



# TOBACCO-FREE Times

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## Youth Against Tobacco: Building a National Movement for Change in India

## RCTC: A National Hub of Knowledge and Action for Tobacco Control in India



The Resource Centre for Tobacco Control (RCTC), PGIMER Chandigarh, functions as a national hub of knowledge, evidence, and capacity building to support WHO FCTC and NTPC implementation in India. Through structured capacity-building initiatives, RCTC has delivered certified courses, national workshops, webinars, and advanced trainings, strengthening the skills of diverse stakeholders across the tobacco-control ecosystem. Its extensive resource repository hosts over 1,400 curated documents and 300+ IEC materials, enabling easy access to high-quality, policy-relevant information. RCTC's publication portfolio includes 36 editions of Tobacco Free Times, 8 books, 1 national policy brief, and 40+ scientific publications, contributing to evidence-informed policymaking. Digitally, RCTC demonstrates strong reach, with content accessed by 9.8 lakh users across 110 countries and an average engagement time of 1.13 minutes. Nationally, it engages stakeholders from 28 states and 8 Union Territories, records 4,500+ document downloads, and sustains 60+ national and international collaborations, reinforcing its role as a trusted knowledge anchor for a tobacco-free India.

## EDITOR'S SPEAK



This edition of Tobacco Free Times highlights the pivotal role of youth leadership in India's tobacco-control movement, recognising young people as powerful agents of social transformation. As tobacco products increasingly target adolescents through easy availability, digital influence and peer pressure, empowering youth becomes essential to safeguarding the nation's future. Across states, student groups, youth networks and academic institutions are stepping forward—raising awareness, challenging harmful norms and driving community-level enforcement of tobacco laws. By amplifying youth voices and equipping them with knowledge, advocacy skills and digital tools, India can build a vibrant, sustained movement for change. As the country moves toward its endgame vision, Youth Against Tobacco emerges as a timely, scalable and impactful force accelerating progress toward a healthier, tobacco-free generation.

- Dr Sonu Goel,  
Chief Editor, *Tobacco Free Times*  
Director, RCTC, Dept of Community Medicine & School of Public Health

## EXPERTS SPEAK



A wonderful and impactful initiative by Prof. Sonu and his team. Community involvement and strengthening is the key, the team addressing with a great zeal. RCTC is indeed doing a great encouraging work that motivates me and other public health experts. Cheers and Best Wishes.

- Prof. Dinesh Walia,  
Department of Community Medicine,  
GMCH-32, Chandigarh



This is a wonderful initiative to protect our future generations from tobacco. We are happy to work with RCTC, PGIMER Chandigarh, and support this important effort. Together, we can make our communities healthier and move closer to a tobacco-free society.

Dr. Harish Kumar Meena,  
Associate Professor of Population Education,  
National Population Education Project (NPEP),  
Ayushman Bharat School Health and Wellness Programme (ABSHWP),  
DESS / NCERT, New Delhi



# PROJECT UPDATES

## Plenary Session at EFICON 2025 (12 November 2025): Advancing Multisectoral Collaboration for NTCP

On 12 November 2025, RCTC led a high-impact plenary session titled "Strengthening Multi-Sectoral Collaboration for Effective Implementation of NTCP" at the 6th Annual National Conference of the Epidemiology Foundation of India (EFICON) 2025. The session brought together national experts including Dr. L. Swasticharan, Deputy Director General and Director, Emergency Medical Relief, Ministry of Health and Family Welfare, Dr. Suneela Garg, Chair, Programme Advisory Committee at NIHFW, Dr. K. Madan Gopal, Advisor, Public Health Division, NISRC (MoHFW) & Former Senior Consultant, NITI Aayog, Dr. Pritam Datta, Fellow, NIPFP, Dr. Harish Kumar Meena, Associate Professor, NCERT, Mr. Sanjay Seth, Trustee,

Sambandh Health Foundation, and Mr. Ranjit Singh, Advocate, Supreme Court of India.

The panel provided diverse insights on effective coordination on taxation reforms, integrating cessation services, strengthening tobacco control education, youth engagement, civil society-driven advocacy, and legal mechanisms to enhance COTPA enforcement. The discussion reinforced the importance of multisectoral action and collaborative governance to advance India's tobacco-control agenda under the NTCP.



## RCTC Exhibition Stall at EFICON 2025 (11–13 November 2025): Showcasing Innovation, Resources & National Outreach

The RCTC Exhibition Stall at EFICON 2025 attracted remarkable attention and emerged as a key outreach platform for showcasing RCTC's initiatives, innovations, and resource materials. Held from 11–13 November 2025, the stall engaged over 220 visitors, received 20 written feedback responses, 20 short feedback videos reflecting strong interest from delegates and public health professionals. The exhibition enabled meaningful posts on social media, exchanges with diverse stakeholders, leading to eighteen professionals requesting hard copies of RCTC publications

and during the event. Beyond visibility, the stall strengthened awareness about RCTC's digital tools, training modules, and evidence-based strategies for tobacco control. The high level of engagement reinforced RCTC's credibility as a national knowledge hub and highlighted the value of its multisectoral partnerships. Together with the plenary session, the exhibition stall contributed significantly to promoting collaborative learning and advancing India's tobacco-control goals under the National Tobacco Control Programme.



## RCTC Leadership Engagement at the Partners' Meeting on Tobacco Control Priorities – 10–12 November 2025, Hyderabad

From 10–12 November 2025, RCTC actively contributed to the Partners' Meeting on Priorities for Tobacco Control in India – 2026, held in Hyderabad. Prof. (Dr.) Sonu Goel, Director, RCTC, served as a panelist in the session "Tobacco Industry Accountability," where he highlighted evidence-based strategies to strengthen industry accountability, improve transparency, and reinforce India's national tobacco control agenda through multi-sectoral collaboration. Mr. Rajeev Kumar, Project Coordinator, represented RCTC as a panelist in the session "Tobacco-Free Jurisdictions – Evolving Strategies for Advancing TFG,



TOFEI, TFV, and TFW." The meeting brought together national partners, experts, and stakeholders to collectively outline future

priorities and collaborative pathways to strengthen tobacco control efforts across India.

## Release of the 37th Edition of Tobacco Free Times at EFICON – 12 November 2025

On 12 November 2025, RCTC released the 37th edition of its flagship newsletter, Tobacco Free Times (TFT), during the plenary session organized by RCTC in EFICON event. This special issue focused on the theme "MPOWER and Smokeless Tobacco: The Missing Piece in Global Tobacco Control," highlighting the urgent need to adapt each MPOWER pillar to address the neglected burden of smokeless tobacco (SLT). The edition emphasized gaps in monitoring, packaging, taxation, enforcement, and cessation services for SLT, while offering evidence-based reforms in MPOWER to integrate SLT more effectively into national and global tobacco control strategies. Through this thematic release, RCTC reinforced its commitment to advancing informed, multisectoral action toward a truly tobacco-free future.



## Oral Presentation at EFICON 2025 (13 November 2025): Vision, Mission & National Role

On 13 November 2025, an oral presentation was delivered by Mr. Rajeev Kumar, Project Coordinator, offering a comprehensive overview of RCTC's mission, mandate, and achievements. The session highlighted the Centre's strategic role as a national knowledge and capacity-building institution committed to strengthening tobacco control efforts across the country.

Mr. Rajeev emphasized RCTC's expanding contributions in policy support, training, digital innovation, resource development, and multisectoral collaborations. His session deepened participants' understanding of RCTC's growing national footprint and stimulated further interest in partnerships and consortium initiatives.



## An Expert Session on Emerging Tobacco Control Strategies at AIIMS Bilaspur on 16 November 2025

On 16 November 2025, Prof. (Dr.) Sonu Goel, Director of RCTC, delivered an insightful expert lecture at AIIMS Bilaspur on "Tobacco Control: Emerging Strategies and the Role of Motivational Interviewing in Tobacco Cessation." He highlighted the global and national burden of tobacco use, referencing key evidence from GATS-2 and GYTS, and discussed India's regulatory actions on emerging tobacco products. Prof. Goel emphasized strengthening cessation services across clinical and community settings. A major part of the session focused on Motivational Interviewing (MI), where he explained its foundational principles, core processes, and the 5A's counselling model. The lecture enhanced participants' understanding of evidence-based cessation strategies and reinforced RCTC's commitment to national capacity-building in tobacco control.



## National Webinar on "Youth Against Tobacco: Building a National Movement for Change in India"

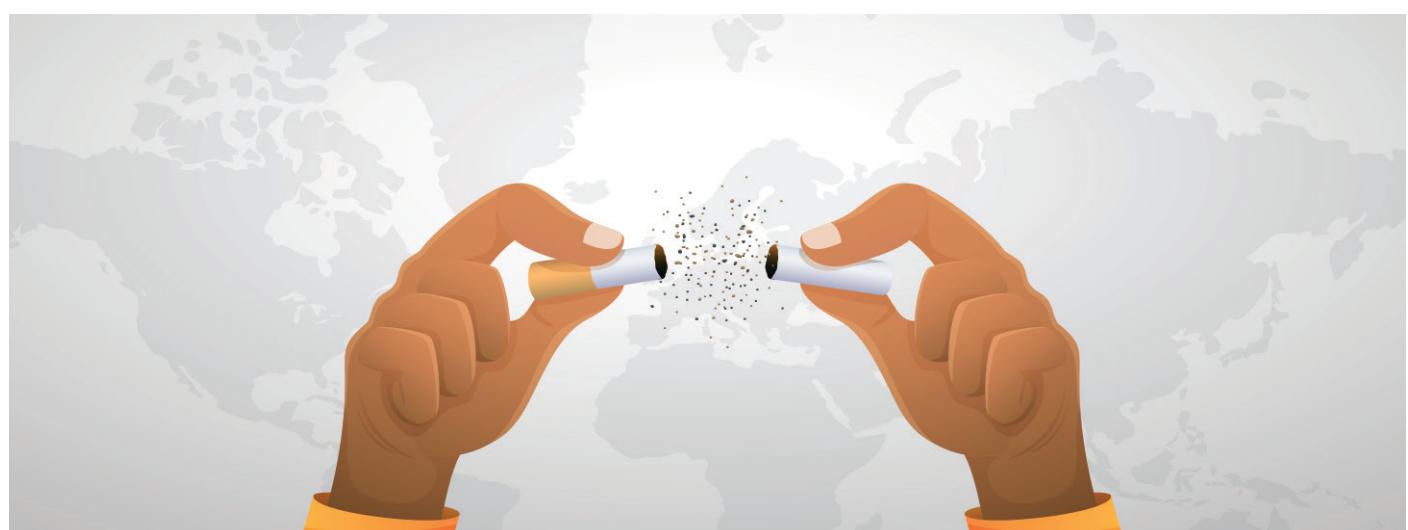
A national webinar on "Youth Against Tobacco: Building a National Movement for Change in India" was organised on 20 November 2025 in virtual mode, convening 315 participants from government sectors, public health institutions, youth networks, CSR bodies, and civil society. Expert speakers included Prof. (Dr.) Sonu Goel, Ms. Tshering D. Bhutia, Dr. Rakesh Gupta, and Mr. Ashish Pandey. A dedicated panel discussion was held to facilitate deeper dialogue on youth-led tobacco control. The session was chaired by Dr. Rakesh Gupta and Ms. Radhika Shrivastav, and moderated by Mr. Rajeev Kumar.

**GUEST OF HONOUR**

**Dr. Ashish Pandey**,  
Director (Tobacco Control) - South East Asia and Eastern Mediterranean Regions, Vital Strategies

Panellists comprised Dr. Shivam Kapoor, Mr. Mohammad Rajab, Mr. Lalit Dogra, Dr. Hansa Kundu, Dr. Aarushi Sabarwal, Mr. Dikshant Sharma, and Ms. Deeksha. Discussions addressed rising adolescent exposure to tobacco, digital marketing influences, enforcement gaps, and the need for youth-led monitoring and advocacy.

The webinar concluded with a shared commitment to developing India's first Youth Tobacco-Free Roadmap, reinforcing sustained youth engagement toward a tobacco-free nation.

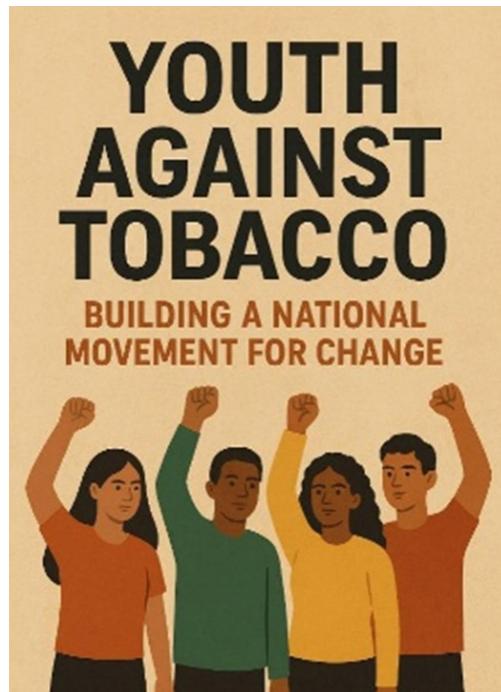


# Youth Against Tobacco: Building a National Movement for Change in India

India is home to one of the world's largest youth populations according to United Nations Population Fund (UNFPA), around 382 million individuals in India are aged 10-24 years. And this demographic advantage also places young people at the centre of tobacco-related vulnerability: almost 9 % of Indian school-going adolescents (age 13-15) report using some form of tobacco. Early initiation, peer influence, digital exposure, and easy availability of tobacco products continue to shape youth behaviours in ways that require urgent, sustained attention. At the same time, young people possess the creativity, energy, and digital fluency needed to drive this significant societal change. Harnessing this potential is essential to building a strong, unified national movement against tobacco.

Strengthening youth engagement in

tobacco control is also essential to advancing India's national and global commitments. As a Party to the WHO Framework Convention on Tobacco Control (WHO FCTC), India is obligated to promote education, awareness, and protection of young people from tobacco industry influence, particularly under Articles 12, 13, and 16. Meaningful youth participation directly supports the Sustainable Development Goals—especially SDG 3 (Good Health and Well-being) by preventing non-communicable diseases, and SDG 4 (Quality Education) by fostering informed, health-literate, and empowered young citizens. Integrating youth leadership into tobacco control strategies therefore reinforces both public health priorities and broader development goals.



## Why Youth Engagement Matters



Adolescence is the period when futures take shape—and unfortunately, when tobacco often takes hold. Decades of evidence show that most lifelong tobacco users first experiment as teenagers, making youth the most critical focal point for prevention and long-term public health impact. By intervening early, we not only prevent addiction but also avert a significant share of the disease burden that strains families, health systems, and national economies.

Young people, however, are far more than a vulnerable group—they are a powerful force for change. With their ability to influence peers, question entrenched norms, and navigate digital spaces with ease, youth can disrupt the very environments where tobacco thrives. Their creativity, authenticity, and strong online presence enable them to drive conversations in ways that traditional campaigns often cannot.

More importantly, meaningful youth participation transforms tobacco control from a compliance-oriented effort into a vibrant social movement. When young people step forward as advocates, monitors, content creators, and community leaders, they bring legitimacy and momentum that inspire collective action. In their hands, tobacco control becomes not just a health priority, but a shared mission rooted in identity, empowerment, and responsibility.

Youth leadership in tobacco control is most effective when supported by families, teachers, educational institutions, and community leaders. These stakeholders play a critical enabling role by creating safe, informed, and supportive environments that allow young people to lead, innovate, and act with confidence.





## Current Realities and Emerging Challenges

While India has made considerable progress in strengthening tobacco regulations, several youth-specific challenges continue to demand attention:

- High visibility and availability of tobacco near schools and colleges, despite legal restrictions.
- Proliferation of digital marketing, influencer promotions, and surrogate advertising targeting young audiences.
- Peer pressure and curiosity facilitated by changing social norms and online representations.
- Gaps in school-based education, with inconsistent integration of tobacco awareness and life skills into curricula.
- Limited platforms for structured youth participation in monitoring, advocacy, and decision-making. Although youth engagement is increasingly recognized as critical to effective tobacco control, structured platforms for meaningful decision-making, sustained monitoring, and policy influence are limited. In many programs, youth involvement remains adult-initiated or symbolic, with few opportunities for shared governance, formal roles in monitoring systems, or integration into national compliance frameworks — weakening the potential of young people as proactive change agents in tobacco control.
- Low awareness of cessation support tailored to adolescents

and young adults from rural areas, tribal communities, urban-poor settings, and those engaged in informal work are often more exposed to tobacco products and have limited access to prevention messages and cessation support. Tobacco control strategies must therefore be culturally appropriate, locally relevant, and sensitive to the social realities of diverse youth populations.)

These challenges highlight the need for a coordinated strategy that recognizes youth not as passive recipients of information but as proactive change agents.



Availability  
Near Schools



Digital Marketing  
& Influencers



Peer Influence  
& Curiosity



Gaps in School  
Education



Limited Youth  
Participation



Low Awareness of  
Cessation Support

## The Power of Youth-Led Change

Across India and globally, youth-driven initiatives have demonstrated measurable impact—whether through community campaigns, creative arts, social media counter-marketing, or peer-led awareness efforts. Young people understand the environments where tobacco exposure occurs, the digital spaces where harmful content spreads, and the cultural cues their peers respond to. Youth-led action works because it is relatable, authentic, and rooted in lived experience. When young people lead neighbourhood audits, create compelling digital content, organise campus awareness drives, or support enforcement through online reporting, tobacco control becomes more responsive and community-driven.

International experiences show how youth can meaningfully participate in tobacco mapping and monitoring. For example, programmes such as Students Working Against Tobacco and Reality Check in the United States have mobilised youth to monitor advertising, exposure, and compliance with tobacco control laws. In India, youth-led monitoring of tobacco advertising violations on social networking sites has generated actionable data on digital marketing practices. Additionally, global surveillance tools like the Global Youth Tobacco Survey engage young people in self-reporting data that inform national monitoring efforts.

## Building a National Youth Movement: Priority Strategies

### 1. Institutionalise Youth Leadership

Establishing youth clubs, councils, and leadership platforms can create continuous engagement instead of one-time activities. These structures enable mentorship, coordinated action, and opportunities for scaling youth-led initiatives across states. Establishing youth clubs, councils, and leadership platforms can ensure sustained engagement rather than one-time participation. However, strengthening youth leadership in tobacco control must go beyond isolated or centralised structures. India's diversity across states, districts, blocks, and villages means that a single youth club or a small collective, no matter how committed, may have limited influence on national policy outcomes. Therefore, youth leadership needs to be institutionalised at multiple levels, from local communities to state and national platforms. Such a layered approach can amplify grassroots voices, enable mentorship and coordination across geographies, and create clear pathways for youth-led initiatives to inform policy and advocacy at higher levels.

This multi-level institutionalisation is essential to build a cohesive, representative, and impactful youth movement for tobacco control in India.

### 2. Strengthen Digital Advocacy and Monitoring

Young people can play a crucial role in identifying online marketing violations, reporting harmful content, and producing creative counter-messaging. Training youth in digital literacy and evidence-based communication can reshape online spaces where the industry targets adolescents.

### 3. Reinforce Tobacco-Free Educational Environments

Schools and colleges must become strongholds of prevention by integrating interactive tobacco education, life skills modules, debates, competitions, and peer-led awareness models. Youth involvement in vendor mapping and compliance checks can strengthen the 100-yard rule around educational institutions.

### 4. Advance Youth-Centred Policy Reforms

Youth perspectives should inform regulatory strategies such as raising the legal age of purchase, enhancing vendor licensing, restricting digital advertising, and exploring Tobacco-Free Generation policies. Policies that reflect youth realities are more likely to be enforceable and effective.

### 5. Promote Multi-Sectoral Partnerships

Tobacco control requires coordinated action across health, education, youth affairs, social justice, and local governance. Collaboration with NGOs, academic institutions, CSR initiatives, and technology platforms can amplify reach and sustainability.

### 6. Enable Skills, Recognition, and Long-Term Engagement

Providing young people with training in communication, monitoring, leadership, theatre, and digital advocacy—combined with certificates, internships, and recognition—creates a strong ecosystem for sustained participation. Investing in youth engagement builds a pipeline of future leaders who can carry tobacco control efforts forward into policy and practice.

### 7. Provide Youth-Friendly Cessation Support

Accessible counselling, helplines, and digital cessation tools tailored to adolescent needs can help young users quit early and prevent lifelong addiction.



## Towards a Tobacco-Free Generation

A national youth movement against tobacco is not merely an awareness campaign; it is a transformative public health strategy. Empowering young people to lead—with the right knowledge, platforms, and support—can shift social norms, strengthen enforcement, and reduce initiation at scale. India's demographic dividend provides a unique opportunity to build a tobacco-free generation—one where young people safeguard their own health and shape the health of the nation.

By investing in structured youth engagement, strengthening digital and community-based surveillance, and integrating youth voices into policy and practice, India can build a movement that is energetic, sustainable, and impactful. The future of tobacco control is not just about protecting youth—it is about enabling youth to lead the way.



*Youth are not just the focus of tobacco control—they are its most powerful drivers of change.*



## Jharkhand declares 911 schools tobacco-free under youth campaign

The health authorities in Jharkhand have officially declared 911 schools as tobacco-free zones, as part of a renewed push under the Tobacco Free Youth Campaign 3.0. The measure — initiated on October 9 — seeks to eliminate tobacco sales and usage in and around school premises, reinforcing enforcement of the Cigarettes and Other Tobacco Products Act, 2003 (amended 2021) and Prohibition of Electronic Cigarettes Act, 2019. In addition to marking campuses and the surrounding zones as tobacco-free, the campaign includes active awareness efforts — such as outreach via community radio, local influencers, and educational drives — aimed at preventing youth initiation of smoking or smokeless tobacco use, and encouraging cessation for existing users. The initiative reflects the state's commitment to youth health and aligns with national objectives to curb tobacco consumption and its long-term harms.

## Kanpur sets target for 100 tobacco-free panchayats

Times of India reports that Kanpur district has launched an ambitious drive under the Tobacco Free Campaign 3.0, aiming to declare 100 Gram Panchayats tobacco-free by December 31, 2025. Under the plan, each block will identify 10 villages for the initiative. Panchayats achieving the 'tobacco-free' status will receive a special development grant of ₹ 2 lakh from the Critical Gap Fund. Village-level committees — headed by the panchayat pradhans — will lead awareness campaigns, urging villagers to quit tobacco voluntarily and prohibiting sales or use within community and government premises. Government offices in these panchayats will also be formally declared tobacco-free. Additionally, the district administration has formed 10 joint enforcement teams — comprising police, public health and food-safety officers — to crack down on sale of tobacco within 100 metres of schools and impose immediate legal action on violators under the COTPA 2003 and Prohibition of Electronic Cigarettes Act 2019.



Source: <https://timesofindia.indiatimes.com/city/kanpur/kanpur-sets-target-for-100-tobacco-free-panchayats/articleshow/125306728.cms>

## Centre tables new bills to keep tobacco tax burden high

The government of India plans to introduce two new bills — the Central Excise (Amendment) Bill, 2025 and the Health Security–National Security Cess Bill, 2025 — aimed at sustaining high taxes on tobacco products such as cigarettes, pan masala and gutkha, after the phase-out of the current GST compensation cess. Under the proposed framework, cigarettes will be subject to a central excise duty, while a special cess will apply to manufacturing units of pan masala and other specified "sin goods." Upstox - Online Stock and Share Trading+1 The objective is to ensure that the overall tax incidence on tobacco does not decline once the compensation cess ends — thereby preserving both public-health deterrence and fiscal revenue. According to government sources, the dual levy will provide "fiscal space" for the state to keep pricing of tobacco and allied products high, deterring consumption while funding public health and security needs.

Source: <https://economictimes.indiatimes.com/industry/cons-products/tobacco/centre-plans-new-health-and-security-cess-to-keep-tobacco-taxes-high-as-gst-compensation-levy-ends/articleshow/125673003.cms>



Source: <https://timesofindia.indiatimes.com/city/ranchi/jharkhand-declares-911-schools-tobacco-free-key-steps-in-tobacco-free-youth-campaign/articleshow/125040091.cms>

## Wenlock District Hospital adopts zero-tolerance policy on tobacco use



Wenlock District Hospital in Mangaluru has instituted a strict no-tobacco policy across its premises, marking a firm step towards a tobacco-free environment.

Since April 2025, as part of enforcement under Cigarettes and Other Tobacco Products Act (COTPA), the hospital registered 1,403 cases of tobacco-related violations — ranging from possession to use — and collected fines totalling ₹ 1,78,229. The Times of India Daily screening protocols have been initiated, with about 60 individuals screened per day and roughly 15 undergoing counselling for tobacco cessation. Beyond hospital visitors and staff, awareness drives now extend to broader community segments such as autorickshaw drivers, transport workers, and schools, encouraging non-users and motivating current users to quit. The Times of India Confiscated tobacco products are being held pending government clearance for safe disposal — part of the hospital's effort to prevent spitting, littering and use of tobacco under its roof. The initiative is among the first in the state where a medical institution has imposed fines for tobacco use — underscoring the growing role of health-care facilities in public-health enforcement and tobacco control.

Source: <https://timesofindia.indiatimes.com/city/mangaluru/wenlock-adopts-zero-tolerance-policy-against-tobacco-use/articleshow/125280083.cms>



## Haryana bans sale of tobacco near schools to safeguard children's health

The Haryana Directorate of School Education has issued a circular banning the sale of tobacco, gutkha and other intoxicating substances within 100 yards of all schools across the state. Block-level officials — including block education officers and heads of schools — have been directed to monitor the restricted zone around campuses, and report any violations immediately to the nearest police station or Gram Panchayat for prompt action. This step builds on the state's 2024 amendment to the Cigarettes and Other Tobacco Products Act, 2003 (Haryana Amendment Bill, 2024), which had already prohibited operation of hookah bars across the state. The new restriction aims to reduce children's exposure to tobacco products and prevent easy access. It reflects Haryana's continuing efforts to reinforce public-health laws and curb early initiation of tobacco use among youth.

Source: <https://economictimes.indiatimes.com/news/india/haryana-government-bans-sale-of-tobacco-and-intoxicating-substances-within-100-yards-of-schools/articleshow/123866801.cms?>



## Maldives becomes only country with generational smoking ban

The Maldives has become — as of 1 November 2025 — the world's first nation to enact a "generational" prohibition on tobacco. Under the law, anyone born on or after 1 January 2007 is barred from purchasing, possessing or using any form of tobacco. The ban applies to both residents and tourists across the country's 1,191 coral-islands. All tobacco forms are covered, including cigarettes, cigars and smokeless products. Vendors must verify age before sale, and violations carry heavy penalties: selling to a banned individual can draw a fine of 50,000 Maldivian rufiyaa (≈ US\$ 3,200), while use of e-cigarettes or vaping devices is also prohibited.

The law marks a key milestone in public-health policy: a deliberate effort to institute a "tobacco-free generation," preventing any future cohort from legally initiating tobacco use. The government frames this as a long-term strategy to curb tobacco-related diseases and safeguard youth health.

Source: <https://www.theguardian.com/world/2025/nov/01/maldives-becomes-the-only-country-with-generational-smoking-ban>

## Global Anti-Tobacco Summit Highlights Youth Nicotine Addiction and Environmental Harms

Global health leaders convened in Geneva to call for stronger measures against tobacco use and related products, with a particular focus on rising youth nicotine addiction and the environmental impact of tobacco waste. Delegates at the summit urged tougher regulations on e-cigarette flavours and consideration of filter bans to curb adolescent uptake and reduce pollution. Over 1,400 participants representing governments and civil society discussed enhancing implementation of the WHO Framework Convention on Tobacco Control to address new nicotine products and protect public health. Industry interference remains a significant barrier to progress.



Source: <https://healthpolicy-watch.news/global-anti-tobacco-summit-targets-youth-nicotine-addiction-epidemic-and-environmental-harms>

## Global Summit Calls for Stronger Action on Youth Nicotine Addiction and Environmental Harms

Global health leaders convened in Geneva during the WHO Framework Convention on Tobacco Control (FCTC) COP11 to call for robust measures to tackle youth nicotine addiction and the environmental impacts of tobacco products. Delegates representing over 1,400 governments, international agencies, and civil society emphasised the need to restrict flavours in e-cigarettes to curb adolescent use and consider bans on cigarette filters to reduce pollution. The summit underscored the challenge posed by new nicotine products and industry interference, urging stronger international cooperation to protect public health and strengthen tobacco control policies.

Source: <https://www.gmanetwork.com/news/topstories/nation/967686/strengthen-tobacco-control-youth-and-health-advocates-tell-govt-after-cop11/story>



Youth groups, civil society organizations, and health advocates urge the Philippine government to take a stronger, unified stance against tobacco and nicotine products, citing concerns over the country's inconsistent positions at COP11, at a media event in Quezon City on Thursday, Nov. 27, 2025. Sherylin Untalan/ GMA Integrated News



## Vietnam Responds to Global Call for Joint Action Against the Tobacco Pandemic

Vietnam participated in the opening of the 11th session of the WHO Framework Convention on Tobacco Control (COP11) in Geneva on 17 November 2025, joining over 1,400 delegates from 162 countries to address the global tobacco pandemic. The Vietnamese delegation, led by Dr. Hà Anh Đức, highlighted the country's commitment to reducing smoking prevalence and protecting youth from nicotine addiction. vietnamnews.vn Vietnam's comprehensive tobacco control measures, including its Tobacco Harm Prevention Fund and smoke-free laws, were noted as models by WHO. vietnamnews.vn Delegates discussed strengthened regulation of new nicotine products, environmental protection from tobacco waste, and enhanced treaty implementation to safeguard public health.

Source: <https://vietnamnews.vn/society/1729877/viet-nam-responds-global-call-for-joint-action-against-the-tobacco-pandemic.html>



## Nigeria Showcases Progress in Tobacco Control at COP11

Nigeria highlighted significant national progress in tobacco control during the 11th Conference of the Parties (COP11) to the WHO Framework Convention on Tobacco Control held in Geneva. Representing the country, the Minister of State for Health outlined advancements in policy implementation, public awareness, and enforcement measures aimed at reducing tobacco use and protecting youth. Nigeria reaffirmed its commitment to strengthening surveillance of emerging nicotine products and enhancing cross-sector collaboration to address industry interference. Delegates emphasized the importance of sustained political will and resource allocation to achieve long-term public health goals.

Source: <https://www.environewsngigeria.com/cop11-minister-celebrates-nigerias-progress-at-tobacco-global-meet/>



## Queensland Seizes Record Illegal Tobacco and Vape Products in Major Enforcement Blitz

The Queensland Government announced a record seizure of illegal tobacco and vape products worth \$15.7 million during a 10-day statewide enforcement operation. The crackdown targeted non-compliant retailers, illicit storage facilities, and unlicensed sellers, resulting in multiple closures and significant product confiscations. Authorities emphasized that illegal tobacco undermines public health efforts, fuels criminal activity, and increases youth access to harmful products. The government reaffirmed its commitment to strict enforcement, stronger regulations, and coordinated actions with federal agencies to curb the spread of illicit nicotine products.

Source: <https://www.theaustralian.com.au/nation/queensland-government-seizes-more-than-15m-worth-of-illegal-tobacco-and-vapes-in-record-blitz/news-story/eda144879eb5ccff9887b9ebb3b415b0>



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