ment being targeted by the to-bacco industry, the govern-ment had announced that the focus of tobacco control ef-forts in the coming months will be on effective enforcement of existing tobacco control laws, particularly the Cigarettes (Printing of Warning) Ordi-nance 1979 and the Prohibition of Smoking and Protection of Non-Smokers' Health Ordinance, 2002. The latter law tation of this section of law. Even though this SRO will legalises sales of tobacco prod-

ucts to children under 18. In its endeavour to effectively enforce this existing law, the Ministry

increases to 20 cigarettes or more, the ministry hopes to enforce the requirement of the Framework Convention on To-bacco Control, an international treaty that Pakistan signed in 2004, that sale of single cigarette sticks in lose form will also be banned. The SRO-

Will also be banned. The SKU-863 is a step in this direction. An estimated 1200 young Pakistanis under the age of 18 years smoke their first cigarette before they turn 18, despite the legal ban on sale of cigarettes to minors. "The Min-istry of Health recognises that tobacco companies want to ag-gressively market and recruit the youth of Pakistan as 'replacement smokers' and future customers, as 100,000 of their older customers die of tobacco-related illnesses every year in Pakistan. We intend to reverse this trend," spokesman said. the

The efforts of the Ministry orce tobacco initiatives to ss about the f smoking and bacco smoke ing pace since

# Pictorial health warnings on cigarette packs doing wonders was also a smoker, but he quit packs, as they dislike the new

September 27, 2010

#### Rawalpindi

The implementation of pictorial health warnings on cigarette packs is proving effective as smokers are now facing a tough resistance from their families in continuing their habit.

Talking to this news agency, Idrees Ahmed, once a heavy smoker, said: "The picture of half-cut mouth on the cigarette pack gives a very bad feeling. Now instead of keeping a cigarette pack in my pocket, I buy only two or three cigarettes whenever I have the urge for smoking. This way, I

have cut down my daily intake of cigarettes."

Sajid Khan said that he has not yet stopped smoking after the implementation of pictorial health warnings on cigarette packs, but for the very first time in his life he was seriously thinking about quitting smoking. "I am trying to reduce the number of cigarettes that I smoke every day in a bid to stop smoking," he added.

Taking out a cigarette from a pack which is bluntly telling you its consequences is just like preparing to commit suicide," said Kashif Raja, a university student. He said that he

smoking after contracting chest infection. "The Ministry of Health has done a remarkable job by implementing the new graphical warnings on cigarette packs," he said.

While some smokers are thinking about quitting smoking, a few have bought fancy cigarette cases to avoid the wrath of their family members. "People, especially young

smokers, demand a stylish cigarette case," said Shabbir Ahmad, a cigarette kiosk owner at Commercial Market. He added said that many people also ask for old cigarette

packing whose 30% is covered with horrible pictures.

Razia Sultana, the wife of a smoker, said that she has started a movement in her house, along with her children, to compel her husband to quit smoking. "The horrible pictures on cigarette packs have compelled me to do so for the sake of health of my husband, she told this news agency with a firm commitment.

'People should quit smoking to avoid fatal diseases like cancer and infections of chest and throat," said Dr. Azhar Nadeem. - INFN







# Can a little ban go a long way?

## The ban on small cigarette packs aims to reduce underage smoking

O UMER NANGLANA

ISLAMABAD A month after imposing a law making it necessary for cigarette manufacturers to put pictorial warnings on cigarette packs, the ministry of health has gone a step fur-

of health has gone a step further towards achieving their long-term goal of eliminating smoking. Small packs, holding 10 or

less cigarettes, will be banned from October 1 next year.

"It is a step towards implementing the No-Smoking Ordinance of 2000 in its letter and spirit, which has already seen a delay of almost eight years," said Yousuf Khan, the director-general (DC) of Tobacco Control at Federal Ministry of Health. The ban, clamped through a statutory regulatory order (SRO), will apply to all manufacturers and retailers. he said.

A year's time, the director-

\_\_\_\_\_ general said, was necessary \_\_\_\_\_ so that manufacturers had a enough time to adjust their m production machinery and workforce to comply with the

new order. While advocates of "No Smoking" have appreciated the ban, many question the efficacy of the move.

"The youngsters never buy cigarettes in packs; they prefer a few cigarettes at most as packets are difficult to hide from their parents," said a shopkeeper, Muhammad Ramzan, who runs a cigarette shop in the Peshawar Mor market. He said that the ban would only add to the difficulties of the low-income group, who cannot afford to buy 20-cigarette packs.

This is exactly the effect that groups against smoking are hoping for. The chances of them giving up smoking will be higher if they face difficulties in buying cigarettes," said in Dr Arif Azad, the executive coordinator of The Network, an NGO working for the protection of consumer rights.

But shopkeepers believe that the move will be counterproductive and have the exact opposite effect. Ramzan and another shopkeeper, Yaseen Ahmed, argued that the nonavailability of small cigarette packs would increase smoking. "People will start buying 20-cigarette packs, while those who anone offerd them will

who cannot afford them will purchase loose cigarettes. In the process more cigarettes will be consumed," said Ahmed. Sibtain Raza, a smoker, agreed with them. "As a

agrees with them. As a smoker I know that you tend to smoke more if you can get your hands on more cigarettes," he said.

Muhammad Mushtaq, a former chain-smoker, said: "Once I decided to quit smoking, I first abandoned the 20-packs and switched to smaller ones." All four of them were in

An load of them were in agreement that the health ministry should have banned the large packs first if it was really serious about discouraging smoking. The government, however, hopes that the decision will make sense once the anti-smoking law is implemented in

2012

its entirety. "First, the pictorial warning part of the law was implemented this year and we are gradually moving towards discouraging people from smoking," said the Tobacco Control DG. "[After] the ban on small cigarette packs, we will subsequently enforce the ban on [the sale of] loose rigarettes, which will strengthen the existing law," he added.

"But who will enforce the ban [on sale of loose rigarettes]? How will they monitor all the shops [that sell cigarettes]," said a sceptical Ahmed.

The director-general of Tobacco Control acknowledges the challenges and says the provincial governments will have to offer their full support to the ministry to implement the law effectively.

"Here comes the responsibility of provincial governments, because it is primarily their responsibility to enforce the law in their respective provinces, [while the ministry] will implement the law in the federal capital," said Khan '



## Tribune December 7, 2010

# Enforcement of anti-tobacco law stressed

#### SEHRISH WASI LAMABAD

Drastic measures need to be taken for the implementation of anti-tobacco laws to make mabad a smoking-free city. This was stressed at an orientation aimed at ensuring effective implementation of anti-smoking laws, organised by The Network for Consumer Protection on Monday. On the occasion, Dr Arif Azad,

executive coordinator of The Networks, Murtaza Solangi, director general of Pakistan Broadcasting Corporation (PBC), Dr Anwar Raffay, advocacy and research coordinator The Network, Afzal Butt presi-dent National Press Club, and media persons from print and iic media were present. electro Participants stressed that drastic measures needed be taken for the implementation of anti-tobacco law

22-25 million smokers in the country and every year 247 people die of tobacco-related diseases daily. "The sale of cigarettes to children under 18 and smoking in public places continues unchecked due to our feeble law implementation machinery," he maintained.

Dr Azad further said that even retailers sold cigarette packs with stickers of their shops pasted on pictorial health warnings, but there was nobody to take action against them.

He said it was unfortunate that this practice was continuing in Islamabad, where the law implementation machinerv was relatively stronger.

Dr Raffay said that at least 25 per cent of deaths in the country occurred due to tobaccorelated disease such as heart attacks, cancer and chronic res piratory conder ~s," he added s," he added THENEWS

and the smoke produced from a single pipe contains nicotine approximately to 20 cigarettes," said Dr Raffay.

According to a study con-ducted by the World Health Organization, however, an individual must smoke Sheesha for 45 minutes to consume 1.7 s the nicotine of a smoker time Raffay further claimed that many Sheesha cafés use unhy-gienic conditions where people from 'all backgrounds' use the

same pipe. "This could become a cause of other diseases such as tuberculoses (TB) or mouth infections," he maintained.

On the other hand, Zaffar Rahim, owner of a local Café that also provides Sheesha, "We provide dispossaid. able mouth pieces to all our costumers, and I've seen all other Café's in Islamabad do the same," When questioned out Dr Raffay's comments, he said that any such unhygienic places should be taken action against

"A place that doesn't provide hygienic mouth-pieces probably es not wash the cutlery prop de erly either, that's a case against the restaurant, not Sheesha."

Dr Azad said that it was difficult to discourage Sheesha trend in the country as it had become part of people's lifestyle and was considered a fashion statement.

We are trying to amend the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 and include laws against consumption of Sheesha in it." he said

Government officials violate laws by smoking in their offices, participants claim

## December 7, 2010 Drastic steps needed for implementation of anti-smoking laws "The sale of cigarettes to children under 18 and smoking hazards of smoking, which kills dangers of smoking

## Our correspondent

intainabat

Drastic measures should be taken for implementation of antitobacco rules to make Islamabad a smoke-free city in real terms so that the federal capital could set an example for the rest of the country.

The printing of pictorial health warnings on cigarette packs is a great achievement of anti-tobacco advocates, but implementation of anti-smoking laws in real spirit is an uphill task. The media has a strong role to play in the implementation and monitoring of anti-tobacco laws by reporting any vio-lation of the Prohibition of Smoking and Protection of Nonsmokers Health Ordinance 2002, and creating awareness among the general public about

274 people every day in Pak-

This was the crux of a meetistan ing of The Network for Consumer Protection with journalists and the civil society here on

Monday. Speaking on the occasion, the director general of the National Broadcasting Corporation (NBC) Murtaza Solangi said, all

offices and studios of the corporation are absolutely smoke-free in line with guidelines of the 2002 Ordinance. He said, tobacco is a social ill that is fast spreading in Pakistani society, and must be curtailed on all accounts. "Passive smoking takes an even bigger toll as it multiplies the nefarious effects of smoke," Solangi added. He said, NBC would play its due role in creating awareness about the

The president of the National Press Club Afzal Butt said, Pak-

istan's free and vibrant media is alive to the hazards of smoking and is already playing a positive role in highlighting violations of anti-smoking laws. Praising the anti-smoking drive launched by the TN, Butt said the journalist community supports the campaign against smoking and would report violations of antitobacco laws in the print and electronic media so that the federal capital could be made a model for the rest of the country.

The executive coordinator of TN Dr. Arif Azad termed the printing of pictorial health warnings on cigarette packs as a landmark achievement that would not have been possible without the support of the media

in public places is continuing unchecked due to feeble law implementation machinery," Dr. Arif pointed out. He informed that retailers even sell cigarette packs with stickers of their shops pasted on pictorial health warnings, but there is nobody to take action against them. He said, this practice is rampant even in the federal capital, where the law implementation machinery is relatively stronger as compare to other parts of the country

Dr. Arif said, the Ministry of Health and other authorities concerned should make a comprehensive plan to check violations of the anti-tobacco rules. He said, there are an estimated 22-25 million smokers in the country



ILLUSTRATION: SAMMAD SIDE

## NEWSMART

# Govt asked to implement anti-smoking laws

Speakers call 'Shesha' smoking more deadlier than passive smoking

#### By our correspondent

RAWALPINDI: Sweeping measure ures should be taken to strictly implement anti-tobacco rules Rawalpindi District because 22.16 percent households have at least one smoker in the family here

The local media has a vital role to play in the implementation and monitoring of anti-tobacco laws by reporting any violation of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002, and creating awareness among the general public about hazards of smoking The latest data from Pakistan Social and Living Standards





Gujrat, 34.4 in Attock and 34.43 in Chakwal. Though situa tion in Rawalpindi is little better. it could not be ignored. This was the crux of a meeting of The Network for Consumer Protection with journalists and the civil society held at a local hotel on Thursday,

Speaking on the occasion, kistan Medical Association

(PMA) Rawalpindi chapter President Dr Arshad Rana said tobacco had become a social ill. which needed to be stopped at all costs. He said the media was already playing a vital in creating ss about hazards of smoking. TN advocacy and research

The Network for Consumers Rights holds seminar on anti-smoking laws

coordinator Dr Arif Azad said printing of pictorial health warnings on cigarotte packs was a landmark achievement of anti-tobacco advocates that could be made possible only with the cooperation of the machine transformation of the journalist com-

munity was also since porting the endeavours of the civil society to ensure the implementation of anti-tobacco rules.

"The sale of cigarettes to children under 18 and smoking in public places is continued unchecked

due to fisible law implementation machinery," he said, adding even rotailers sold cigarette packs with stickers of their shops pasted an pictorial health warnings, but there was nobedy to take action against them. "Past surveys reported that 55 percent of the

holds had at least one smok er. In Pakistan, 274 people die of tobacco-related diseases daily," he added. Dr Anwar Raffay also gave a brief introduction of legislation against smoking and efforts of the media to create awareness about smoking. He said printing of pictorial health warning on cigarette packs was a proiseworthy step. He said Pakistan had alanningly high rates of tobacco consumption with attendant chronic illnesses. 'At least 25% of deaths in the country occur due to tobareo-related dis cases such as heart attack, stroke cancer and chronic respirat conditions," he added.



Anti-Smoking Laws: Enforcement needed to children under 18 and smok- tions like health and educational to cauaren under 15 anu smok- dons uke neann and educational ing in public places prevail due to institutions, a police officer can

## SANA JAMAL

ISLAMABAD-Non implementation of anti smoking law is en-couraging extensive use of to-the desired in the table of ta bacco leading to the deaths of 274 people a day and causing at least 25% of deaths in Pakistan. Counselling services, high

rate of taxation on sale of tobacco and complete ban on tobacco were few measures suggested on Monday at a gather-

The meeting titled "Pictorial health warnings & implementaing tion of anti smoking laws" was organized by an NGO, The Network for consumer protection

with media and civil society. "Smoking kills 274 people every day in Pakistan" claimed Dr. Arif Azad, Executive coordi-

nator of The Network. "Printing of pictorial health warnings on cigarette packs is a great achievement of anti-tobacco ad-

but non-implementation of univers of public transports, laws that bars sale of cigarettes trains, planes, heads of instituvocates"

feeble law implementation ma-

Pakistan OBSERVER December 7, 2010

was to suggest drastic measures

to implement anti-tobacco rules in Islamabad in order to make capital city a model (smoke free) city for the rest of the country. Government has a critical

role to play in implementing antitobacco laws. However according to official records, under the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002, the Islamabad city police could book only 43

smokers for violating the ban. Speaking on the occasion, President of National Press Club,

Afzal Butt said, "media has a strong role to play in implementation and monitoring of anti-to-

'Any authorised officer like bacco law. nazim, union councillors, even At least 25% of deaths in But non-implementation of drivers of public transports, Pakistan occur due to tobacco-itat bars sale of cigarettes trains planes heads of institute related diseases

the provisions of the law from any the provisions of the law from any The objective of the meeting place of public work" said Dr. to suggest drastic measures Anwar Rafay Network Re-implement anti-tobacco rules search coordinator.

stan Broadcasting Corpora (PBC) informed the particip that all offices of his org? tion are totally smoke free Khurram Hashmi, coon

tor of Coalition for Tobacco ( trol in Pakistan shared the ings of his society "Ther about 22 million smokers

The participants pres country. National Anti-Tobacco ment to create awareness the masses about the h The

smoking. The emerged at the meet ernment should make a hensive plan to check violations

of anti-tobacco rules. At least 25% of deaths in

راولینڈی میں تساکونو تی کیخلاف قوانیین کے نفاذ کی اشد ضرورت ہے رواپندی (اب بینا باسانگار ) علی رواپندی می تر با کودش کے قوامی کی تعادی کی تحریانی اور تر با کودش تر الدفى كال فرائل كالاك المدروب ب كال 180 بداكر على الاراد ك کے ظاف اقدامات لیتااز حد ضرور کی ہے۔انہوں نے کہا

ار بدا الل ال ال ال حال = 180 20 یں بین میں اور بر برای اداسر انجام دے رہا ہے جم سریز میں این کردار جو ای اداسر انجام دے رہا ہے تک خرورت اس امر کی ہے کہ حکومت مجمی اس قانون مور فلا لے ایا کردار اداد کر ے دو کا تی در مور طاد کے کیا کہ مرور دور کر سیدی سے دن سے کر کے کی قرب کو تو تی کے خلاف مجم کی مجر پور حالت کر تے ہو کے انہوں نے کہا کہ راد لیڈی حکم کا میڈیا قربا کو ا نوشی کے قواقی کے خلاف ورزی ادراس عالے ے میں بینے در کے ایاد میں اور ریس خ کو آر ڈخل کار دی بینے در کے کہا کہ تربا کو کو تھی کے خال جگ اب ایک لے مربط میں داخل او بچی ہے۔ شریف کی اور بر العربر می در تک سے میں سی اور سیل ا ور دار کادر جم کی بر کر دواس حوالے سے کا جا۔ 

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صلع اتف ش 34.4 اور صلع بيكوال اس امن جماع ب طلح اتک می 34.4 اور طلح عکوال عمد 13 قصد می تحرافون می = ایک فرو قسا کو عمد 134.6 قصد می تحرافون می = ایک فرو قسا کو و فی کرتا ہے۔ اگرچہ راد الیڈی کی سور تعال اس درجہ تحصیر فیس محر اس کو نظر انداز قویس کیا جاہتک۔ ان فيالات كارغباروى نيف ورك قار تحزيوم يرو فيش ك باب مد من كالار من كا كو بس عن راولیتری اسلام آباد یو می آف جرمف روالیتری بار الیوی ایش اور با کمتان میڈیکل الیوی ایش کے صدر مهانان صوصی تصرفه اکر بی می اکام مقامی بر ف اور الچشرو تک میڈیا سے قعلق رکھنے والے افرانسدوں نے الپیٹرو تک میڈیا سے تعلق رکھنے والے قرائیکہ وں کے الپیٹرو تک میڈیا سے تعلق پر راولیٹری اسلام آباد کو ٹکنا ر سے ن ان موں پر روجد و اسلام اور می تلکا وی چرشت کے صدر الحفاق نے کہا کہ شرا کو فرق ایک معاشر آوالیے کی میٹیت اختیار کر چکل بے اور اس

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اكونوثي دورجاضر كاانتها كي تحمييرمستله بمارت ش المداد تمياكولوشى كا قانون 2004 . ے بو چھا جاتے کہ اس وقت و نیا کو یو گو = يزامتك كما -02 01-02 031 ب الوشايدة ب جاب ود ب على كدى بواستلد ايك فك الدايك الدائدي- عام كما والكراب ب عدد استدوبت روى ب يعن لوك فرب كويدا متد قرارد م ع ج الدوال عام ك فرب بى ب تام ساكى جم المي مي - أي تتطلم یکی ما سند آسک بے کو ب سے وا استد ملاقی بے جودولت کی فیر ساوا یہ تیم باب انسانی کے باصف بید اموالدو جس نے اب آل وغارت کر کی کو کی تقر وبإجالكا عارت كرى كديس كاانيام تطرفتان أربا-عدد من كوي مر الم من ب كدان وق ونيا من بد قار كن كوي مر الم من ب كدان وق ونيا كاب ب بداستار تما كوفي ب قم الوق مي وند الجات لا التول 2 الكانات يداكرنى -تماكونى يوفريب طيق عرر زادد م الم ي ちきしいよう たっこうテモルとうちま موجب فى رتى بادر بلاكت فيزى وبلاكت أ قرافي كا بھی موجب بن روی ہے۔ تما کوتو تی اخلاق، تبد ي اور شافتلی کے اصول وردایات کو پامال کرنے کا بھی موجب من روی ہے۔ یکنت ویکر اصتوں کو تکم ویے کا

ASHARO

قارئين كي تحريرين

December 21, 2010

موجب من والى بي تر يلونا يواستله يكى ب דע בייצ איוביט לאי גאלייטיאל م المية والمير حديد المارة في كالان كال ين فود حاري المراف كرت ين - عامت كا ほんしろないになっのひとうろう ろうち المركر يرج ور المرق مرادى كى كرامت اليدان مرم كالمحيل فيم كريار ب- ب الداده الكيف دوحققت يرب كومكومت ادركانوان ساز ادار المالى ومدداريان تماتيان اعاد عى يوركانين کررے قوامین دافتر ترکد بے بالے بال تران کا مملد آمد کی توجت ای تیں آئی اور کی ملد آمد اور با بدوم تماش ادراقك شولى كاخاطر بتكد مطرب مد معرب-ان كالمميرة كالمريد احاس ا و جاوراتمدادی اقدامات کورو یک اف کے قام - したりとう ショー

بالتان، عارت، كيندا، امريك، روى، الى. امركى رياستون اورتمام قابل وكرمما تك عن اختاع تماكوتى ترقوامين نافذ ين- الكتان عرامى مقامات برامتان تمياكولوقى والحلك فيرتميا كوتوشان آرۇيىشى جر 2002 - 30 جون 2003 - كوتافلا رداع ما من كالتعديد الداس م الم ال = والمع بي فراكوتونى تدكر في والول كى محت كى حاجت ب- اس قاؤن ك تحت شارع مام ك ترام اجم مقابات يرسر يد أو فى منورا ب- اى كافت كى می تعلی ادارے کے 50 میز علی عرف وقت いしんとうよいをしたえいのとう الان مى بكان ك لي عمر ماد فى مو الراد ر بى كى ب قانون مى بكون كى فركى تلوع كى سالى 18 سال - كم قر ك بلي تي م بد من ال ال قانون يركن من جور مد با بك هالى من د ب ك ے کی زبان عربان کالون کی کطریدیں دجیاں ازائى جارى ير ، من قدر تطلف دە حقيقت ب كديمن ایوانوں میں بی قانون منظور جوالن کے اعدر اور باجران روز روش مى ب ب سايغ كريد اولى يور دور لے حک جاری بے 2003ء بے تافق تاقد یے لیتی مات سال کرز کیے میں کر اس دوران ش مکر یے لوشی کا آیک محل مدر مان تھی ہوا۔ مقد مد درج تھی مدالہ مواد کی کو احک -

ين نافذ كيا مميا-كينيدات وارالكومت فو رفوش جال بىلى يرتبا كارشى كا تادن نافذ ب 31 2006 وايك عمني قانون متعارف كراد بإحمياجس كاستعد غير ترباكونى حضرات كالتحط ب-ال طمني قانون ك تحت كام كرف والى يتلبون يرقاقم مقام سوكك رومر فتم كروي من يور ال قانون كرفت عمر يدى مرورت بي شخد بإيديان عائد إن - تماكوك معتومات كوكاة تقرون يرتجا إنجل جاسكم ادركا يجون ك عريد إ - كار فريد ف = بالم الكن كاوف ك اجاز المحال وكاعارون والحريث كروك رك كى إيتدى فين الم كارفن وفيرو فين ركم ع 5Pr 54 2,2008 5 312 U.Rt مصومات المبلي كر في بايندى عاكم كروى كى ب-منى قانون مر مطابق قانون كى يكى بارتلاف وروى -FE-44512A52404CAL

قوائن كاللا ك باوجود كريد توفى كارتمان تتويشاك حدتك برحتا جاربا - ب- باكتان على ٢ سال قريبا أيك الكوافرادة بالولوق 2 يتي عن الآق そうとうしてい シャンシンシン サリン الى - بردوراد- 200 افراد مادت بر عى جماء رب إلى معرفي ممالك شريق كافادتها تتحد في طایت بود با بر قروبان می تسا کوادر خارات کا فریده قرومت ش کی کی کولی میل کا کر طابت قیس بودان، ترباكوكى صنعت بهت طاقتور ب-تيسرى وتياخاص لمور رس كابد - جال ر مال عرف مال عرف الم توادد المراد والوكول كواس از برك تر الحيب و عدا -اس وقت إورى والم ش أكم ارب 30 الم تحقول تر با كونوشى كى مادت بد ش جلا إن ان ش أيك ار 20 لک مرب ممالک کے باشدے وی۔ تیر ک ونیا ر ملول من صورت حال الجوائي عمين بو يلى ب ادر تم الدوشى كى شرع عنى روز افترون اخداف سي كم جائل برا ب- أيك المراز - 2 مطابق اس وقت فيرى والاعنى 93 فيصد تميا كونوش موجود بيل- عام وجول على ير موال الجرم ب ك فريب اور موسط ممالک میں برات کیوں زیادہ چو رقاری کے ساتھ فروغ ارى ب-اى ك دويو اماب يى. اول يرضى بولى آبادى، دوتى ترياكم معومات ك مارض محد بكمانى رسائى - ترقى بافتر مما بك قوالكن ارد خوابد مقابلاً شوت بین تیزان بر عملدراً بر یحی کی ند محمد معاجد معاشر بی محمد ماد تعلیم بافته مید ب اور متدن معاشر قراری با بیندی تحرک کر تی این دارا اس سند جبات اور تاخواتمك ب-مغرق اور وق بالد ممالك عى قواعالى كاشرت يجر بوديان قانون شابط ادر قاحر الرام عى موجود ب يوكدوإن المدارة والتراج الاوق ومن م ف لكاب ال ليفرد بال كرمايدار في تراكى من . ي ليسلول كا ماق كاريادان و قد يا يما ك كى المرف مودايا ب- جبال ان متعت كارول كوالكول ى تعداد عن تمياكون دستياب إن - منعت ك طرف تحتور الت ع جارها: طور فرق استعال ك جارب إلى يمن ك مفيد ( محراصة التبالي تقصان دد) تائى بالداور ب ال . وقى في يرفر مالك كى موجع میں مروق منعت کے لینودیدی میں آسانیاں بداکریں ایل کوت الاالی میں سے دیادہ قرض بيانادوكر يراكم يرورك فادرك كى دارل عراس صالك ومن يكى إلى كان = الما قوم اورائي قوم يرافرادك املاح وقلاح موك (4.6.4) روكارى تشريد إ-

با کونوشی دور حاضر کاانتہا کی تھم بیر مسئلہ (آخری حسہ) ..... مفت جزل باكتان يصطول ش تمباكوكم منعت فكالمعولات م الب ح الرافة، فاجرار الله الوادية بال المراجع الم المراجع الم المراجع ا تمياكومعنومات - جريماديال بدا يولى بن النائ میں والی معامل معامل میں اور اور اور اور اور اور اور بے ان محصولات سے کمین کا دیادہ افراد اور بعد میں اختر المول جائیں زندگی کا عذاب بعض اور بعد ازال موت کی دادگی می از رش ایل- نید درک بار تر ایم پرونکس کی ایک تحقق را ایر س کے مطابق ترقى يذرموالك ش اصف ت والماموات تمباكووش ك با من مورد في الد 2025، تك ترقى في دين م م ف دا ف برد م افراد ش ب مات تم بالوش كى بىين ي مدر بال ال وقت تمياكونونى كا جرو، قال ادر دقار معدة.

چالزوں کے ذریعے سے سامنے آئی ہے، اگر جاری رى 20207 مى برمال ايك كروز افرادس ك باعث مرجايا كري كران وقت جنا لوك الحالي م اون بر بی ال ال من - العف يتى 65 كرود ال عادت بد ك تتبيح ش موت - المكار عو چا یک کے تباکونوں کو معاقی حوالے سے دیکھا بالف والفط والم الفط والم الجراجات على تاوكن قيا-محت عام ، ويكر مماك محى إلى عن ت محدود ما الماج مد مردر کا ب ال لي ال شيم ، ک لي كرافقر معارف كابيل فاابتمام كاجار با ج-ان ب عمام الرابات و متر ادتیا کوذی معاشر ، 2 کارآمد افراد کوش از وقت مودی امراض ادر باقا فر اموات کے مند میں ویکل والی ہے۔ اس طرح دهر تي کاراً مرجدت دمرنى تح دياد ي بات إلى ادر فاعاقون كمفاعان كماف والون - محروم بوكس درتى يرمعاش يرادر حكمت ير يوجد من جات وسرن پر سکار سے پر اور موجب پر بر بیران ہو۔ میں۔ تمبا کونوش افراد اینی زندگی میں جمی چو کھید ایادہ تر 北上しいというというまれん بالاسب این س ب بی . متفاده این کر کے میں دو زندگی میں ای المحانة ادر ビシノルリマンこのまとししょうし مداين واحمن أوعى يوجه عادا الح وي - جد سال كى بدوات ونياكو برسال الك ارب دال كاخراره اور -++1702-61223702-5160---مكر يد على جار بزار = زائد كميانى مركب اور مارس نے زائد ور لیے او ب ور تی میں وب کو کی سريف قول ايک من ميچا ب قودوا بيد اول ب قول こののうちょうちにいいのようちょうろう مجمود بن تل کر بر او مر طان کا موجب الاجام - عريد عن عال كافين الدكار ال موا المحماعة (مالى محت ) لى من الدومون من المحماعة (مالى محت ) لي محمد العمان (15 من م الوق من المحرف المحمان عن كو يسترال بد هوا تا ب تك قون بينيات وان شروا عن الد أروي وي اور من الكركام وي بيت تار. مرجعت مواني، حقد باعيد مشخط وفيرو مادي افراد کو من حد تک تقسال بنتی ترجی ان سوال کا مادہ جوالب سے کر یعن افراد کوزیادہ اور تعلق کو نبرتا

كم فقعان وتيجاب، ال في جاج كرف لي ويحد

العلى ملي من الماجة ال ما جاي مرت من المعان المعان المعامة المريد المريد المريد المعام معام المعام ال

طاہر بے زیادہ تعداد کا فقعال مجمی زیادہ ہے۔ دوسری

بات يوديمى جاتى ب كرايا عريد نوش فلر ستول

فين كياجا مك ب- ترى بات بيب كرتمبا كوفش جو

المريد ياورى الفروجة إلى ال عراستال الم

تراکورٹی مالی سند ب ال لے ال ے تفتے و ف مالی تا پر ی کوشش کا جانا چاہیں۔

ن خالدادتم كوفى كالجو ت (ايف ى أو

الم 18 ت 2004 في 18 في 18 في 18 في 18 في 18 في 1

لا ت م ن 2003 . ع جار سال کی گذت

-チャックショントレイション

ت إلى التل "ال = " كالتعان عن كا وثل ا

119 مراك ومتحاكر بي ايس- باكتان اور ترق بد و ممالك بكر بورى دنيا عن ج معلمان الحق ق المحد المورفات ال إت كالم بعا يا ي ك كوطاء ف طابق اور بار بار متایا ب كر تم باكولوشى جومحت اور دولت كالحلافيان بالمامى تعليمات عمرامرام مريعاً مان على جدامام عن تراووفي كال محيات جريد فامر بالم -ملحین اس خاف باقامده المدادي تريك بريا كرت رب リリーションションションションション ين من بر من المريضة المراجع من والى ورات ها ك اوجال بالمراجا وراع الجا احسب مقد منافع كروتا بالمراس كامحت يرتح برساالات بالت إلى اور ووجان ليوا امراض على جلما موجات ی سے ان کی موت واقع ہو جاتی ہے۔ وین الملام دوالت کے ب متعدد عيام اور ذاتى خوا اشات كى عاد عاد موت كم مدين جان كى براز براز حايت فين كرتا- جاعت الازجر كرمايق يكرزي ادر اویت کفتراسای کر شرداکر حامد جای نے کیا قار مكر يمنا فرقى فكالت يمن الوث يوجاف والأالب ما تر محصون محصون کا مصار موجد و مواجد و مواجد مراجع مع معاد مواجع معاد محصوب محصوب محصوب محصوب محصوب محصوب مح مراجع محصوب کی بروندم و کول کے لیے کر ابت کا مي أي بالما ال مادت بدي جما حرات درون كالولمات كالرام فوة ركة يو 12 مروف الم قول عدور إلى-

ASHARQ December 22, 2010

قارئين کي تحريريں

جائی میں ای لے محمد ممالک میں اس کے انداد ک خاطر قانون اور اختیافی کارروائیاں عمل ان ک كى تور باليد 1995، مى ال متار ي تبالوتونى كاممانغت كروى- أتر لينذ ش 2004. من شارع مام ٤ مقامات ي المول قدر خار. فراب خاف اور ريستوران وفرو عى فر تباك لوشول كومعشر اورز برآلود دحوش تتحفظ دينا ك لي مريد فرقى كى از روية قانون محاضف كروى-こしに上」していで、2004上といけ بالقار الموارق كاقانون مافذ كرديا- بالك كالك L いけいていいな、2004しいいのこ بل - نافذ العمل قانون كا دائر، شراب خانوں ريستورالون اور دفاتر عك وتظ كرديا- روى ك باركون كراليان بالا فراوان مقارات يرقراك فوقى كى ممانعة كا تالون متكور كرايا جس ت قت يك والمورد كام كى يجين الدخار عام ك مقالت بر مرجد فرقی کی مراقعت م علاده محت، الافت اور تعلیم م مراكز ب اعداد رکدد فوان عل مرین کافريد فرون محتوماً قرار در دي گي-こうがでしていし、20042、ションジョ بل مان قوات كور إبخافون اور يستورانون المراكولون كميدانون تك توتح ويدوى معكت الجان ن الى الى مال (2004، عن) ال الت التمول رئىستوراك مۇر بى تىبا كولۇق مىن . روب دى- كىجا ب 2005 مىڭ دخاتر ستور ار اور معادی مدین میں معامی معامی مرور اور میں معامی مرور اور اور محصور ، سکولوں ، تحصیل کے میدان اور الركتر يشد مقالت بر تمياكونوش مور قرار ا دىر بىلىدىنى كە ئىلى ئەلىكى بىلى بىلى كەرىپى بىلى كە دىكە بىلىرىش كە ئىلى كە 2005، شى ئىك بىل كى متورى وى جس ك قت المولون، وقاتر، لايمرويون، سيتالون ادرائر ورش وتتباكون ي باعدى عائد كردى فى - ال قالون كرفت يتمادى،

اخبارات اور ملکا ویژن پر تریاکو معتوهات کے اشتہارات پر بھی پائید کی مائر کردی کی۔ ال عادت من فوت حفرات ال يات يرتبو シュレシアのシュムシンションションション دوان کے لیے منبع تابت ہو تکی با دو فود اپنے ب كوموت كى داوى من التاروب إلى وبال خلق خدا كوفتارة خدا يحت جرف أينا ادرايمي اب ابخ ال نادادانی قرم کے لیاں اور کی جات کے لیے تک کردی۔



December 26, 2010 یا کستان میں تصوری دارنگ کے بغیر سگریٹ کی ڈیوں کی فروشت قانو ناجرم ہے۔ (بريد يظر آف وادفك روار 2009) المهاكات كالجام مدديد كالمد س قانون کی خلاف درزی پردوسال قیدادرد بر ارروب جرمانه یادونوں سرائی - Ut 5-1 ( عريث يد فتك آف دارتك آرويش (1979 ) لوكول كى آمدورفت كم تمامات يا أن ككام كرف كي يكبول (مثل بس اده، Reis دفاتر بعليمى ادار، بول ،ريستوران ،ريلو - الثيثن ، سرماركيش ، استال وغيره ) برسكرين اور تمباكوكى ديكرمصنوعات كاستعال قانو ناجرم ب دبالاف ماف او زائد ورالدون كاسك هاف عطاق الديش 2002 (علن 8) اس قانون کی خلاف درزی پرایک بزاررد برجرمانے تک کی سزاہو علی ہےادردوبارہ خلاف درزی کے مرتکب افرادکوایک لاکھرد بے کاجرمانہ کیا جاسکتا ہے۔ الماكتر فى مائد الدير تباكتر على كامن كامن حالق الما يش 2002 ( سيكن: 11(1)) دى ئىس وتل ادارہ برائے تصف مبارقین 2nd floor, 40-A, Ramzan Plaza KUNEI caz, Islamabad, Pakistan 251065 Fax: +92 51 2262495 10 parkelans

December 26, 2010 یا کستان میں تصویری دارنگ کے بغیر سکریٹ کی ڈیوں کی فردخت قانو تأجرم ہے۔ 245-14183214 (عريث يعتك آف دارتك رواز 2009) BRAND س قانون کی خلاف ورزی پردوسال قیداوردی بزارروی جرماند یادونوں سزائیں - v= 5 ( عكريت يعتك آف دارتك آرذيش 1979) الثمارة سال بي كم عمرافراد كوسكريث ماتمياكوكي ديكم مصنوعات (مشلاً شيشه، نسوار وغيره) كي افروضت یا اُن کے ذریعے سگریٹ پاتمبا کو کی دیگر مصنوعات کی فروشت کروانا قانو ناجرم ہے۔ تىباكۇشى بەممانىتەدە ئىرتىباكۇش كەمىت كىخاطت بەمىلىق رايىنى 2002 (سىكىش 8) اس قاتۇن كى خلاف ورزى ير5 بزاررو يے جرماند كياجا سكتا بےاور دوبار، خلاف ورزى ك مرتكب افراد كود، ما تك كى قيداورايك لا كاروي جرمانة كياجا سكتاب يادونوں سزائي بوطق بين-تماكنونى ما تعداد او فيرتم اكفو عن كامحت كا حالت من تحلق آراد ينس 2002 ( سيكن: 11(ii)) پاكستان كى سول سوسا تى حكومت پاكستان سان قوانىين كے متوثر نفاذ كا مطالبه كرتى ب Darum Mannetal





## THENEWS

#### December 28, 2010

## Anti-Smoking Campaign

## Pictorial warnings doing wonders but not enough

#### Aamir Khan RawalnIndi

The printing of pictorial health arnings on cigarette packs has caused a very positive impact, but some more mea-sures and monitoring of rules are required to considerably

curtail smoking. Even many chain smokers now think twice before consuming tobacco because of horrible picture on cigarette packs made mandatory from September 1, 2010.

It is a very difficult exercise smo for the smokers to consume seq cigarettes from a pack having ing. the horrible picture on the cigarette pack because it makes them worried about consequences. smokers

Some smokers put cigarette sticks in a tin case and trash the paper pack to avoid seeing that picture which reminds them of the

health hazards. Many others now prefer to buy two or three cigarette sticks instead of gradually receding.

50 per cent of population is illiterate and the smoking is more prevalent among the poor. As a result written warnings have a very little impact in influencing the decision to these measures are not forth-smoke or refrain. Pictorial coming due to certain rea-raise the price of tobacco warnings give clear mossage to smokers as well as non-smokers about the grave consequences of cigarette smok-

warning on cigarette packs was drastically needed in a country like Pakistan where 274 people die of smokingare daily admitted to hospitals

work Convention n Tobacco Control (FCTC) 2004, the Pakistan government has imwhole pack and the habit of plemented its provisions product constituents and hole pack and the habit of plemented its provisions product constituents and noking in these smokers is which include pictorial health warning labels etc. Cigarettes adually receding. In Pakistan round about education, training, capacity building, ban on tobacco ad-known to cause cancer. Tearter and the smoking is vertising, promotion and ore prevalent among the sponsorship and sale to m-to a result written warn once, a result written warn on the second to rect offective war

easy availability of smuggled cigarettes in the market. The squences of cigarette smok-government is losing substan-tal revenue from the smug-A strict pictorial health ging of cigarettes into the aming on cigarette packs country. Be drastically needed in a Besides pictorial warnings,

274 people die of smoking-related disease and 5,000 mented in letter and spirit, also desn't help often be-related disease and 5,000 mented in letter and spirit, also desn't help often bee to same cause. Trend of smoking, especially pattern and mindset. People, and colleges in all parts of the the single larges Being signatory of Frame- among the youth who are a who can't afford to buy costly country. Schools and colleges cause of death.

special target of tobacco industry. These include state-ment on packaging about the

The desirable results of use. The most effective way sons. The main reason is the through tax increases and en-easy availability of smuggled sure that increase is reflected in prices. Increase in tobacco price discourages youth from initiating smoking and force current smokers to quit. Higher prices also would generate extra government rev-

cigarettes smoking and consume the expansive brands cigarettes as a status symbol. The media and health au-

thorities should launch awareness programme at the large scale to sensitise the general ing. The government should devise a two-pronged massive anti-smoking campaign. The campaign, on the one hand, should prepare plans to stop the teenagers from indulging than a pack of cigarettes. in this bad habit. On the other There is also need for strict hand, special programmes smoking. In this regard differ-ent awareness seminars, workshops and debates

are important becaus brands but don't quit smok- ity of people start smoking at ing. There is another group of this stage. The problem could well off people who stick to also be addressed by providing alternative means of en-tertainment to smokers, especially to the youth. The government should provide adequate support to people wishing to quit smoking. There should be rehabilita-

public about hazards of smok- tion centres for smokers where they could get free-of-cost anti-smoking medicines and psychotherapy. Presently the price of anti-smoking pills in Pakistan is much higher

implementation of Prohibition should be launched to teach of Smoking and Protection of smokers how they could guit Non-Smokers Health Ordinance 2002 and rules made under the law to save the generation from the hazards of tobacco smoking, which is the single largest prevental











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