

“Tobacco-Smoke Free Cities”

Sialkot

29th January, 2022



Tobacco kills

438 Pakistanis

every day

Source: tobaccoatlas.org/country/pakistan/

1200 Pakistani children
between ages
6 and 15 begin smoking
every day !

Source: Global Youth Tobacco Survey, 2003

Prevalence of Tobacco Use

Smokers: over 22 million

Current Tobacco Use:

Adults

Males 31.8 %

Females 5.8 %

Youth (13 - 15 years)

Males 13.3 %

Females 6.6%



Give them your time...
Your love...
Your attention...

...Not your addiction.



Please Don't Smoke
Around Kids.

Exposure to SHS 48.3 %



Tobacco burden in Pakistan 2016

Highlights

- ❑ Road Accidents **8885** killed **4698** Injured **9864** **Total 14562**
 - ❑ Terrorists related/ Suicide attacks & Target Killings **Civ. 2401** **SF 741**
Militants 3460 **Criminals 595** **Total 7,655** *SATP
 - ❑ NATO related Attacks in Pakistan killed **19**
 - ❑ Sectarian Violence....Attacks **208** Killed **658**
 - ❑ Honor Killings **477** (Law Ministry)
 - ❑ Drone Attacks **Total 19** Deaths **122**
- Grand total** **23, 493**
(Sources PBS/ DAWN/ www.satp.org)

Silent killings

Smoking kills more people than
alcohol, AIDS
car accidents
illegal drugs
murders
and suicides

...**combined.** **166,000 +**

A lit cigarette with smoke rising from it, positioned next to a human skull. The skull is partially obscured by the smoke.A circular sign with a red border and a diagonal slash over a cigarette, indicating a no-smoking area.

TobaccoFreeKids.org

Second-hand smoke kills
1,200,000 people every
year worldwide – WHO

Source: www.who.int/news-room/fact-sheets/detail/tobacco

Legal Bindings



“Prohibition of Smoking” & “Protection of Non-smokers’ Health” Ordinance 2002

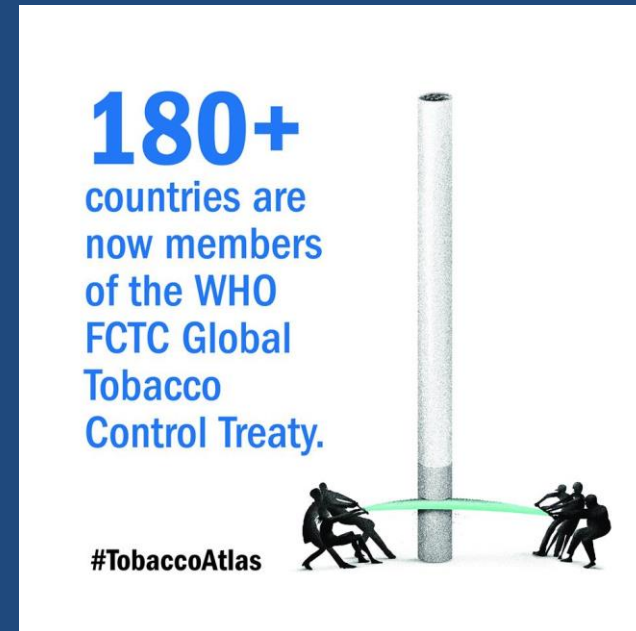
- ❑ Section 5..... No Smoking at Public Places
- ❑ Section 6 No Smoking in Public Service Vehicles
- ❑ Section 7 No Tobacco Advertisements, Promotions &/ or Sponsorships
- ❑ Section 8 No sale to minors (Under 18 years)
- ❑ Section 9 No sale within 50 yards of teaching institutes
- ❑ Section 10 ...Display and Exhibition of boards

No Sale of loose Cigarettes

Legal Bindings

- ❑ **WHO Framework Convention for Tobacco Control (FCTC)**
- ❑ Ratified by Parliament of Pakistan in 2004

- ❑ **Supreme Court of Pakistan imposed ban on commercial use of Sheesha**
- ❑ **Import/ Sale of all kinds of sheesha related substances is illegal**



“SMOKE-FREE CITY” The Concept

- ❑ **“Comprehensive smoke-free legislation”** prohibits smoking in all indoor workplaces, all indoor public places, and on all public transportation as recommended by the **WHO FCTC Article 8** implementation guidelines (on protection from exposure to tobacco smoke).
- ❑ **“Smoke-free city”** has adopted and implemented **legislation** that prohibits smoking in all **indoor (or enclosed) workplaces**, all **indoor public places**, and all **public transportation**, with no exceptions.
- ❑ **WHO Checklist (Ashtray free policy etc.)**
“Preventive Health” protects



“SMOKE-FREE CITY” Objective

- ❑ **Reduction of Prevalence of Tobacco Use**
- ❑ **Increase Support for Smoke-free Environment
(Protection of Non Smoker's Health)**
- ❑ **Compliance of tobacco control laws (Prohibition of
Smoking)**

“SMOKE-FREE CITY”

A Project of MoNHSRC

- ❑ **“Smoke Free Islamabad Model”** established within 3 years (**2014 – 2017**) through 85 % compliance of all sections of tobacco control laws and WHO’s **mpower** policy.
- ❑ **“Tobacco Vend Act 1958”** adopted / enforced by Chief Commissioner Islamabad through vend fee revision (**1000 – 3000 PKR**) and dedicated Excise & Taxation Team (**2015 – 2017**). **1232** tobacco vendors registered through pledging compliance of all tobacco control laws.

“SMOKE-FREE CITY” Model
achieved through WHO’s mpower
strategy





mpower

Monitor tobacco use
and prevention policies

Protect people from
tobacco smoke

Offer help to quit
tobacco use

Warn about the dangers
of tobacco

Enforce bans on tobacco
advertising, promotion and sponsorship

Raise taxes on tobacco

“SMOKE-FREE CITY” A Project of MoNHSRC

- ❑ Replication of “Smoke Free Islamabad Model”
in 5 selected districts of Punjab.

- ❑ Sialkot

- ❑ Lahore

- ❑ Gujranwala

- ❑ Rawalpindi

- ❑ Faisalabad

**“SMOKE FREE SIALKOT“
ASSESSMENT**

Activity	Timeline	Outcome / Impact
Baseline of compliance of tobacco control laws Survey		Situation Analysis regarding compliance of tobacco control laws at Sialkot
Baseline Second Hand Tobacco Survey (SHTS) in 100 food outlets of Sialkot through air quality		Situation Analysis regarding air quality and compliance of tobacco control laws at food outlets of Sialkot

Second Hand Tobacco Smoke ASSESSMENT

The Union



PM2.5 in this venue

The Dylos DC1700 instrument was used to measure fine particles in this venue from:

09/11/18

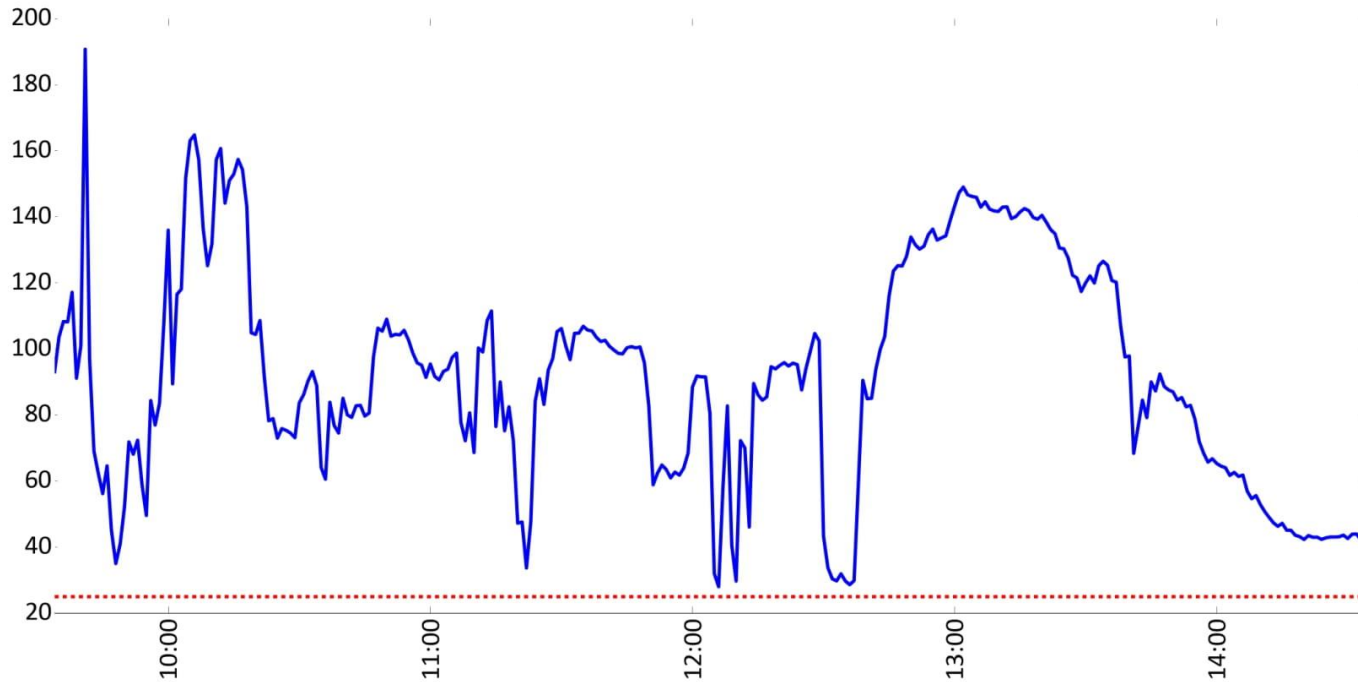
to

09/11/18

ID: Log_181209_1928

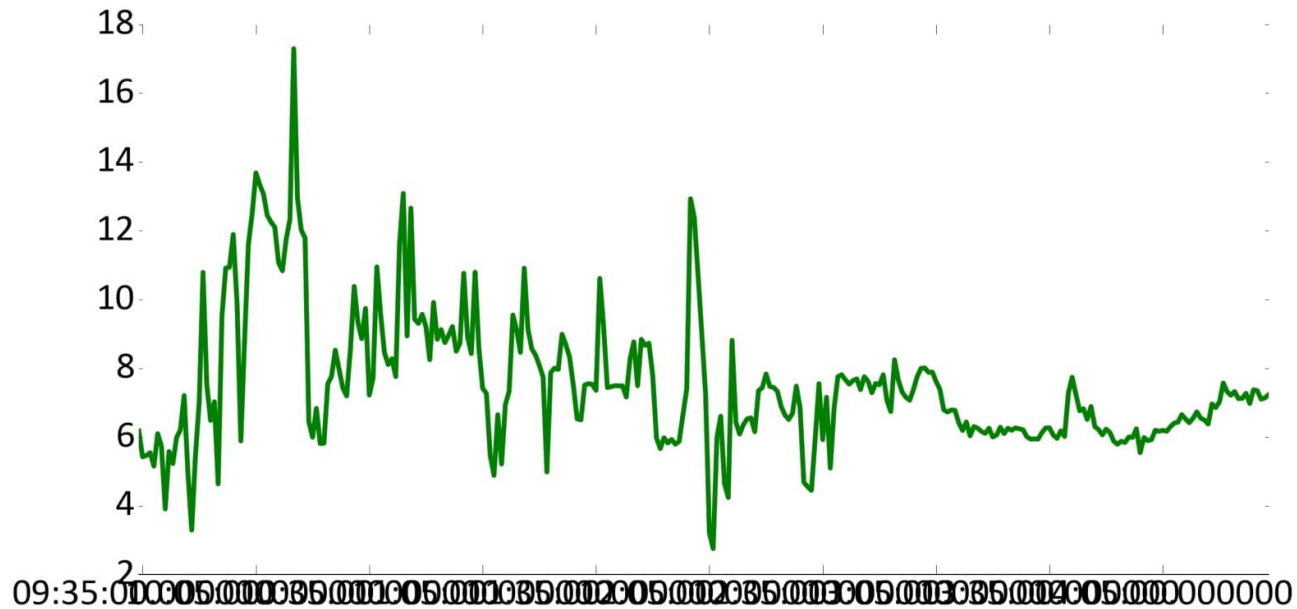
Second Hand Tobacco Smoke ASSESSMENT

PM2.5 - whole time



Second Hand Tobacco Smoke ASSESSMENT

Small particle: large particle ratio



Second Hand Tobacco Smoke ASSESSMENT

Fine particulate matter levels

Total measurement time: 0 days, 5.0 hours and 0.0 minutes

Average value: $92\mu\text{g}/\text{m}^3$

This is 3 times over the World Health Organisation 24 hour average guidance limit of $25\mu\text{g}/\text{m}^3$

Maximum value: $191\mu\text{g}/\text{m}^3$

Total time this venue is over $25\mu\text{g}/\text{m}^3$: 24hrs

Percentage time this venue is over $25\mu\text{g}/\text{m}^3$: 100%

SMOKE FREE SIALKOT: ASSESSMENT

Baseline Survey on Compliance of Tobacco Control Laws

Compliance of Tobacco Control Ordinance LXXIV (2002)



49%

Section 5:

Prohibition of smoking and other tobacco use in public places.

21%

Section 8:

Prohibition of sale of cigarettes and other tobacco products to minors.

26%

Section 6:

Prohibition of smoking and other tobacco use in public service vehicles

18%

Loose Cigarettes

47%

Section 7:

Prohibition on advertisement of cigarettes and other tobacco products

43%

Section 9:

Prohibition of storage, sale and distribution of cigarettes in the immediate vicinity of educational institutions

10%

Section 10:

Display and exhibition of "No Smoking Zone" board

**ACHIEVEMENT
SMOKE FREE SIALKOT**

ACHIEVEMENT (2017 – 18):
“Tobacco - a threat to development”

Activity	Outcome / Impact
DI&MC Notification from Deputy Commissioner Sialkot	DIMC / Policy Forum notified
Task Force for Implementation of Tobacco Control Laws	Compliance of TCL
Establishment of Tobacco Control Cell (TCC) at DC Office	Strategic step taken towards ending of tobacco epidemic in Sialkot
Tobacco Cessation Clinics	Cessation Services

ACHIEVEMENT (2019): “tobacco and lung health”

Activity	Outcome / Impact
Nomination of Focal Persons and 2 Master Trainers from all District Departments	Focal Person, Authorized Officers and Master Trainers notified
Training of Trainers (ToTs) on Tobacco Control with Health Managers	Authorized Officers and Master Trainers trained on tobacco control laws and sensitized on hazards of tobacco use.
Propagation of tobacco control messages through Ulema’s Sermons on Juma’a Tul Widah	More than 100 mosques propagated the message of tobacco control through their sermons in Sialkot

ACHIEVEMENT (2021): “Commit to Quit”

Activity	Outcome / Impact
Mapping	Data Collection from all district departments
Monitoring of POS near Educational Institutions	Data Collection of POS near schools / colleges
Awareness Session and Orientation with all district Departments	Orientation and Awareness to masses

Smoke Free Public Places in model districts **500 + +**

Activity	Name of Major Public Places	Outcome / Impact
<p>Tobacco Smoke Free Facilities in Sialkot</p> <p>45 + +</p>	<ul style="list-style-type: none"> • District Health Authority • District Health Development Center (DHDC) • District Traffic Police Headquarters • IQBAL MANZIL • Deputy Commissioner Office Sialkot • District Education Authority • Punjab Food Authority • Sialkot Police Lines Headquarters • Sialkot Transport Authority Office • Sialkot Railway Station Sialkot • Directorate of Excise and Taxation Punjab • All Trains at Pakistan Railways • 23 major hotels / restaurants 	<p>Smoke Free Environment established</p> <p>Compliance of Section – 10 of Ordinance 2002</p>



GET IT ON
Google Play



Smoke Free
Pakistan App

Tobacco Control at Districts WHO's FCTC acknowledged the Smoke Free Cities Project



THANKS TO Sialkot

“Smoke free cities project harnesses power of pulpit for tobacco control”

(1 Out Of 22 EMRO)

The logo for 'THE NEWS INTERNATIONAL' is displayed in a white box. The word 'INTERNATIONAL' is written in a small, uppercase font above the word 'NEWS'. 'THE' is written in a large, bold, serif font, and 'NEWS' is written in a large, bold, serif font to its right. A horizontal line is positioned below the word 'NEWS'.

Islamabad : For the first time in the history of tobacco control in Pakistan, ‘ulema,’ ‘mashaikh’ and ‘khateeb’ of Punjab incorporated relevant references from the Holy Quran and Sunnah in their sermons delivered on the last Friday of Ramazan, which also marked World No Tobacco Day this year.

The step was taken by the Ministry of National Health Services through its Smoke-Free Cities project, and with support from the Ministry of Auqaf and Religious Affairs, Punjab. The supervision of Punjab’s Minister for Religious Affairs Pir Syed Saeed-ul-Hassan Shah also played an enabling role.

GLIMPSE OF SMOKE FREE CITIES

Launching of SF Mobile App



Deputy Commissioner Complex



Traffic Police Sialkot



Training of Trainers



Higher Education Commission



Iqbal Manzil Sialkot



MoU with FAU



UFONE JOINS SMOKE FREE CAMPIAGN

Ufone becomes part of 'Tobacco Smoke Free Islamabad'

by Web Desk ⌚ April 25, 2019

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MOU with ANF



MOU with PRC





CAN MAKE DIFFERENCE

Major Objectives of LOI

- ❑ Strengthening Smoke Free Sialkot
- ❑ Enhancing Quit Smoking Services
- ❑ Developing Smoke Free
Generation

Tobacco Smoke Free Pakistan !



*“If current trends continue,
the voluntary target of a 30%
reduction is likely to be
achieved by Pakistan in 2025”*

The only in EMRO

(WHO Regional Office)