

Tobacco Free Initiatives in Himachal Pradesh



SMOKE FREE SHIMLA



It is a matter of pride for the people of Himachal Pradesh to declare Shimla City (The Queen of Hills) a "Smoke Free City" as per the public opinion and compliance of the Smoke Free Rules.

Prem Kumar Dhumal
Chief Minister
Himachal Pradesh

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SMOKE FREE SHIMLA- A CASE STUDY

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The Case Study Examines:

- The context, content and implementation of the smoke free laws in the State Of Himachal Pradesh focusing on the Capital of the State (SHIMLA CITY)
- Challenges
- The role of leadership, campaigns, initiatives, key partners
- Opinion poll, Enforcement and compliance
- The impact of the law
- Lessons learned
- Future plans

The context, content and implementation of the smoke free laws in the State of Himachal Pradesh focusing on the Capital of the State (SHIMLA CITY)

Profile

Shimla is the capital city of Himachal Pradesh. In 1864 Shimla was declared the summer capital of INDIA under British rule. A world famous tourist destination, Shimla is often referred to as the 'Queen of Hills'. Located in the North West Himalayas at an average altitude of 2205 meters (7234 ft), the city of Shimla is draped in forests of pines, rhododendron and oak, experiences pleasant summers and cold snowy winters. The city is famous for its natural beauty, architectural buildings, wooden crafts and apples. With the population of about 5, 00,000 people and area 25 sq. KM (10 sq. miles) includes 93.5% Hindus, 2.5% Sikhs and small minorities of Christians, Tibetans Buddhists and Muslims.

Smoking behavior

Smoking prevalence in the state of Himachal Pradesh is on higher side as compared to the country (India). However no study has been conducted for the high prevalence of smoking in the state but it is presumed that being a hilly cold region people prefer to smoke and it is deeply added in the local culture. Beedi and cigarette are often offered / served in marriages and functions to the guests.

Status of tobacco use in India and H.P. Source NFHS-3 (Fig. In %age)

Use of any kind of Tobacco				Use of cigarette / Bididi			
Women		Men		Women		Men	
India	HP	India	HP	India	HP	India	HP
10.8	1.2	57	40	1.4	1.1	32.7	33.6

Pre-Existing Legislation to Restrict Smoking

The state of Himachal passed legislation in the year 1997 named Himachal Pradesh non-smokers protection act. Due to some reasons the rules could not be notified. Even then some awareness was there among the people in the state as police in Shimla took actions against some of the violators.

The Indian smoke free law

The Indian Law COTPA-The Cigarettes and other Tobacco Products (prohibition of advertisement and regulation of trade and commerce, production, supply and distribution) ACT, was enacted in 2003.

The main features of the Indian laws are:

- Prohibition of smoking in public places -SECTION-4
- Ban on sale of tobacco products with in 100 yards of educational institutions and ban on sale of tobacco products to minors-SECTION-6
- Ban on direct or indirect advertisements, sponsorship and promotions of tobacco products-SECTION -5
- Mandatory display of pictorial health warnings on packaging and labeling of tobacco products-SECTION-7

As the Indian law was more comprehensive and covering all the tobacco products the COTPA 2003 was applicable to the state of HP

Challenges

High prevalence of smoking as compared to the country, a part of culture

The smoking is a part of culture in the state of Himachal Pradesh. Shimla is cold hill station. Britishers used to smoke especially cigar followed by the locals as status symbol. Shimla was very famous for PAN shops.

Funding –Not a part of the national tobacco control program

The State of Himachal is not covered in the national tobacco control Program in INDIA. Hence no financial assistance is provided by the central Govt. to the state for tobacco control.

Apart from this there were internal challenges (with in organization) and external. As we discussed the anti tobacco program and related law we faced resistance almost at each step. But if the politicians, officers and common man are convinced the tobacco control becomes self-enforcing. Most difficult was to convince the learned persons. A lot of questions aroused as - Is tobacco control a priority presently? What we will gain if we control tobacco? What about the rights of smokers? Why don't we stop the manufacturing of tobacco products? What is the alternate of tobacco? But we were clear about our mission and goals. Every question was addressed properly the people were given opportunity to express their views. After addressing clearly the concept they themselves became tobacco control leaders.

The role of leadership, campaigns, initiatives, key partners

Political Support

It was the turning point in the tobacco control in Himachal Pradesh when a north zone workshop 16-17 Jan 2009 was organized by WHO/ Govt of India and addressed by the **Health Minister of Himachal Pradesh** at Chandigarh. The health minister in his address said that a comprehensive approach for tobacco control is the need of hour. This is the right time to address this issue in a proper way through awareness and enforcement. **He said the issue is very serious** and Himachal will set standards in tobacco control and will become a model state in the country. **Hon'ble Chief Minister of HP appealed to the people of the state to make Himachal a Tobacco Free State on the World Anti Tobacco Day on 31.5.09.**

Campaigns

5.5.09 -The 2nd major step was the State level advocacy workshop held in the HP seceriatarate on 5.5.09 under the chairpersonship of Worthy Chief secretary to the Govt of HP, which was **organized by HPVHA** in collaboration with the Health Deptt and was **funded by South East Asia Union**. The workshop was attended by about 100 participants, Pr Secterateries, secterateries, HODs, DGP, media persons. Before that a preparatory meeting of the state steering committee was held at HFWTC Parimahal under the **Chairmanship of Principal Secretary (Health)**. **Worthy Chief Secretary** held the meeting regarding the issues in her chamber on 6.5.09 with Pr sect Health and gave the necessary directions.

The next step was the establishment of new **Directorate of Health Safety and Regulations** by the Govt to deal with the regulatory issues of health

In the month of August the police persons of the rank of Head constable and above were authorized to take action under section 4 & 6. Simultaneously the directions were passed to all the institutions to print the receipt and challans at their own and deposit the fine/compounding fee in a bank account at local level and the institutions/authorities were authorized to **utilize the funds for anti tobacco activities.**

31.5.09 World Anti Tobacco Day

The State level function was celebrated on the Ridge, Shimla in which the Hon'ble Chief Minister of Himachal Pradesh flagged off rallies to Chhota Shimla, Sanjauli, Chaura maidan and railway station. About 5000 people gathered for the State level function. **Worthy Chief Minister** appealed to the people of HP especially the young generation to help to make Himachal a *Tobacco Free State*. There was a 10-minute T.V broad cast of CM speech regarding Anti Tobacco Campaign in HP on 30th May 2009 at 7:00 PM. on -DD1. The broad cast was also in the radio- AIR Shimla at 7.40 PM to 7.50 PM.



*Hon'ble CM of Himachal Pradesh flagging off the rallies on World Anti Tobacco Day on
31st May 2009*

11.12.09 State level advocacy workshop on Tobacco Control Laws and related issues.

The State level advocacy workshop on Tobacco control Laws and related issues was organized at Hotel Peterhoffs SHIMLA and Worthy Health Minister of Himachal Pradesh was the Chief Guest. In the workshop all HODs, Officers of District Administration, Police, Health, Ayurveda, Food, Excise, Drug, were invited including 30 media persons and NGOs. There were about 130 participants in the workshop. Worthy Health Minister directed all the departments to implement the provisions of COTPA 2003 and directed the authorities to display the boards and signages before 31.1.2010. It was decided in the workshop that such follow-up of workshops would be organized in each district. There was series of workshops in the districts as:

- 6.1.10** - District level Advocacy Workshop at Bachat Bhawan, Hamirpur under the Chairmanship of ADM Hamirpur and it was attended by 40 officers of distt/ block level.

- 7.1.10** - District level Advocacy Workshop at Bachat Bhawan, Dharamshala under the Chairmanship of DC Kangra and it was attended by 50 officers of distt/ block level.

- 17.1.10** - District level Advocacy Workshop at Bachat Bhawan, Solan under the Chairmanship of Hon'ble Health Minister of HP and it was attended by 60 officers of distt/ block level. (Funded by HPVHA)

- 20.3.10** - District level Advocacy Workshop at CMO Conference Hall Mandi under the Chairmanship of Hon'ble PWD Minister of HP and it was attended by 60 officers of distt/ block level. (Funded by HPVHA)

- 22.3.10** - District level Law Enforcer Training at Bachat bhawan Shimla under the Chairmanship of Mayor, MC Shimla and it was attended by 30 officers of distt/ block level. (Funded by HPVHA)
- 25.3.10** - District level Law Enforcer Training at Bachat bhawan Shimla under the Chairmanship of Sh. Suresh Bharadwaj, MLA Shimla and Mayor, MC Shimla. It was attended by 30 officers of distt/ block level. (Funded by HPVHA)
- 29.4.10** - Block level Advocacy Workshop at BDO Conference Hall Karsog, Mandi under the Chairmanship of SDM Karsog and it was attended by 30 officers of block level
- 30.4.10** - District level Advocacy Workshop at Bachat Bhawan, Kinnaur under the Chairmanship of DC Kinnaur and it was attended by 30 officers of Distt / block level.
- 10.5.10** - District level Advocacy Workshop at Bachat Bhawan, Una under the Chairmanship of DC Una and it was attended by 30 officers of Distt / block level.
- 11.5.10** - District level Advocacy Workshop at Bachat Bhawan, Kullu under the Chairmanship of DC Kullu and it was attended by 40 officers of District / block level.
- 17.5.10** - State Level Meeting- The workshop was organized in the HP secretariat under the Chairmanship of Principal Secretary (Health) Himachal Pradesh

- 31.5.10 - STATE LEVEL FUNCTION OF WORLD ANTI TOBACCO DAY at SHIMLA**
- Hon'ble Health Minister of Himachal Pradesh was the chief guest followed by Local MLA of Shimla Sh. Suresh Bhardwaj, Mayor of Shimla Smt. Madhu Sood. The main features were the signature campaign launching. The special guests were Dr. Nevin Wilson President, Dr. Rana J. Sing technical advisor of The Union South East Asia.



Initiatives

The following actions have been taken by the Govt. so far

1. State/District Level Coordination & Monitoring Committees notified
2. Sensitization Workshop under the Chairmanship of Chief Secretary to the Govt. of HP organized in which all Secretaries/ HODs were sensitized regarding implementation of the COTPA & Rules made there under on 5.5.2009
3. Police Head Constable and above have been authorized to act against the violation of section 4 &6
4. State level sensitization workshop organized on 11.12.09 at Hotel Peterhoffs SHIMLA for the state level Officers, all HODs and district / block level officers followed by sensitization workshops (Shimla, Solan, Mandi, Kangra, Hamirpur, Karsog, Kinnaur, Una and Kullu) in the districts/ blocks.
5. The guidelines regarding the printing of receipt /challan books and opening of bank account for depositing the fees and fine has been issued to the departments.

6. 66000 flex boards/signages have been printed in the HP Govt press for further distribution to the various departments through NRHM
7. 100% health institution have displayed the boards and signages in HP
8. Signature campaign has been started to ensure the awareness and participation of all the 12.5 lack families in the state through school children (launched by Hon'ble Health Minister on 31.5.10 i.e. World anti tobacco day 2010)



9. Department of education has issued order to sign an oath /pledge by the parents/students, before admission in school for not indulging in smoking, tobacco use and drug abuse. The students involved in tobacco use will be restituted from the schools.
10. De addiction centers with tobacco cessation facilities will be operational from the month of Oct. 2010 in every district hospital in HP. Presently two tobacco cessation centers are operational at IGMC and RPGMC Tanda in the state.

Key Partners

1. *HPVHA* - The voluntary health association in Himachal Pradesh has been the most effective partner with the Govt all the time. They organized a lot of workshops, in the various parts of the state especially in Shimla made a political consensus and also organized the training workshops for the law enforcers. They played the key role in displaying the signage's and awareness of the people in Shimla town.

2. *THE UNOIN SOUTH EAST ASIA* - The Union South East Asia provided the technical support, trainings of international standards and funding for the Smoke Free Shimla Project. The Union organized the sensitization workshops in Shimla. The Union helped in conducting the **OPINION Poll** and **compliance survey** of smoke free rules in Shimla.

3. *WHO* - The WHO supported financially and technically to organize the largest workshop in the state. In the workshop the major decisions for tobacco control were taken. The program percolated to the District levels after this workshop i.e. 11.12.09.

4. *Government of India* - The officers and officials from Government of India helped a lot in encouraging us and responded to the quarries raised by the people and us immediately.

Opinion Poll, Enforcement, Compliance

The opinion poll was conducted in Shimla city in the month of September 2009. Independent survey results show that citizens of Shimla want clean air and law that effectively protects them.

- 97% agree that smoking is harmful.
- 93% agree that passive smoking is equally dangerous as smoking.
- 97% believe that effective enforcement of smoke free environment is needed.

However the tobacco control is a Health regulatory issue. But the law was enforced in majority by the police in spite of the fact that the powers were also with the other departments. Later on the health department took some initiatives in law enforcement.

As on 31.7.10	No. of violations reported	Fine collected INR	Cases referred to the court
Whole State Of Himachal (including Shimla)	7423	1341255	38
Shimla	3894	780150	0

The Impact of the Law

SHIMLA CITY GOES SMOKE FREE

The survey was conducted in the month of May 2010 to assess and measure whether public places conform to smoke free laws.

- 97% of public places observed did not have active smoking
- More than 80% of all public places observed had prominent signages
- 84% of public places were observed to be free from tobacco smoke
- 94% of public places did not have any cigarette butts and beedi ends
- 94% of public places had no smoking aids such as ashtrays, matchboxes

Lessons Learned

Tobacco control is a complex issue, it always raises questions. There are a lot of confusing terms

What do you mean by SMOKE FREE?

What is tobacco control?

Why tobacco cannot be included in the list of Narcotic substances?

Why the Govt does not ban the production or tobacco companies?

But if we are very clear, what we want to do? All the answers are very simple. Effective tobacco control can be achieved by taking even simplest steps. FCTC, MPOWER and legislation works a lot. Our experience shows that if you even focus on one aspect or take one effective step you learn a lot and achieve more than expected.

Future Plans

Keeping in view our experience and the support from the various agencies most of the people in the World want to eradicate this product. We dream big to make a Tobacco Free World. Our next step is **SMOKE Free HIMACHAL by May 2011**. After that our focus will be **TOBACCO FREE HIMACHAL**. We feel proud to our Political leaders, Officers, NGOs and general public for supporting and guidance at each level. The support we got motivated us to dream too big. This is not the end but beginning of the fight against drug and multiple substance abuse/addiction and alcohol.

Initially the State of Himachal Pradesh has designed the Program as :

1 Protection of the non smokers- Awareness, Law enforcement and incentives

2 Protection of the people likely to start tobacco use (focus school children's) - To ensure the participation of school children in tobacco control, Law

3 Protection of the smokers-

a) Occasional smokers/tobacco users- Warning, counseling

b) Addicted- - Warning, awareness, counseling and Tobacco cessation centers.

AS COMPLEX THE TOBACCO CONTROL SEEMS, IS NOT THE SAME. IF YOU TAKE ONE STEP, TOBACCO CONTROL ITSELF TAKES TWO STEPS

DO MORE THAN YOU THINK
IT WORKS!



**WELCOME TO THE "SMOKE FREE"
SHIMLA**