



# 4<sup>th</sup> National Summit on Tobacco Control



**Theme**

**Protecting Children from Tobacco Industry Interference**

**28<sup>th</sup> May 2024 | Post Graduate Institute of Medical Education & Research, Chandigarh**

Organised by

**Resource Centre for Tobacco Control (RCTC)**

Department of Community Medicine & School of Public Health, PGIMER Chandigarh

in collaboration with

**Vital strategies**





In India, over 50 percent of adults start tobacco consumption before the age of 19, and the average age of tobacco initiation is less than 19 years for consumers aged 20-34 years (GATS 2016-17). This highlights the urgent need to protect our children from the tobacco industry's interference.

The World Health Organization (WHO) designates May 31st as World No Tobacco Day (WNTD) every year. The theme for WNTD 2024 is "Protecting Children from Tobacco Industry Interference." It is evidence that in recent decades, the tobacco industry has been deliberately adopting various tactics to attract children and youth to tobacco products. This WNTD 2024 serves as a global counter-marketing campaign to unmask the industry and how it manipulates young people with different maneuvers, including the use of youth-appealing flavors, attractive product designs, promotion claims of "harm reduction," sponsoring celebrities/influencers and brand events, and indirect marketing.

This theme, which focuses on "Protecting children from Tobacco Industry Interference (TII)", has always captured the attention of tobacco control advocates and served as catalyst for the tobacco control movement..

I congratulate the organizers of this National Summit on World No Tobacco Day, 2024, conducted virtually. This Summit received 1327 registrations globally, involving participation from distinguished national and international experts. This is an apt example of the unfettering spirit of all tobacco control enthusiasts. This initiative was one of its kind with uninterrupted virtual sessions, including two plenary sessions and two panel discussions, followed by poster making, slogan writing, and video making, which kept the participants active and engaged. The best practices of tobacco control practices from some countries were also deliberated during the summit.

This event was organized by the Resource Centre for Tobacco Control (RCTC), Department of Community Medicine and School of Public Health, PGIMER, Chandigarh. The dedication and effort of the organizers and participants truly contribute to the global movement toward a tobacco-free world.



**World No Tobacco Day (WNTD) on May 31st is an annual event aimed at raising awareness about the global tobacco epidemic and the preventable deaths and diseases it causes. This year's WNTD, celebrated in 2024, continues to highlight the persistent challenges in tobacco control.**

The Resource Centre for Tobacco Control (RCTC) under the Department of Community Medicine & School of Public Health, PGIMER, Chandigarh, supported by Vital Strategies, hosted the 4th National Summit on World No Tobacco Day on May 28, 2024, via virtual mode. The theme for this year was "Protecting Children from Tobacco Industry Interference." The summit featured prominent dignitaries from national and state ministerial offices, as well as various organizations committed to a tobacco-free world. The event saw significant engagement, with over 1300 registrations from India and countries such as the UAE, Ethiopia, Iraq, Kenya, Nepal, Nigeria, Pakistan, Paraguay, Saudi Arabia, South Sudan, Sri Lanka, and Zambia. The summit's primary focus was encouraging youth to avoid tobacco and related products, understanding the tobacco industry's tactics, and reinforcing the implementation of the National Tobacco Control Programme. The event included four sessions: two plenary sessions and two-panel discussions. Participants ranged from policymakers and advocates to doctors, academics, researchers, and civil society groups.

The themes of the sessions were as follows:

**Plenary Session 1:** "Tobacco Burden among Youth in India, its Health Impact, and Prevention of Youth from Enticement by the Tobacco Industry."

**Panel Discussion 1:** "Good, Replicable, and Innovative Practices to Protect Youth from Tobacco Industry Interference," which discussed effective strategies adopted by various Indian states.

**Panel Discussion 2:** "Development of Youth-Centric Mechanisms for Leveraging Tobacco Control in India."

**Plenary Session 2:** "Potential Role and Efforts of Various Associations in Youth Intervention for Tobacco Control."

The plenary sessions addressed the WNTD theme, supporting the global effort to debunk myths and reveal the manipulation tactics of the tobacco and nicotine industries, particularly those targeting youth. The goal was to inform young people about the industry's strategies and empower influencers to protect and advocate for youth against tobacco use. The panel discussions focused on replicable and innovative practices and the developing of youth-centric mechanisms to strengthen tobacco control efforts in India. The summit also featured competitions for poster making, slogan writing, and campaign videos, with prizes awarded to the best entries. These activities aimed to engage participants actively and creatively in the tobacco control campaign.

The summit aimed to dispel myths and expose the tobacco industry's deceptive tactics. It aimed to equip young people with the knowledge to recognize industry manipulation and empower them to resist these tactics, thereby advancing global tobacco control efforts

**Dr. Sonu Goel**  
Professor & Director RCTC,  
Department of Community Medicine

# Executive Summary



The 4th National Summit on World No Tobacco Day 2024, organized virtually by the RCTC under the Department of Community Medicine & School of Public Health, PGIMER Chandigarh, brought together esteemed facilitators, speakers, and panelists to discuss the theme "Protecting children from Tobacco Industry Interference." Dr. Sonu Goel, Director of RCTC, initiated the summit with a warm welcome, increased participation over the last three summits and the goal of educating the public on the dangers of rising tobacco use. He praised government measures such as the 85% package warning coverage and bans on e-cigarettes and vapes, and introduced a new consortium involving the All India Institute of Medical Sciences (AIIMS) and other medical colleges dedicated to tobacco control.

Dr. Amit Yadav, Deputy Director of Tobacco Control at Vital Strategies, in his inaugural session speech, stressed the urgency of addressing the rising use of tobacco products among minors due to industry glamorization and promotion efforts. Dr. Yadav has also presented alarming data showing the declining age of tobacco initiation, and urged the involvement of various stakeholders, including police, education, transport, and media, in tobacco control efforts. Dr. Rakesh Gupta, President of the Rajasthan Cancer Foundation, provided valuable insights into various tobacco control strategies and the deceptive tactics used by the tobacco industry to attract new customers. He suggested amendments to COTPA and vendor licensing. Dr. Mira B. Aghi, a distinguished Behavioral Scientist and Communication Expert, added depth to the discussions with her perspectives on the

behavioral aspects related to tobacco control. Dr. Jagdish Kaur, Regional Adviser World Health Organisation, South East Asia Office, highlighted the critical role of consistent monitoring through the Global Adult Tobacco Survey for effective enforcement and pointed out the rapid introduction of new products like nicotine pouches and flavors. Dr. Kevin Welding, Associate Director at the Institute for Global Tobacco Control, underscored the need for collaborative efforts in global tobacco control endeavors.

Dr. L. Swasticharan, Additional Deputy Director General at the Directorate General of Health Services, Ministry of Health and Family Welfare (MoHFW), has joined the National Summit as Chief Guest. He shared his experience on various health programs; and described how various diseases are linked to tobacco use.

The 1st Plenary Session on "Tobacco Burden among Youth in India, its Health Impact, and Prevention of Youth from Enticement by the Tobacco Industry," is chaired by Dr. L. Swasticharan and Dr. P. C. Gupta (Director, Healis Sekhsaria Institute for Public Health, Mumbai). By introducing the eminent expert, the Chairs have set the agenda for this session. Dr. Puneet Chahar (Technical Advisor, Vital Strategies) presented some alarming statistics on tobacco among Indian youth, and discussed the ways how tobacco industry target young people. Dr. Mansi Chopra, forwarded the discussion by sharing insights on various health impacts, including addiction, cancer, and cardiovascular diseases that emerged because of tobacco use. The third expert, Dr. Upendra Bhojani,

# Executive Summary



took on deceptive marketing strategies used by the tobacco industry to lure children and child labor in the tobacco supply chains. Dr. Rakesh Gupta outlined the concept of a tobacco-free generation (TFG), emphasizing its positive approach compared to bans and prohibitions. He highlighted the need for political will and stakeholder consensus, proposed legislative amendments, and suggested integrating TFG into existing programs. Dr. Gupta concluded by urging continuous efforts in tobacco control and expressing hope for future government action.

Panel Discussion focusing on innovative practices to protect youth from tobacco industry interference, was chaired by Dr. Saurabh Varshney, Executive Director & CEO at AIIMS, Deoghar, and Dr. Rana J Singh, Director-Tobacco Control, South-East Asia, Vital Strategies. The panel featured insightful contributions from distinguished experts belonging to different states, namely Ms. Susan Samson (Director, Faith Foundation), Dr. Shivam Kapoor (Technical Advisor, Vital Strategies), Dr. Gopal Chauhan (State Nodal Officer, NHM Himachal Pradesh), Mr. Cyril Alexander (Executive Director, MACT), Ms. Opinder Preet K. Gill (Project Director, GSA, Punjab), Dr. Rita Kotwal (State Nodal Officer, NTCP, Govt. of Haryana), Mr. Vivek Avasthi (Executive Director, U P Voluntary Health Association), Mr. Deepak Mishra (Executive Director, SEEDS Bihar), Mr. Awadhesh Kumar (Executive Director, Balajee Sewa Sansthan) and Mr. Narendra Singh (Additional SPO, Rajasthan State). In sum, the panelists emphasized the need to implement laws and policies such as the National Tobacco

Control Programme (NTCP) and COTPA to counter industry interference. Protecting youth was highlighted through measures like integrating tobacco control strategies into educational institutions. Additionally, there was a focus on engaging youth in leadership roles and advocating for strict enforcement of regulations. Collaboration between stakeholders and raising awareness about industry tactics were also deemed essential for effective tobacco control efforts.

A subsequent session, Panel Discussion 2, chaired by Dr. Amit Yadav, Dr. Rakesh Gupta, and Dr. Vivek Trivedi, focused on "Engaging Youth Through Existing Platforms and Initiatives." Speakers Lalit Kumar Dogra, Simardeep Singh Sayal, Dr. Anirudh Uniyal, Bisati Bharath, Rohit Kumar, Sachin S. Chaudhari, Avinash K. Mishra, and Dr. Garima Bhatt provided insights on engaging youth in tobacco control efforts in India. Mr. Bharath highlighted leveraging existing youth platforms like the National Service Scheme (NSS) and Nehru Yuga Kendra Sangatham (NYKS) to involve young volunteers in anti-tobacco initiatives. Mr. Avinash emphasized the need for innovative approaches such as mobile applications to disseminate anti-tobacco messages. Dr. Garima Bhatt suggested harnessing technology through innovation challenges and hackathons to engage youth. Key highlights of the discussion included leveraging technology and digital engagement, promoting behavior change and role models, involving community and family, enforcing policy and regulations, and conducting educational and awareness campaigns. Challenges addressed included easy access to tobacco

# Executive Summary

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products and misconceptions about tobacco use.

Plenary Session 2, chaired by Dr. Rakesh Gupta and Dr. Suneela Garg, focused on "Potential Role and Efforts of Various Associations in Youth Intervention for Tobacco Control." Speakers Dr. Umesh Kapil, Dr. Ashok Bhardwaj, Dr. Sumit Arora, Dr. Y K Virmani, and Dr. Vikrant Mohanty provided insights on advancing tobacco control efforts.

Dr. Sumit Arora highlighted the focus of the Association of Professional Social Workers & Development Practitioners (APSWDP) on advocacy and awareness, aiming to engage youth through colleges and universities. Dr. Ashok emphasized the importance of mentorship programs to guide young leaders in implementing strategies, while Dr. Arpit Gupta discussed collaborations between dental associations for tobacco control initiatives. Dr. Virmani suggested leveraging celebrity influence and incorporating tobacco cessation training into dental professionals' education. Dr. Rakesh stressed the urgency

of the tobacco epidemic and advocated for unified national efforts across healthcare associations. The discussion centered around leveraging celebrity influence, uniting organizations, and adopting strategic approaches. Dr. Arpit Gupta summarized the session, emphasizing micro-level activities like engaging youth and macro-level activities like uniting associations for high-level policy advocacy. Overall, the session highlighted the need for a multifaceted strategy to achieve significant progress in tobacco control.

In conclusion, the WNTD Summit 2024 underscored the importance of continuous and collaborative efforts in tobacco control, focussing on protecting youth from the harmful tactics of the tobacco industry and advocating for stronger governmental actions and policies to achieve a tobacco-free generation. The summit served as a platform for fruitful discussions, knowledge sharing, and the formulation of actionable recommendations to advance tobacco control efforts at national and regional levels.

## Need of the Program

In recent decades, the tobacco industry has intentionally employed various tactics to lure youth into using tobacco products. Annually, over 7 million tobacco users die from diseases attributable to tobacco use. The World Health Organization (WHO) highlights that the tobacco industry targets youth with several strategies, including youth-appealing flavors, attractive product designs, claims of "harm reduction," sponsorship of celebrities and influencers, brand events, point-of-sale marketing at child-frequented vending outlets, and indirect marketing, among others. With the theme **"Protecting youth from industry manipulation and preventing them from tobacco and nicotine use, (WNTD)-2024"** acts as a global counter-marketing campaign to:

- Unmask myths and expose manipulation tactics of the tobacco and nicotine industries, especially those that deceive the youth.
- Equip youth with the knowledge of the tobacco and nicotine industry's intentions and tactics
- Empower the influencers to protect the youth and fight against Big Tobacco.

## KEY HIGHLIGHTS OF THE PROGRAM

- Practical and replicable.
- Interactive session with active discussion.
- Quiz sessions in between for refreshment.
- Videos played in between the sessions regarding tobacco and its effects.
- Learning from India's experiences and best practices.
- Short duration sessions.

## AIM

To strengthen national and state level policies and programs and implement some new initiatives that will directly focus on the youth and children globally to protect them from the tobacco industry influence.



## OBJECTIVES

- To increase the knowledge of the participants about various tobacco control policies and programs focusing on youth.
- To build the capacity of healthcare workers in designing, implementing, monitoring, and evaluating various tobacco control interventions.
- To illustrate with best practices & experience, for replicate in their settings.
- To equip participants on appreciating gaps in the current scenario and envision
- Future trends for effective decision making.

# Program Description



## Schedule

### 4th National Summit on WNTD 2024 – Virtual

Organised by  
**Resource Centre for Tobacco Control (RCTC)**  
Department of Community Medicine & School of Public Health, PGIMER Chandigarh

in collaboration with  
**Vital strategies**

**Dated 28th May 2024 at PGIMER Chandigarh**

#### Agenda

Timeline	Module	Chair/Speaker
9:30 am to 10:00 am	Registration, display of theme-based video clips, and Pre-test exercise.	<b>Team RCTC/PGIMER</b>
	<b>Inaugural Session:</b>	
10:00 am to 10:30 am	Welcome Address & Introduction to the Summit	<b>Dr. Sonu Goel</b> Director, RCTC & Professor, DCM & SPH, PGIMER, Chandigarh
	WHO- Anti Tobacco Video clip- 3 minutes	<b>Dr. Amit Yadav</b> Deputy Director, Tobacco Control, Vital Strategies
		<b>Dr. Rakesh Gupta</b> President, Rajasthan Cancer Foundation
		<b>Dr. Mira B Aghi</b> Behavioral Scientist and Communication Expert
		<b>Dr. Kevin Welding</b> Associate Director, Institute for Global Tobacco Control & Associate Scientist, Department of Health, Behavior and Society
		<b>Dr. P C Gupta</b> Director, Healix Sekhsaria Institute for Public Health, Mumbai
		<b>Dr. Jagdish Kaur</b> Regional Adviser (Tobacco Free Initiative), WHO SEA Office
		<b>Dr. L Swasticharan</b> Additional Deputy Director, Directorate General of Health Services, MoHFW

# Program Description



## Agenda

Timeline	Module	Chair/Speaker
10:30 am to 11:30 am	<b>Plenary Session 1:</b>  Tobacco Burden among Youth in India, its Health Impact, and Prevention of Youth from Enticement by the Tobacco Industry  Burden of tobacco use among youth population of India Health impacts of tobacco use among Indian Youth  Tobacco Industry tactics to lure youth  Tobacco free generation: A myth or reality  <b>Q/A Session/ Poll Questions</b>  <b>Panel Discussion 1:</b>	<b>Chairs of the Session:</b>  <b>Dr. L Swasticharan</b> ADDG, Directorate General of Health Services, MoHFW  <b>Dr. P C Gupta</b> Director, Healix Sekhsaria Institute for Public Health, Mumbai  <b>Experts</b> <b>Dr. Puneet Chahar</b> Technical Advisor, Vital Strategies  <b>Dr. Mansi Chopra</b> Deputy Director, HRIDAY, New Delhi  <b>Dr. Upendra Bhojani</b> Faculty & Lead, Cluster on Chronic Health Conditions & Public Policies, Institute of Public Health  <b>Dr. Rakesh Gupta</b> President, Rajasthan Cancer Foundation
11:30 am to 01:00 pm	Good, Replicable and innovative practices to protect youth from Tobacco Industry Interference:  Discussion based on Good, Replicable and innovative practices adopted by the Indian states to protect youth from Tobacco Industry Interference.  Youth intervention and its impact at National and Sub-national level	<b>Chairs of the Session:</b>  <b>Dr. Saurabh Varshney</b> Executive Director & CEO (A.I.I.M.S.), Deoghar, (Jharkhand) India  <b>Dr. Rana J Singh</b> Director, Tobacco Control, SEA, Vital Strategies.  <b>Panellists:</b> <b>Ms. Susan Samson</b> Director, Faith Foundation  <b>Dr. Shivam Kapoor</b> Technical Advisor, Vital Strategies  <b>Dr. Gopal Chauhan</b> State Nodal Officer, NHM Himachal Pradesh

# Program Description



## Agenda

Timeline	Module	Chair/Speaker
		<b>Mr. Cyril Alexander</b> Executive Director, MACT
		<b>Ms. Opinder Preet K. Gill</b> Project Director, GSA, Punjab
		<b>Dr. Rita Kotwal</b> State Nodal Officer, NTCP, Govt. of Haryana
		<b>Mr. Vivek Avasthi</b> Executive Director, U P Voluntary Health Association
		<b>Mr. Deepak Mishra</b> Executive Director, SEEDS Bihar
		<b>Mr. Awadhesh Kumar</b> Executive Director, Balajee Sewa Sansthan
		<b>Mr. Narinder Singh</b> State Consultant-NTCP, Rajasthan
1:00 pm to 1:30 pm	<b>Mobility Break</b>	<b>Team RCTC/PGIMER</b>
		<b>Chairs of the Session:</b>
1:30 pm to 2:00 pm	<b>Connect &amp; Collaborate: Breakout Room Session</b>	<b>Dr. Amit Yadav</b> Deputy Director, Tobacco Control, Vital Strategies
		<b>Dr. Rakesh Gupta</b> President & Director, SIPHER
2:00 pm to 3:00 pm	<b>Panel Discussion 2:</b> Development of Youth Centric Mechanisms for Leveraging Tobacco Control in India	<b>Dr. Vivek Trivedi</b> Founder, APSWDP
		<b>Youth Panellists:</b>
		<b>Rohit Kumar (Chandigarh)</b> Director, Global Youth Federation, India
		<b>Lalit Kumar Dogra (Himachal Pradesh)</b> Senior Project Associate-CSR, CSRBOX Group India
		<b>Simardeep Singh Sayal (Chhattisgarh)</b> Director, Global Youth Federation, India

# Program Description



## Agenda

Timeline	Module	Chair/Speaker
		<b>Bisati Bharath (Andhra Pradesh)</b> UN- District Youth Officer, NYK Raichur, Ministry of Youth Affairs & Sports
		<b>Sachin Chaudhari</b> Team Member and Member from India, IYC and UNESCO GYC
		<b>Dr. Garima Bhatt</b> Technical Advisor, Vital Strategies
		<b>Mr. Avinash Kumar Mishra</b> Social activist, District Coordinator, ADRA, Bihar
		<b>Dr. Anirudh Uniyal</b> President, SAPT & NBF Bharat
	<b>Poll Questions</b>	
	<b>Plenary Session 2:</b>	<b>Chairs of the Session:</b>
3:00 pm to 4:00 pm	Potential Role and efforts of various associations in Youth Intervention for Tobacco Control	<b>Dr. Suneela Garg</b> (Chair Program Advisory Committee National Institute of Health & Family Welfare, India)
		<b>Dr. Rakesh Gupta, RCF</b> (President, Rajasthan Cancer Foundation)
		<b>Moderator: Dr. Arpit Gupta</b> Associate Professor, Oral Health Sciences Centre, PGIMER, Chandigarh
		<b>Panellists:</b>
		<b>Dr. Sanghamitra Ghosh</b> President, Indian Public Health Association (IPHA)
		<b>Dr. Ashok Bhardwaj</b> President, Association of Professional Social Workers & Development Practitioners (IAPSM)
		<b>Dr. Sumit Arora</b> President, Association of Professional Social Workers & Development Practitioners (APSWDP)

# Program Description



## Agenda

Timeline	Module	Chair/Speaker
	<b>Poll Questions</b>	<b>Dr. Umesh Kapil</b> (President, Epidemiology Foundation of India (EFI)) Secretary International College of Dentists (ICD)
3:00 pm to 4:00 pm	Valedictory Ceremony, Prize Distribution session, and Post-test exercise	<b>Guest of Honour(s)</b> <b>Dr. Rakesh Gupta</b> President, Rajasthan Cancer Foundation
		<b>Dr. Rana J Singh</b> Director, Tobacco Control, SEA, Vital Strategies.
		<b>Dr. Prakash C. Gupta</b> Director, Healix Sekhsaria Institute for Public Health, Mumbai
	Vote of Thanks	<b>Team RCTC/PGIMER</b>

# Program Description

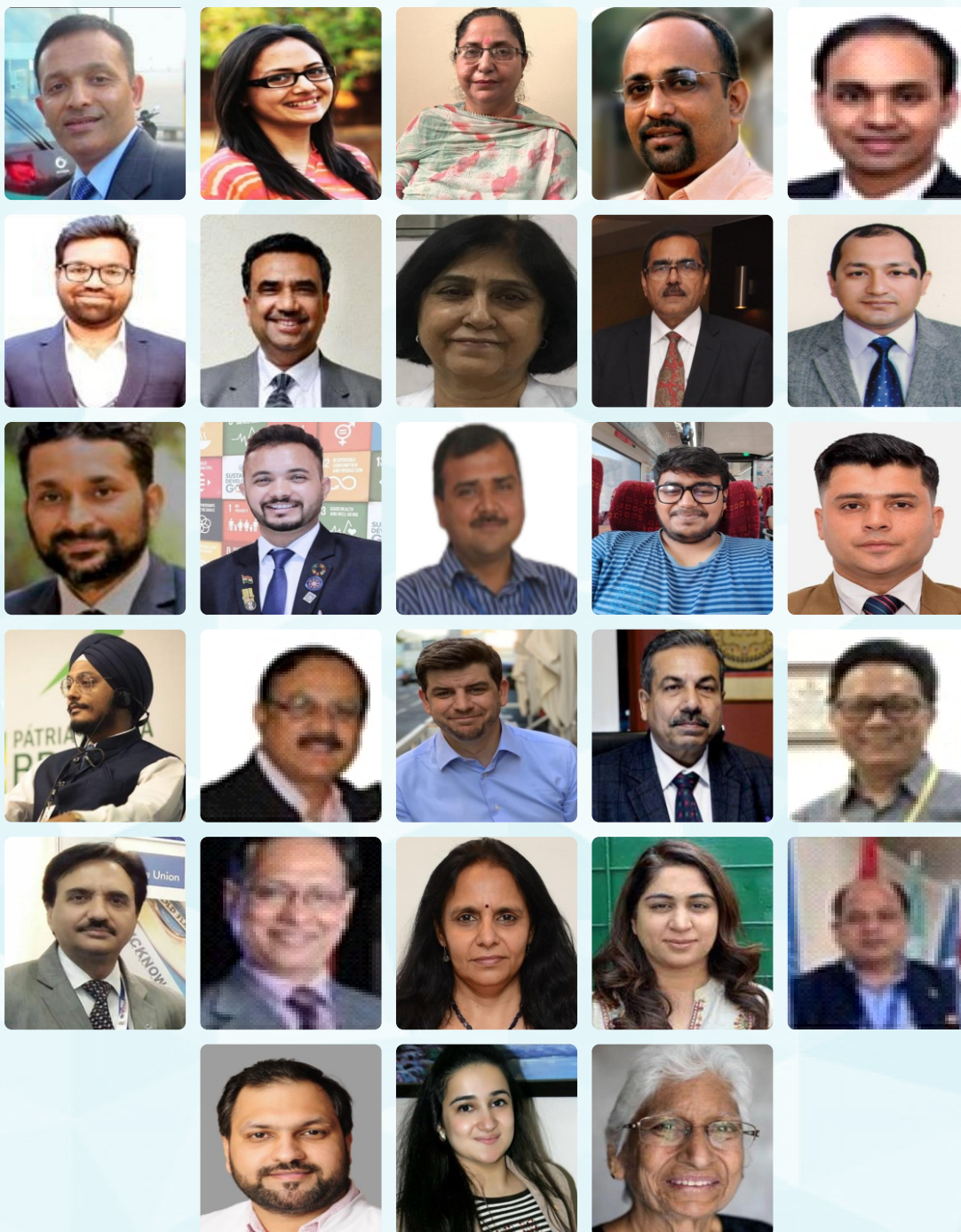


## Chair / Speakers

**On World No Tobacco Day Experience India's forth  
National summit to prevent Tobacco use**

**28th May 2024**

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# Program Description



Organising team

**On WNTD 2024- Virtual**

**28th May 2024**

**Theme:** Protecting children from Tobacco Industry Interference.



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# Program Description



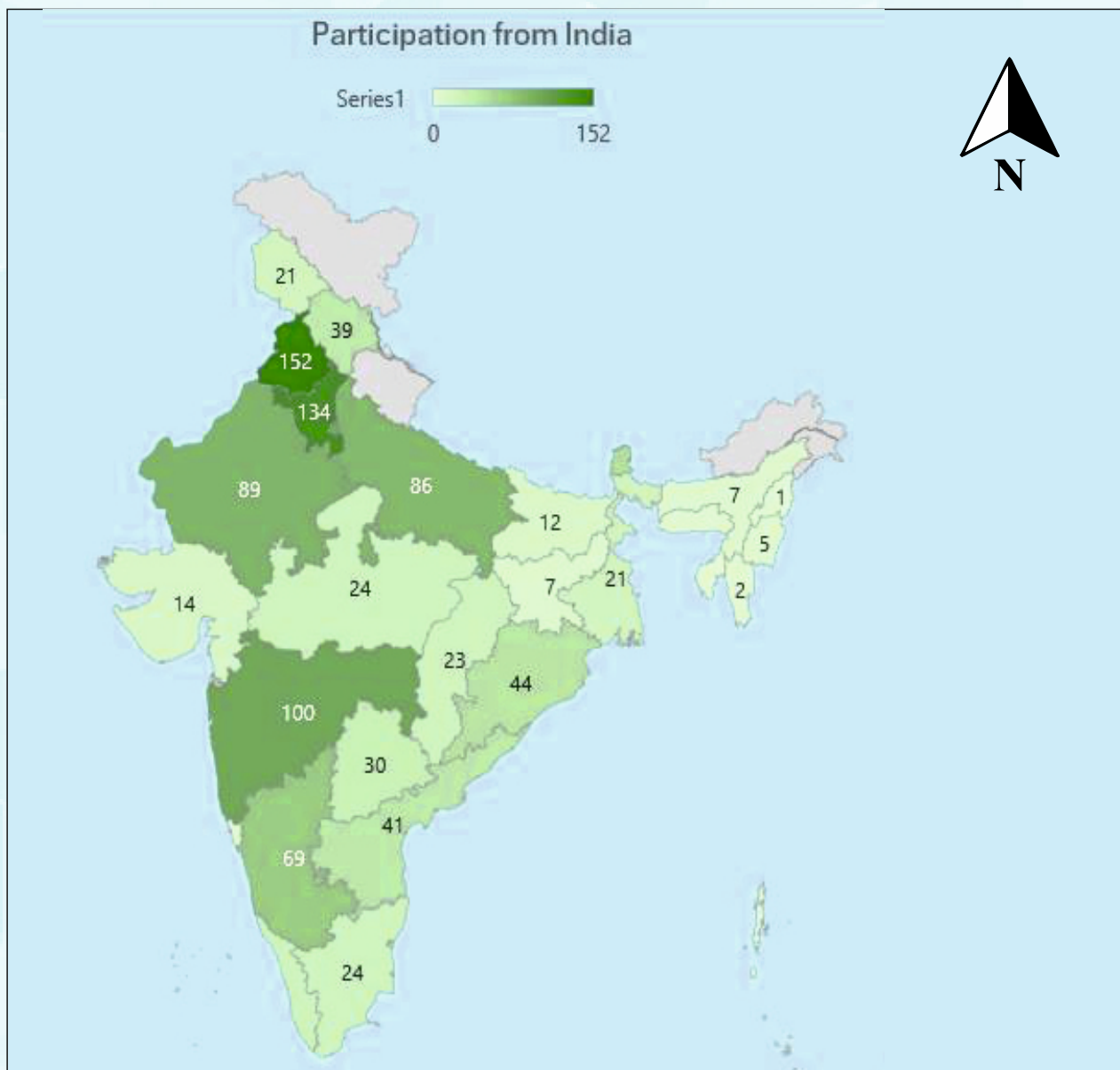
## Participants



**Over Participants 1300+ participants voicing against tobacco control on a single platform**

**On WNTD 2024- Virtual**

**Dated: 28th May 2024 at PGIMER, Chandigarh**



# Program Description



## Participants Countries



## On WNTD 2024- Virtual

Dated: 28th May 2024 at PGIMER, Chandigarh



COUNTRIES	
Countries	Numbers
Australia	2
Bangladesh	1
Kenya	1
Kyrgyz Republic	1
Nepal	2
Nigeria	2
Paraguay	1
Saudi Arabia	1
Sri Lanka	2
United States	2

# Program Description



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## Participation Level

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- Insights from eminent experts from various national and international organizations.
- Sharing experiences and best practices among academics, researchers and non-governmental organizations.
- The implementation of policies to protect children from the tobacco industry.
- Easy accessibility to speakers for doubts and future networking opportunities.
- Seamless presentation and connectivity throughout the summit. Interactive modes of learning.

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## Organization Level

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- Potential for application of best or replicable practices in an organization.
- Networking for potential collaborations in the future.

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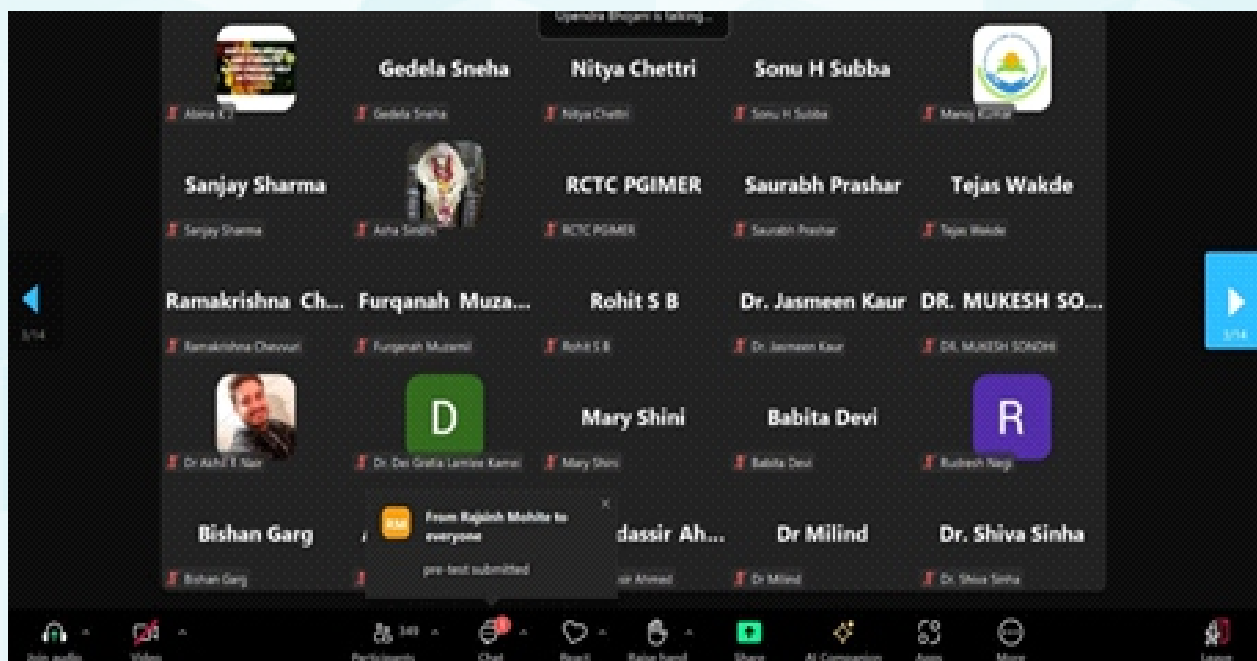
# Program Description

# Program Proceedings



## Inaugural Session:

Dr. Sonu Goel commenced the event by welcoming all the dignitaries, ceadus/experts, and advocates for tobacco control. He noted the increased participation over the last three summits and outlined the forum's goal to educate the public on the dangers of rising tobacco use, and to advocate for stronger government action against it. He explained this year's World No Tobacco Day theme, 'Protecting children from Tobacco Industry Interference,' by highlighting two points: the industry's use of financial influence to undermine tobacco control efforts, and their deceptive marketing of e-cigarettes to attract children, women, and other vulnerable groups. Dr. Goel praised government measures such as the 85% package warning coverage, bans on e-cigarettes and vapes, and the implementation of COTPA. He also emphasized the critical roles of NGOs and associations like IPHA, IAPSM, IEA, IDA, and IMA, and introduced a new tobacco control consortium involving the AIIMS and other medical colleges dedicated to tobacco control.



### Address by Guest of Honour (GOH):

**Guest of Honours - Dr. Amit Yadav, Dr. Jagdish Kaur, Dr. Rakesh Gupta,  
Dr. Mira B Aghi  
Dr. Kevin Welding, Dr. Prakash C. Gupta.  
Chief Guest – Dr. L. Swasticharan**

Dr. Amit Yadav, Deputy Director of Tobacco Control at Vital Strategies, emphasized the urgency of the current theme due to the rising use of tobacco products among minors. This increase is driven by the tobacco industry's glamorization and promotion efforts. Dr. Yadav highlighted alarming data showing a significant decrease in the age of tobacco

# Program Proceedings



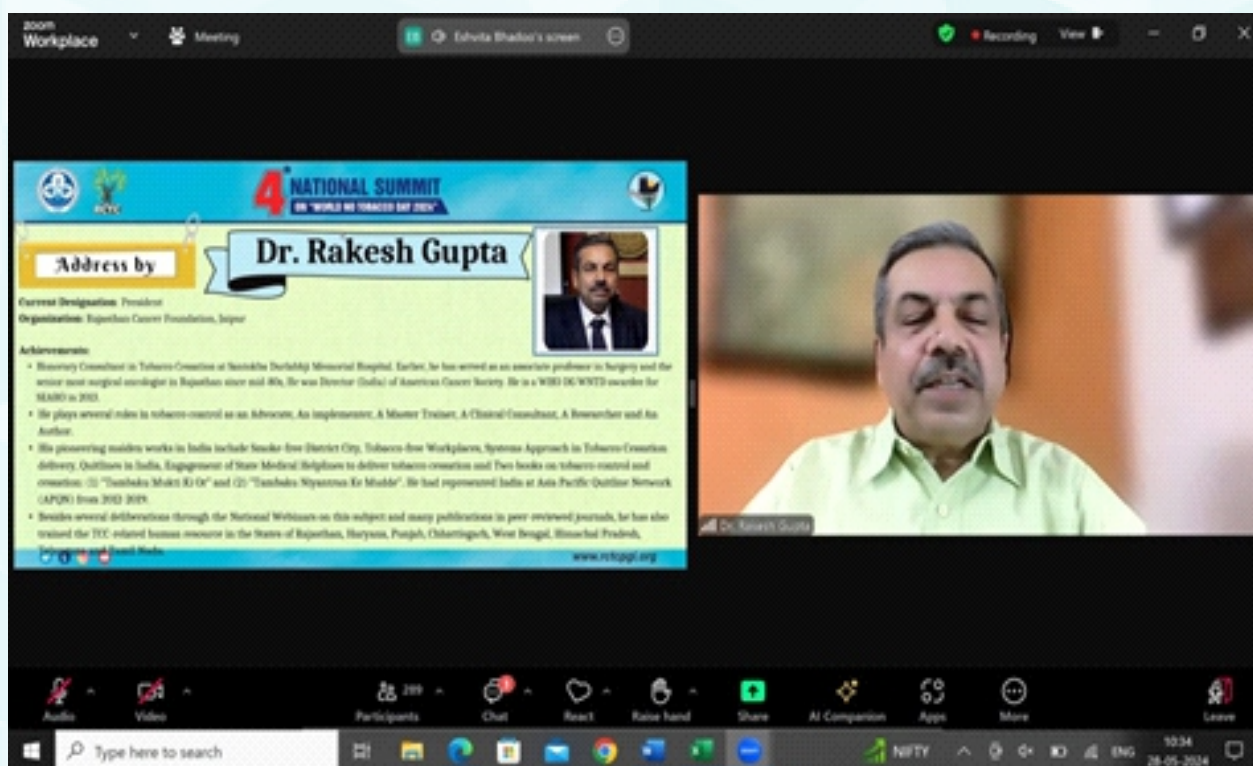
experimentation and initiation, as early as seven years old. He stressed the importance of involving various stakeholders, including the police, education, transport, tourism departments, and media houses, in tobacco control efforts. He additionally pointed out the significant influence that social media influencers have on young minds and the role dentists can play in counselling young patients against tobacco use.



**Dr. Jagdish Kaur**, the Guest of Honor, emphasized the critical role of regular monitoring through GATS for the effective enforcement and implementation of tobacco control programs. Dr. Kaur pointed out the rapid introduction of new products like nicotine pouches and flavours in the market and stressed the need of raising awareness about these products. Dr. Kaur also underscored the importance of maintaining sustainable anti-tobacco campaigns throughout the year, not only on May 31 st.

**Dr. Rakesh Gupta**, President of the Rajasthan Cancer Foundation, addressed the audience, highlighting the appropriateness of this year's World No Tobacco Day theme, given the global concern for youth. Dr. Gupta stressed the collective responsibility to protect young people from the tobacco industry's interference. Dr. Gupta pointed out the deceptive tactics used by the industry to recruit new customers and replace those who die from tobacco-related diseases. He questioned why governments, including India's, do not ban tobacco cultivation and sales despite the harm it caused. Dr. Gupta also suggested that amendments to COTPA, vendor licensing, and tobacco-free initiatives could yield better results. In order to solve the problem, ended by pleading with them to move quickly. In his closing remarks, Dr. Gupta urged political leaders to take swift actions to resolve the situation.

# Program Proceedings



The Guest of Honor, Dr. Mira B Aghi, a behavioral scientist and communication expert, delivered a recorded message emphasizing the crucial task of protecting young people from the tobacco industry's harmful activities. Dr. Aghi stressed the importance of staying in constant touch with the youth, not only to warn them of the dangers but also to empower them with knowledge about the industry's tactics. In order to identify and address gaps in their understanding, Dr. Aghi advocated for having regular conversation with patients to maintain their interests. Dr. Aghi highlighted the need to involve young people in this effort, valuing their insights on credible information sources. Dr. Aghi concluded by underscoring that this must be an ongoing campaign, given the tobacco industry's vast resources and profit-driven motives.

**Dr. Kevin Welding**, Associate Director at the Johns Hopkins Institute for Global Tobacco Control, addressed the importance of combating the tobacco industry's impact on youth. He emphasized that youth are crucial for sustaining the tobacco control movement and its progress. The Institute has initiated youth-focused capacity-building programs, with 70 global participants aged 18 to 30, including seven from India, to develop future tobacco control experts. Research efforts have concentrated on youth-targeted advertising, revealing widespread non-compliance with advertising bans near schools and the strategic placement of flavoured products and single-stick cigarettes. Online marketing of e-cigarettes and heated tobacco products also targets youth, complicating policy enforcement. Dr. Welding announced upcoming regional leadership training in November or December, aimed at cultivating more leaders in India to counteract the tobacco industry's focus on youth. Dr. Welding concluded by wishing a successful summit and expressing gratitude for the invitation.

# Program Proceedings



**4th NATIONAL SUMMIT**  
ON "WORLD NO TOBACCO DAY 2024"

**Address by** **Dr. Kevin Welding**

**Current Designation:** Associate Director  
**Organization:** Johns Hopkins Institute for Global Tobacco Control

**Achievements:**

- PhD in Economics from University of California, Santa Barbara.
- Research includes investigations into the tobacco industry's use of tobacco packaging for marketing purposes, the strategic pricing of illicit and legal products, and the estimation of the size of illicit markets.
- Research broadly focuses on the surveillance and compliance of governments and corporations to international treaties and country-specific policies, respectively.
- Published over 40 research papers in PubMed indexed journals
- Publications include health warning label compliance for bidis in India, illegal activity related to smokeless tobacco sales in India, and a comparison of the market for bidis, smokeless tobacco and cigarettes in India.

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Dr. Prakash C. Gupta, Director, Healix - Sekhsaria Institute of Public Health, Mumbai, addressed the audience on World No Tobacco Day, emphasizing its relevance for everyone, not just public health professionals. He highlighted the appropriateness of this year's theme, "Protecting Children from the Tobacco Industry," noting that data shows 50% of Indian tobacco users start before age 18, and few starting after age 25. Knowing this, tobacco industry, targets children and young adults to recruit new users. Dr. Gupta pointed out the industry's success, particularly with e-cigarettes, which are more popular among youth despite marketing claims of being less harmful and intended for adult smokers. He applauded India's ban on e-cigarettes and HTPs but also acknowledged ongoing illegal marketing to youth. Dr. Gupta concluded that effective tobacco control requires involvement from various ministries beyond health and child welfare, including agriculture, commerce, industry, education, and home affairs, to achieve a tobacco-free society.

**4th NATIONAL SUMMIT**  
ON "WORLD NO TOBACCO DAY 2024"

**Address by** **Dr. Prakash C. Gupta**

**Current Designation:** Director  
**Organization:** Healix Sekhsaria Institute for Public Health, Navi Mumbai

**Major Achievements:**

- Doctorate in Epidemiology from the Johns Hopkins University
- Takemi Fellow at the Harvard School of Public Health, USA
- President, 14th WCTOH and the first four NCTOH
- Published over 400 peer-reviewed research papers. Edited and contributed to scores of scientific reports.
- Received numerous awards including **Luther Terry Award** from the American Cancer Society and the **WNTD Award** from the DG, WHO
- Consultant to national and international organisations e.g. ICMR, WHO, IARC, CDC Foundation and others
- Included in the list of **Top 2% Global Scientists from Stanford**. Ranked 6th among Medical Scientists in India by research.com

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# Program Proceedings



Our esteemed chief guest, Dr. L. Swasticharan, Additional Deputy Director General at the Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India, addressed the audience and emphasized the relevance of this year's World No Tobacco Day theme, "Protecting Children from Tobacco Industry Interference." Dr. Swasticharan discussed his oversight of various health programs, highlighting how many diseases linked to tobacco use affect patients in palliative care, elderly care, and those with non-communicable diseases (NCDs). He noted the ongoing challenges in cancer treatment and the widespread influence of tobacco in mental health and Acquired Immuno Deficiency syndrome (AIDS) function programs. Dr. Swasticharan stressed the need for comprehensive involvement from multiple ministries to effectively combat tobacco use. In order to tackle tobacco related issues, Dr. L. Swasticharan advocated for adopting good program practices, learning from other health programs, and ensuring evidence-based actions. collaboration and thorough evaluation of initiatives to achieve a tobacco-free society.



## 1st Plenary session

**Topic: Tobacco Burden among youth in India, its Health impact, and prevention of youth from enticement from tobacco Industry**  
**Chairpersons – Dr. L. Swasticharan and Dr. P. C. Gupta**  
**Speakers - Dr. Puneet Chahar, Dr. Mansi Chopra, Dr. Upendra Bhojani, Dr. Rakesh Gupta.**

### Dr. Puneet Chahar

Dr. Chahar highlighted the urgent need to focus on children and youth to reduce global tobacco use and prevent industry interference, as children are particularly vulnerable to tobacco use due to their susceptibility to marketing tactics and their inability to make fully informed decisions. He mentioned that globally, around 500 million people, many of whom are

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children and young adults, are projected to die prematurely due to tobacco use. He pointed out the unique challenges in India, where various forms of tobacco products are prevalent and affordable, leading to high uptake among young people. In India, approximately 253 million adolescents (ages 10-19) and 231 million youth (ages 15-24) are particularly at risk. He mentioned that the tobacco industry targets these groups to replace those who die from tobacco-related causes. Data from the Global Youth Tobacco Survey (GYTS) revealed that 18% of students aged 13-15 had ever used tobacco, with 8% currently using it. The prevalence of tobacco use is especially high in northeastern states like Mizoram, Arunachal Pradesh, and Nagaland. In addition, he pointed out although tobacco use has declined overall, the reduction among girls has been less significant, posing a growing concern. In order to prevent the initiation and continuation of tobacco use among children. Dr. Chahar stressed the importance of implementing existing laws to protect youth from the tobacco industry's tactics, including surrogate marketing and brand stretching.

## Dr. Mansi Chopra

Dr. Mansi Chopra, emphasized the significant health impacts of tobacco use among Indian youth. She highlighted the variety of tobacco products available, including traditional smoking products and new electronic nicotine devices. Dr. Chopra noted that globally, 37 million tobacco users are aged 13-15, with 11 million from Southeast Asia and also pointed out the rising use of smokeless tobacco among adolescents, with 4 million users in Southeast Asia. She discussed the severe consequences of tobacco, such as addiction, stroke, Alzheimer's, various cancers, infertility, and respiratory diseases. Dr. Chopra drew attention to the negative levels of impact of nicotine on the developing adolescent brain, and depression and anxiety. She detailed the mechanisms by which tobacco causes cardiovascular diseases, including oxidative stress and inflammation from both smoking and smokeless products. Additionally, Dr. Chopra warned about the harmful effects of new products like e-cigarettes and e-hookahs, which contain harmful compounds and criticized the tobacco industry's aggressive marketing tactics aimed at youth with appealing flavours and designs. She called for stricter enforcement of regulations, advocated for a comprehensive approach to tobacco control, involving youth as key stakeholders in the fight against the tobacco epidemic.

## Dr. Upendra Bhojani

Dr. Upendra Bhojani highlighted the tobacco industry's various tactics to lure children in India. Such as using celebrity endorsements, social media influencers, and product placements near children's items. Despite bans, products like e-cigarettes and flavoured smokeless tobacco are still wide spread with the industry's using corporate social responsibility (CSR) initiatives to create a positive image, such as donating to schools and sponsoring youth competitions, which subtly promotes their products. Furthermore, Dr. Bhojani pointed out the

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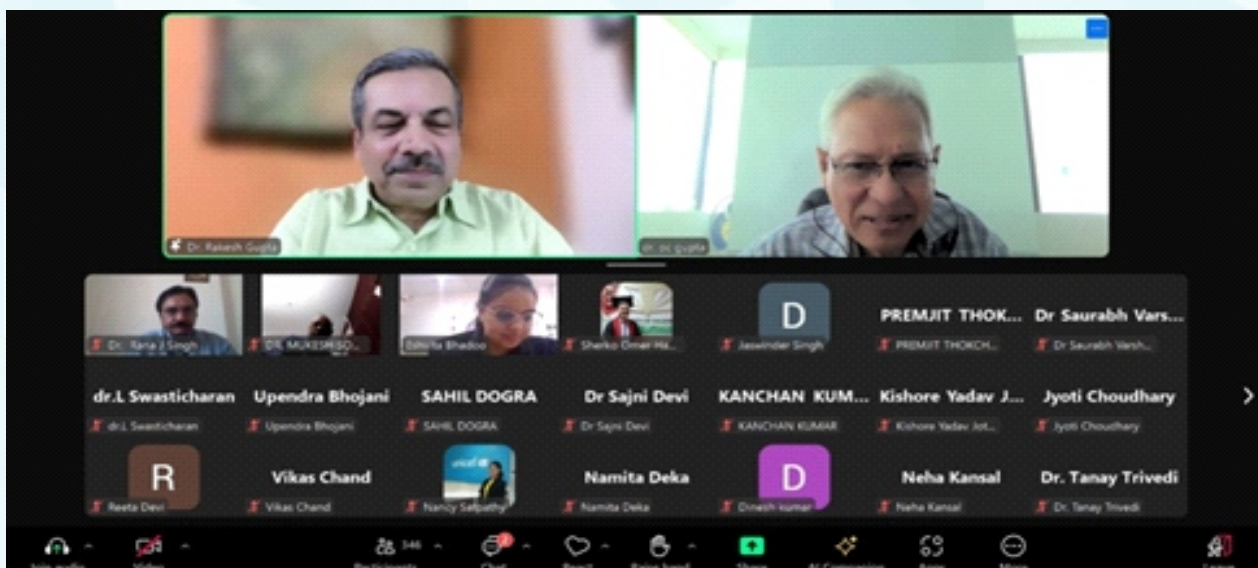


use of litigation to challenge regulations and the exploitation of child labour in tobacco supply chains, tobacco's role as a major public health risks.



## Dr. Rakesh Gupta

Dr. Rakesh Gupta outlined the concept of a tobacco-free generation (TFG), emphasizing its positive approach compared to bans and prohibitions. Dr. Gupta highlighted the need for political will and stakeholder consensus to implement TFG effectively. He proposed legislative amendments to support TFG and discussed the challenges, including enforcement issues and opposition from the tobacco industry. He suggested integrating TFG into existing tobacco control programs and emphasized the importance of public opinion and research in shaping policy decisions. Dr. Gupta concluded with a call for continuous efforts in tobacco control and expressed anticipation for future government action on June 4<sup>th</sup>.



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## Panel Discussion 1

**Topic: Good, Replicable and Innovative Practices to Protect Youth from Tobacco Industry Interference.**

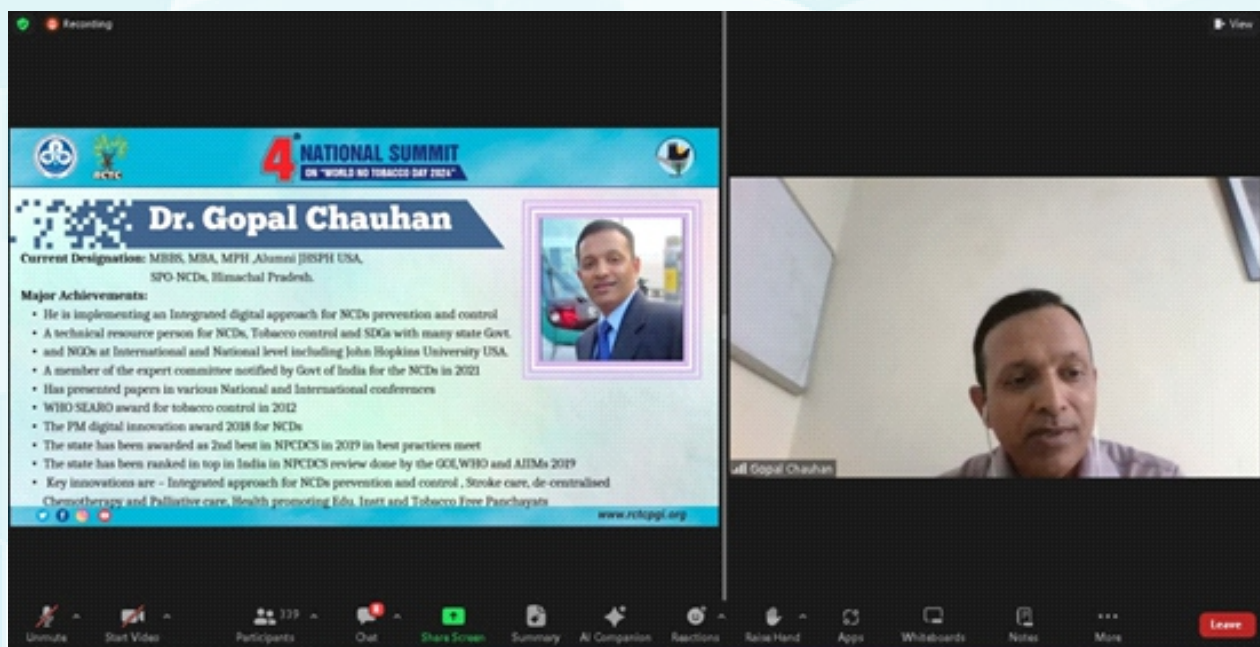
**Chairpersons – Dr. Saurabh Varshney, Dr. Rana J Singh,**

**Speakers – Dr. Gopal Chauhan, Dr. Cyril Alexander, Dr. Deepak Mishra,  
Ms. Opinder Preet K Gill,**

**Dr. Vivek Awasthi, Mr. Awadhesh Kumar, Dr. Shivam Kapoor,  
Ms. Susan Samson, Mr. Narendra Singh.**

### Dr. Gopal Chauhan

Dr. Gopal Chauhan highlighted Himachal Pradesh's efforts in tobacco control, particularly the industry's focus on targeting youth. He addressed the contradictions between tobacco industry practices and tobacco control policies, pointing to legal provisions designed to counter industry interference. He discussed key strategies such as the NTCP, MPOWER, and COTPA with successful examples from Himachal Pradesh showing a decline in youth tobacco use. Dr. Chauhan concluded by advocating for the integration of existing strategies and the implementation Tobacco-Free Educational Institution guidelines to drive India towards the end game of tobacco control.



### Mr. Cyril Alexander

Mr. Cyril Alexander, discussed how the tobacco industry targets children, often using front groups and corporate social responsibility (CSR) activities to create a positive image while

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promoting harm reduction as a solution. He highlighted the industry's surrogate advertising tactics and emphasized the importance of protecting children through programs like Children Against Tobacco (CAT), a student movement, initiated in 2009, which focuses on creating a tobacco-free environment by engaging students aged 8 to 18 in schools and communities. The CAT program includes introductory workshops and leadership training for selected children. Mr. Alexander mentioned collaborations with various organizations and government bodies to combat the tobacco industry's influence. Mr. Alexander also shared the impact of CAT, including stopping promotional events and implementing an order that prevents tobacco industry activities in educational institutions. He stressed the need to protect children from becoming new consumers as the industry aims to replace those lost to tobacco-related diseases.

## Mr. Deepak Mishra

Mr. Deepak Mishra shared incidents of tobacco industry interference in Bihar, which were also observed in Jharkhand, focusing on three main issues: tax reduction on tobacco products, tobacco vendor licensing, and threats to Non Government Organization (NGOs). In 2015, Bihar, during the state assembly election, a prominent leader from a tobacco cultivation area influenced the government to reduce the tax from 30% to 20%, despite health department objections, sparking media tobacco protest this decision. In 2017, Patna Municipal Corporation issued a tobacco vendor license order, the first of its kind in India. However, the tobacco industry organized agitations and used front groups to delay implementation, similar opposition seen in Jharkhand. The tobacco industry threatened NGOs working on tobacco control, prompting these organizations to seek protection from the state government and local police. In response, the Bihar government issued 5.3 guidelines in 2017 to mitigate industry interference and support tobacco control efforts.

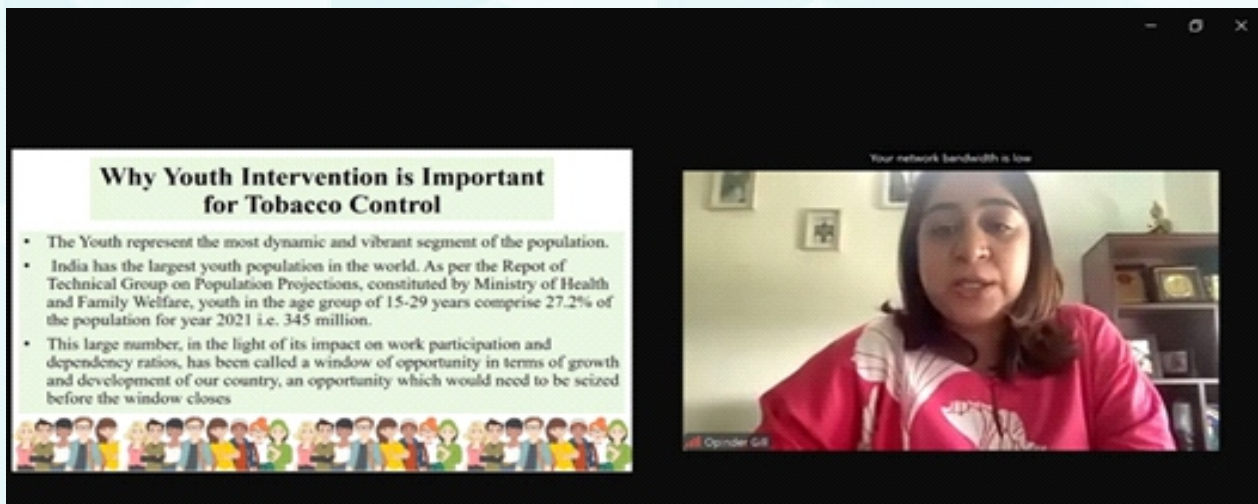
## Ms. Opinder Preet K Gill

Ms. Opinder Preet K Gill emphasized the importance of protecting children from tobacco industry interference, aligning with this year's World No Tobacco Day theme. She stressed the need to create youth leaders and engage with youth to understand their perspectives on tobacco control, noting that 345 million youth in India need protection from tobacco's ill effects. Ms. Kaur discussed the efforts of the Generation Saviour Association (GSA) in engaging youth through awareness sessions, competitions, and interactive activities, reaching nearly 900,000 students since 1996. The COVID-19 pandemic allowed GSA to expand its reach through webinars, engaging over 2,600 students nationwide. She praised the impact of the ToFEI (Tobacco-Free Educational Institutions) guidelines, leading to numerous schools and colleges being declared tobacco-free. Ms. Kaur called the need for stronger policy enforcement and regular meetings with education departments to prevent tobacco industry interference in schools. She advocated for amendments to COTPA, including raising the legal age for tobacco sales and enhancing penalties under Section 6, which focuses on

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youth protection. Ms. Kaur concluded by stressing the need for youth-focused tobacco cessation services and generating youth leadership to counter the tobacco industry's influence.

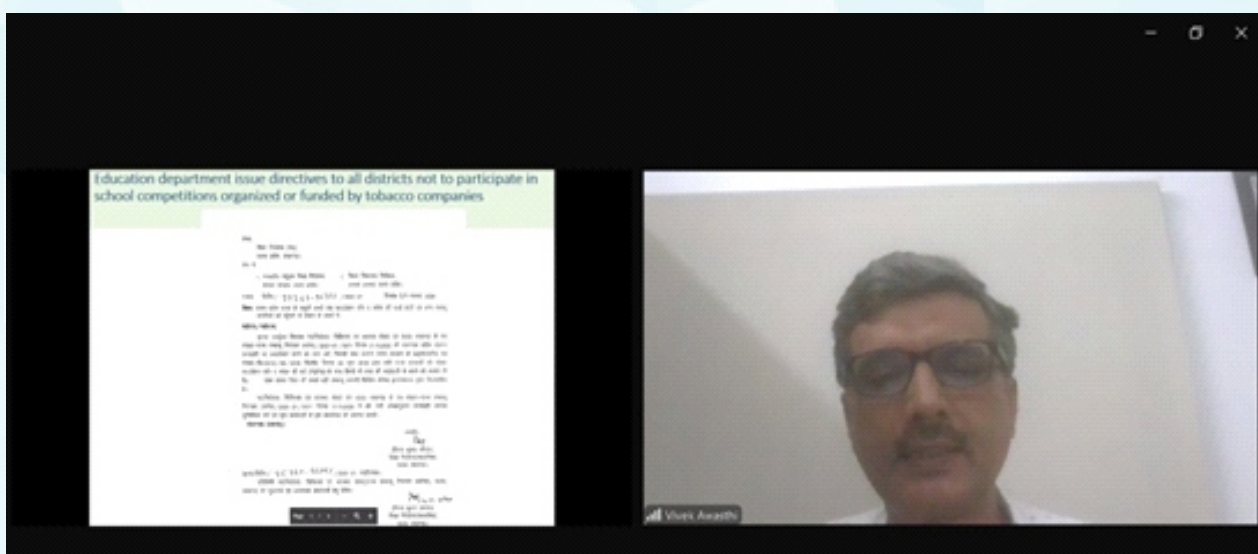


## Mr. Vivek Awasthi

Mr. Vivek Awasthi highlighted the significant challenges posed by the tobacco industry in tobacco control efforts, focusing on their influence and tactics to undermine policies. Mr. Awasthi outlined several measures taken by the Uttar Pradesh government to counter these tactics, including:

**Institutionalization of Policies:** Uttar Pradesh has adopted state-level policies in line with WHO-FCTC Article 5.3 to prevent tobacco industry interference. District-level empowered committees have been formed in 45 out of 75 districts to enforce these policies.

**Directives and Reporting:** Top-level directives have been issued to prevent partnerships with tobacco industry-funded events and programs have made a conflict of interest (CoI) declaration to strengthen these efforts (115 civil societies and institutions).



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**Stakeholder Sensitization:** Officials, civil societies, and media are regularly sensitized on tobacco industry tactics and interference.

**Enforcement of Tobacco Control Laws:** Enforcement of COTPA, PECA, and ToFI laws, along with the implementation of tobacco vendor licensing and tobacco-free village initiatives.

**Tobacco-Free Youth Campaigns:** Development and launch of youth toolkits and campaigns involving NSSC students and other youth members. Declaration boards have been developed and displayed in key locations.

**Workshops and Training:** Over 23 state-level workshops have been organized, sensitizing more than 3,400 officials on tobacco industry tactics and 1,800 district-level officials.

**Awareness Campaigns:** The state has emphasized the implementation of ToFI guidelines and innovative activities like the yellow line campaign to mark tobacco-free premises.

Mr. Awasthi concluded by emphasizing the importance of ongoing enforcement to prevent the illegal sale of electronic cigarettes, hookah bars, and other tobacco products, particularly near educational institutions.



## Mr. Awadhesh Kumar

Mr. Awadhesh Kumar discussed Uttarakhand's implementation of WHO FCTC Article 5.3, designed to protect tobacco control efforts from industry influence. In May 2022, Uttarakhand adopted this policy and established empowered committees at state and district levels which work alongside coordination committees, maintaining vigilance against industry interference. Supported by Balaji Sewa Sansthan (BSS) and guided by Dr. Rana Seth, these guidelines were effectively drafted. The Uttarakhand Tobacco-Free Coalition (UTFC) monitors industry activities, reporting fewer incidents interference compared to other states, although

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advertisements remain a significant issue. In 2023, UTFC exposed an NGO funded by ITC working with school children, leading to immediate government action to halt the collaboration and directives to prevent NGOs funded by tobacco industries from partnering with the government. Mr. Kumar highlighted these measures' success in protecting children and preventing industry interference in Uttarakhand.

**4th NATIONAL SUMMIT**  
ON "WORLD NO TOBACCO DAY 2024"

**Mr. Awadhesh Kumar**  
Current Designation: Executive Director, Balajee Sewa Sansthan

**Major Achievements:**

- He has over 22 years of experience in rural livelihood, TB, HIV/AIDS, and tobacco control programs.
- He has led campaigns like Tobacco Free Mahakumbh Haridwar 2021 and Tobacco Free Char Dham Yatra Campaign 2022, and formed the Uttarakhand Tobacco Free Coalition.
- Received the WHO WNTD Award 2023, Social Impact Award from SPIMER Mumbai, and Best NGO Performer in Uttarakhand for the E-shakti project.
- Member of various state-level coordination committees for tobacco control, HIV/AIDS, and rural development, and organizations like PTCC and PHD Chambers of Commerce.
- Participated in numerous workshops and management training programs by The Union, John Hopkins, and others on project management, tobacco control, and financial management.
- Led Balajee Sewa Sansthan in implementing innovative projects, receiving appreciation from district officials for contributions to smoke-free initiatives in Uttarakhand.

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## Dr. Shivam Kapoor

Dr. Shivam Kapoor discussed various tactics the tobacco industry employs to target youth, emphasizing the critical need for vigilance and law enforcement. He highlighted the strategy of AdWord Gaming, where brands create online games to subtly promote their products to

**Youth: prime customer!**

**Retail is the tobacco industry's lead marketing channel.**

**Advertising is targeted.**

Youth and minority and low-income communities are targeted at the point of sale.

**BEADLY ALLIANCE**

Big Tobacco partners with convenience stores to hook kids and fight life-saving policies

**AdWord Gaming**

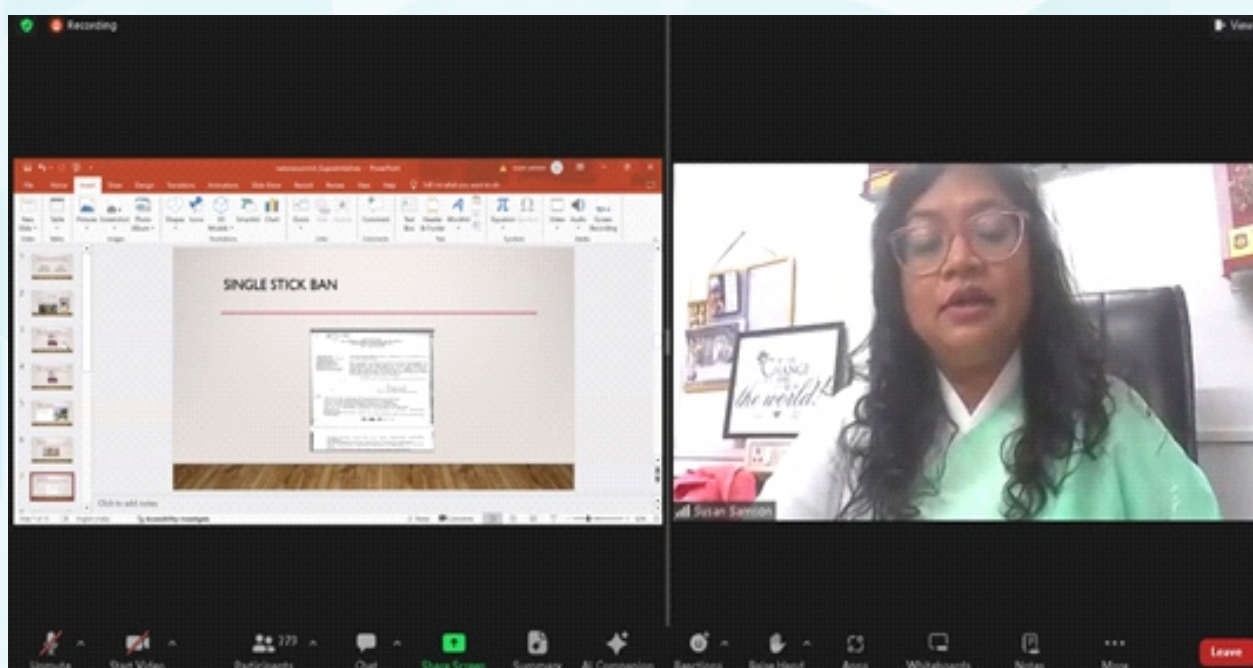
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young users, citing the DS Group's use of a mobile app as an example. He presented four case studies demonstrating industry interference: the removal of ITC's logos from Bengaluru schools' "Mission Sunera Kal" due to policy violations; the exposure of ITC's fabricated "green" initiatives in Tamil Nadu schools; the elimination of Indian schools from the Philip Morris-funded Conrad Challenge; and a student organization's inadvertent collaboration with an industry-linked dental institution in Delhi, underscoring the need for careful scrutiny. Dr. Kapoor stressed the importance of continuous monitoring and law enforcement to counter the evolving tactics of the tobacco industry. He concluded by urging participants to remain vigilant and ensure robust implementation of laws to protect youth from tobacco industry interference.

## Ms. Susan Samson

Ms. Susan Samson congratulated the RCTC for organizing the national summit and inviting CSOs to share their experiences on tobacco industry interference. She emphasized the role of CSOs as watchdogs and discussed strategies used in Gujarat to combat tobacco promotion, focusing on law implementation and supply reduction. She highlighted specific instances of promotional activities by tobacco brands near schools and during large youth events like Navratri and marathons, which were eventually stopped through advocacy and reporting. Ms. Samson also noted a concerning trend where tobacco marketing targets young women to portray independence, leading to a rise in tobacco use among girls. Ms. Samson concluded by stressing the need for gender-specific information campaigns, stringent monitoring mechanisms for e-cigarettes, and addressing surrogate advertisements and vulnerable groups like pregnant women and street children. She thanked the organizers for the opportunity to share her insights.

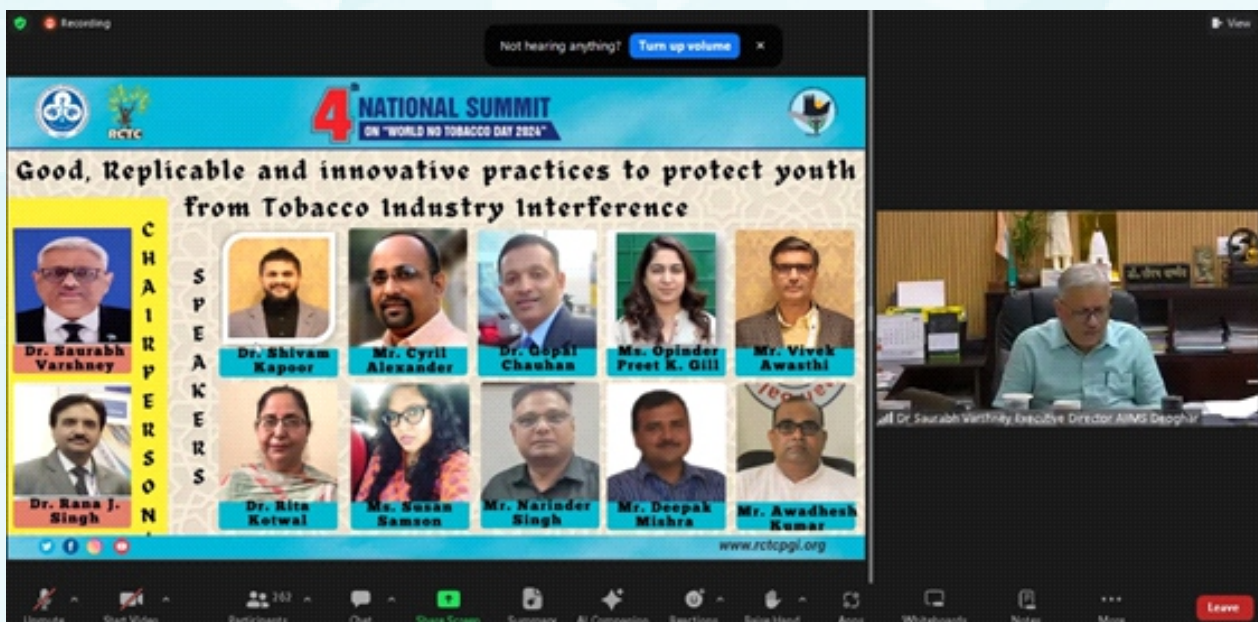


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## Mr. Narendra Singh

Mr. Narendra Singh focused on the topic of protecting children from tobacco industry interference, highlighting both policy-level and field-level challenges. He noted that the Rajasthan government has issued a circular prohibiting any engagement or sponsorship from the tobacco industry, which has been largely effective. At the field level, he emphasized the role of the Food Safety Standard Authority of India (FSSAI) in enforcing compliance with COTPA provisions, highlighting the active participation of food and drug administration officers in enforcement drives. Mr. Singh presented examples of field-level interference, including promotional activities in kiosks near schools and coaching centres, and the proliferation of "Chai Sutta" cafes that attract students with tea and cigarette services. He stressed the need for increased enforcement and awareness among local authorities and civil society. Mr. Singh concluded by advocating for more field-oriented roles for civil societies to bring these issues to the attention of authorities and integrate them into educational campaigns to protect children from tobacco industry interference.



## Panel Discussion 2

**Topic: Engaging Youth Through Existing Platforms and Initiatives**

**Chairpersons – Dr. Amit Yadav, Dr. Rakesh Gupta and Dr. Vivek Trivedi**

**Speakers - Lalit Kumar Dogra, Simardeep Singh Sayal, Dr. Anirudh Uniyal, Bisati Bharath, Rohit Kumar, Sachin S. Chaudhari, Avinash K. Mishra, Dr. Garima Bhatt.**

The youth panelists provided several insightful findings on how to engage young people in tobacco control efforts in India. Bharat emphasized leveraging existing youth platforms like the National Service Scheme (NSS) and Nehru Yuga Kendra Sangathan (NYKS) to involve young volunteers in anti-tobacco initiatives. They highlighted the importance of creating anti-

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**4th NATIONAL SUMMIT**  
ON "WORLD NO TOBACCO DAY 2024"

**Address by**

**Dr. Amit Yadav**

**Current Designation:** Deputy Director, Tobacco Control, Vital Strategies, New Delhi

**Major Achievements:**

- Completed PhD, MPhil and LLM from National Law School of India University, Bengaluru and Post Doctoral Scholarship from CTCRE, UCSF, San Francisco
- Worked with leading public health organizations including Public Health Foundation of India, ICMR- NICPR, WHO FCTC Knowledge Hub on SLT, UCSF, The Union, Vital Strategies
- Contributed in various training, capacity building, monitoring and research related to public health law, focused on NCD prevention and control at national and sub-national level
- Completed various training, research and leadership courses with World Heart Federation, Johns Hopkins School of Public Health, McCabe Centre for Law and Cancer, National Cancer Institute
- Working in public health law since 2007 and have more than 50 publications in peer-reviewed journals, books, monographs besides a book on 'Public Health, Tobacco and Trade in India'

[www.rctcpqi.org](http://www.rctcpqi.org)

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tobacco clubs and recognizing and rewarding individuals working at the grassroots level.

Mr. Avinash Mishra highlighted the need for innovative approaches to engage youth, suggesting the development of mobile applications and leveraging platforms like TikTok to disseminate anti-tobacco messages effectively. Mr. Mishra also emphasized the role of peer pressure and parental influence in shaping youth behaviour. He panelist emphasized the importance of behaviour change and personal example in influencing youth attitudes towards tobacco use. Drawing from personal experience, Mr. Mishra underscored the need for community engagement, starting from schools and colleges, to address the root causes of tobacco addiction.

**4th NATIONAL SUMMIT**  
ON "WORLD NO TOBACCO DAY 2024"

**Mr. Avinash Kumar Mishra**

**Current Designation:** Sr. Project Associate - CSR, CSRBOX

**Achievements:**

- Post Graduated in Social Work from Rajiv Gandhi National Institute of Youth Development.
- Awarded by District Magistrate for Exemplary work in Mission 60 in Sadar Hospital, Munger.
- Participated in National Integration Camp held in Jamia Milia Islamia
- Awarded by Civil Surgeon for Exemplary work in Integrated Disease Surveillance Program.

[www.rctcpqi.org](http://www.rctcpqi.org)

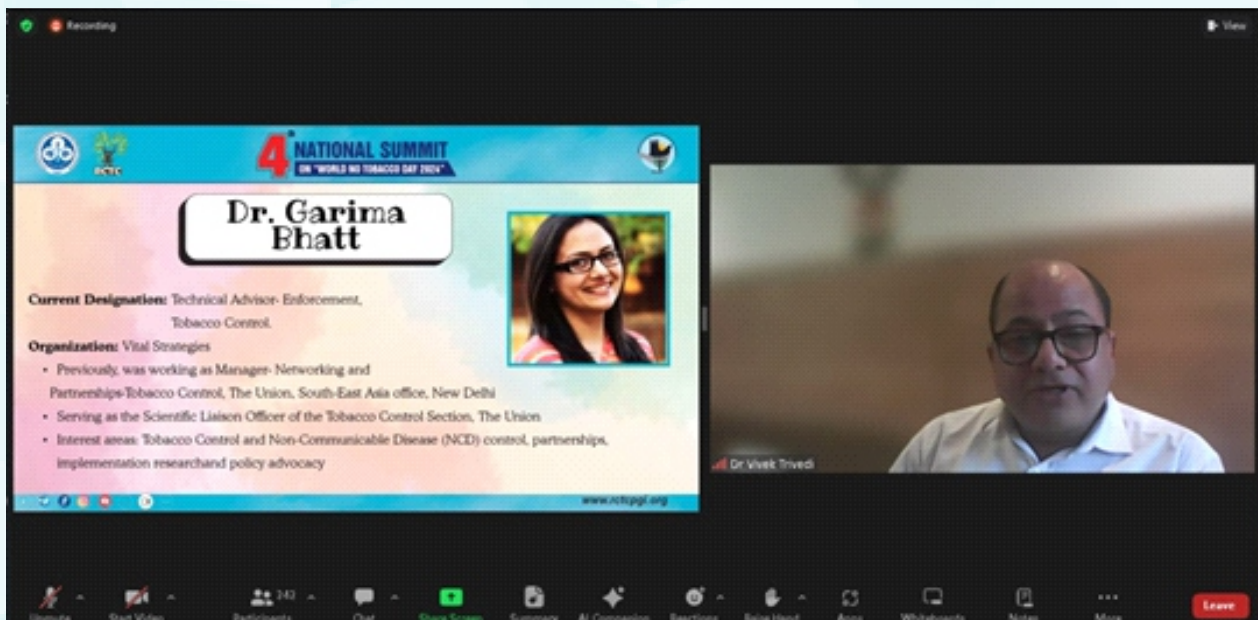
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Photo of Mr. Avinash Kumar Mishra standing in front of a banner for COP10 MOP3 PANAMA 2024.

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Dr. Garima Bhatt suggested harnessing technology through innovation challenges, hackathons, and gamification to engage youth in tobacco control efforts. Dr. Bhatt emphasized the importance of using AI-based models and digital platforms to make anti-tobacco messaging more engaging and accessible to young people.



Overall, the panelists stressed the importance of community mobilization, peer influence, innovative approaches, and leveraging technology to effectively engage youth in tobacco control efforts in India.

## **Some key highlights of the discussion included:**

### **Technology and Digital Engagement:**

Develop applications and leverage social media similar to Tik Tok can be used to disseminate information on the harms of tobacco. Utilize innovation challenges, hackathons, and gamification to create engaging and interactive anti-tobacco campaigns.

### **Behavior Change and Role Models:**

Promote behavior change by highlighting positive role models who abstain from tobacco use, encouraging youth to view non-smokers as cool and aspirational figures. Integrate anti-tobacco messages in school curriculums and use workshops and summer camps to educate children from a young age, fostering awareness and healthy habits.

### **Community and Family Involvement:**

Engage families and parents in the conversation about tobacco control, emphasizing the importance of parental influence on children's habits. Promote community-based approaches to raise awareness and create a supportive environment for youth to avoid tobacco use.

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## **Policy and Regulation Enforcement:**

Strengthen the enforcement of existing tobacco control laws, such as the prohibition of selling single cigarettes and the legal age for purchasing tobacco. Advocate for stricter regulations on advertisements, especially those featuring celebrities and sports figures who glamorize tobacco use.

## **Educational and Awareness Campaigns:**

Conduct educational campaigns focusing on the negative impacts of tobacco, utilizing various media platforms to reach a wider audience. Organize awareness programs in schools and colleges, involving teachers and students in discussions about the dangers of tobacco.

## **Challenges and Recommendations:**

Address the challenge of easy access to tobacco products, including the sale of single cigarettes and the proliferation of vaping products among youth. Overcome the misconception that tobacco use is socially acceptable or desirable by promoting alternative activities and healthy lifestyles.

By focusing on these key areas, the panel emphasized a comprehensive approach to tobacco control that includes leveraging existing youth platforms, utilizing technology, promoting behaviour change, involving communities and families, enforcing regulations and conducting targeted educational campaigns.

The discussion encompassed several key points regarding youth empowerment, development, and strategies of tobacco control, including :

**Introduction and Context Setting:** The session began with a call for participation from Mr. Rohit, who highlighted the importance of adopting different techniques, particularly in education, to control various aspects of life, including the rampant use of intoxicants like tobacco.

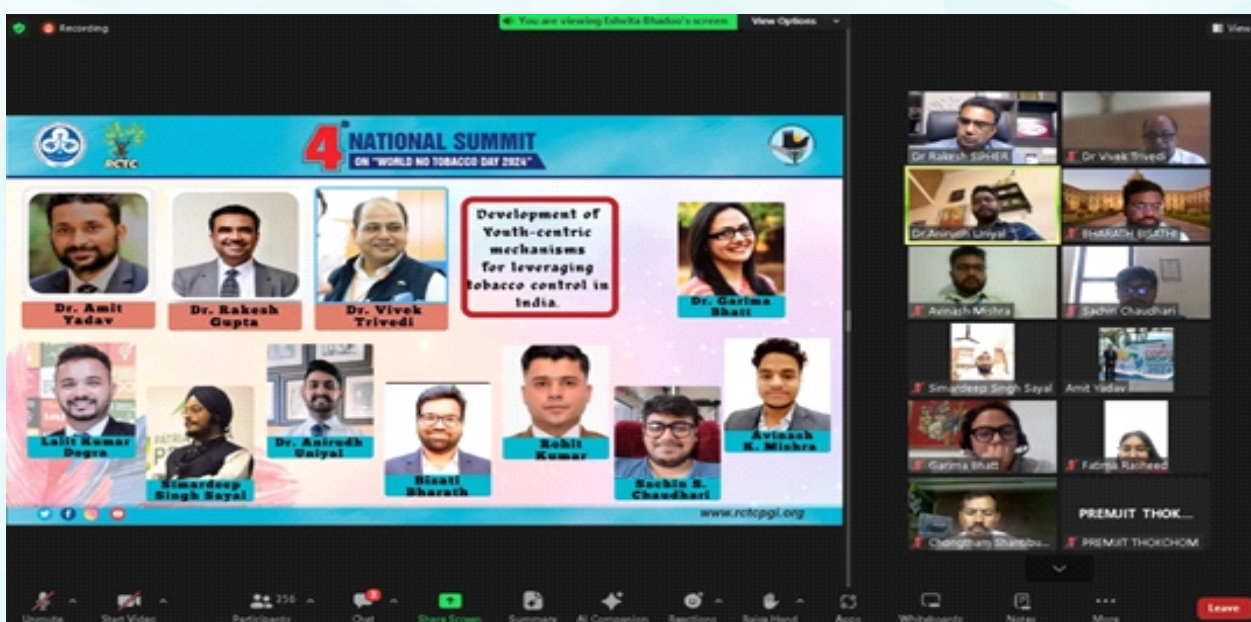
**Challenges and Solutions in Tobacco Control:** Participants discussed the challenges in raising awareness and implementing tobacco control policies. These included the influence of celebrities in advertising tobacco products, the ease of access to tobacco, and the need for stricter regulations.

**Youth Engagement and Empowerment:** The conversation emphasized the role of youth engagement in combatting tobacco use. Strategies included leveraging social media, organizing awareness campaigns, and promoting alternative activities to deter youth from tobacco consumption.

**Partnerships and Collaboration:** The importance of collaboration between various stakeholders, including government agencies, NGOs, and community leaders, was highlighted. Participants suggested involving enforcement agencies at the grassroots level, collaborating with local authorities, and mobilizing community support.

**Capacity Building and Training:** The discussion highlighted the efforts to build capacity and train youth leaders to tackle tobacco use. This included leveraging technology, organizing

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training programs, and creating youth-centric networks to facilitate knowledge exchange and skill development.

**Policy Advocacy and Implementation:** Participants emphasized the need for stringent enforcement of existing policies and advocated for stricter regulations on tobacco advertising. Suggestions were made to increase the legal age for purchasing tobacco products and to ban single-stick sales.

**Motivating Change and Entrepreneurship:** The discussion also touched upon motivating existing tobacco-related businesses to transition to more dignified ventures. Suggestions included providing alternative opportunities, fostering respect for ethical businesses, and highlighting the negative social stigma associated with the tobacco industry.

Overall, the discussion underscored the importance of youth empowerment, collaborative efforts, and policy advocacy in creating a tobacco-free culture. Participants shared insights, challenges, and strategies aimed at addressing the multifaceted issue of tobacco use among youth.

## Plenary Session 2

**Topic: Potential Role and Efforts of Various Associations in Youth Intervention for Tobacco Control**

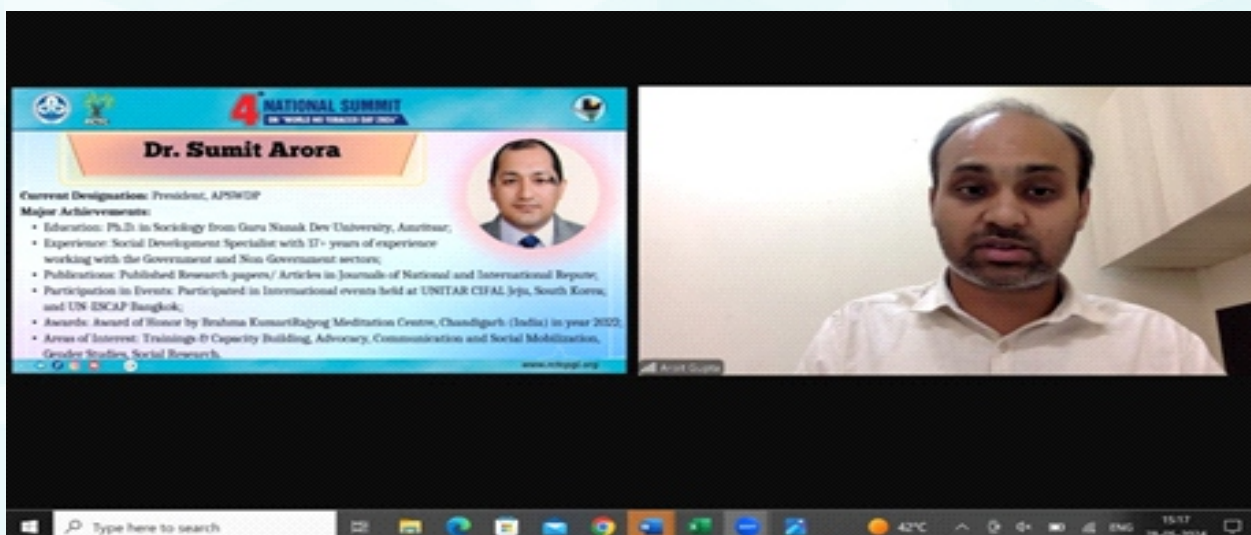
**Chairpersons – Dr. Rakesh Gupta, Dr. Suneela Garg**

**Speakers - Dr. Umesh Kapil, Dr. Ashok Bhardwaj, Dr. Sumit Arora**

During the National Summit, Dr. Sumit Arora, President of (APSWDP), highlighted the association's focus on advocacy, awareness, and activism, particularly youth-led activism, in addressing social issues. Although currently engaged in tobacco control, APSWDP plans to initiate awareness and advocacy programs targeting youth through colleges and universities, leveraging digital platforms for outreach.

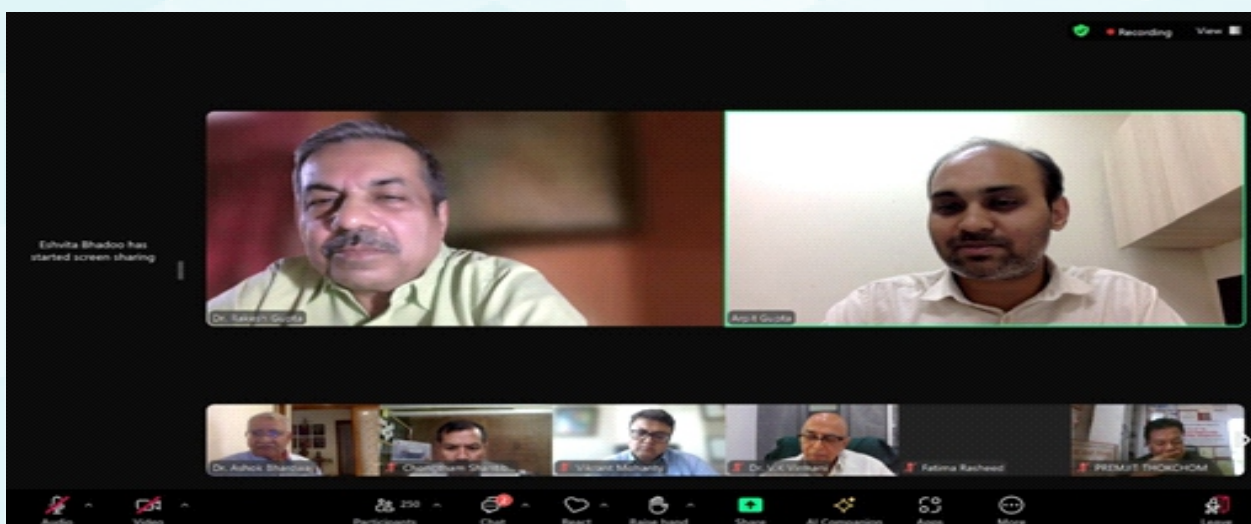
Dr. Ashok Bhardwaj, President the of Indian Association of Preventive and Social Medicine

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(IAPSM), emphasized the need for youth involvement in tobacco control and proposed mentorship programs to guide young leaders in implementing strategies. Dr. Bhardwaj called for the importance of community engagement and suggested leveraging existing networks within medical colleges for effective tobacco control.

Dr. Arpit Gupta highlighted existing collaborations between dental associations and unions for tobacco control initiatives and also proposed quantifiable outcomes to measure the impact of these efforts. Dr. V. K. Virmani suggested incorporating tobacco cessation training into mandatory continuing education requirements for dental professionals.



Dr. Rakesh Gupta stressed the urgency of the tobacco epidemic and advocated for a unified national effort across healthcare associations to influence policy and drive change. Dr. Gupta called for a shift from organization-specific activities to collaborative advocacy for stronger tobacco control measures, emphasizing the need for political will to achieve the endgame of tobacco eradication.

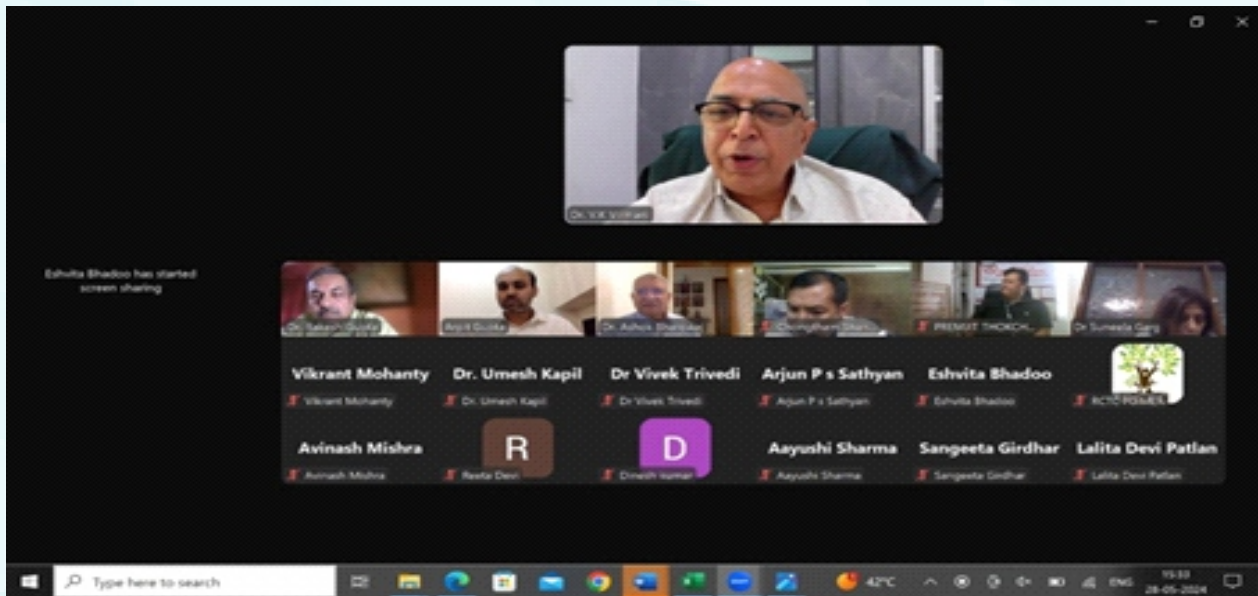
In this session, the discussion on advancing tobacco control efforts centered around several key themes: leveraging celebrity influence, uniting various organizations, and adopting a strategic, impactful approach.

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## Step A: Leveraging Celebrity Influence

Dr. Y. K. Virmani suggested using celebrities to reverse the promotion of smoking as some celebrities continue to promote smoking indirectly, many others could potentially advocate against it. Success might be limited, but even a few celebrity endorsements can have a significant impact. This idea emphasizes trying different approaches to engage celebrities, as illustrated by Vivek Oberoi's efforts in Mumbai.

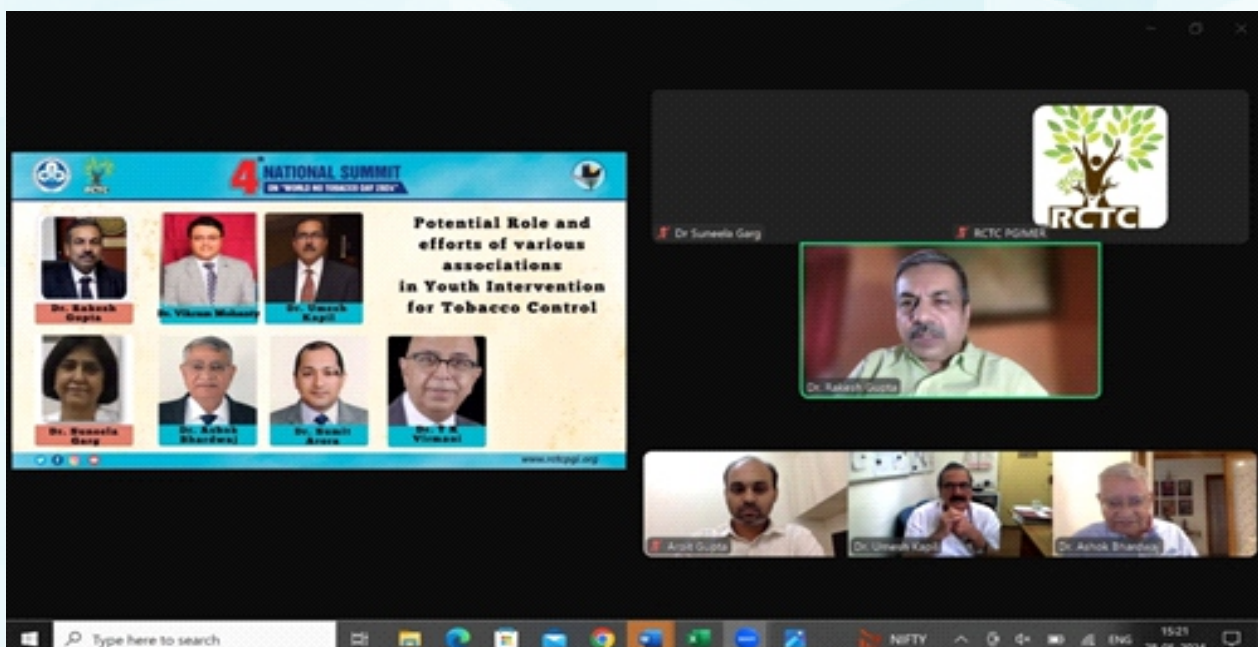


## Step B: Collaboration and Strategic Efforts

Dr. Rakesh Gupta highlighted the need for a shift from previously ineffective methods to more successful strategies. He proposed:

**Evaluating Strengths and Opportunities:** Critically assessing what has worked and what hasn't.

**Forming a Consortium:** Utilizing existing platforms like the RCTC to unite influential organizations such as IAPSM, NAMS, and others.



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**Structured Mechanism:** Dr. Ashok Bhardwaj emphasized the need for a structured involvement of medical colleges, including forming core committees in each institution to plan and execute tobacco control activities. This structure could extend to involve medical students in community engagement efforts.



## Step C: Policy Advocacy and Documentation

Several participants stressed the importance of advocacy, monitoring, evaluation, and documentation:

**Advocacy and Activism:** Dr. Suneela Garg emphasized the role of various medical associations in advocacy and activism. Dr. Garg also pointed out the need for qualitative and quantitative documentation of the efforts and their impacts.



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**Policy Influence:** Dr. Umesh Kapil and Dr. Rakesh Gupta highlighted the importance of political decisions and the need for the tobacco control community to speak the truth to politicians and bureaucrats. Dr. Gupta emphasized the economic argument that the health costs of tobacco far outweigh the revenue it generates.

**Scientific Approach:** Dr. Gopal Chauhan stressed the importance of scientific evaluation and sharing results to demonstrate the impact of tobacco control measures, as seen in Himachal Pradesh.

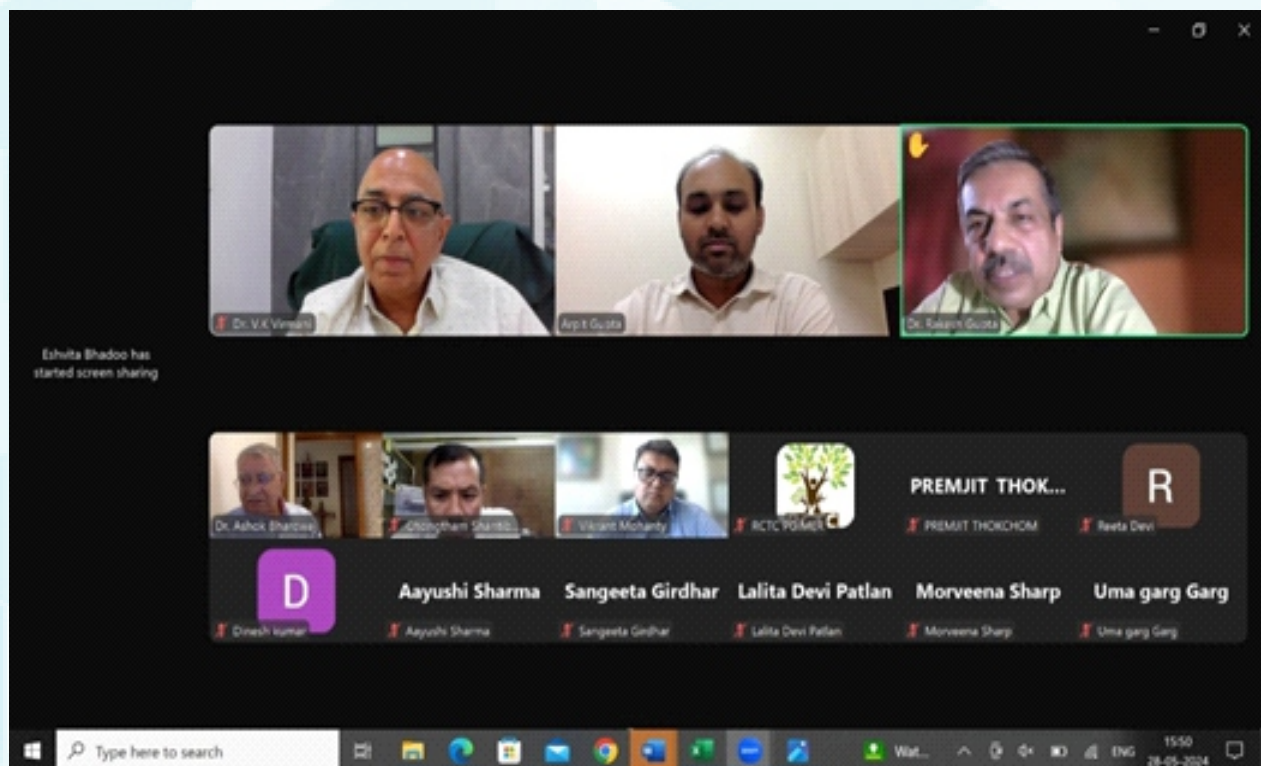
## Conclusion by Moderator (Dr. Arpit Gupta)

**Dr. Arpit summarized the discussion, identifying two main approaches:**

**Micro-Level Activities:** These include engaging youth, capacity building, and increasing research funding within associations.

**Macro-Level Activities:** These involves uniting associations to raise collective voices, form tobacco consortia, and adopt a time-bound, objective-driven approach towards the tobacco endgame.

Overall, the session underscored the need for a multi-faceted strategy involving both grassroot activities and high-level policy advocacy to achieve significant progress in tobacco control.



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# Social Buzz

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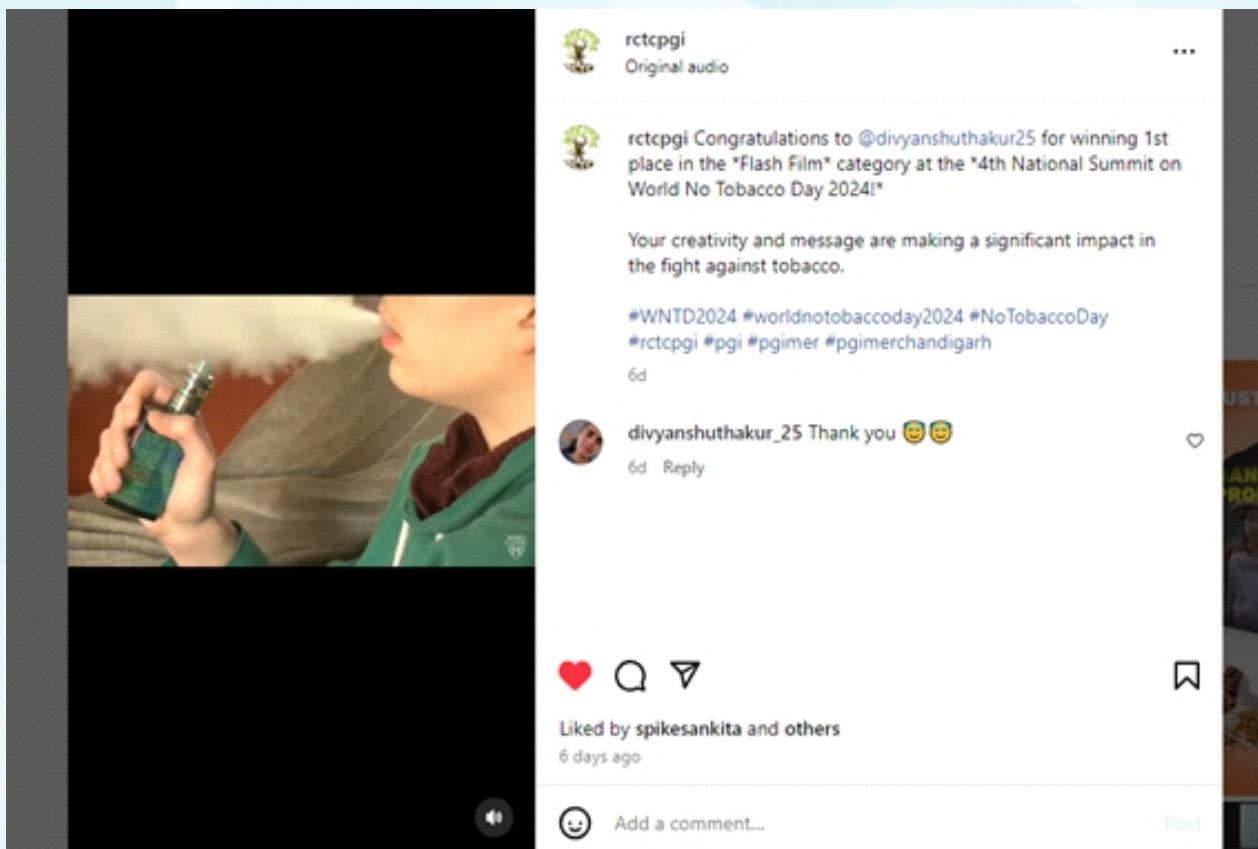
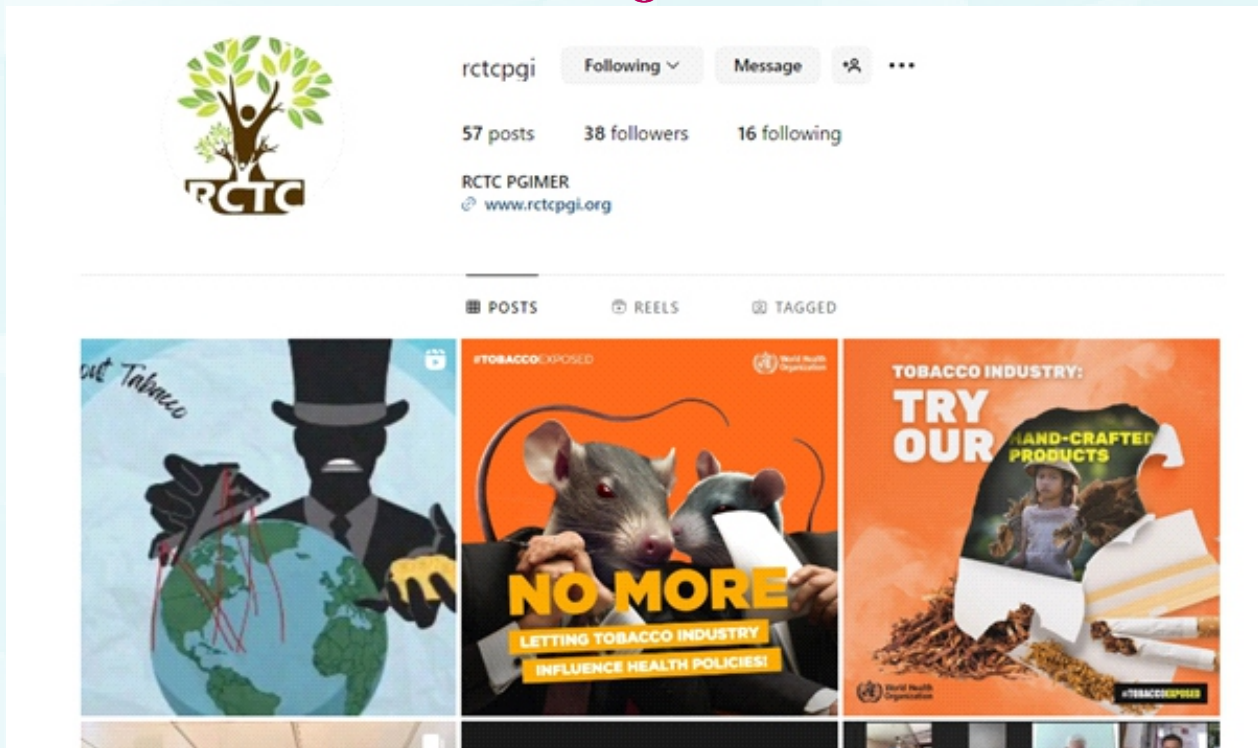
## Twitter



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## Instagram



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## Instagram



rctcpgi  
PGIMER Chandigarh

rctcpgi Applauding the exceptional efforts of our organizing team for the triumphant 4th National Summit on World No Tobacco Day, held on May 28, 2024. Your dedication and hard work made this event successful.

A special thanks to our leader @profsonugoei for his visionary guidance and unwavering support.

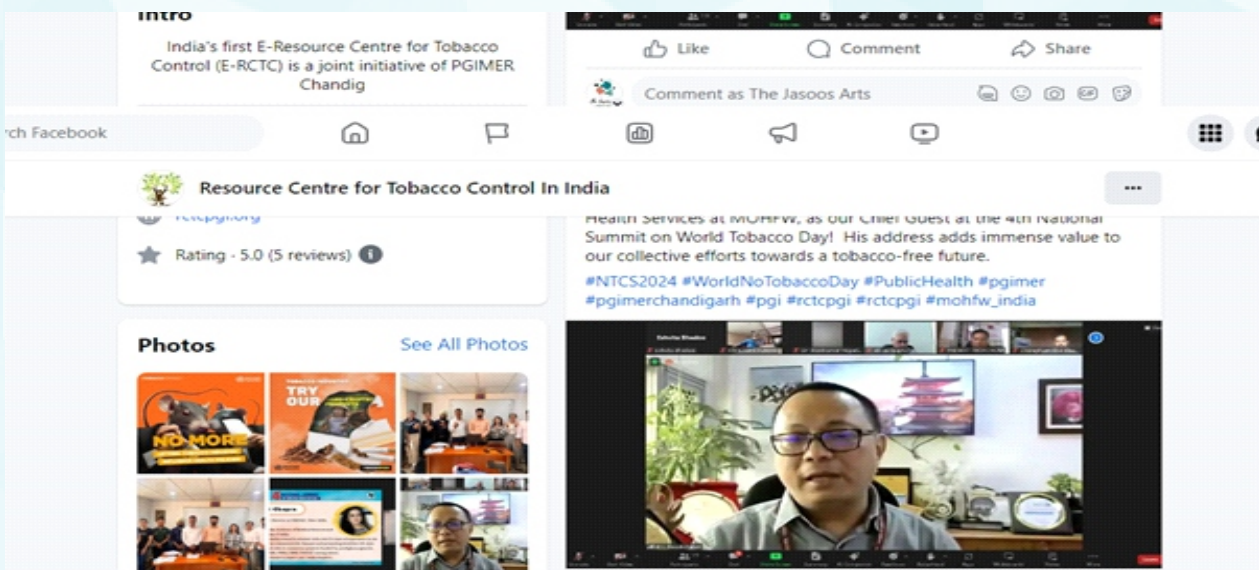
#rctcpgi #pgi #pgimerchandigarh #pgimer #worldnotobaccoday #NoTobaccoDay #2024 #ProtectChildren

Edited - Tw

Liked by spikesankita and others  
May 29

Add a comment...

## Facebook

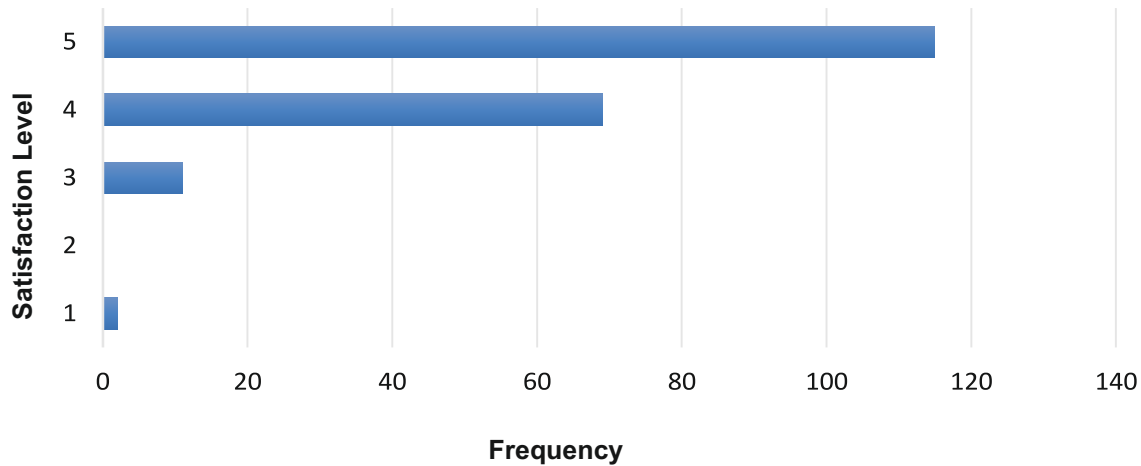




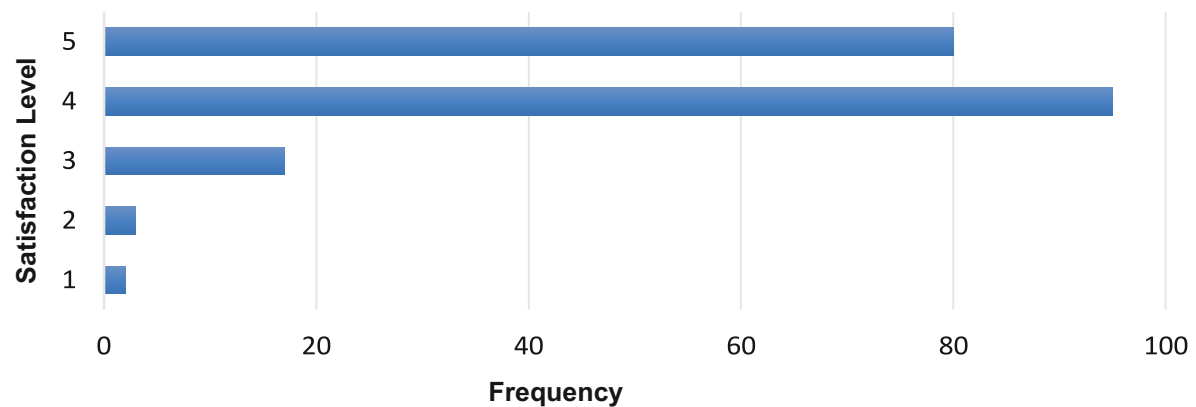
# Feedback



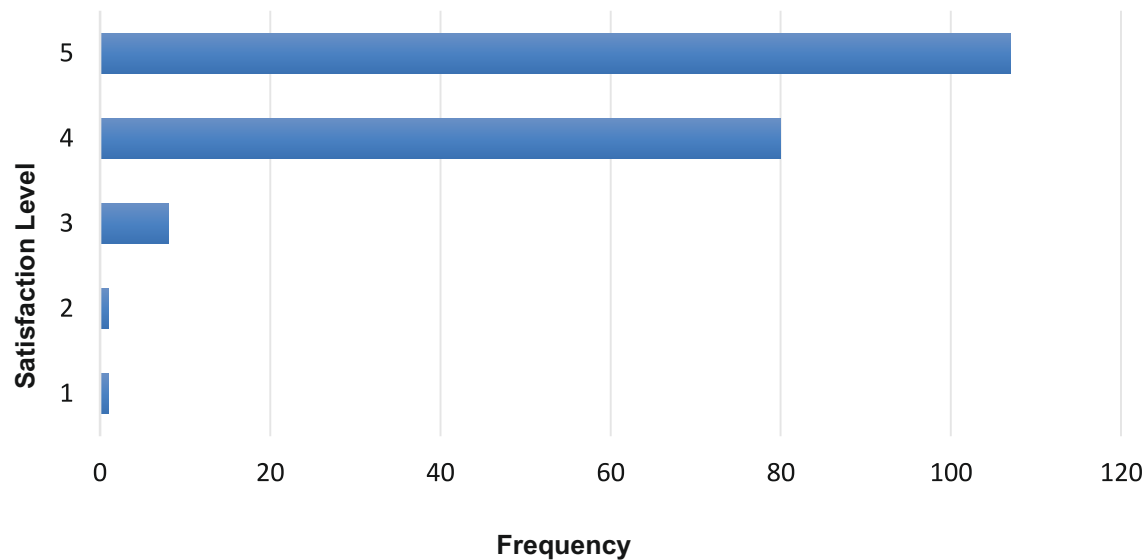
## How satisfied were you with the overall quality of the presentations and discussions at the summit? Frequency



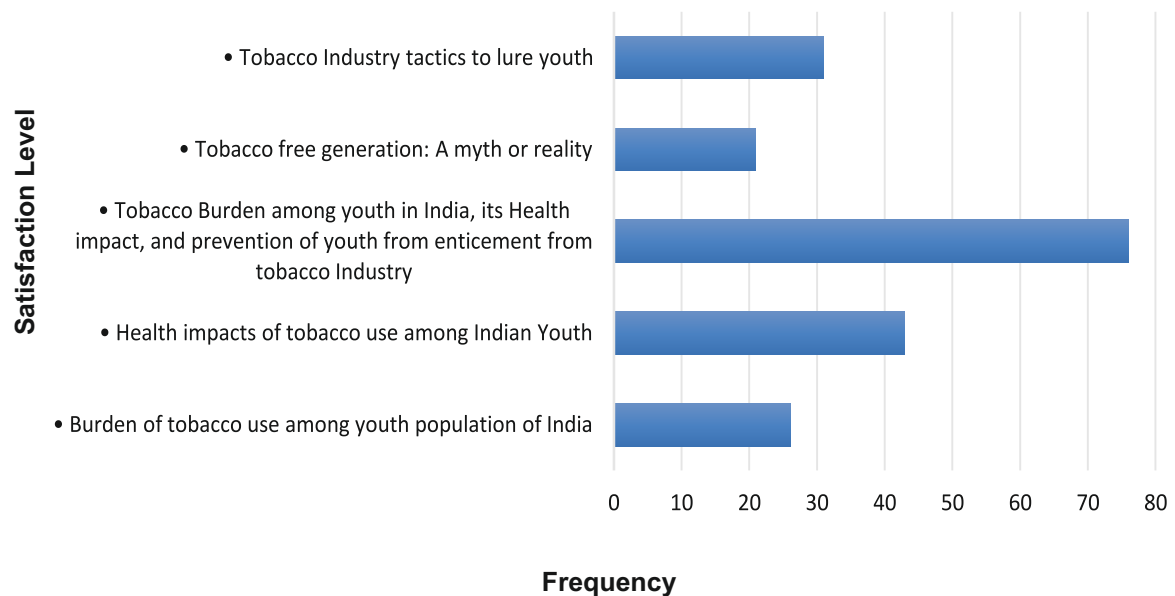
## To what extent did the summit meet your expectations regarding the theme of protecting children from tobacco industry interference? Frequency



## How well-organized and informative were the virtual sessions? Frequency

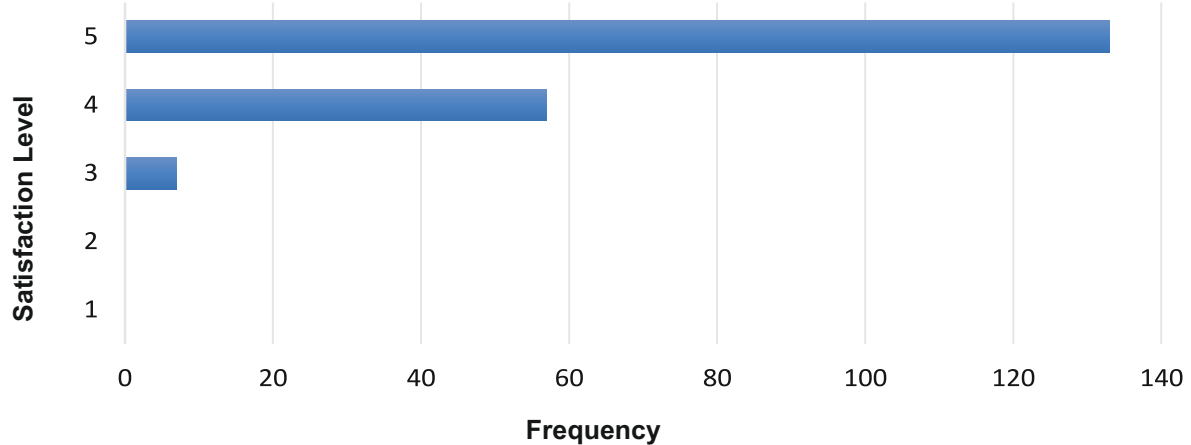


## Which topics presented at the summit were most relevant and informative for you? Frequency

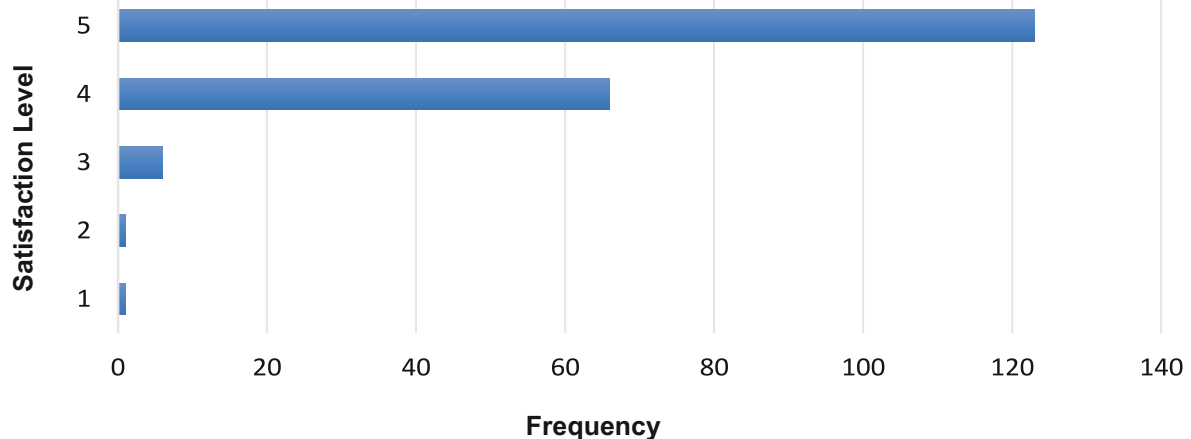




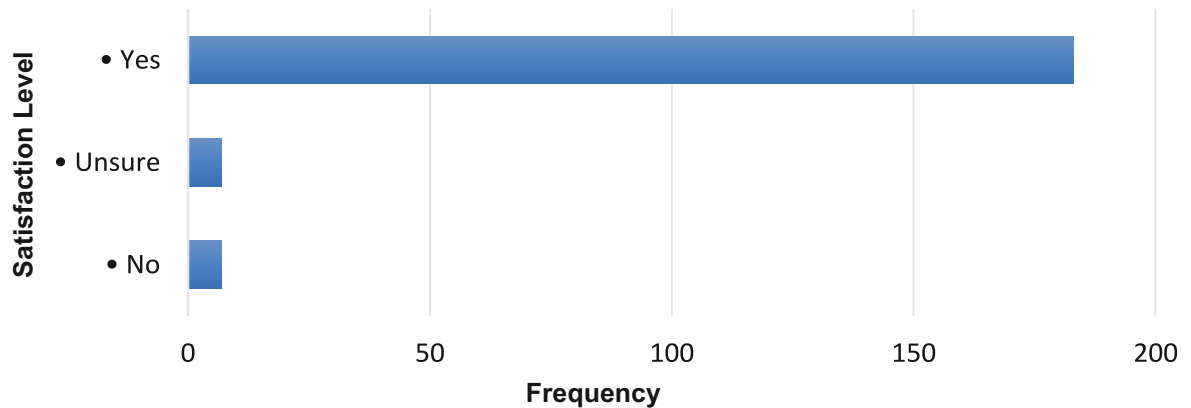
## Were the speakers knowledgeable and engaging in their presentations? Frequency



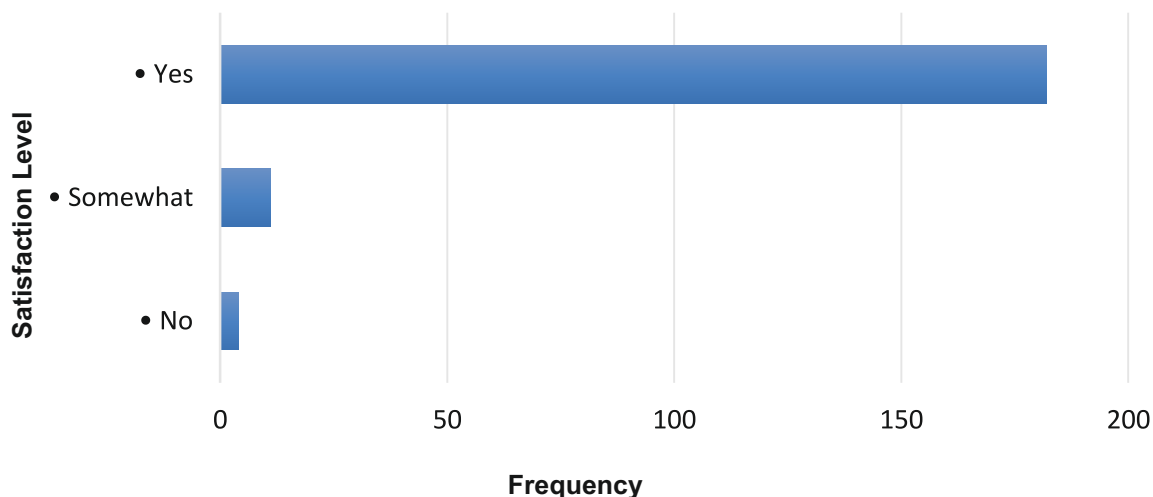
## Were the speakers knowledgeable and engaging in their presentations? Frequency



## Did the summit provide a balanced perspective on the issue of tobacco use among youth and the tobacco industry's tactics? Frequency



## Were the virtual platforms used for the summit user-friendly and accessible? Frequency



### What the participants say-

"This is a very good platform. Digitalization is today's demand. Many or millions of people can access at one multimedia system, either Facebook, Twitter, or other means. So, I guess this is good initiative and awareness towards the tobacco control program".

"RCTC is providing the leadership in tobacco control in a comprehensive manner. Further, it is giving the due thrust to the future perspective through TEDH (The Endgame Hub) since tobacco control has not given the anticipated outcomes".

"You all are doing and putting efforts in to quitting tobacco and its products. Wishing you success".

"Thanks to e-Eesource Centre for Tobacco control for the great initiative & the platform displayed at the 6th NCTOH. I was very happy to visit & glance through all the resource materials developed on tobacco control which are so useful for all. I am happy to get a selfie also. Keep up the great work".

# Feedback Form



Webcast on National Summit on World No Tobacco Day 2020

**DEPARTMENT OF COMMUNITY MEDICINE & SCHOOL OF PUBLIC HEALTH,  
PGIMER CHANDIGARH**

**29th May 2020 at 10:00 AM**

This feedback is to assess whether the learning objectives of the module were achieved. Kindly reflect carefully. ***Tick mark✓ on the scale of 1 (poor) to 5(excellent)***

## **Overall Feedback Form**

S.No	Particulars	1 😞	2	3	4	5 ☺
1	I am being provided about the <b>information</b> related to the summit					
2	I had the prior knowledge of what would be my <b>"take-away"</b> from the summit					
3	<b>Presentations</b> were well prepared and on target					
4	The <b>summit</b> overcame language & other barriers& facilitated understanding					
5	The <b>pace and the sequencing of the sessions</b> by facilitators facilitated the easy transfer of learning inputs					
6	The summit <b>engaged</b> me in active learning related to its goal					
7	The summit met its stated <b>objectives</b>					
8	I intend to use what I learned from the summit in <b>my work settings</b>					

9. What are the three things you really like about this summit?

- 1.
- 2.
- 3.

10. Any suggestions you would like to offer for future programs.

.....  
.....

Session wise feedback

Webcast on

National Summit on World No Tobacco Day 2020

**DEPARTMENT OF COMMUNITY MEDICINE & SCHOOL OF PUBLIC HEALTH,  
PGIMER CHANDIGARH**

# Feedback Form



29th May 2020 at 10:00 AM

This feedback is to assess whether the learning objectives of the module were achieved. Kindly reflect carefully. ***Tick mark✓ on the scale of 1 (poor) to 5(excellent)***

## ***Session wise feedback form***

S. No	Particulars	1 😞	2	3	4	5 ☺
1	The relevance of content to your current work					
2	The flow of the presentation					
3	Quality of session					
4	Speaker Skills					
5	Logistics issues (Internet/sound/visual etc.)					



Eshivta Bhadoo



Ankita Rani



Karamveer Singh



Prabhjot Singh



Prabhjot Singh

# Program Description



## Winners of Competitions



## On WNTD 2024- Virtual

**Dated: 28th May 2024 at PGIMER, Chandigarh**

**Theme:** Protecting children from tobacco industry interference.

### POSTER POWER

1. Ms.Priyanshi, Mohali
2. Dr.Eshvita Bhadoo, Jaipur
3. Ms.Tamanna Chaudhary, Karnal

### SLOGAN STRIKER

1. Dr.Shristi Verma , Maharashtra
2. Abhishek Sagar, Maharashtra
3. Dr. Sheikh Zakir, J&K

### FLASH FILM

1. Diyanshi Thakur , Chandigarh
2. Dr. Greeshma Unnikrishnan, Karnataka

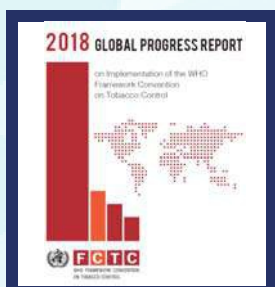


To catalyze tobacco control activities  
in the country and facilitate in fostering  
tobacco control partnerships.

Visit:

[www.rctcpgi.org](http://www.rctcpgi.org)

Resources Available:



Policies & Legislations



Circulars & Orders



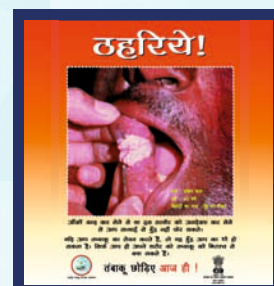
Notifications



Publications



Advisories



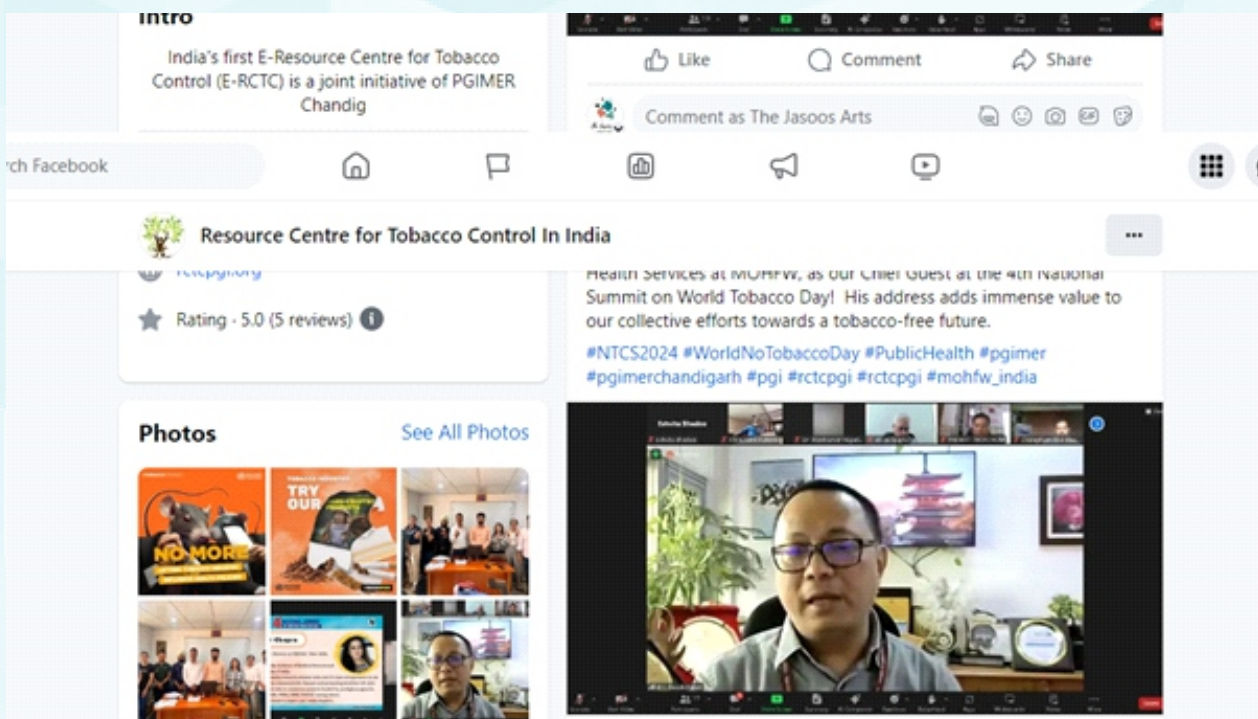
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## Post Graduate Institute of Medical Education & Research, Chandigarh

### Who We Are

The Postgraduate Institute of Medical Education and Research (PGIMER) is based in Chandigarh (a beautiful city in North India) and was established in 1962 by then Prime Minister of India, Pt. Jawaharlal Nehru. It was declared an Institute of National Importance by an Act of Parliament of India on 1st April 1967 and is currently an autonomous body functioning directly under the Ministry of Health and Family Welfare, Government of India. PGIMER has almost all specialities and super-specialities departments. The Department of Community Medicine was instituted in 1977 with the purpose of developing effective models of health service delivery for rural communities and for providing community health orientation to public health professionals. To address emerging challenges in public health education and research, the Department of Community Medicine was upgraded to School of Public Health (SPH) in the Tenth Five Year Plan of India (2002-06).

### What We Do

The Department of Community Medicine and School of Public Health (SPH) conduct post-graduate teaching programmes and short-term training courses on various public health issues. Besides, we are also involved in several research projects in collaboration with national and international organizations (like DBT, ICMR, WHO, UNICEF, UNFPA, DFID, MOHFW, MOE etc.) and state governments. We also provide consultancy services to state and central health services on public health matters and national programs/projects. Each year, nearly 45 training programs are conducted with an average attendance of 30 participants per course. We also deliver population based health services to approximately 80,000 people in rural, urban, and slum communities of Haryana, Punjab and Chandigarh. SPH has developed various public health models that have been successfully scaled and replicated across counties.

### What We Offer

We offer regular Doctor of Philosophy (PhD), Doctor in Medicine (MD), Post Graduate Diploma in Public Health Management (PGDPHM), and Masters of Public Health (MPH) along with various short-term courses in areas of epidemiology, health management, health promotion and communicable and non-communicable diseases.