

Tobacco Control Implementation Program Webinar Series

Public monitoring and reporting violations

Kathy Wright, Sr Program Manager, The Union

6th July 2022

Stakeholders in law enforcement

High compliance with tobacco control laws requires a range of stakeholders who have the capacity and commitment to implement and enforce them effectively. These include:

- Policy makers and political leaders
- Government officers and leaders
- Enforcement agents and police
- Business owners and managers
- Media
- Civil society organizations
- General public
- Researchers
- Other stakeholders named in the law

The role of civil society

- Monitor compliance with the law
- Report violations
- Monitor and respond to tobacco industry tactics
- Hold political leaders to account and advocate for stronger enforcement and better policies
- Take action against violations (if permitted under the legislation) e.g.
 - removal of tobacco advertising from points-of-sale
 - legal action against employers not complying with smokefree workplaces
- Raise awareness of the harms of tobacco and the benefits of the law in their communities
- Encourage businesses to comply and provide guidance
- Promote cessation and signpost to local services

The role of technology

Innovations in technology are allowing governments and civil society to work together on implementing and enforcing laws of all kinds, not just tobacco control.

Smartphones, apps and social media have changed how the public can be engaged in many of those roles, for example:

- Monitoring and measuring compliance with the law
- Reporting violations
- Monitoring and countering tobacco industry tactics



Civil police in Depok, Indonesia responding to a complaint via the city's app

Benefits

There are many benefits to utilizing technology to engage civil society, including:

- Real-time data for policy makers and government agencies
- GPS locations and mapping of hotspots
- Inclusivity across different geographical locations
- Cost effectiveness
- Increased awareness and engagement of the public and the media
- Mobilization of volunteers
- Educational resources for the public and businesses



*Real-time map of complaints
in Lanzhou, China*

Challenges

There are many challenges to effectively utilizing technology to engage civil society, including

- Development and maintenance costs
- Difficulty building a large, sustainable user base
- Ensuring reports are real and accurate
- Capacity to utilize the data effectively
- Connecting to enforcement mechanisms and responding in a timely manner

Some questions to ask

- Do existing platforms already exist?
- Is there sufficient budget and capacity to develop and manage a new app or account?
- Is there capacity to respond to complaints?
- Can the data be utilized to improve planning, interventions and compliance?
- Are all relevant stakeholders engaged and on board?

Webinar Outline

Case Studies

1. **China Beijing Smoke Free App**: ZHANG Jianshu – President, Beijing Tobacco Control Association
2. **TERM**: Dr Nandita MURUKUTLA – Vice President of Global Policy and Research, Vital Strategies
3. **WHO Tobacco Spotter App**: Dr Bolormaa SUKHBAATAR – Technical Officer, WHO
4. **Tobacco Monitoring App**: Cyril ALEXANDER – Executive Director, Mary Anne Charity Trust

Showcase of useful tools – The Union's [Tobacco Control Implementation Hub](#)

Questions and Answers will follow the presentations.



“VIP” approach for joint social governance on tobacco control in Beijing

Zhang Jianshu

Beijing Tobacco Control Association

“VIP” approach for joint social governance on tobacco control

- **V**olunteer are the most active and reliable force in social governance on tobacco control
- **I**nternet is an effective tool to connect the city’s 30 million smart phones into a tobacco control and supervision network
- **P**ress conference has effectively spread information on tobacco control and law enforcement effects

I. **V**olunteer: tobacco control volunteers

- ❑ The population of Beijing is 21.88 million and 4 million of them are daily smokers. Nearly 9 million people are exposed daily to secondhand smoke.
- ❑ The Tobacco Control Volunteer Team was formed in August 2015. As of Dec 2019, there were 13000 registered tobacco control volunteers.





Priorities and contents of the work of tobacco control volunteers

- 4,000 tobacco control volunteers patrol the streets, deal with complaints and lead campaign to the community
- Weekly activities, standard vests
- Volunteers do not smoke, take the lead in discouraging smoking and encouraging smoking cessation
- 9,000 guides of civilized behavior work at the bus stops every morning and evening to promote smoke-free law enforcement





Priorities and contents of the work of tobacco control volunteers

Guides of civilized behavior were highlights of Beijing



- ❑ On Wednesday they were in full action in their standard vests at bus stops and in the subway.
- ❑ Educational posters were set up in many stops and stations; volunteers broadcasted tobacco control information developed by the Association and on the official account of Smoke Free Beijing through their portable speakers.
- ❑ They dissuaded people from smoking in queues at bus stops.

Volunteers visited the facilities that were reported for violating the Regulation



The formation of the first “tobacco control volunteer team”



In August 2015, volunteers were recruited openly with the support of The Beijing Municipal Patriotic Health Campaign Committee. The **first ever “tobacco control volunteer team”** was established in Beijing.



刘泽军 宋树立 张建 孙平 姜维 李亚东

北京控烟志愿服务队
无烟北京
五星团队

Volunteers on real-time tobacco control monitoring map

bjlbs.bjtca.org.cn



控烟实时地图监管系统



首页

投诉实时

志愿者实时

巡查信息

在线培训

统计分析

微信平台

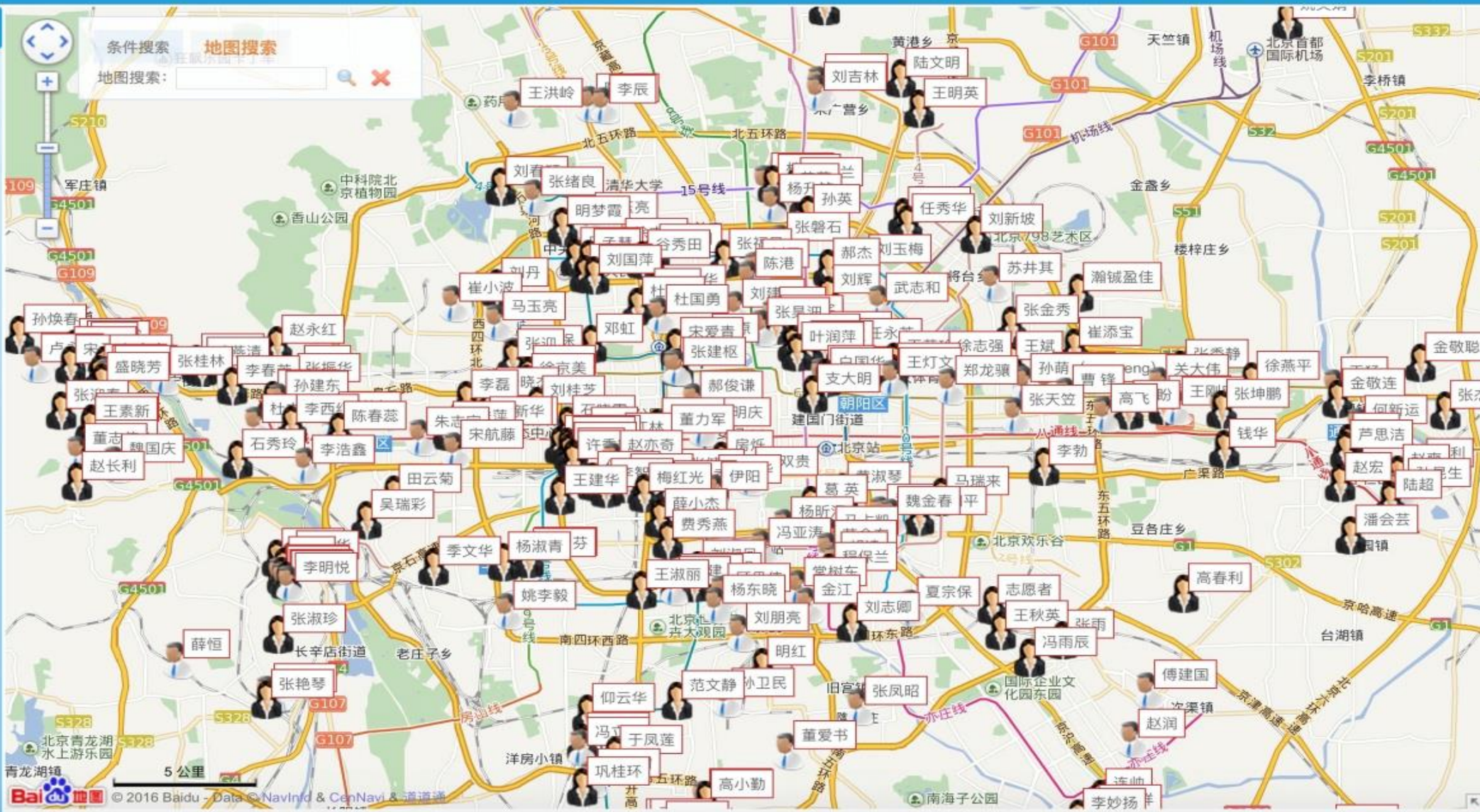
系统设置

退出

当前用户: 赵田雨

条件搜索 地图搜索

地图搜索:



- 控烟一张图
 - 控烟示范餐厅一张图
 - 学校周边100米
 - 控烟处罚一张图
 - 戒烟门诊一张图
 - 数据导入
 - 数据明细
- 控烟示范餐厅管理
- 投诉管理
 - 12320投诉数据导入
 - 新建投诉
 - 投诉数据导入
 - 投诉查询
 - 投诉处理
 - 投诉一张图
 - 投诉分配
- 志愿者管理
 - 志愿项目
 - 志愿团体
 - 我的信息
 - 我参加的团队
 - 我参加的项目
 - 我的绩效
 - 巡查列表
 - 志愿者查询
 - 志愿者导入
 - 志愿者一张图
 - 志愿者实时地图
 - 巡查地图
- 执法管理
 - 快乐戒烟游轮活动报名
 - 戒烟报名大赛
 - 戒烟报名
- 在线培训
- 考试管理
- 绩效管理
- 统计分析

II. Internet:

mobile phone + Internet + tobacco control on one map

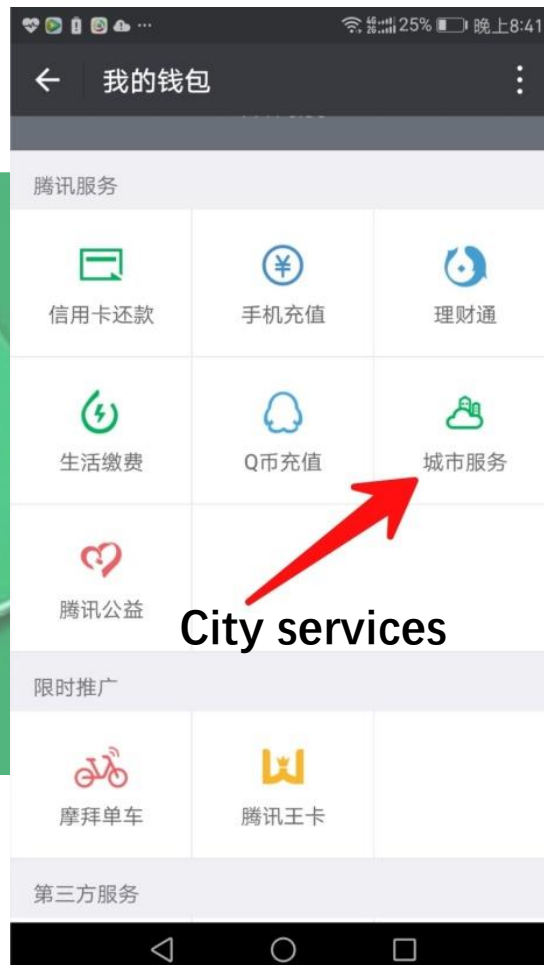
- In the era of mobile and internet, the consumers have greater initiative and voice while negative information can also spread wider and faster. Cell phones can also provide a new environment and means for tobacco control enforcement.
- Given the fact that there were 30 million cell phones in Beijing, the Association proposed the innovative idea that "everyone was a tobacco control supervisor" and "monitor cameras everywhere" and proposed to the Municipal Science and Technology Committee to set up a cell phone based platform for tobacco control.
- This proposal was quickly included in the Beijing Science and Technology Development Plan by the Science and Technology Committee. After a year of development and trial operation, the "Tobacco Control Map" was officially launched in Beijing.

II. Internet: mobile phone + Internet + tobacco control on one map

The image shows a screenshot of a web browser window displaying a real-time tobacco control map of Beijing. The browser's address bar shows the URL <http://bjlbs.bjtca.org.cn/frame2.html>. The page title is "控烟实时地图监管系统" (Real-time Tobacco Control Map Supervision System). The map displays numerous blue and red markers representing tobacco-related locations, with labels for various points of interest such as "北京理工大学", "北京航空航天大学", "北京工业大学", "北京邮电大学", "北京林业大学", "北京中医药大学", "北京语言大学", "北京工商大学", "北京服装学院", "北京物资学院", "北京城市学院", "北京政法职业学院", "北京经济管理职业学院", "北京劳动保障职业学院", "北京交通职业技术学院", "北京农业职业学院", "北京工业职业技术学院", "北京经济管理职业学院", "北京劳动保障职业学院", "北京交通职业技术学院", "北京农业职业学院", "北京工业职业技术学院". The map also shows major roads, parks, and public facilities. The browser interface includes a search bar, navigation buttons, and a taskbar at the bottom with various application icons. The system clock in the bottom right corner shows the date and time as 11:03 on 2019/5/21.

Tencent Platform Complaint Process

Open WeChat on a smart phone → Me → Service → City Services → Tobacco Control Complaint



City services



Tobacco control complaints

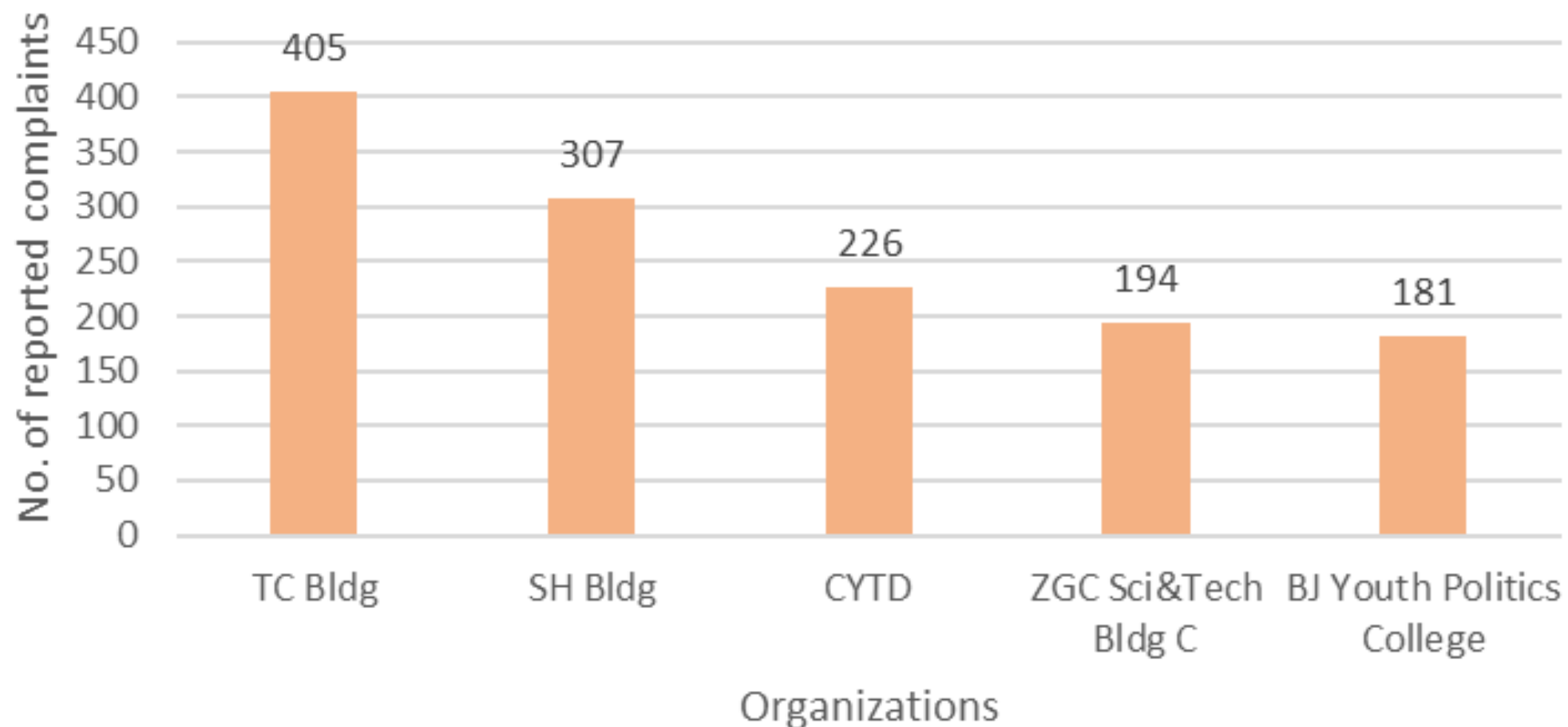


Snapshots of illegal smoking easily uploaded via a smart phone

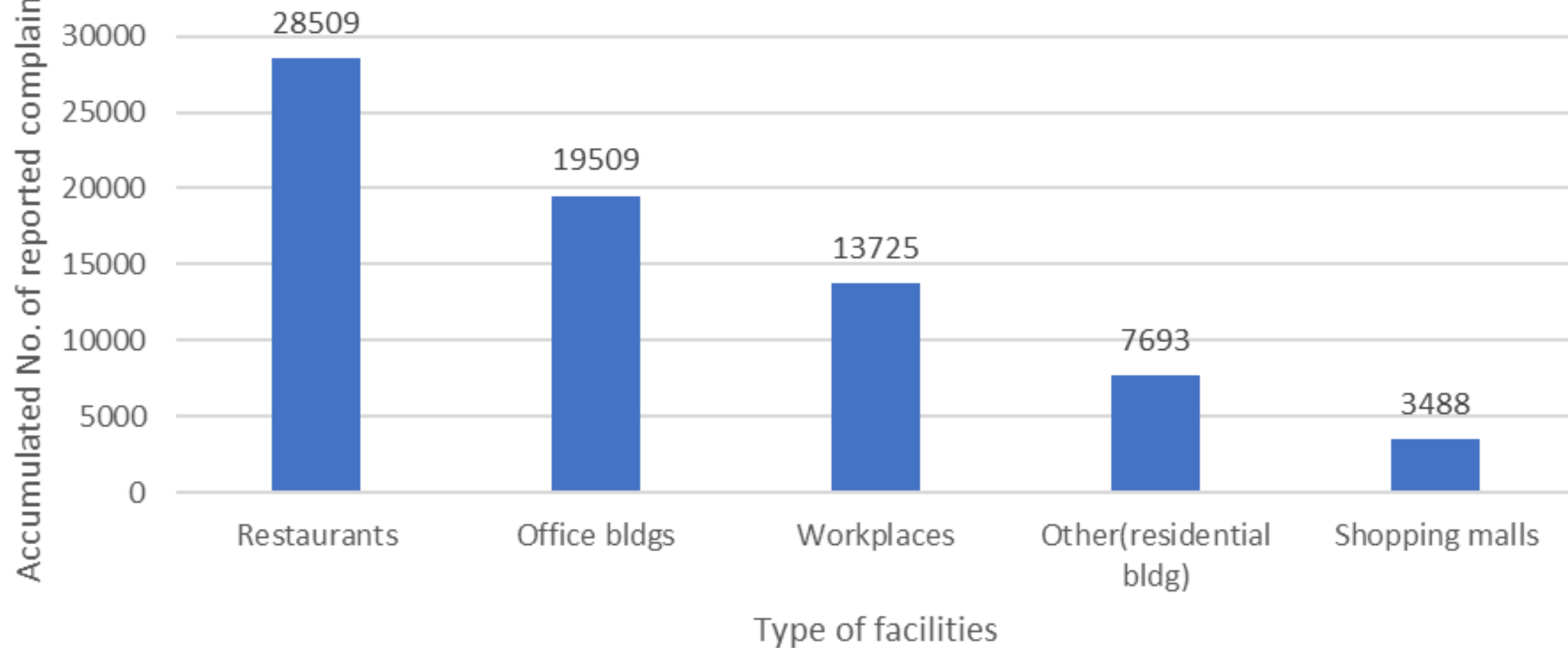
标题:	云川台球厅	区域:	朝阳区
违法地点:	娱乐场所	投诉时间:	2017-07-15 16:06:17
姓名:		电话:	
经度、纬度:	经度: 116.46693 纬度: 39.87064 查看地图		
违法行为:			
被投诉单位:	云川台球厅		
被投诉单位详细地址:	北京市朝阳区松榆南路107		
描述内容:			
附件:	IMG_1429.JPG 下载		
自动分配给志愿者:			
创建人:			



Top 5 organizations where were repeatedly reported complaints



Top 5 facilities where were reported complaints



III. **P**ress conferences

Media supervision to support social joint governance



The ranking list of reported facilities was regularly publicized on media for public supervision.

市民微信举报违法吸烟上万起 写字楼办公室投诉量居首 仨SOHO都上“放纵”烟民榜

北京市“控烟一张图”去年9月正式上线运行,市民发现违法吸烟行为可以通过“无烟北京”的微信公众号举报。今天上午,北京控烟协会介绍,“控烟一张图”运行一年来,共收到违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

▶ 投诉 可随时拍照举报
▶ 处理 亮灯整改“清单”
▶ 结果 写字楼投诉居首

吸烟是数百万人多年形成的难以改变的坏习惯,但控烟形势不容乐观。在不能禁烟的前提下,如何减少吸烟对社会的危害,成为社会关注的焦点。北京控烟协会负责人表示,“控烟一张图”正式上线运行以来,市民发现违法吸烟行为可以通过“无烟北京”的微信公众号举报。今天上午,北京控烟协会介绍,“控烟一张图”运行一年来,共收到违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

“控烟一张图”上线后,投诉量第一时间就收到反馈。据北京控烟协会相关负责人介绍,“控烟一张图”上线后,市民发现违法吸烟行为可以通过“无烟北京”的微信公众号举报。今天上午,北京控烟协会介绍,“控烟一张图”运行一年来,共收到违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

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北京“微信控烟”效果显著 20家单位上“黑榜”

近日,北京市控烟协会公布了“控烟一张图”微信平台上线运行以来,共收到对北京市违法吸烟行为的投诉举报12000多起,违法者最多的前20个单位的“黑榜”,其中3个为交通场站,3个为商场,其余14个为写字楼。协会表示,“控烟一张图”上线运行以来,市民发现违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

专业气象台11时 权威发布

今夜明晨 大雨来袭

本报讯 受高空槽影响,昨天夜间开始天空云量增多,今天白天,天空阴时,雨势较大,预计最高气温在30℃上下,相对湿度较昨日有所下降,但白天依然有间歇性阵雨。受东南季风槽影响,今天午后的雨势较大,预计最高气温在30℃上下,相对湿度较昨日有所下降,但白天依然有间歇性阵雨。

明日限行 五环内 7时至20时 尾号4和9

三级口腔医院 专注医疗品质 中老年人半口全口种植牙行业标杆

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“控烟一张图”报警万余起

北京市控烟协会介绍,“控烟一张图”上线运行一年来,共收到违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

急诊“守夜人”的9小时



急诊科是医院的心脏,也是医院最繁忙的地方。在急诊科工作的医护人员,每天要面对各种突发状况,他们的工作时间通常是24小时轮班制。在急诊科工作的医护人员,每天要面对各种突发状况,他们的工作时间通常是24小时轮班制。

北京晚报 2017年8月22日 星期二 官方微信: 北京晚报 官方微博: 北京晚报官方微博 广告部电话: 85000208 85118880 地址: 2x3, 3cm, 4x3, 5cm 48500208 85118880 网址: 2x3cm, 9x5cm

20家控烟不力单位上“黑榜”

微信举报抽烟 写字楼占七成

北京市控烟协会介绍,“控烟一张图”上线运行一年来,共收到违法吸烟行为的投诉举报12000多起,目前投诉处理率达到41%,办结率达到61%。同时,累计被投诉集中的前20个单位名称曝光,其中排名第1的是通州万达,三个SOHO也都榜上有名。

Table with 2 columns: 单位名称 (Unit Name) and 被投诉次数 (Number of Complaints). Includes entries like 通州万达, 三聚SOHO, etc.

75座车站改造完成 可应对强降雨

北京地铁集团介绍,地铁车站改造工作已经基本完成。改造后的车站能够更好地应对强降雨天气,保障地铁运营的安全。北京地铁集团介绍,地铁车站改造工作已经基本完成。改造后的车站能够更好地应对强降雨天气,保障地铁运营的安全。

Mobilizing the poor performers to take part in the joint social governance



Mobilizing the poor performers to take part in the joint social governance



Mobilizing the poor performers to take part in the joint social governance



After media exposure, the home court of Guo An Team in Beijing Division attached great importance to tobacco control. Under the guidance of Chaoyang District Health Commission and Health Inspection Institute and Beijing Tobacco Control Association, comprehensive measures were taken including:

- Enhancing tobacco control educational campaign;
- flammables were forbidden to take in at security check;
- tobacco control posters and cartoon videos displayed;
- tobacco control volunteers and guides of civilized behavior had inspection tours with security personnel;
- smokefree voice reminders and outdoor smoking areas were set up.

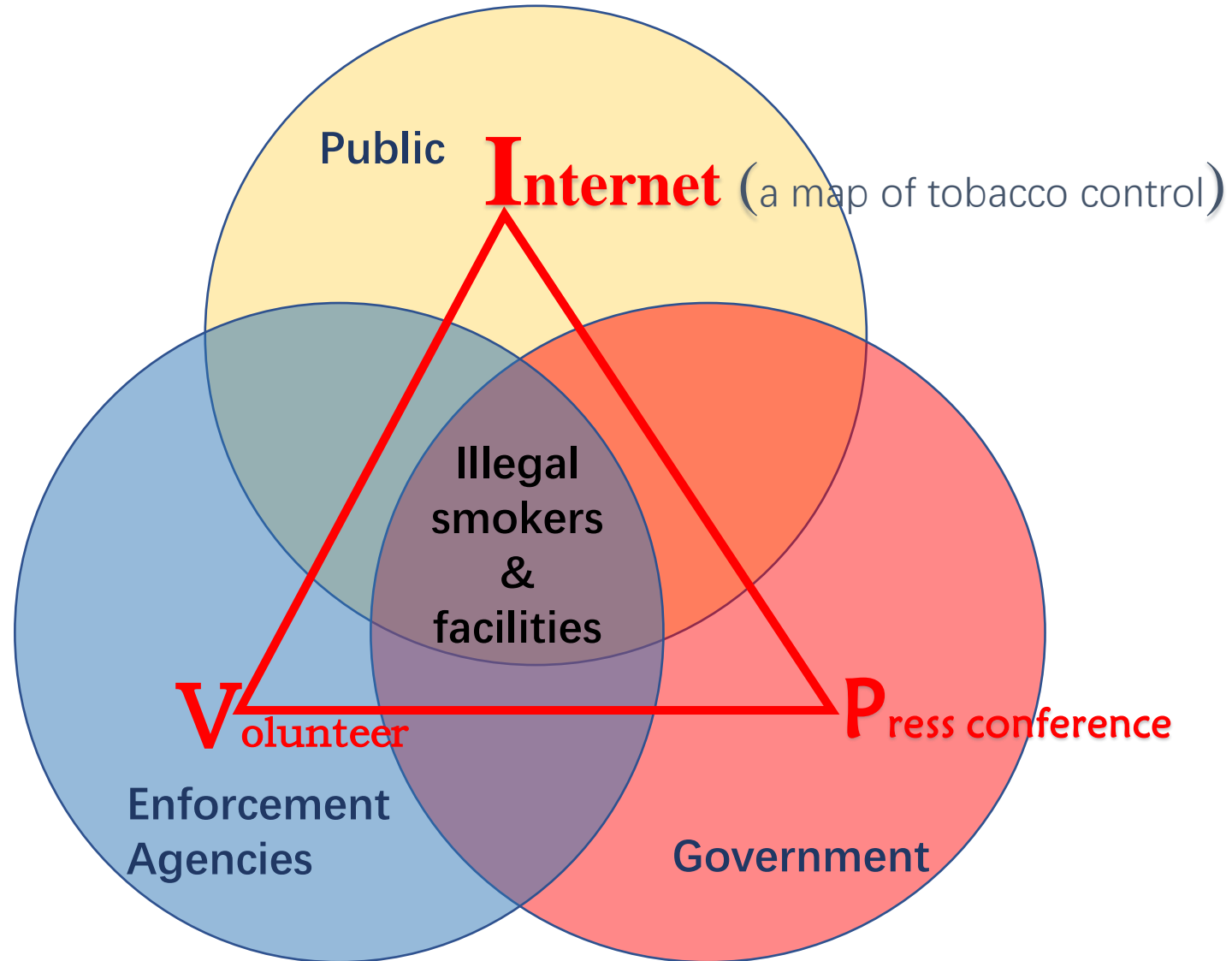


Citizens participate in the joint social governance as supervisors

The tobacco control map makes it easy for the citizens to be part of the tobacco control campaign

- As of 15 June 2022, 84,461 complaints were reported via the “Map” **over the past 6 years**;
- 42.82% of the complaints were effectively handled by tobacco control volunteers;
- The WeChat reporting line is now an important complaint channel for the citizens, comparable to the 12345 hotline.

“VIP” form a triangle of mutual support





The “Map” is showcased internationally

- The experiences of “Beijing Tobacco Control Map” to use social media for tobacco control were presented in Jan 2018 at the workshop “Using cell phone to monitor tobacco control” organized by WHO and in March 2018 at the 17th World Tobacco or Health Conference.



The Association was given *the 2020 World No Tobacco Day Award*



微信号: wuyanbeijing



Thank you

TERM

Tobacco Enforcement &
Reporting Movement



July 6, 2022

Nandita Murukutla, PhD

Vice President - Global Policy and Research
Policy Advocacy and Communication

**Together,
we can
reimagine
public
health.**

VITAL STRATEGIES

commits to building a future where public health is viewed as central to our daily lives and where health is produced and protected *for everyone and by everyone* across all facets of our lives, in our families and communities and countries.

Our experts have provided technical assistance to governments and civil society in **105 countries**.

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Greece
Moldova
Spain
Ukraine

Africa

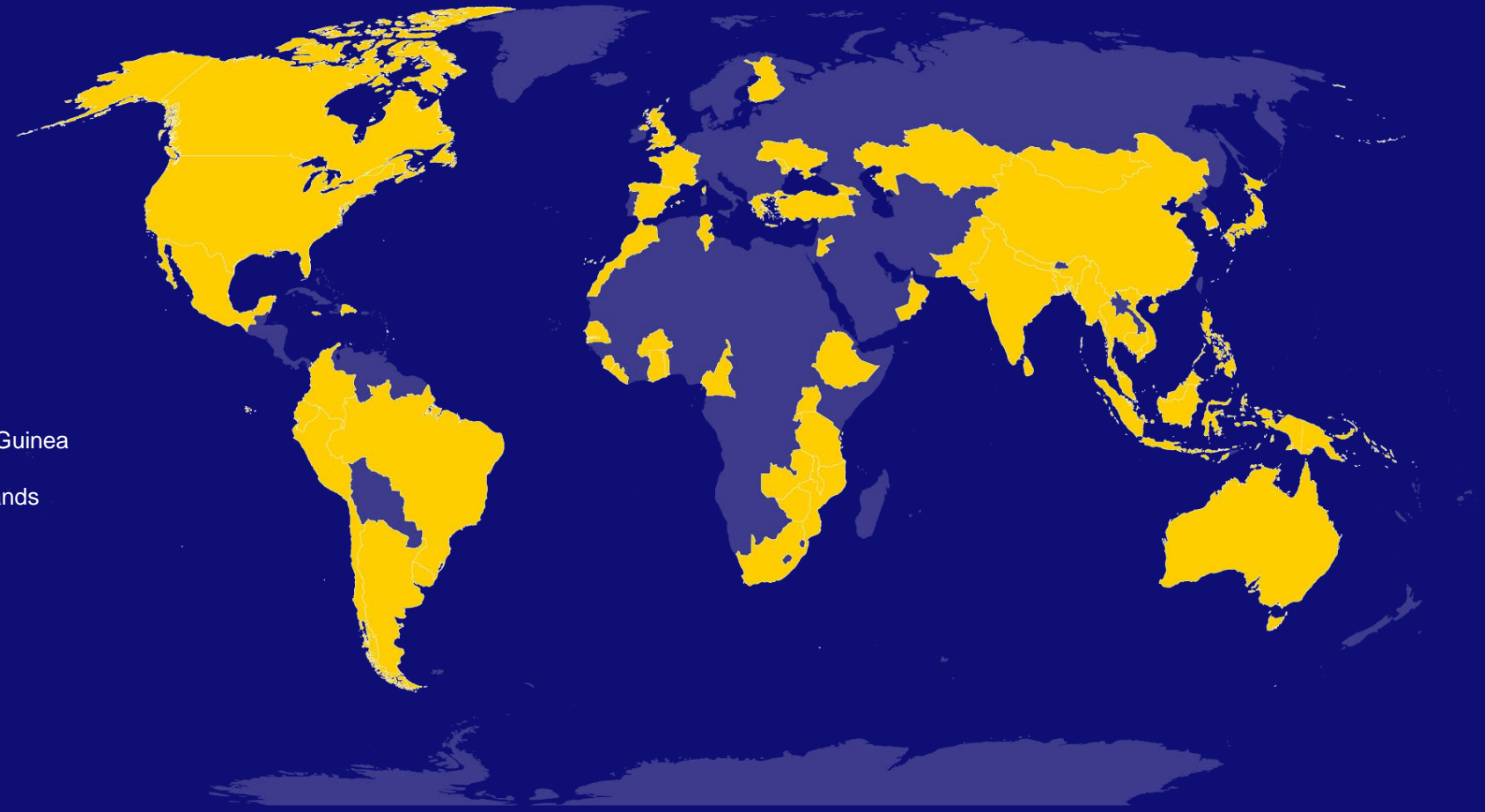
Burkina Faso
Cameroon
Côte d'Ivoire
Ethiopia
Ghana
Liberia
Malawi
Morocco
Mozambique
Rwanda
Senegal
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Tanzania
The Gambia
Togo
Tunisia
Uganda
Zambia
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Middle east

Jordan
Oman
Turkey

Asia

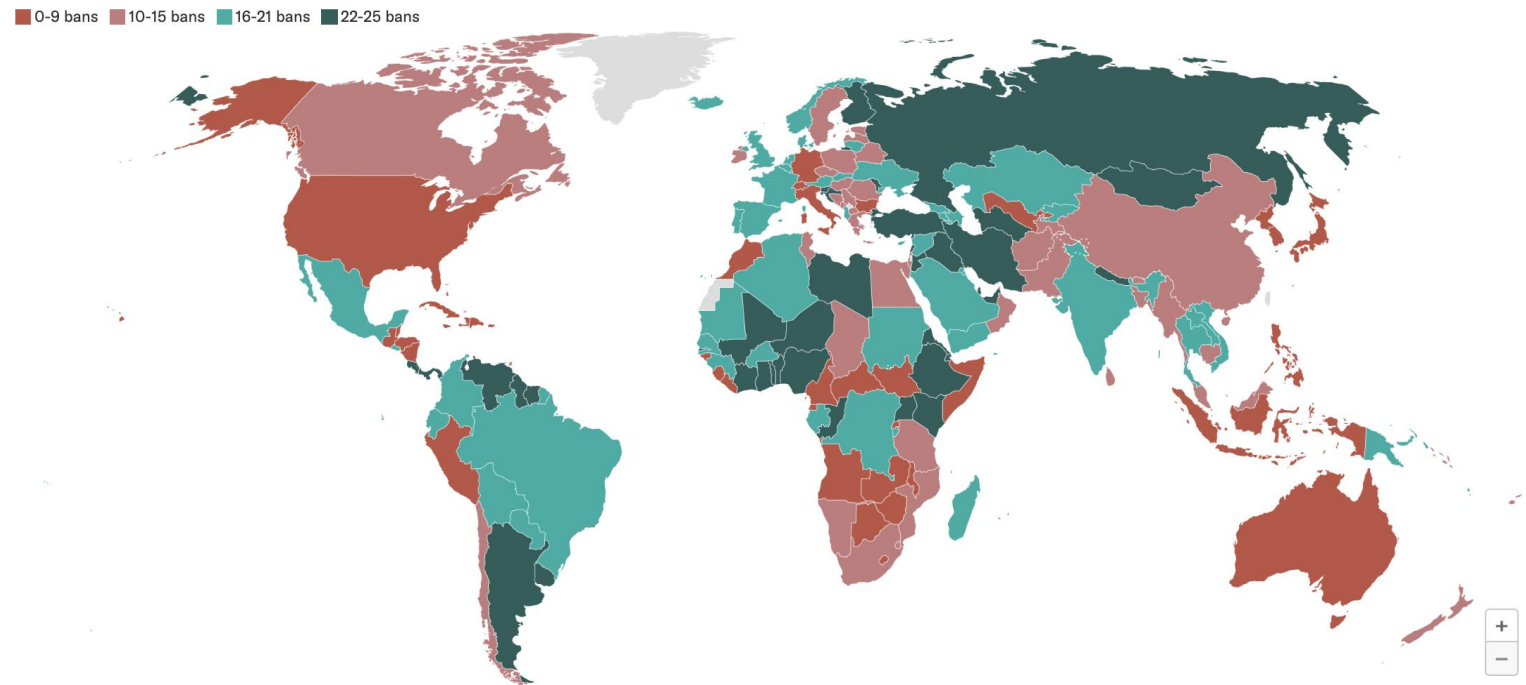
Australia
Bangladesh
Cambodia
China
India
Indonesia
Japan
Kazakhstan
Malaysia
Mongolia
Myanmar
Nepal
Pakistan
Papua New Guinea
Philippines
Solomon Islands
South Korea
Sri Lanka
Thailand
Vietnam



Digital tobacco marketing escapes marketing restrictions and promotes tobacco use

- Online tobacco marketing is increasingly being recognized as a key driver behind people starting to use tobacco.
- The tobacco industry is taking advantage of the digital world being more difficult to oversee, to circumvent TAPS bans and social media platform policies.

Tobacco marketing bans are under-implemented worldwide



Tobacco marketing is how companies attract and keep customers, especially young people. It is imperative to close as many of these channels as possible.

Source: GTCR, 2021 • [Get the data](#) • [Embed](#) • [Download image](#)

THE TOBACCO ATLAS

The internet is a leading source of exposure to tobacco marketing

TERM Focus Countries



Indonesia

In Indonesia, 51% of people ages 13 to 15 have seen tobacco marketing online.¹



India

In India, 26% of 18- to 35-year-olds noticed e-cigarette marketing on social media, despite it being banned.²



Mexico

In Mexico City, the internet is the second leading source, after stores, of exposure to tobacco marketing.³

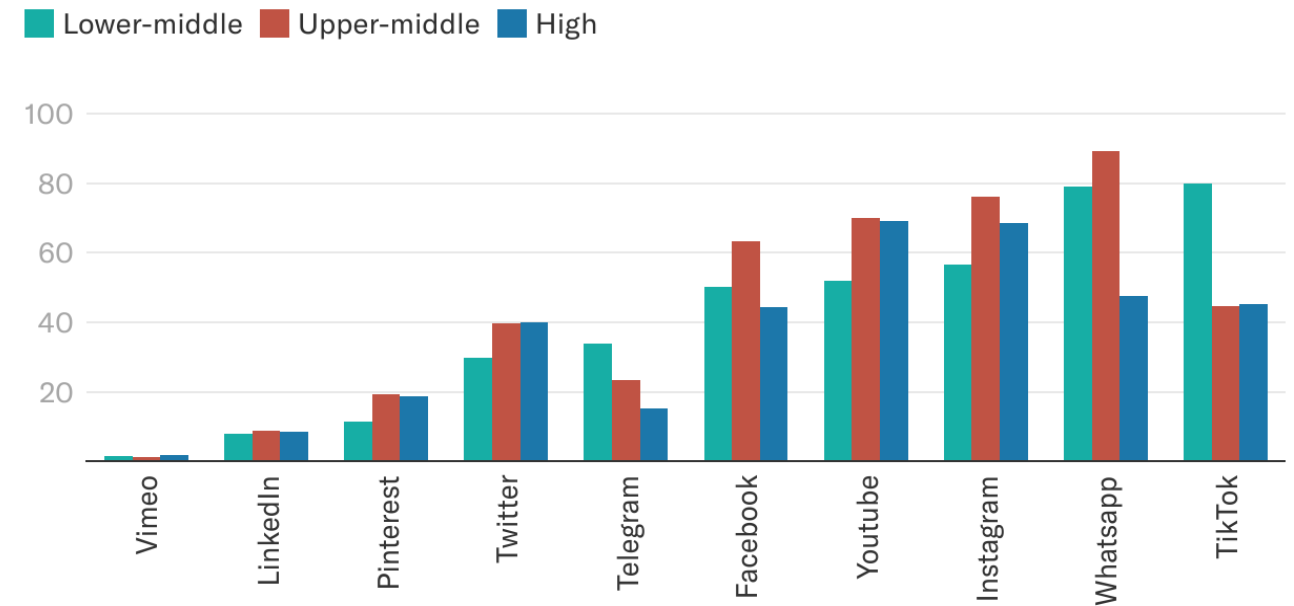
1. Vital Strategies. Adolescents' Exposure to Tobacco Marketing in Indonesia: Data Brief.

2. Campaign for Tobacco-Free Kids et al. Press release, E-cigarettes are being advertised through Instagram despite ban, reveals survey. 2022 March 2.

3. Nian Q, Grilo G, Cohen JE, Smith KC, Reynales-Shigematsu LM, Flores Escartin MG, et al. Disparities in self-reported exposure to tobacco marketing among youth and young adults from low-socioeconomic status neighbourhoods in Mexico City. Global Public Health. 2022 Mar 18;0(0):1–15.

Young people are particularly susceptible to online tobacco marketing

The majority of youth (18-24) are using social media platforms where they are at risk of being exposed to tobacco marketing.



- In emerging low- and middle-income countries, youth represent a significant share of the population, and most are online.

Tobacco companies are reaching youth through major social media platforms, which must be stopped. Anti-tobacco messages must be broadcast in these same channels.

Source: WHO-Volkmer 2021

THE TOBACCO ATLAS

Tobacco industry uses online marketing to influence public policy

- The tobacco industry is exerting its influence to shape the environment, and to deflect the responsibility of regulation onto the individual and “lifestyle choices.”
- Marketing is a key channel by which the industry does this.

A framework on corporate influence

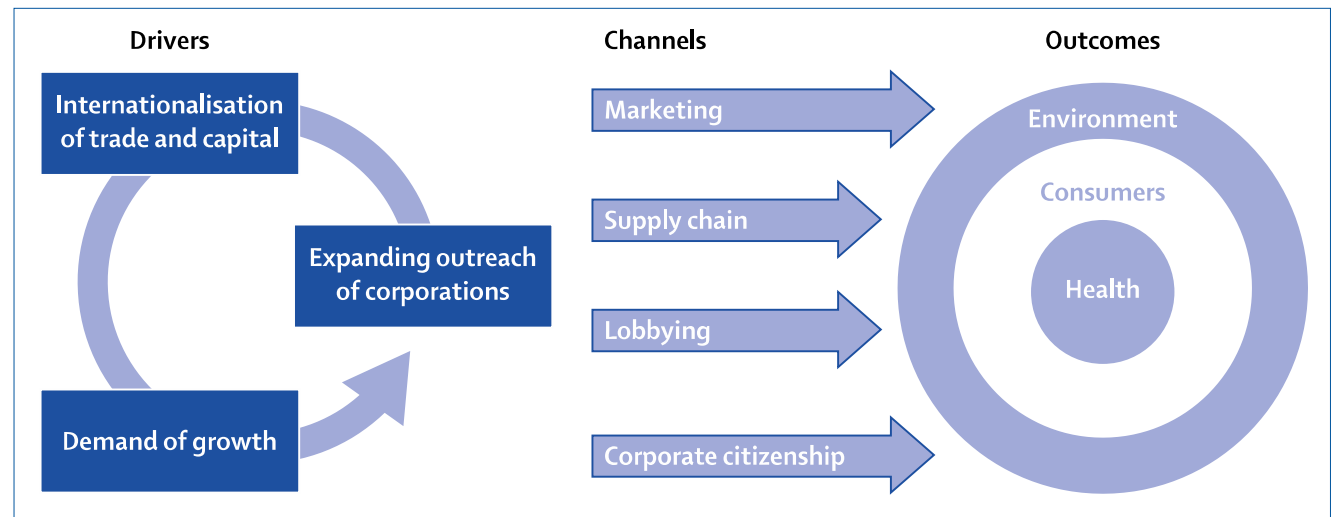


Figure: Dynamics that constitute the commercial determinants of health

Kickbusch, I., et al. (2016). "The commercial determinants of health." *The Lancet Global Health* 4(12): e895-e896.

TERM: A tool to stem the digital marketing tide

- Monitoring is crucial to strengthening civil society and government response, however there is a lack of data on the extent and type of online tobacco marketing in most countries.
- This data is needed to:
 - Make the case for digital TAPS bans.
 - Support the monitoring of existing bans.
 - Highlight the need for counter-marketing efforts and provide input into the type of messaging needed.



TERM: A Real-Time Digital Media Monitoring System

What is TERM?

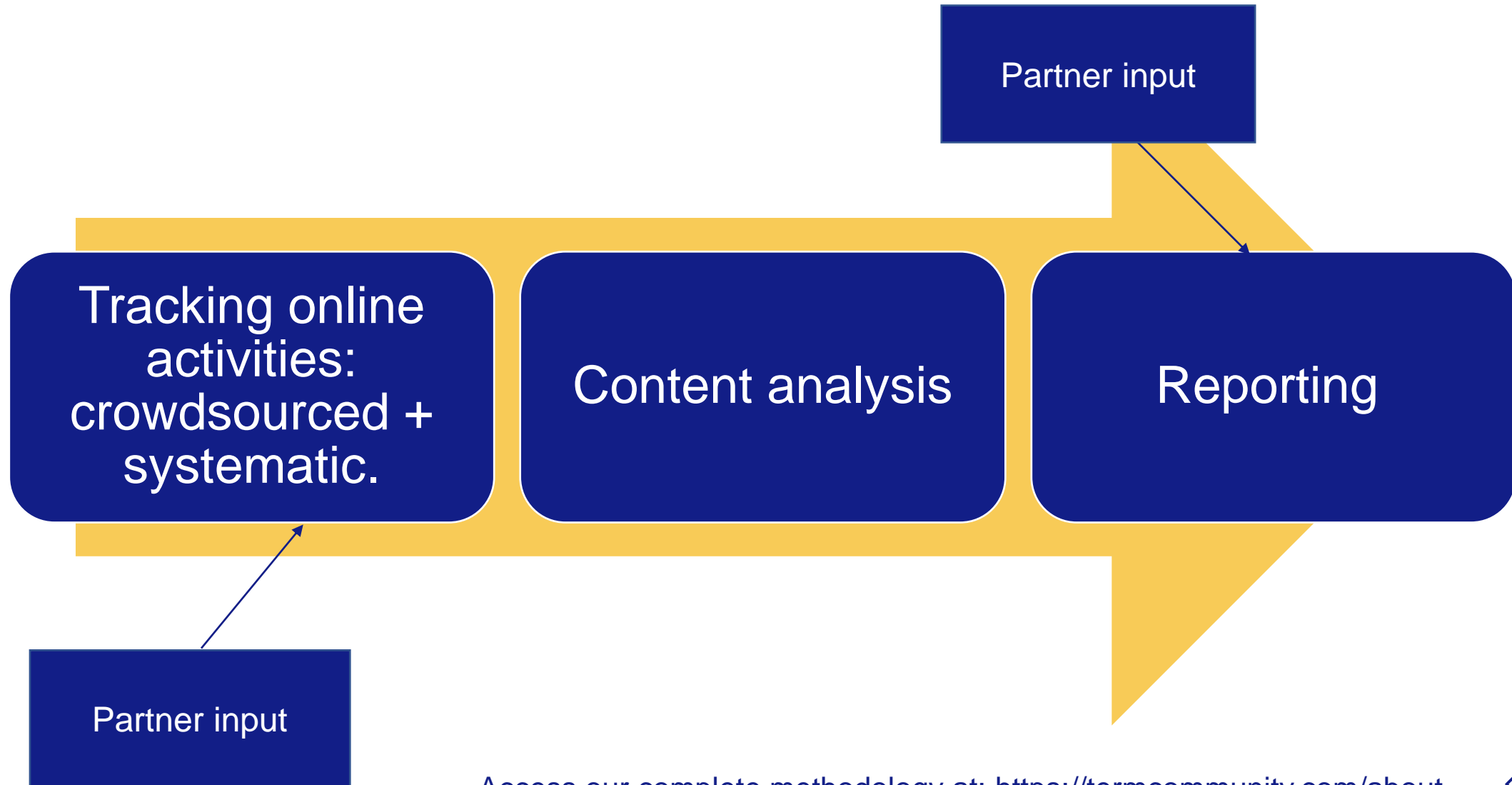
- A real-time digital monitoring system that catches and reports thousands of examples of online tobacco marketing that may otherwise slip under the radar.

How is TERM data collected?

- TERM tracks online tobacco marketing through the collection and analysis of publicly accessible social media posts, news media articles and **crowdsourced inputs**.

TERM is a living, two-way movement and a partnership: It's a data intelligence platform that makes systematic analysis routinely available to advocates, and a partnership with civil society organizations and public institutions in the countries where it operates.

TERM Methodology



Access our complete methodology at: <https://termcommunity.com/about>

Working in Partnership

Partnerships with strong local and global health institutions are key to TERM's success.

Our partners include:

- The World Health Organization
- **Indonesia:** The Ministry of Health, Indonesian Consumers Association (YLKI) and Southeast Asia Freedom of Expression Network (SAFEnet)
- **Mexico:** The International Union Against Tuberculosis and Lung Disease (The Union) and The National Institute of Public Health of Mexico (INSP)
- **India:** WHO India, The Union and PGI Chandigarh-Resource Centre for Tobacco Control



Electronic Cigarette Ads Flood on Instagram and Facebook (Suara.com/ Dini Afrianti)

Indonesian partners launch the issue brief “Vape Tricks in Indonesia: How E-Cigarette Companies Use Social Media to Hook Youth.”

TERM's Outputs

- In each country, we release situation reports that provide real-time information on the scale and extent of tobacco marketing.
- TERM also offers periodic issue briefs on specific aspects of tobacco marketing tactics that warrant deeper analysis, such as bidi marketing in India or e-cigarette marketing in Indonesia.



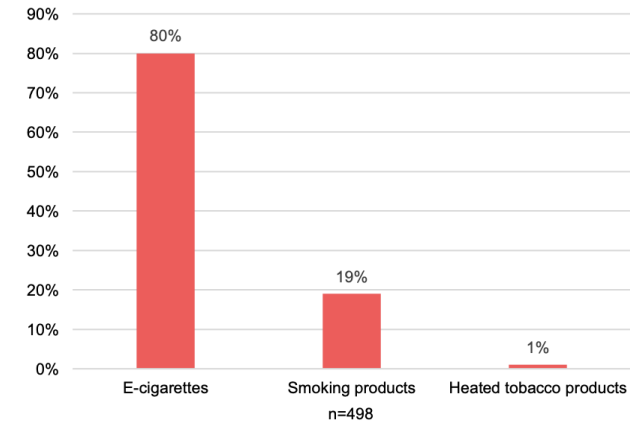
Situation reports in Mexico are monitoring recently passed TAPS laws

- TERM was launched in Mexico in May 2022.
- The Mexican government recently passed new TAPS laws; TERM situation reports can be used to monitor progress.

In our first report, we observed:

- More than 4x more marketing for e-cigarettes than other products.
- E-cigarettes were often positioned as “lifesaving” tobacco cessation products. The use of the hashtag **#elvapeosalvavida** (vaping saves lives) was prominent.

Charts in the situation reports capture the volume of marketing observed for different tobacco/nicotine products.



Images highlight patterns in messaging that we've observed, such as health claims being made frequently.



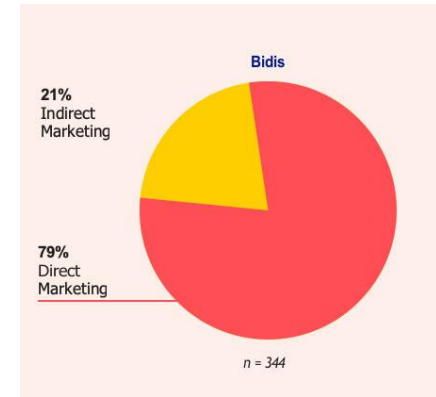
An issue brief spotlighted interference by the bidi industry in India

- Very little is known about how the powerful bidi industry operates in India, especially in terms of its marketing.
- We published an issue brief investigating the industry's marketing online

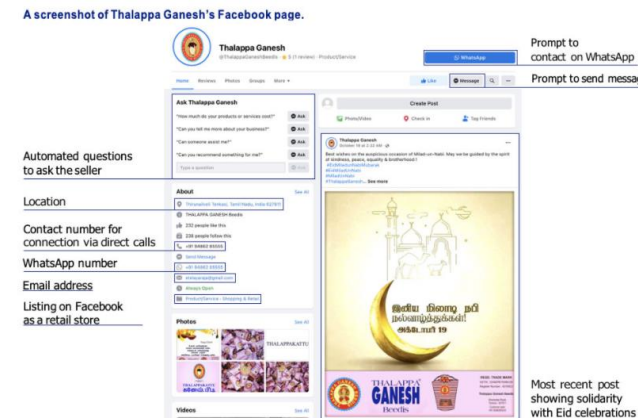
We found:

- Bidis are being directly marketed with clear product pictures to facilitate sales.
- Almost all (98%) of the marketing instances we observed was on Facebook; this included 30 distinct Facebook pages for bidi companies.

Easy-to-read charts in our issue briefs capture the type of marketing tactics being used.



Diagrams of social media accounts paint a clearer picture of how companies are marketing products.



Source: <https://www.facebook.com/ThalappaGaneshBeedis/>

An issue brief investigated e-cigarette marketing in Indonesia

- In Indonesia, which lacks strong TAPS laws and has a nascent but fast-growing e-cigarette market, there was little known about how the e-cigarette industry markets to Indonesians.
- We published an issue brief to address this evidence gap.

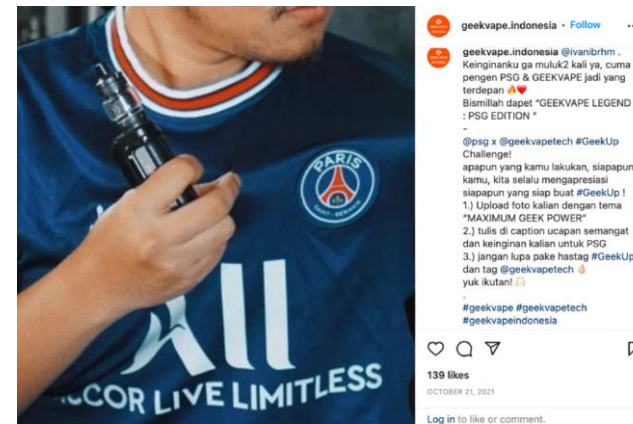
We found:

- E-cigarette brands are actively marketing on social media in Indonesia, with messaging clearly targeted toward young people.
- E-cigarettes are being framed as must-have **high-tech gadgets** that can be used for **party tricks** ("vape tricks") and **entertainment**, and as **glamorous**.

Examples like these capture the type of messaging being used in posts and give us an idea of who the industry is targeting.

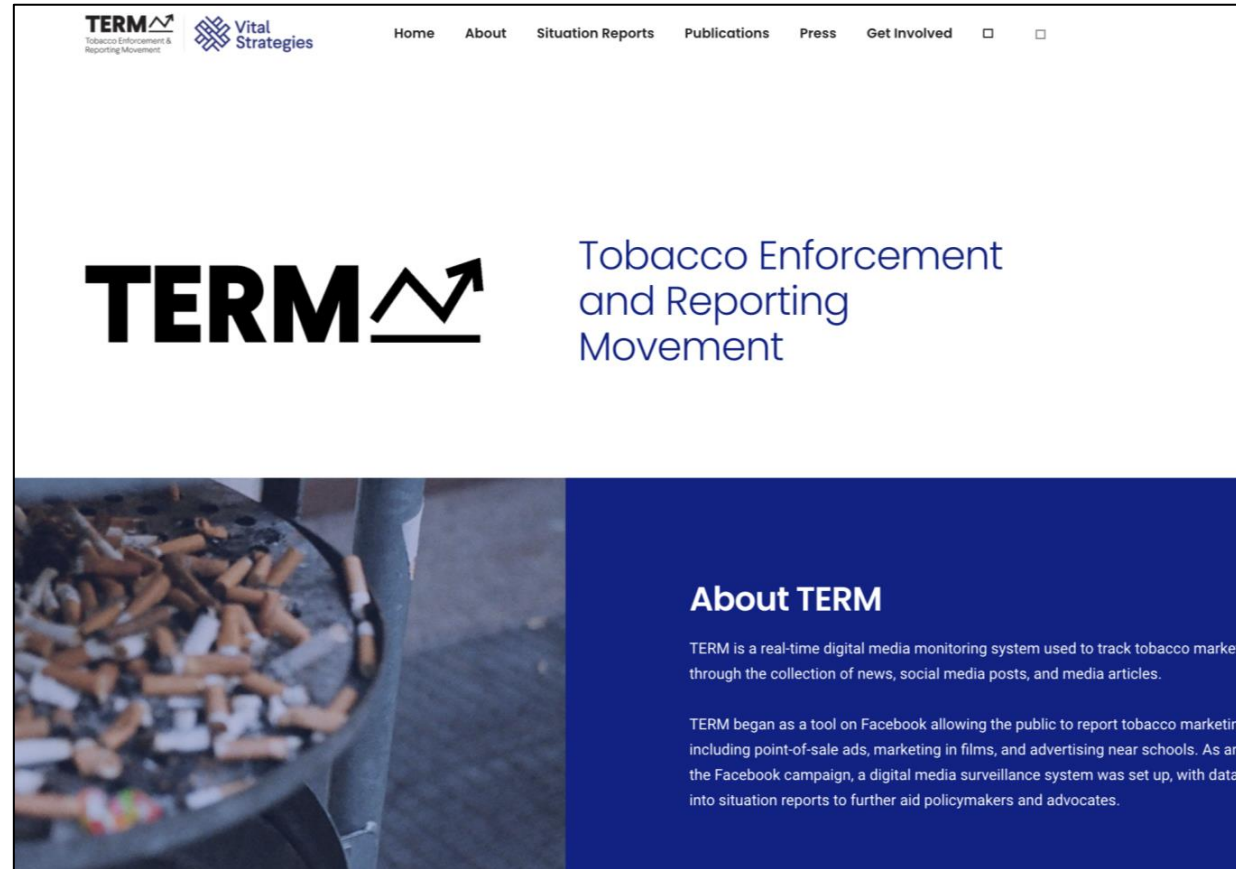


A video of an e-cigarette user doing cloud tricks, which was posted to the VOOPOO Instagram page.



GeekVape frequently promotes their sponsorship of the football team Paris Saint-Germain; this post features an influencer with more than 125,000 followers.

All reports and other materials are housed on our website



Visit our website:
www.termcommunity.org

In Indonesia, TERM is being used to coalition-build for policy action

- "Vape Tricks" issue brief was developed and launched in partnership with the Indonesian Consumers Association (YLKI) and other partners.
- This coalition brought partners together from diverse issue angles including tobacco control, consumer protection and digital safety.
- The report is being used by the Ministry of Health to add evidence/momentum to efforts to address digital tobacco and e-cigarette marketing.



Vital Strategies' Enrico Aditjondro and YLKI's Tulus Abadi sign a poster at the launch of the "Vape Tricks" issue brief.

In India, TERM is shaping public discourse

- Our issue brief on bidi marketing generated **100** media mentions within days, including prominent features in **The Telegraph**, **Times of India** and the **Economic Times**.

The Telegraph



'Tobacco firms misusing social media'

Now, bidi stain shows up on FB

By S. S. Srinivasan

New Delhi: Some tobacco product sellers in India have used Facebook to bypass marketing curbs, says a public health group, and promote sales of their products, according to the world health organization. The group, a public health group, said that between December 2020 and August 2021, it had documented 344 instances of direct marketing on social media.

Facebook policy does not allow the promotion of tobacco products, according to the world health organization's website. "That the group, the public health group, said that between December 2020 and August 2021, it had documented 344 instances of direct marketing on social media."

THE PUFF

Break-up of 344 instances of bid marketing noticed between December 2020 and August 2021 on social media

Platform	Percentage
Facebook pages	98%
Instagram pages	2%
Indirect marketing	21%
Direct marketing	79%

Facebook pages 98% Instagram pages 2% Indirect marketing 21% Direct marketing 79%

Facebook pages 98% Instagram pages 2% Indirect marketing 21% Direct marketing 79%

Facebook pages 98% Instagram pages 2% Indirect marketing 21% Direct marketing 79%

Across countries, we are helping to identify industry interference

- While all marketing is a form of industry interference, we are also capturing examples of the ways in which companies directly promote corporate social responsibility activities to generate goodwill among the public and policymakers.

Hyderabad: ITC donates food products worth Rs 5 lakh

A vehicle loaded with the donated stuff, which will be distributed to old ag

ITC wins the ICSI National Award for Excellence in Corporate Governance

ITC Company Secretary Rajendra Kumar Singhi was named the Governance Professional of the Year for his contribution towards adoption of effective governance processes.



HM Sampoerna promoting their support of COVID-19 vaccination programs at the district level in Indonesia.

TERM is catching the attention of policymakers



The Mayor of Bogor, Indonesia Bima Arya, reads the TERM “Vape Tricks” brief on e-cigarettes in Indonesia.

How you can be involved with TERM

- Read our reports
- Share our reports
- Use TERM data in advocacy material and to create campaigns.

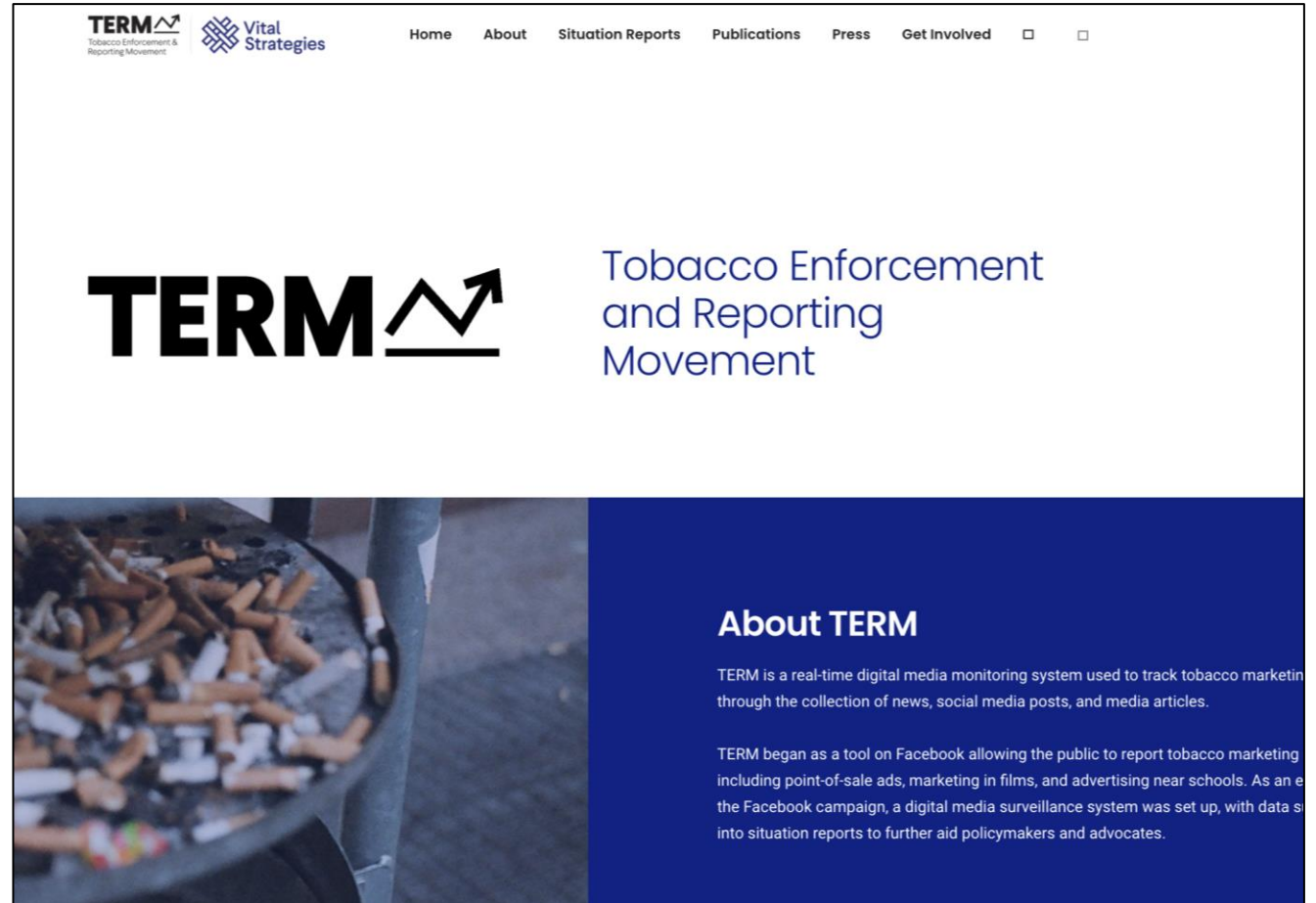


Get involved with TERM

Interested in partnering with us?
term@vitalstrategies.org

Visit our website:
www.termcommunity.org

Any questions or comments?
nmurukutla@vitalstrategies.org



The screenshot shows the homepage of the TERM (Tobacco Enforcement and Reporting Movement) website. At the top left, there are logos for TERM (Tobacco Enforcement & Reporting Movement) and Vital Strategies. A navigation menu includes links for Home, About, Situation Reports, Publications, Press, and Get Involved. The main header features the large TERM logo with an upward-pointing arrow and the text "Tobacco Enforcement and Reporting Movement". Below this, there is a photograph of a cigarette tray filled with discarded cigarettes. To the right of the photo, a dark blue box contains the heading "About TERM" and two paragraphs of text describing the organization's mission and history.

TERM Vital Strategies

Home About Situation Reports Publications Press Get Involved

TERM

Tobacco Enforcement and Reporting Movement

About TERM

TERM is a real-time digital media monitoring system used to track tobacco marketing through the collection of news, social media posts, and media articles.

TERM began as a tool on Facebook allowing the public to report tobacco marketing including point-of-sale ads, marketing in films, and advertising near schools. As an extension of the Facebook campaign, a digital media surveillance system was set up, with data sent into situation reports to further aid policymakers and advocates.

Mongolia's experience on participating in the Pilot project on measuring compliance with tobacco control legislation

Bolormaa Sukhbaatar, Technical officer for NCD,
WHO Country Office in Mongolia

PURPOSE

- To assess compliance with smoke-free legislation and tobacco advertisement, promotion and sponsorship bans according to the Tobacco control law in Mongolia

OBJECTIVES:

- To conduct a conventional survey to monitor compliance with national smoke free legislation and tobacco advertisement, promotion and sponsorship (TAPS) bans in Mongolia;
- To conduct a community-based crowdsourcing survey to monitor compliance with national smoke free legislation and TAPS bans; and
- To compare two methodologies to monitor compliance with national smoke free legislation and TAPS bans in Mongolia

METHODOLOGY

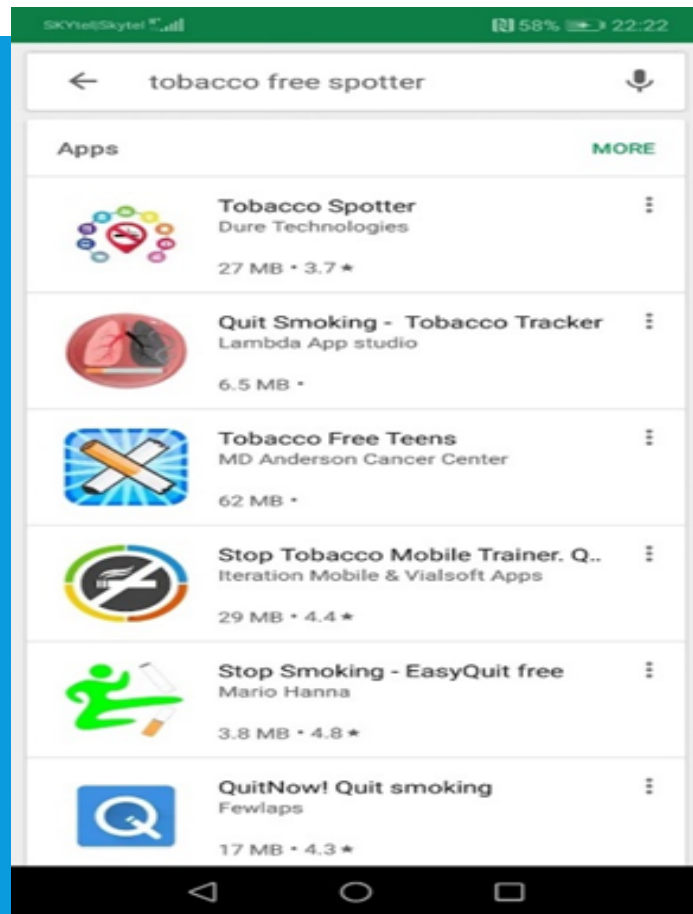
- Study design: Descriptive study
- Data collection: 2-staged random sampling technique:

1st stage: A total of 75 randomly selected primary sampling unit (PSU)s: 39 soums/subprovinces (out of 330 soums of 21 provinces), and 34 khoroos/subdistricts (out of 152 khoroos of Ulaanbaatar city). Covered over 2,500 units by filling 3 groups of surveys to observe 8 types of places, points of sale and media by using a mobilephone application with special access and entry code.

2nd stage: About 2,800 out of 12,677 organizations (of 8 types) located in the territory of 75 PSUs (soums/khoroos) were randomly selected. The field researchers conducted an observational study on assessing levels of compliance with smoke-free laws and TAPS bans.

Timeframe: Sep 2018- Apr 2019

INSTRUMENT OF THE SURVEY- TOBACCO SPOTTER – MOBILE APPLICATION



PREPARATION OF THE SURVEY

- Translated all materials of the survey into Mongolian
- Translated tobacco spotter application into Mongolian
- Formed a researchers' team for the survey
- Trainings organized for 65 researchers (15 researchers of the NCMH and 40 field researchers of aimags) in Ulaanbaatar city and Arkhangai province, by Dr. Kerstin Schotte, team leader, Dr. Clem Carlos and Ms. Lizzie Tecson, technical officers at WHO HQ, Mr. Titus Karanja, Consultant, Ms. Mina Kashiwabara, Technical officer, TFI, WPRO, Dr. J Naranchimeg, SSA/NCD WHO CO and core research team members



SOCIAL MARKETING PLAN FOR THE TOBACCO SPOTTER APP

Overall management of the communication campaign

- Management team (Marketing company, National Center for Mental Health, local consultant)
- Overall marketing plan and local intensification plan (focal points at 21 aimags)
- Weekly email, phone communications with the focal points (3 management team members assist 21 aimags' level activities: 1 member is responsible for 7 aimags)
- Weekly technical meetings (WHO/HQ; WHO/WPRO; WHO/CO; NCMH, Marketing company, local consultant)

Components of the communication strategy

- **Use of social media:**

- ✓ National level: Tovch News and Mongoldoo webpages (each of them has over 20K followers)
- ✓ Local facebook groups (DoH, Governor's office, Family health center group;
- ✓ Aimag ads, Soum Health Center , Public health workers, University etc.)
- ✓ National and local TV interviews
- ✓ Story sharing (best experience, activity posting)

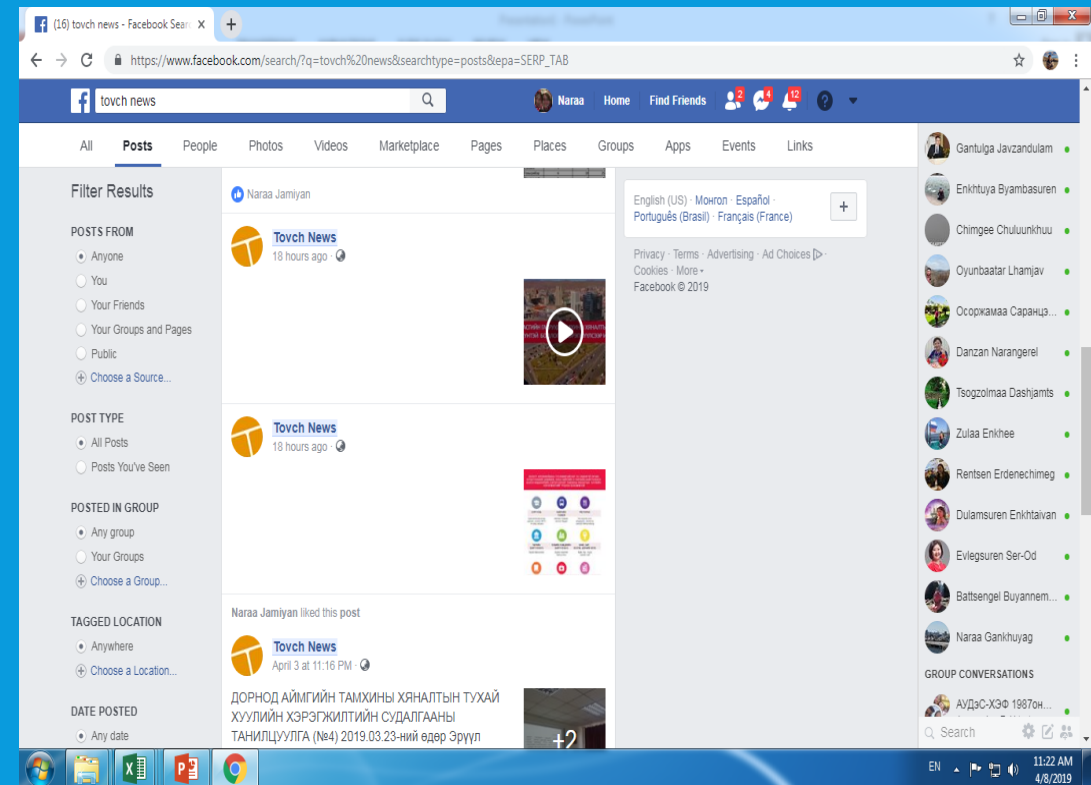
- **Lottery:**

- ✓ 17 Factory: sneakers online shop (March 2019)
- ✓ App modification (April 2019)
- Facebook Lives
- Translation of all promotional materials
- Link with other local initiatives (Tobacco Free Revolution; Healthy city)
- Promotional outreach activities (training/workshop at various settings, dissemination of flyers,...)

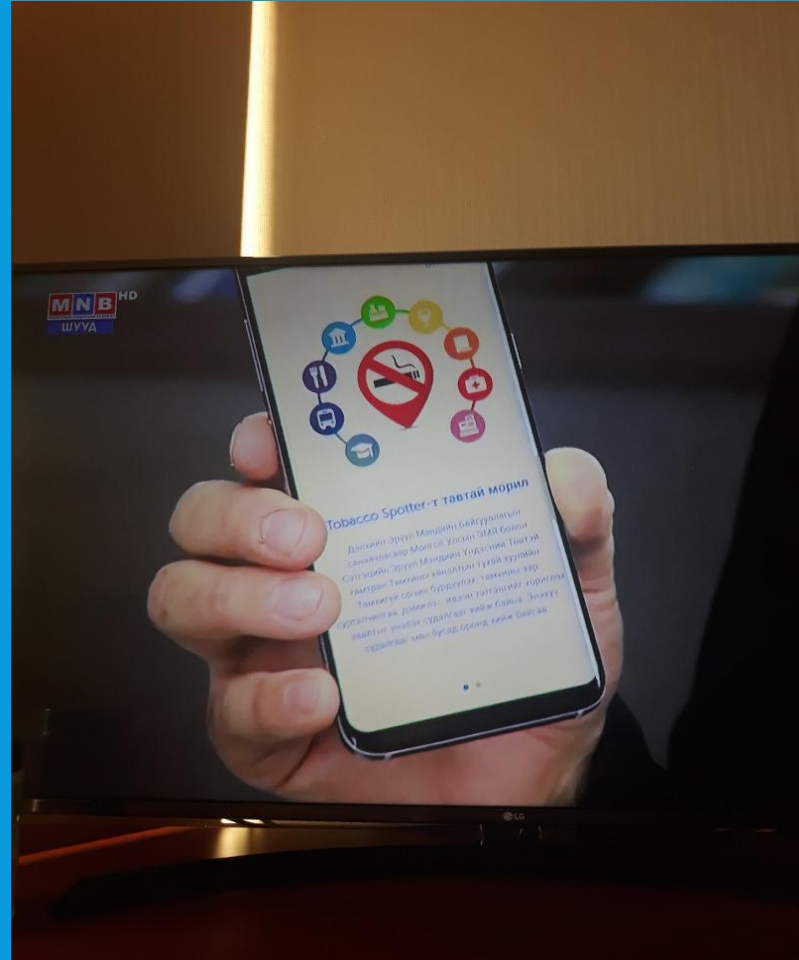
Month	FEB	MAR				APR			
Week	IV wks	I wk	II wks	IIIwks	IV wks	I wk	II wks	IIIwks	IV wks
TOOLKIT									
Strategy A: Posting via facebook pages		3 TV spot/videos poster and brochures (Facebook: Tovch News and Mongoldoo.mn; 17 Factory)							
Strategy B: Media (TV interview and Live video)		6 Mar : MNB	12 Mar: Live						
Strategy C: Boosting	Boost 1								
Strategy D: Outreach activities in UB (brief introduction/training)		11 Mar: NCMH	13 Mar:ULI		26 Mar: MOH				
SUPPLEMENTARY									
Strategy E: Lottery via 17 Factory online sneakers-shopping site		5-18 Mar							
Strategy F: Local campaign at 21 aimags (delivery of promotional materials and campaign activities)			15 Mar-25 April						
Strategy L: Share progress and local experiences via Tovch News			19 Mar-25 April						

Timeline of the social marketing strategies

Regular posting of set of materials via Tovch News and mongoldoo.mn pages



Interview at the Mongolian National Broadcasting TV Channel

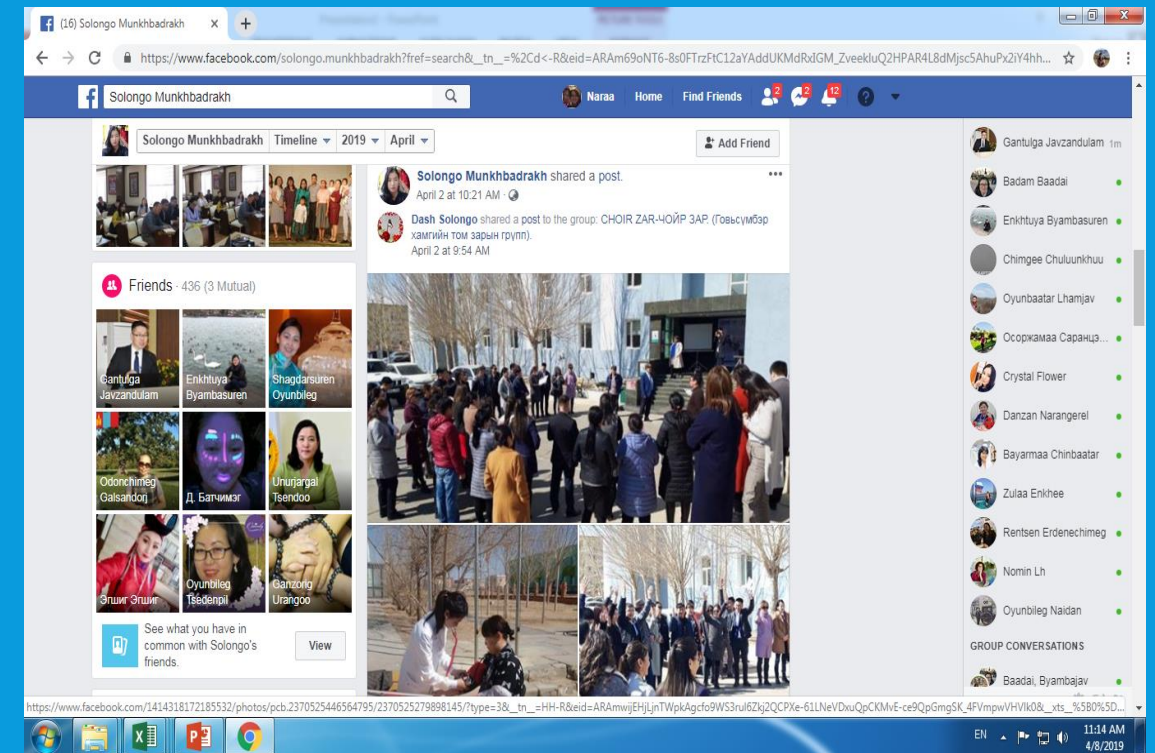
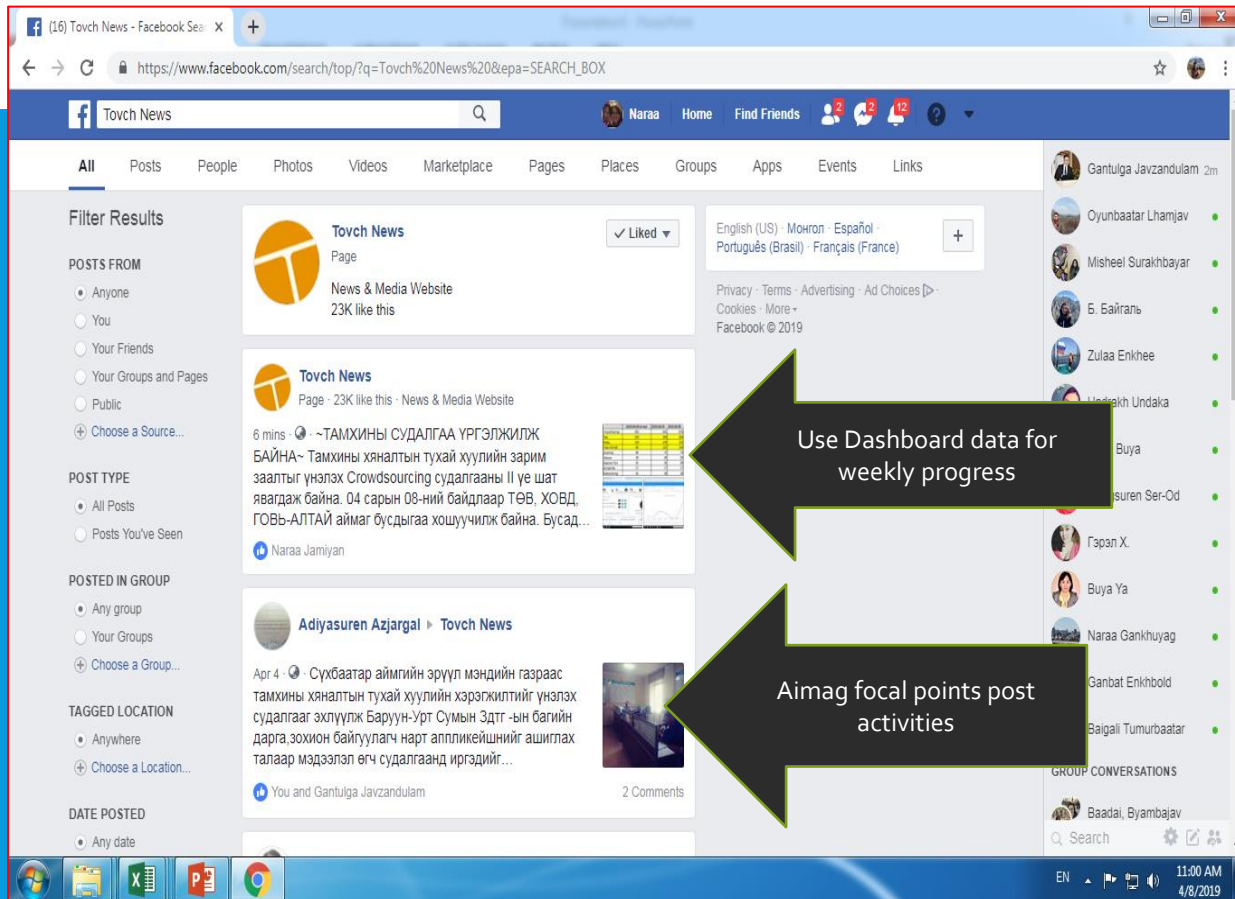


Translation of the app promotional video, development of app instruction

<https://www.facebook.com/TovchMN/videos/435983513816279/>

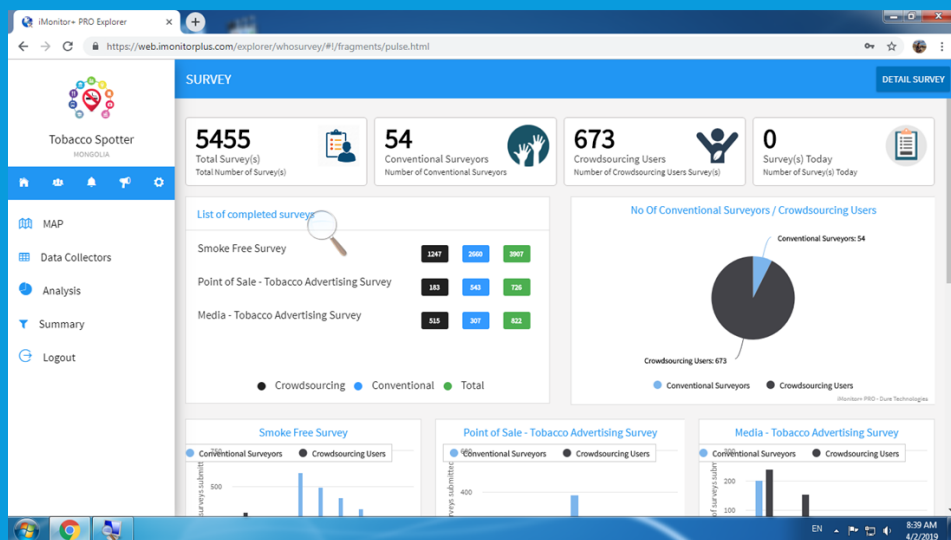
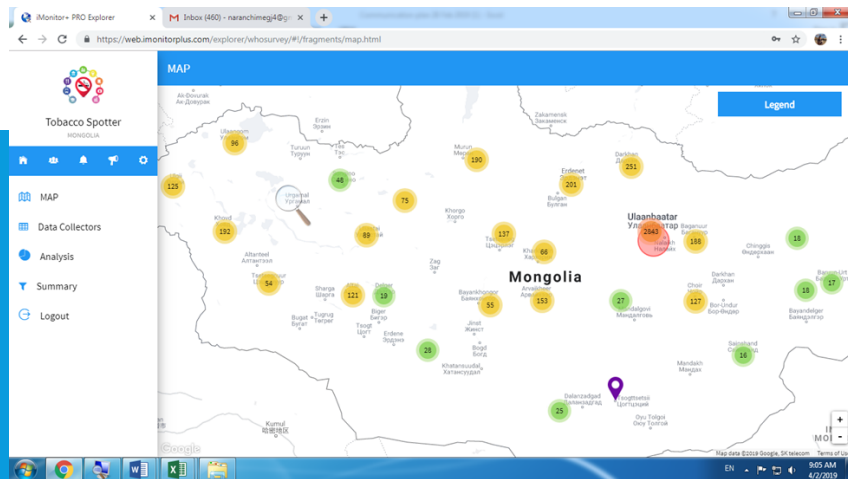
The screenshot displays the Facebook interface for the 'Factory 17' page. The browser address bar shows the URL <https://www.facebook.com/Factory17Store/>. The page header includes the 'Factory 17' logo, a search bar, and navigation links for 'Home', 'Find Friends', and notification icons. The main content area features a video post by 'С.Сүх-Очир' (S. Sukh-Ochir), a member of the 'Нийслэлийн Залуучуудын Хөгжлийн Газрын Дарга' (Director of the Capital Youth Development Center). The video thumbnail shows a man speaking, with a red banner containing Mongolian text: 'ДАСУУН ГАЗРУУД ТАМХИНЫ ХЯНАЛТЫН ХЭТГЭЙ БОДЛОГЫГ ХЭРЭГЖҮҮЛСЭЭР ИРГЭЭ'. Below the video are 'Like', 'Comment', and 'Share' buttons. To the right, there are sections for 'Page Transparency', 'Related Pages' (listing 'Home decor тохижилт', 'Нэхий Трейд ХХк', and 'Dream street wear'), and a list of friends. The bottom of the page shows a Windows taskbar with various application icons and a system tray displaying the time as 12:19 PM on 4/8/2019.

Progress sharing with the focal points and local experiences



Introduction of **Tobacco spotter** during launching of the “Tobacco free Choir city” campaign

Sample of progress sharing to focal points



	2019.04.04 өглөө	2019.04.05	2019.04.07	2019.04.08
Улаанбаатар	655	655	670	675
Төв	254	254	254	255
Ховд	115	115	115	115
Говь-Алтай	90	122	124	125
Дорнод	68	72	74	80
Завхан	29	29	29	29
Дархан Уул	25	25	39	48
Дундговь	17	17	17	24
Баянхонгор	16	18	18	18
Сүхбаатар	16	17	17	17
Орхон	13	32	35	37
Хөвсгөл	10	10	12	12
Булган	9	9	9	9
Сэлэнгэ	7	7	7	7
Говьсүмбэр	6	19	25	26
Өвөрхангай	5	5	5	16
Увс	4	4	4	4
Өмнөговь	3	3	3	3
Дорноговь	2	10	32	65
Хэнтий	1	1	3	4
Архангай	0	0	0	0
Баян-Өлгий	0	0	0	0

First lottery via Factory17Store

The screenshot shows the Facebook page for Factory 17. The page header includes the name "Factory 17" and navigation options like "Home", "Find Friends", and "Send Message". The main content area features a large orange logo with the number "17" and the word "FACTORY". Below the logo, there is a section titled "Энэ үнэхээр хамгийн зөв зам мөн үү?" (Is this really the best way?). The page also displays a "Page Transparency" section, indicating it was created on October 20, 2013. A sidebar on the right lists various users who are following the page, including Gantulga Javzandulam, Badam Baadai, and others. The bottom of the page shows a Windows taskbar with the date 4/8/2019 and time 12:13 PM.

The screenshot shows the Facebook search results for "factory 17". The search results are filtered to show posts. The top result is a post from Factory 17, dated March 20, with the text "#Tobacco Spotter app постны эхний #Азтан бэлэг бэлэгийн дээд бэлэн мөнгөө ирж авлаа" (The first tobacco spotter app post, the top prize of the #Aztan lottery has arrived). Below this, there are two more posts from Factory 17, one dated April 1, with the text "#Жич:үлдсэн 2 аэтан өнөөдөр 20цагаас өмнө ирэхгүй бол дараагийн хүмүүстээ болжм олгоно" (Example: 2 prizes will be drawn today, 20 minutes before the lottery ends, otherwise they will go to the next winners). The search results also show a group "17 Hippies - Magdeburg (D)" with 33 people interested. The bottom of the page shows a Windows taskbar with the date 4/8/2019 and time 12:12 PM.

Some of the best local experiences



Dr B. Bayarjargal, Focal point.
Psychologist and Public Health Worker, Tuv aimag

“...Our aimag has largest numbers of soums and we used this advantage. At first, Department of Health sent an official request of collaboration to all Public Health Officers at 27 soums. An instruction for using Tobacco spotter app was shared to facebook group on Soum Public Health workers. Depending on size of the population, we asked to submit 15-25 surveys from each soum. We also sent request to all 39 organizations that work at aimag center asking to encourage at least 5 person to submit the survey. In addition, we started to share posters and videos via local TV and webpages of Department of Health, aimag’s facebook page on advertisement. As of the date, over 275 people submitted the survey from our aimag and I am sure that the number will continue to increase as all soums are still submitting ... “



Dr. B. Oyuntungalag, Focal point.
Head of the Division of Public Health, DOH, Khovd aimag

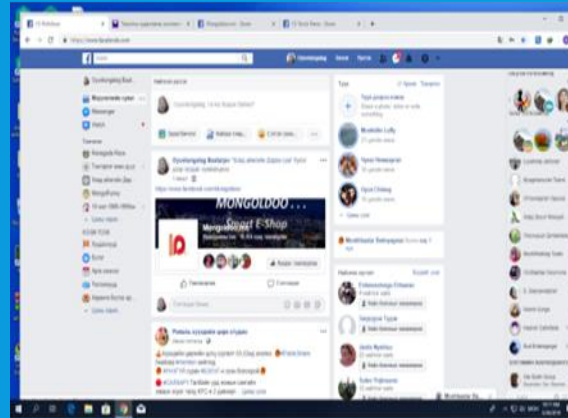
“...We tried all possible ways to reach as many people as possible.

- ✓ We advertised the instruction of application through Facebook groups on Khovd aimag, DOH, FHCs, University of Khovd; and Soum Health Centers’ of Munkh-khairkhan, Dorgon and Darvi soums;
- ✓ Distributed guideline on Tobacco Spotter to all public organizations such as FHC, Governor’s Office, Specilaized Inspection Agency, Education and Culture Agency, etc.; Interview on local TV;
- ✓ Organized training among soum and FHC doctors and PH workers and encouraged their participation;
- ✓ Organized advocacy works and promotional event (small token) together with FHC’s public health workers among preschool teachers and workers; and university lecturers and students ;
- ✓ Provided small incentives to PH workers to reach at least 10-20 persons and fill the survey; and
- ✓ Combined promotional talks with monitoring visits to SHC and assisted submission of the survey

Promotional outreach activities at aimag level



Introducing the app to the state inspectors in Tuv aimag



Post in local group pages; and seminar among health workers

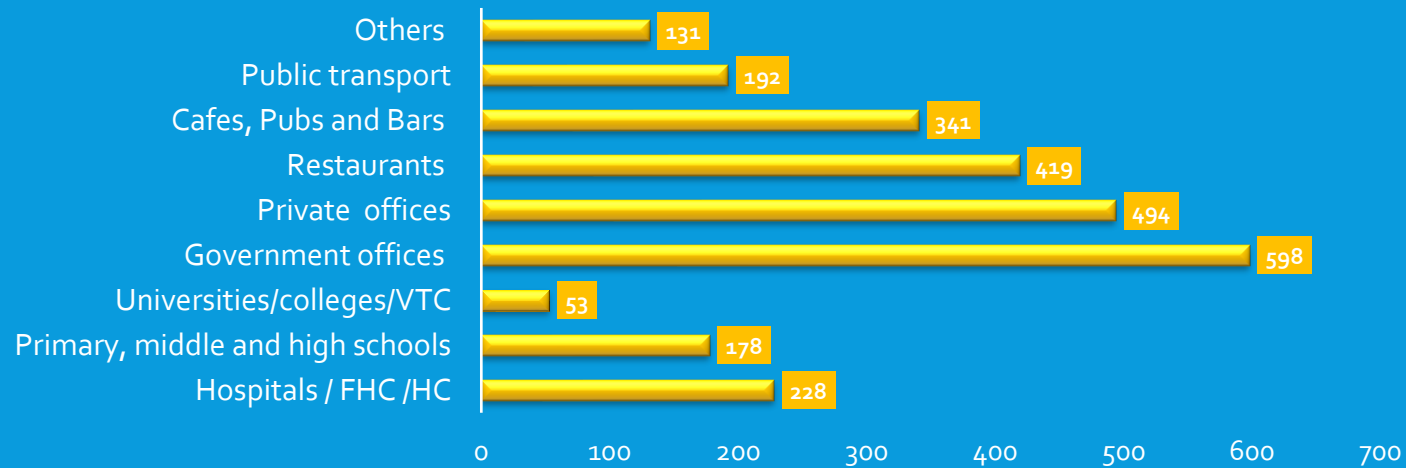


Visit to the University of Khovd aimag

CONVENTIONAL SURVEY

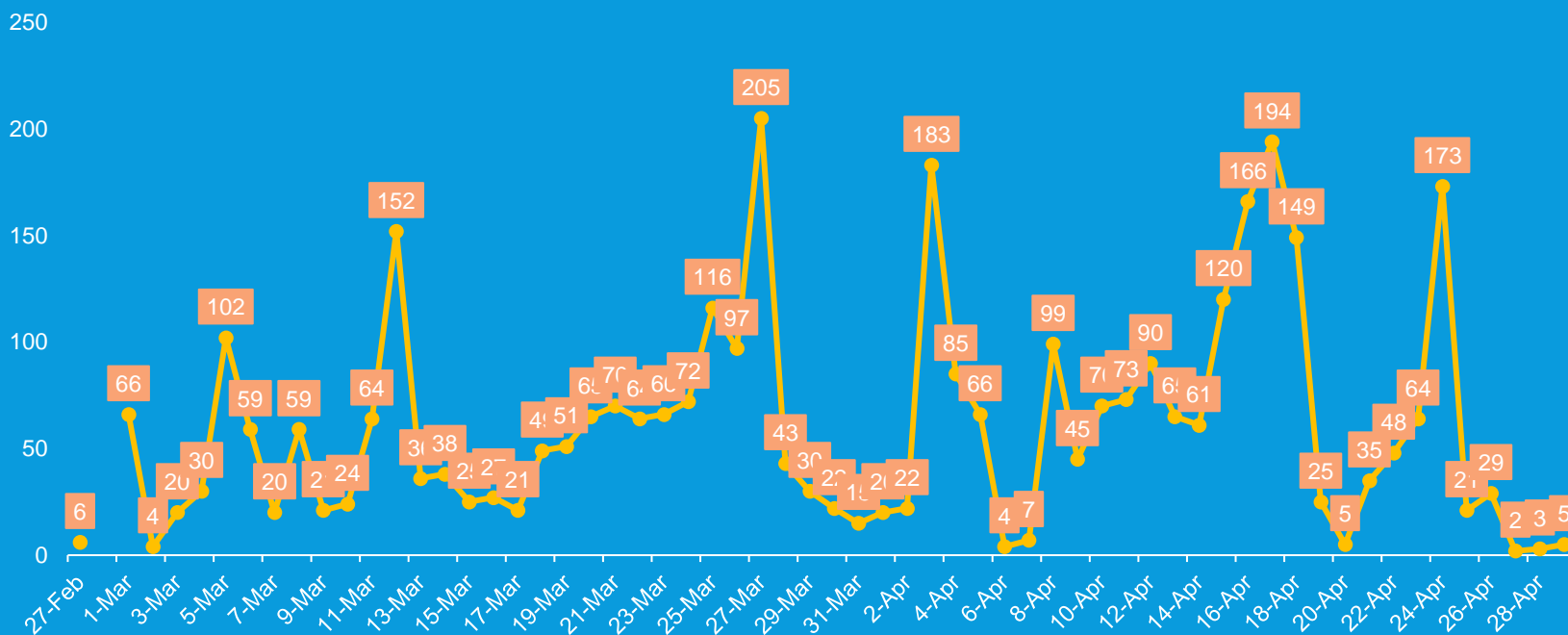
According to the dashboard monitoring, a total of 3,513 venues were observed and data entered. By the three groupings, a total of 2,663 observations at 810 hospitals, secondary schools, universities, public offices, private offices, restaurants, café/bars, public transport was registered.

Number of venues for smoke -free survey , conventional

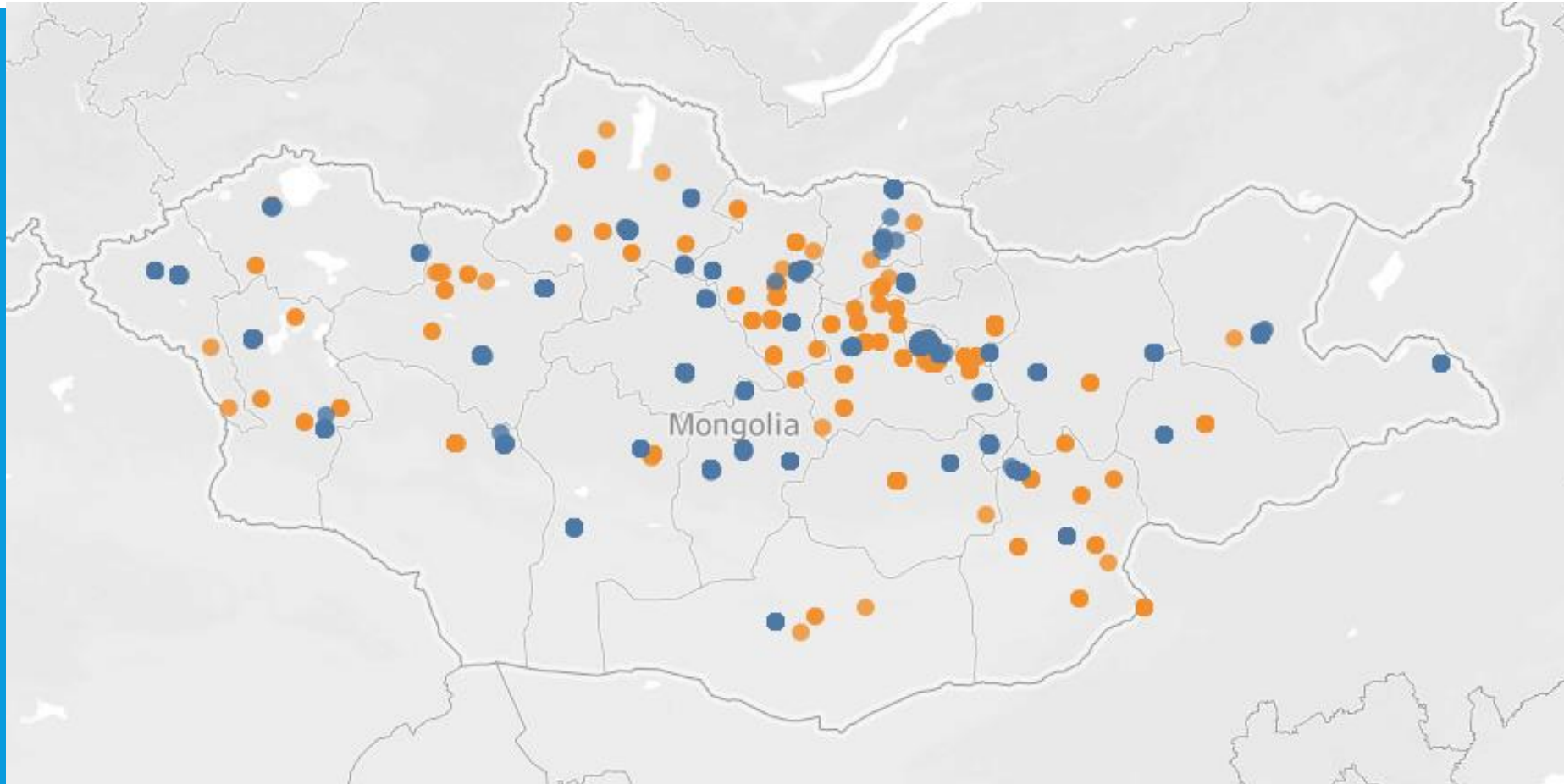


CROWDSOURCING SURVEY

Crowdsourcing or community induced data collection on compliance with tobacco law had continued from February to April 2019. A total of 1,147 people submitted 3,953 surveys, which was an unexpected success for the team. On average, one user submitted 3-4 surveys.



Geographical coverage of Conventional vs Crowdsourcing, Mongolia



■ Conventional
■ Crowdsourcing

Submitted surveys (both Conventional and Crowdsourcing)

By the 3 groupings, 76% of the submitted surveys were on monitoring smoke-free environments; and 8% was on observing the point of sale-tobacco advertising and 16% was on observing tobacco advertising on media

- | Types | Conventional
(54 researchers) | Crowdsourcing
(1147 citizens) | Total |
|---|----------------------------------|----------------------------------|-------|
| Smoke-free survey | 2664 | 2986 | 5650 |
| Point of sale- tobacco advertising survey | 543 | 331 | 874 |
| Media- tobacco advertising survey | 307 | 636 | 943 |
| Total | 3514 | 3953 | 7467 |

Challenges and Lessons learned

- The team successfully implemented the pilot survey using both conventional and crowdsourcing methods.
- Researcher-led survey is costly, accuracy and quality of the data collection depend on the researcher's level of understanding the issue of study. The approach allowed us to get relevant data at a definite period of time.
- The crowdsourcing needs sufficient time and budget for the community based motivational campaign that needs a longer duration. Local coordinators need skills and experience in developing a marketing plan and monitoring. Incentivization brought significant increase in the number of responses and the number of active users using the app.

**THANK YOU
FOR YOUR ATTENTION!**



Case study of Tobacco Monitor Application

- S. CYRIL ALEXANDER



TobaccoMonitor

Tobacco Monitor...

- A platform for:
 - Reporting tobacco control violations
 - Receiving latest updates on tobacco control
- Launched on World No Tobacco Day, 31st May 2015

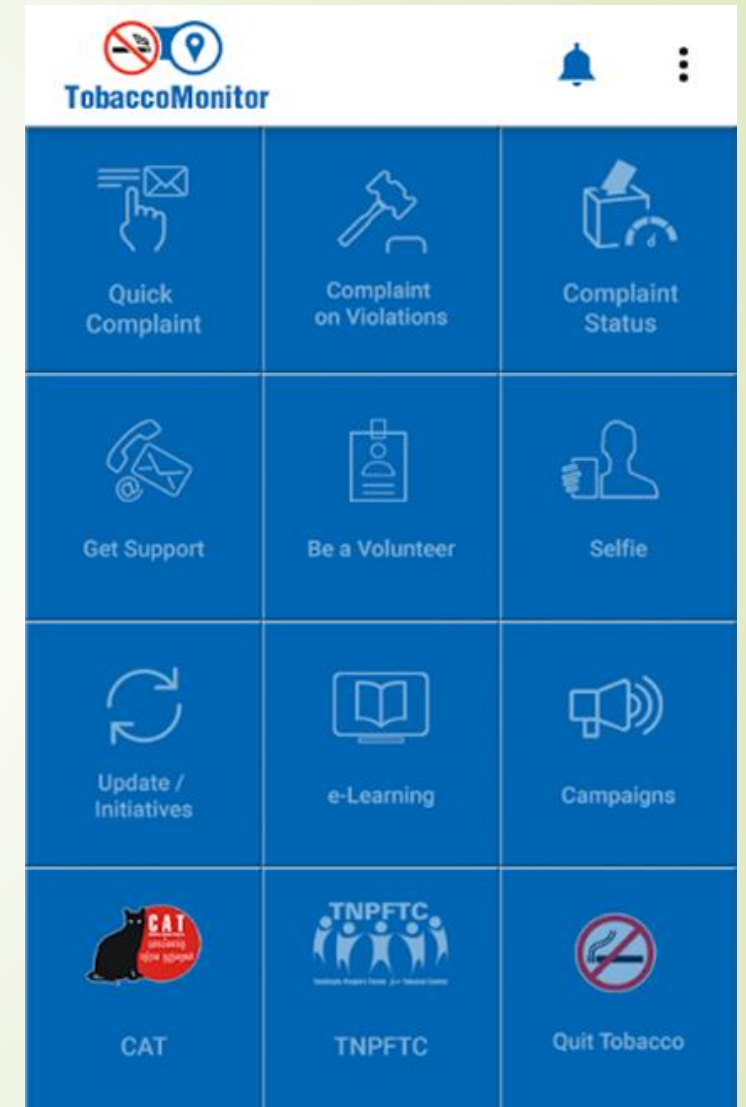


cyril@tnpftc.org
www.tnpftc.org



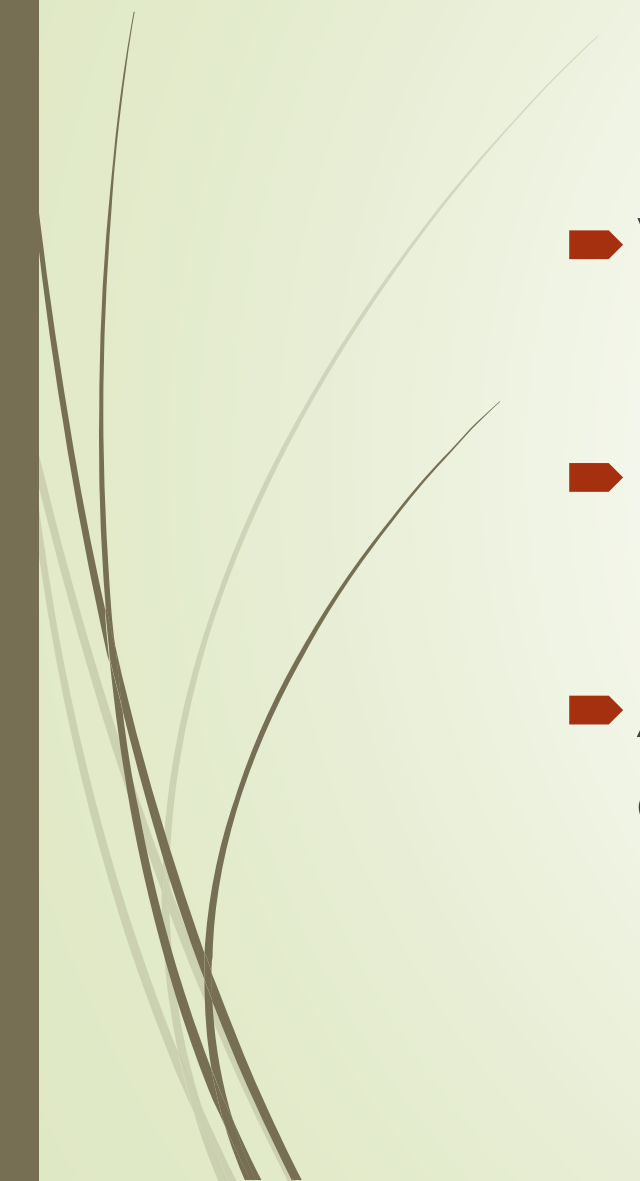
Core Features

- Facilitates reporting of 28 kinds of violations
- Ensuring user anonymity and confidentiality
- Access to view the complaint status



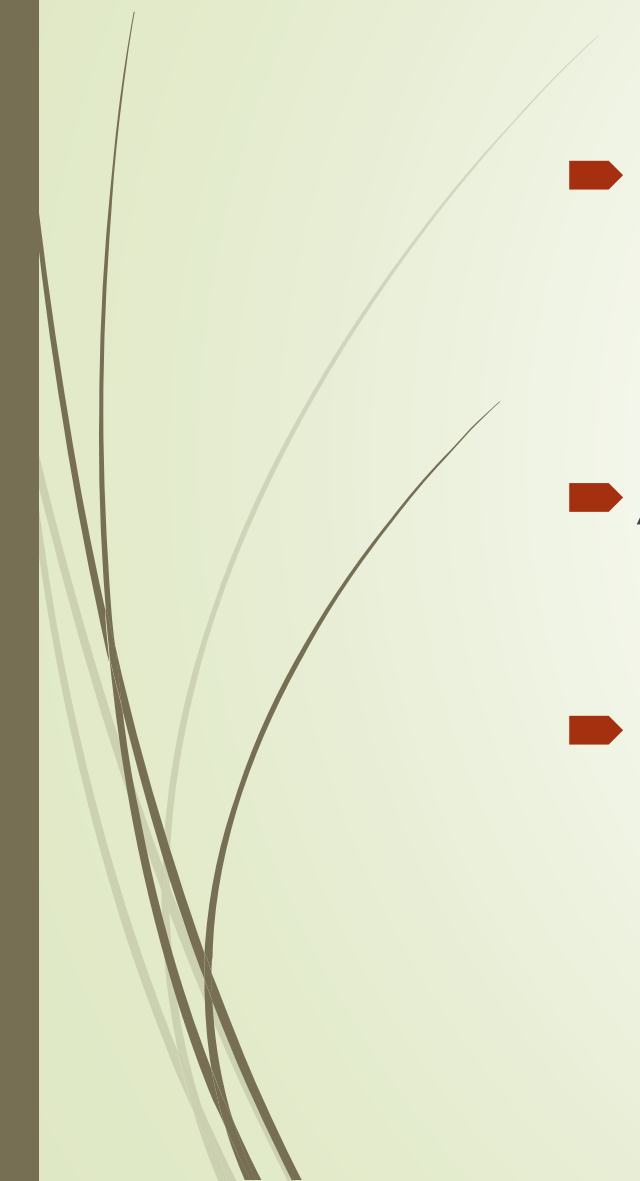


Scope of the Application

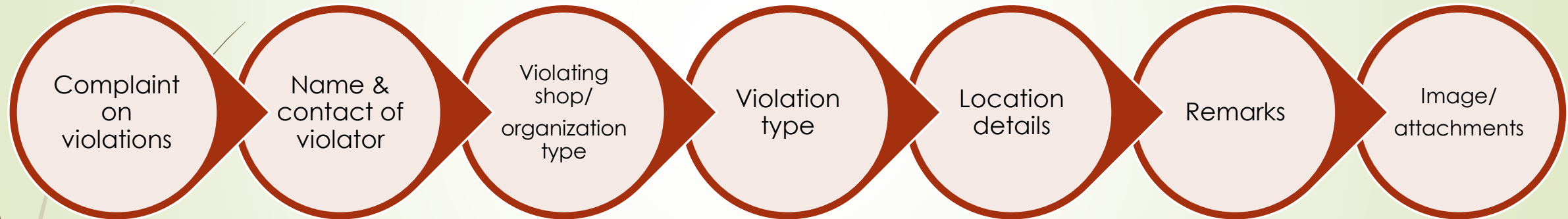
- Volunteering and campaigns
 - Provides cessation services
 - Assists organizations in formulating tobacco control policies
- 



Tobacco Monitor for Tobacco Control

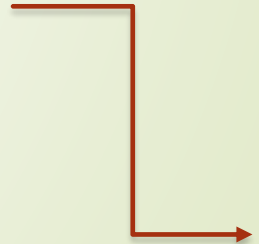
- Readily accessible to people; encourage people participation
 - Addresses unnoticed violations
 - Ensures inter-departmental coordination and monitoring
- 

Registering Complaints through Tobacco Monitor



Bringing up change through Tobacco Monitor

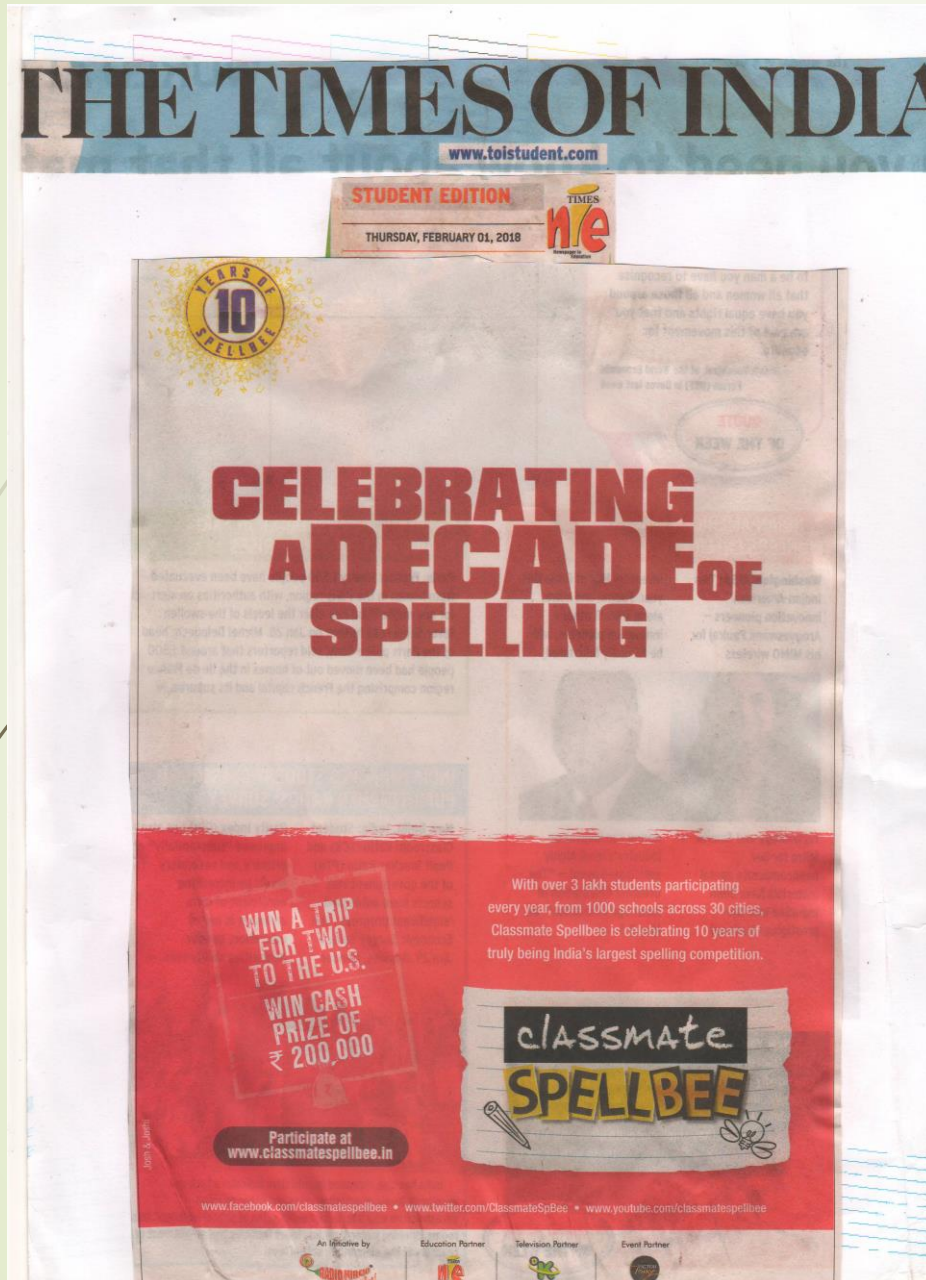
Selected case studies






I. Limiting tobacco industry interference in educational institutions

- **Case 1: Spell Bee Competition**
- **Case 2: Olympiad**



- Spell Bee competition of ITC involving students and educational institutions; Violation of 242 order
- Based on the complaint, a letter was sent by Tobacco Monitor to Deputy Secretary, Education Dept.



 केन्द्रीय माध्यमिक शिक्षा बोर्ड
CENTRAL BOARD OF SECONDARY EDUCATION

REGD. / SPEED POST
1363566 Dated: 13.03.2018

Director of School Education
School Education Department,
College Road, Chennai- 600006

Subject: Regarding violation of section 5, COTPA 2003 by the educational institutions.

Sir,

This is with reference to letter no. TNPFTC/TM267.1/2018 dated 10.02.2018 received from Tamilnadu People's Forum for Tobacco Control regarding the above mentioned subject (copy enclosed).

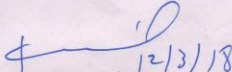
In this connection, I am directed to inform that as per the above mentioned letter CBSE affiliated schools in Tamil Nadu is violating GO (MS) NO. 242 dated 26.09.2012 regarding the ban of all educational institutions from participating in the Tobacco promotion events.

Therefore, you are kindly requested to take necessary action in this regard.

Yours faithfully,
Deputy Secretary (Affiliation)

Copy to:

1. Mr. Cyril Alexander, State Convener, Tamilnadu People's Forum for Tobacco Control, Flat No. 8, Starling Apartments, 39, Akbarabad 2nd Street, Kodambakkam, Chennai 600024
2. DS (A&L), CBSE, Preet Vihar for information please.
3. PA to DS (Affin) for updating the VIP reference status.

 12/3/18
Deputy Secretary (Affiliation)

"शिक्षा केन्द्र", 2, सामुदायिक केन्द्र, प्रीत विहार, दिल्ली - 110092
"Shiksha Kendra", 2, Community Centre, Preet Vihar, Delhi - 110 092
फोन / Telephone : -91-11-22528242, 22528257 फैक्स / Fax: 011-22530655 वेबसाइट / Website: www.cbseaff.nic.in/ E-mail : cbse.aff@nic.in

- Letter from Education Dept. to Director of School Education requesting to take action against the violation.

➔ **CASE 2:**
CLASSMATE HANDWRITING
OLYMPIAD

WELCOME
TO THE
7th Season of
classmate
Presents
Handwriting Olympiad
A mission towards good Handwriting skills
Powered by **sonic**
Grand Finale
23rd April, 2017
at
Nakhrali Dhani, Indore
1 DAY TO GO...





School Education Department,
Secretariat, Chennai - 9.

Letter No.8436/SE5(1)/2014-3, dated. 07.04.2017.

From
Thiru. S.Vedarathinam, M.A.,
Joint Secretary to Government.

To
The Director of School Education, Chennai-6. (w.e)
The Director of Elementary Education, Chennai-6. (w.e)
The Director of Matriculation Schools, Chennai-6. (w.e)

Sir,
Sub: School Education - Violation of Section 5 of the Cigarette & Other Tobacco Products Act (COTPA), 2003 - Schools in Tamilnadu participated in Classmate Handwriting Olympiad session 7- conducted by ITC limited - appropriate action - Reg.

- Ref: 1. G.O.(Ms.)No.242, School Education Department dated 26.09.2012.
- 2. From the State Convener, Tamilnadu People's Forum for Tobacco Control, Chennai - Letter dated 03.04.2017.

I am directed to invite attention to the references cited and to enclose a copy of reference 2nd cited which is self explanatory.

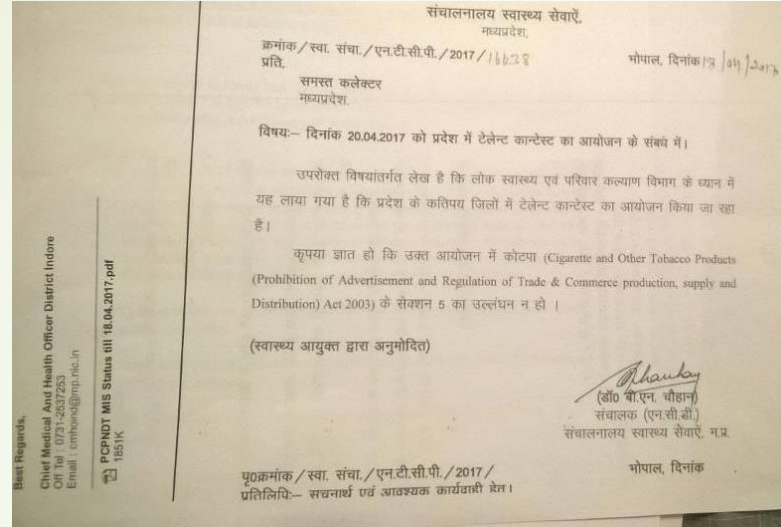
2) In this regard I am directed to request you to issue necessary instructions to district level officials under their jurisdiction to prohibit the continuing participation of schools in the 7th Classmate handwriting Olympiad competition and also instruct them to adhere the Government Order in reference 1st cited strictly.

Yours faithfully

S.P. Vignesh Kumar
for Secretary to Government.

Copy to :
The State Convener,
Tamilnadu People's Forum for Tobacco Control,
Flat No.8, Starling Apartments, 39,
Akbarabad 2nd Street,
Kodambakkam Chennai-24

➔ Circular from the PHPM Dept. of MP



THE HINDU CHENNAI
SATURDAY, APRIL 22, 2017

Schools barred from Handwriting Olympiad

CHENNAI
The School Education Department has prohibited schools from participating in events that violate the Cigarettes and Other Tobacco Products Act, a press release said. This would mean schools cannot participate in Classmate Handwriting Olympiad Session, since Classmate is a brand of ITC, the release from the Tamil Nadu People's Forum for Tobacco Control said.

DT NEXT 7
Chennai, Saturday, April 22, 2017

Don't participate in ITC group's olympiad: Govt

CHENNAI: The Tamil Nadu School Education Department has prohibited schools in Tamil Nadu from participating in Classmate Handwriting Olympiad Session 7. According to officials, it is a violation of Section 5 of Cigarettes and Other Tobacco Products Act (COTPA), 2003 and the G.O. (Ms.) No. 242 of TN School Education Dept. that states, "No educational institution is permitted to participate through its students or its faculties in the events/ sponsorship/ gift/ prizes/ scholarship or any other activities that promote any tobacco company either through the use of (tobacco) company or brand name, emblem, trademark logo, or trade insignia or any other distinctive features connected with its tobacco or non-tobacco products or services." The release stated that since ITC was the largest producer of cigarettes in India and their interventions in schools through their Classmate brand is a violation of Section 5 of COTPA.

➔ News piece published in Hindu and Deccan Chronicle

➔ TN School Education Department through banning the participation of TN schools in the Classmate Handwriting Olympiad 2017



➔ Title sponsor changed from Classmate by ITC to Nutrela

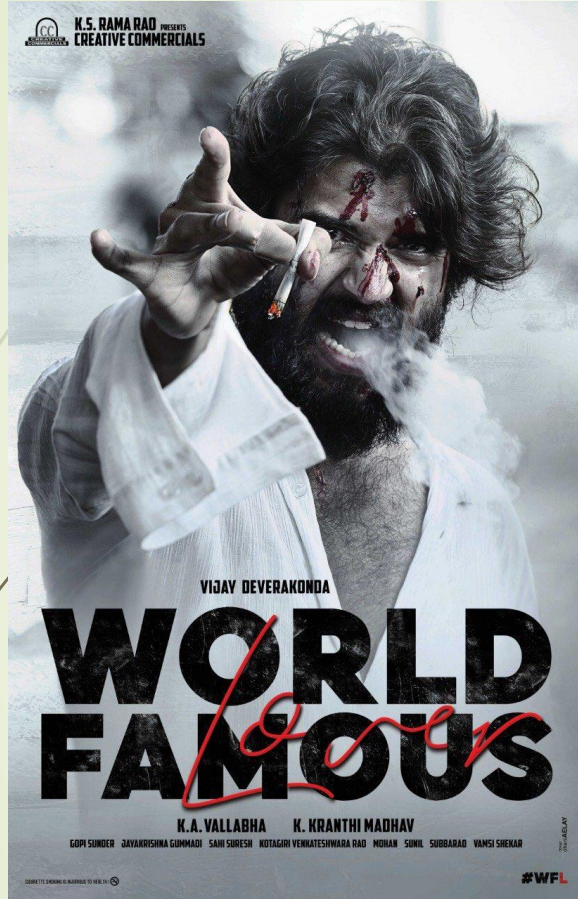


II. Limiting tobacco violations in movies/social media

Selected case studies of:

- **Telugu movie 'World Famous Lover'**
- **Tamil movie 'Maanadu'**
- **Tamil movie 'Sarkar'**
- **Tamil movie 'Naane Varuven'**

Telugu movie 'World Famous Lover'



- Violation identified in the poster of the movie



- Apology letter from the production agency assuring to avoid such posters in their future promotions

Tamil movie 'Maanadu'

It may be noted that the Certificate of the film "MAANAADU" (TAMIL) and its teasers was issued only after ensuring that the smoking disclaimers are kept as per norms. However, on receipt of your earlier complaints with respect to the film "MAANAADU" (TAMIL), CBFC had directed the Applicant/Producer of the film to ensure that the smoking disclaimers are kept as per norms during exhibition of the film and its teasers/promos. i.e. The disclaimers should be legible and readable and in bold black font on white background. Further, CBFC had also directed the Service providers (Qube/UFO/Scrabble etc.) to ensure that the Smoking disclaimers are kept as per norms during exhibition of films/teasers etc. Similarly, the Trade bodies of Film Industry, Tamil Nadu are also requested to inform their members to ensure that Smoking disclaimers are kept as per norms in their film. This is for your kind information.

Encl: as above.

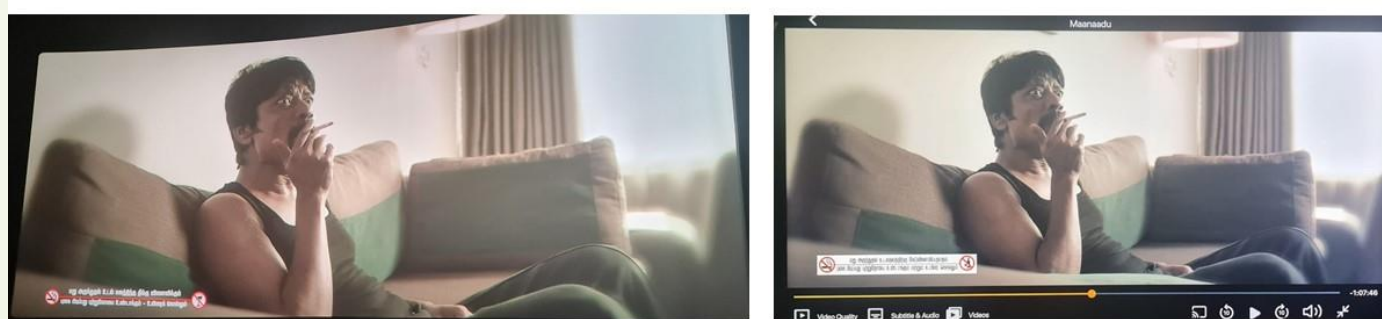
(M. LEELA MEENATCHI)
REGIONAL OFFICER

Shri Suresh Kamatchi,
M/S V. House Productions,
No.99, ARS Flats, S-2, SBI Colony,
3rd Street, Saligramam,
Chennai - 600 093.

Sir,

Your film titled "MAANAADU" (TAMIL) was granted "UA" Certificate subject to excisions vide CC No.DIL/2/124/2021-Che dated 23.11.2021. This Office had also certified the promos, teaser, trailer etc. of the above film. The Certificates were issued by the Board only after ensuring that the smoking disclaimers are kept as per norms. However, we have received complaints that smoking scenes without disclaimers are being exhibited. You are therefore directed to ensure that smoking scenes in the film as well as the promos, teaser, trailer etc. are being exhibited with the mandatory smoking disclaimer as per norms. The smoking disclaimers should be legible and readable and in black colour font on white background. This is for your information and necessary action.

(M. LEELA MEENATCHI)
REGIONAL OFFICER



- Letter sent by the Regional Director of the Film Certification Board to the production agency of the movie based on the complaint from Tobacco Monitor to replace the disclaimer as per the norms.

Tamil movie 'Sarkar'



Sarkar team gets notice from TN health department for promoting smoking

The Tamil Nadu health department has issued a notice to actor Vijay over his ongoing movie Sarkar. The health department has taken objection to the actor posing with a cigarette in his mouth in the first-look poster of his upcoming film.

Apart from the actor, notice has been issued to director AR Murugudoss and producer Kalanithi Maaran as well. The notice states that no promotional material of the movie shall endorse smoking.

Sources in the health department said legal action will be initiated if the poster is not removed from the promotional material of the movie.

Following the notice, the official Twitter handle of Sun Pictures (who is bankrolling this film), removed the first look poster from their account.

Actor Vijay, director get notices

The Madras High Court on Monday ordered notices returnable by July 16 to actor Vijay, film director A.R. Murugadoss and production house Sun Pictures on a public interest litigation (PIL) petition, which wanted them to pay ₹10 crore each as damages to Government Cancer Hospital at Royapettah here for having shown the actor smoking a cigarette in the first look poster of his upcoming movie *Sarkar*.

First Division Bench of Chief Justice Indira Banerjee and Justice P.T. Asha directed the High Court Registry to issue notices to the Centre and the State government as well. S. Cyril Alexander, convenor of the Tamil Nadu People's Forum for Tobacco Control (TNPFTC), a private organisation based at Kodambakkam here, filed the PIL petition accusing the film crew of having thrown the law on the subject to the winds.

Sarkar poster with shot of Vijay smoking removed

➤ Before the intervention of Tobacco Monitor

➤ After the intervention of Tobacco Monitor

தீனாதிபதி
DAILY HINDU TAMIL THIRAI



சர்கார் படம் தொடர்பான வழக்கில் நடிகர் விஜய் இயக்குநர் முருகதாஸ், தயாரிப்பு நிறுவனம் ஆகியோர் 2 வாரத்தில் பதிலளிக்க சென்னை உயர் நீதிமன்றம் உத்தரவிட்டுள்ளது. #Sarkar #ActorVijay #Murugadoss

பதிவு: ஜூலை 09, 2018 14:01 PM

சென்னை

ஏ.ஆர்.முருகதாஸ் இயக்கத்தில் விஜய் நடித்துவரும் படம் சர்கார். சன் பிக்சர்ஸ் நிறுவனம் தயாரிக்கும் இந்தப் படத்துக்கு ஏ.ஆர்.ரஹ்மான் இசையமைக்கிறார். அடுத்தடுத்த கட்டங்களாக இதன் படப்பிடிப்பு தொடர்ந்து நடைபெறுவது, விஜய்க்கு ஜோடியாக கீர்த்தி சுரேஷ் நடிக்கிறார். ராதாவி, பழ.கருப்பையா, வரலட்சுமி சர்த்ருமார், யோகிபாபு ஆகியோர் முக்கிய வேடங்களில் நடிக்கின்றனர்.

விஜய்யின் பிறந்தநாளை முன்னிட்டு முதல் போஸ்டர் மற்றும் தலைப்பு வெளியிடப்பட்டது. முதன்முதலாக வெளியிடப்பட்ட போஸ்டரில், விஜய் புகை பிடிப்பது போன்ற புகைப்படம் இடம்பெற்றிருந்தது. இந்தப் போஸ்டருக்கு பலரிடம் இருந்தும் எதிர்ப்புக் கிளம்பியது. குறிப்பாக, பாமக தலைவர் ராமதாஸ், இளைஞரணி தலைவர் அன்புமணி ராமதாஸ் ஆகியோர் சர்கார் போஸ்டரைக் கண்டித்து தங்கள் கருத்துத் தெரிவித்தனர்.

மேலும், படத்திலிருந்து அந்தக் காட்சியை நீக்குமாறு தமிழக அரசின் பொது சுகாதாரத் துறையின் கீழ் இயங்கும் புகையிலைத் தடுப்பு மற்றும் கட்டுப்பாட்டுப் பிரிவு, விஜய், ஏ.ஆர்.முருகதாஸ், தயாரிப்பு நிறுவனம் ஆகிய முவருக்கும்



விஜய் - ஏ.ஆர்.முருகதாஸ் படத்தின் தலைப்பு 'சர்கார்'

Published : 21 Jun 2018 | 18:09 IST Updated : 21 Jun 2018 | 18:17 IST

0 | f | t | e | p | a | s | SUBSCRIBE TO THE HINDU TAMIL | YouTube

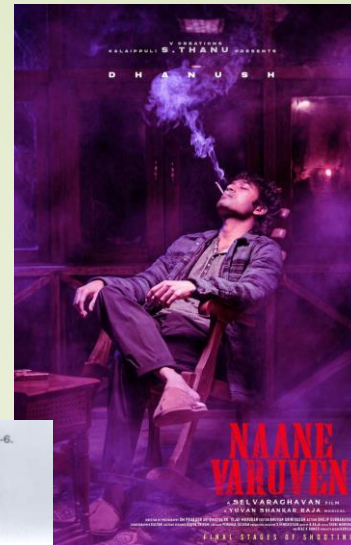


விஜய் நடிப்பில் ஏ.ஆர்.முருகதாஸ் இயக்கியுள்ள படத்துக்கு 'சர்கார்' எனத் தலைப்பு வைக்கப்பட்டுள்ளது.

துப்பாக்கி மற்றும் 'கத்தி' படங்களைத் தொடர்ந்து மூன்றாவது முறையாக விஜய்யை வைத்து ஒரு படத்தை இயக்கி வருகிறார். சன் பிக்சர்ஸ் தயாரிக்கும் இந்தப் படத்துக்கு ஏ.ஆர்.ரஹ்மான் இசையமைக்கிறார். கீர்ஷ் கங்காதரன் ஒளிப்பதிவு செய்ய, ஸ்ரீகர் பிரசாத் எடிட் செய்கிறார்.



Tamil movie 'Naane Varuven'



TobaccoMonitor
30, Aster Road, 2nd Floor, Madhavaram, Chennai 600024, Tamil Nadu, India
☎ 044 24721519 23723000 ✉ tobacco.monitor@tamilnet.com

28th MARCH 2022

I. NO:TMCT/058/2022
To
The Chairman
State Level Committee to monitor violation under Section 5 of
COTPA Department of Health and Family Welfare
Fort St. George, Secretariat,
Chennai-600009

**Sub: Violation of Section 5 COTPA 2003 Smoking in the Tamil movie poster
"Naane varuven" -Reg:**

Respected Sir/Madam,
Greetings from Tobacco Monitor!!
Tobacco monitor is an android cum iOS application which comprising of
individuals, professional association, like minded organization and individual
who are actively working towards tobacco control.
We would like to report to you a complaint brought to us in Tobacco Monitor on
a movie called "Naane varuven" directed by K Selvaragavan. This movie was
produced by Kalaipuli S Thanu:V creations. This movie poster was posted in
Chennai times and also in various social media which contains smoking poster
of Actor Dhanush in Naane varuven. This seems to be highly influencing for
children and youth tend to get inspired by the movie scenes while actor in the
movie promotes smoking.
Since Actor Dhanush is a repeated violator we are requesting you to take
appropriate action against him.
Therefore, the movie has violated section 5 of COTPA 2003, film rules, G.S.R
786(E) and G.S.R 708(E). Herewith, we kindly request you to take necessary
action against the violators

Your's sincerely,
S. Cyril Alexander
Project Director

13/03/2022 14:44:00
13/03/2022 14:44:00
13/03/2022 14:44:00
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13/03/2022 14:44:00
13/03/2022 14:44:00

V Creations

April 07, 2022

The Chairman
State Level Committee to monitor violation under Section 5 of
COTPA Department of Health and Family Welfare
Fort St. George, Secretariat,
Chennai - 600009

Dear Sir,

Sub: Violation of Cigarettes and Other Tobacco Products Act, 2003
Ref: Letter dated 28.03.2022 from S. Cyril Alexander, Project Director, Tobacco Monitor

We are in receipt of the copy of the above referred letter dated 28.03.2022 and wish to humbly submit
this response to the same:

1. We (V Creations) are the Production company for the Tamil film titled "Naane Varuven"
starring Actor Dhanush, and directed by K Selvaragavan, that is the subject matter of the
above referenced letter.
2. We have not yet released any official promotional material for the abovementioned film,
including any official posters.
3. Please note that the poster mentioned in the above referenced letter are not official posters
authorized or commissioned by us and are made by individuals/fans not authorized by us.
4. The commercialization of the Tamil film titled "Naane Varuven" including official promotional
material shall be in adherence to all applicable laws, including Section 5 of the Cigarettes and
Other Tobacco Products Act, 2003 and the Tobacco Products (Prohibition of Advertisement
and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules, 2004.
5. We would be glad to provide any further clarifications in this regards.

Yours sincerely,
Authorised Signatory
V Creations

No. 17, Prakasam Street
T.Nagar, Chennai - 600 017
Ph : 044- 48630361

Directorate of Public Health and Preventive Medicine, Chennai-6

From Dr.T.S.Selvarajayagam,MD.,DPH.,DNB. Director of Public Health and Preventive Medicine, No.359, Annasalai, Teynampet, Chennai-6.	To Dr.Pulkesh Kumar, Deputy Secretary to GOI, MOH&FW, Nirman Bhawan, New Delhi-110108.
---	---

R.No. 018557/STCC/21(02)(22/03) dated 31.03.2022.

Sub: PH&PM -NTCP - STCC - Section- 5 of COTPA (Prohibition of
Advertisement and Regulation of Trade & Commerce, Production,
Supply and Distribution) Act ,2003 - Violation letters forwarded to
for necessary action - request to report - regarding.

Ref: GOI, Gazette Notification No.4729, (E), dated 15.12.21 (Nodal
Officer for) the purposes of the said rules in respect to the
COTPA,2003 (34 Of 2003).

I wish to inform that the complaints received along with enclosures
regarding to the violation against COTPA 2003 in movies released in the
online platform (OTT) contains numerous smoking scenes without any anti-
tobacco health warning message, audio disclaimer on a movie posters is
being promoted in various social media sites.

The complaint received from Mr.Cryil Alexander, Director, "Tobacco
Monitor" (Android cum ios Application). Which is a violations under Section
of COTPA (Prohibition of Advertisement and Regulation of Trade &
Commerce, Production, Supply and Distribution) Act ,2003. The violations
of tobacco control laws as according to GSR 786 (E) dated 27th October 2011
of COTPA 2003 and GSR 708(E), dated 21.09.2012.

Therefore, the violations are received from the above said Complainant
are enclosed herewith in Annexure for necessary action.

As per the above reference cited, it has stated that as per the GOI,
Notification No. No.4729, (E), dated 15.12.21 as stated that in pursuance of

DIRECTORATE OF PUBLIC HEALTH AND PREVENTIVE MEDICINE, CHENNAI-6.

From, Dr.T.S.Selvarajayagam MD., DPH, DNB., Director of Public Health & Preventive Medicine, 359, Anna Salai, Teynampet, Chennai-600006	To, Cyber Crime Division, O/o Director General of Police, Mylapore, Chennai - 600004
--	--

R.NO. 2535667/STCC/22/06, dated 15/06/2022

Sub : PH & PM - NTCP - State Tobacco Control Cell - Violation of Section 5 of
COTPA, 2003 - "Naane Varuven" Tamil movie smoking scene movie poster
published in various National/Regional News papers/social media
websites - request to remove the smoking scene poster - Action taken
requested - Reg.

Ref: 1. Letter No. 14368 / EAP II-2/2022-1 dated: 20.04.2022 Health and
Family Welfare (EAP II-1) Department
2. Letter No.16679/EAPII-2/2022-1 dated 12.05.2022, Health &
Family Welfare Department, Secretariat, Chennai-9
3. Letter No.18454/EAPII-2/2022-1 dated 23.05.2022, Health &
Family Welfare Department, Secretariat, Chennai-9
4. Complaint from Mr. S. Cyril Alexander, Tobacco Monitor Application
dated-10.05.2022.
5. letter from V Creations, T.Nagar, Chennai - 600017 dated-
26.04.2022

I wish to inform that as per the above references cited, received a complaint
from Tobacco Monitor with regard to V creations, production agency of the Tamil
movie "Naane Varuven" showing smoking scene poster of actor Dhanush which is
published in the following newspapers social media sites/websites/online media
(Asianet News, Daily Thanthi, Chennai Times, Times of India, Film Fare.com, Hindu
Tamil, News Bytes, News Minutes, Sports grail).

And the violation smoking scene poster also posted in the twitter account of
actor Dhanush and director Selvaragavan, for evidence, the link is given below
a) <https://twitter.com/dhanushkrja/status/1349355616851036025>
b) <https://twitter.com/selvaragavan/status/1440198395667599362?lang=en>

Which is direct / indirect advertisement of the Tobacco products as per Section-5
and Section-22 of Cigarettes and Other Tobacco Products Act, 2003.

The section-5 of the Cigarette and Other Tobacco Products (Prohibition of
Advertisement and Regulation of Trade and Commerce, Production, Supply and
Distribution) Act 2003, mandates:
No person engaged in, or purported to be engaged in the production, supply or
distribution of cigarettes or any other tobacco products shall advertise and no

➔ Violation complaint sent from Tobacco Monitor

➔ Response to the complaint from the Production agency

➔ Letter forwarding the complaint to national level

➔ Order from STCC insisting to remove the violated poster

Response from Renowned Dailies

Times Internet Limited - Legal <legal@timesinternet.in> Wed, Jun 1, 1:05 PM
to Deepak, Sanwli, me, crm.chennai
01.06.2022

To,
The Tobacco Monitor,
Flat No. 8, Starling Apartments, 39,
Akbarabad, 2nd Street, Kodambakkam,
Chennai – 600024, Tamil Nadu.

Subject: Response to the Email dated 19.04.2022 seeking clarification to the response letter sent by V Creations for the movie "Naane Varuven".

Ref: Response of V Creations dated 07.04.2022 for the movie "Naane Varuven".

Dear Sir,

1. We, Ms. Times Internet Limited, (hereinafter referred to as the "Company") have received the email dated 19.04.2022 ("Your email") seeking clarification to the response letter sent by V Creations for the movie "Naane Varuven" ("V Creations' Response").
2. The issue at hand is regarding the poster of the movie Naane Varuven where the actor Dhanush can be seen smoking ("Poster in Question"), which is in contravention with the Cigarettes and other Tobacco Products Act, 2003 ("COTPA").
3. Your email states that since V Creations has denied the ownership of the poster, thus it has been assumed that the sole responsibility of the poster lies with the Times of India and the same comes under the violation of COTPA.
4. First and foremost, we would like to state that the Company is a law abiding corporate and meticulously follows all rules, regulations and provisions of the law that are applicable to it.
5. Having said that, kindly note that the Poster in Question had been posted and shared by the actor, Dhanush and director, Selvaraghavan on their official twitter handles. The links of the same are reproduced herein below for your perusal:

Tweet by Actor:

<https://twitter.com/dhanushkraj/status/1507349649921032194?t=aigE6MEUCYd1xrlvdV9emQ&s=08>

Tweet by Director:

<https://twitter.com/selvaraghavan/status/1507335649505910786?t=aethEsiZycVpOMnoaV6oZg&s=09>

➤ Response from Times Internet

திரு.சிரில் அலெக்ஸாண்டர்
திட்ட இயக்குநர்
டோபாக்கோ மானிட்டர்
சென்னை

அன்புடையீர்
வணக்கம். தங்கள் L NO: TMC/T/058-09/2022 கடிதம் மின்னஞ்சல் வழியே கிடைக்கப் பெற்றோம். தாங்கள் குறிப்பிட்டிருக்கும் நானே வருவேன் திரைப்படம் தொடர்பான செய்தியில் வெளியிட்டிருக்கும் புகைப்படம் - நானே வருவேன் திரைப்படத்தின் பர்ஸ்ட் லுக் போஸ்டர். 16-10-2021 அன்று நானே வருவேன் படத்தின் இயக்குநர் திரு.செல்வராகவன் வெளியிட்ட ட்வீட். அதன் இணைப்பு இங்கு தரப்பட்டுள்ளது.
<https://twitter.com/selvaraghavan/status/1449198395667599362?t=RNErdI8DspnrNAGrAKcJ-w&s=08>

பாரம்பர்யமிக்க இந்து குழுமத்தின் அங்கமான இந்து தமிழ் திசை தொடர்ந்து மிகுந்த சமூகப் பொறுப்புடனே செயல்பட்டு வருவதை அனைவரும் நன்கு அறிவார்கள்.
தங்களது அமைப்பின் புகையிலை எதிர்ப்பு பிரச்சாரத்தை வரவேற்கிறோம்.சமூகப் பொறுப்பைப் பாராட்டுகிறோம் புகையிலை தொடர்பான புகைப்படம் ஒன்றுக்கு கிட்டத்தட்ட 6 மாதங்களுக்கு பிறகு விளக்கம் கேட்கும் வேளையில், புகையிலைப் பொருட்களை முற்றிலுமாக தடை செய்யும் பணியில் தங்கள் தன்னார்வ தொண்டு நிறுவனம் செயல்படுவதும், அரசுக்கு உரிய அழுத்தங்களைத் தருவதுமே நடைமுறையில் பயனளிக்கும் செயலாக இருக்கும்.மேலும் இந்த சட்டம் குறித்து ஊடகங்களுக்கு விழிப்புணர்வுத் தரும் பணியைச் செய்ய வேண்டும். உருவாக வேண்டியது மாற்றமே தவிர வெறும் கண்துடைப்புகள் அல்ல.

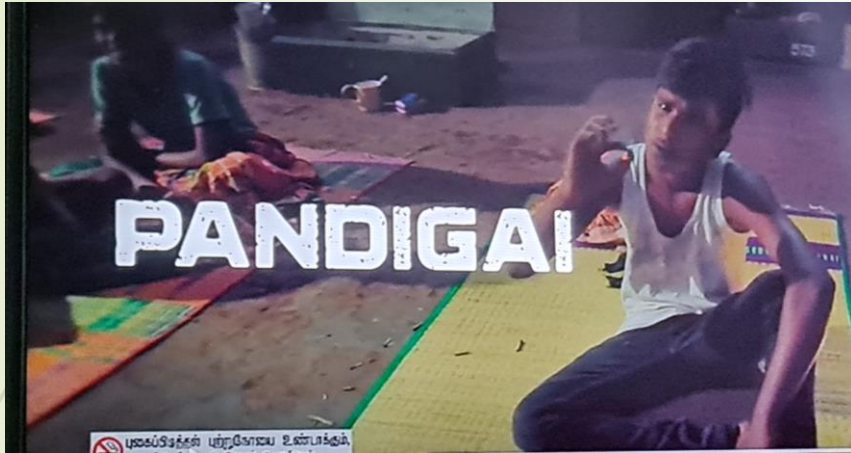
➤ Response from Hindu Tamil



III. OTT violations and the Digital Publisher Content Grievance Council(DPCGC)

- **Case 1: Tamil movie
'Pandigai'**

Tamil movie 'Pandigai'



- Violation reported under Sec 77 of the JJ Act by Tobacco Monitor where smoking scene of a minor is displayed



BEFORE THE GRIEVANCE REDRESSAL BOARD
DIGITAL PUBLISHER CONTENT GRIEVANCES COUNCIL

In the matter of: Registered Grievance ID – 019 of 2022
Appellant: Mr. Cyril Alexander

ORDER

1. The Appellant herein is aggrieved by the smoking scene which has appeared in the Tamil movie named "Pandigai" that has been released on OTT platform Netflix on 15.01.2019. His concern is that in the movie, a boy under the age of 18 years is shown smoking a cigarette and this scene violates the provisions of Section 77 of the Juvenile Justice (Care and Protection of Children) Act of 2015 (hereinafter referred to as the JJ Act). The Appellant had raised the issue with the OCCP in his Appeal dated 11.04.2022. However, the OCCP's response was that the provisions of Section 77 of the JJ Act were not attracted and there was no violation thereof. As the Appellant is not satisfied with this response, he has escalated his grievance to the second level, *i.e.*, before this Council.
2. In this Appeal, the Appellant has stated his grievance in the following

- The appeal before the DPCGC got rejected stating the editorial justification for the scene and mentioning the fake prop used which looks like a cigarette.

- The case has been taken up by the NCPCR and has released a draft regulatory guidelines on child participation in the entertainment industry or any commercial entertainment activity. It is being kept for public hearing and has been uploaded in the NCPCR website for comments



प्रियंक कानूनगो
Priyank Kanoongo
अध्यक्ष
Chairperson

भारत सरकार
GOVERNMENT OF INDIA
राष्ट्रीय बाल अधिकार संरक्षण आयोग
NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS
नई दिल्ली-110 001
NEW DELHI-110 001



F.No.32-305/2022/NCPCR/Misc/LC

Date-24.06.2022

Subject- “Draft Regulatory Guidelines for Child Participation in the Entertainment Industry or Any Commercial Entertainment Activity being uploaded on NCPCR website for comments”

National Commission for Protection of Child Rights (hereinafter referred to as the Commission) is a statutory body constituted under Section 3 of the Commission for Protection of Child Rights (CPCR) Act, 2005 to protect the child rights and other related matters in the Country. The Commission is further mandated to monitor the proper and effective implementation of Protection of Children from Sexual Offences (POCSO) Act, 2012; Juvenile Justice (Care and Protection of Children) Act, 2015 and Right to Free and Compulsory Education (RTE) Act, 2009. In one of the functions laid down under Section 13 of the CPCR Act, 2005, the Commission has been assigned the function of inquiring into complaints and to take *suo-moto* notice of matters related to deprivation and violation of child rights in the country.

Grievance Redressal Body (GRB) members of the DPCGC

GRB Members



Justice Arjan Kumar Sikri
Chairman, Grievance
Redressal Board, DPCGC



Gopal Jain
Senior Advocate, Supreme
Court of India



Madhu Bhojwani
Co-Founder & Partner –
Emmay Entertainment



Dr. Ranjana Kumari
Director, Centre for Social
Research



Suhasini Mani Ratnam
Director, Producer / Head,
Organizing Committee Chennai
International Film Festival



Amit Grover
Senior Corporate Counsel,
Amazon India



Priyanka Chaudhari
Director – Legal, Netflix
India

IV. Limiting tobacco consumption in public spaces

- Driver of a public transport involved in smoking while driving; **violation** of Section 4 of COTPA 2003
- Location: Dindigul district, Tamil Nadu



To
The Principal Secretary,
Transport Department of Tamil Nadu,
Secretariat, Fort St. George, Chennai - 600 009

Sub: Requisition to pass an order to the drivers, conductors and passengers not to abide to the tobacco control laws; Reg

Respected Sir/Madam,

Greetings from Tamilnadu People's Forum for Tobacco Control (TNPFTC)!
TNPFTC is a network comprising of individuals, professional associations, like minded organizations and institutions who are actively working towards tobacco control.

We wish to thank and appreciate the Transport Department of Tamil Nadu immensely for responding to our complaint and taking the necessary action on the bus driver at Dindigul district for violating the tobacco control laws of the State. Thank you very much.

We also wish to bring to your notice that there is a need for clarification among the drivers, conductors and passengers regarding the tobacco control regulations.

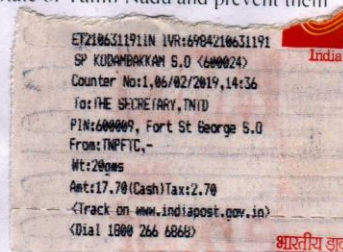
Hence, we kindly request that you pass an order insisting the drivers, conductors and the passengers to adhere to the tobacco control laws in the State of Tamil Nadu and prevent them involving in public smoking in the future.

We look forward to your leadership in this regard.

Thank you,
Sincerely,

S. C. Almodin
S. Cyril Alexander
State Convener

Copy to: The State Tobacco Control Cell, Directorate of Public Health and Preventive Medicine,
No. 359, DMS Complex, Anna Salai, Teynampet, Chennai - 600 018



Transport (C.1)Department,
Secretariat,
Chennai-600 009.

Letter No.1640/C.1/2019, dated : 22.02.2019

From
Thiru. K.V. PRASAD, B.Com.,
Under Secretary to Government.

To
The Managing Directors of
all State Transport Undertakings. (w.e).

Sir,

Sub: Petition - Thiru. S.Cyril Alexander, State Convener, Request for pass an order to the driver, Conductors and passenger not to abide to the tobacco control laws - forwarded for necessary action - Action taken report called for - Regarding.

Ref: Received from Thiru. S.Cyril Alexander, State Convener, Tamil Nadu People's Forum for Tobacco Control, Chennai dated 06.02.2019.

<<<>>

I am directed to enclose a copy of the reference cited and to request you to take necessary action on the above petition and send the action taken report to the petitioner directly under intimation to Government.

Yours faithfully,

V.A. Kumar
22/2
for Under Secretary to Government.

Copy to:-
Thiru. S.Cyril Alexander,
State Convener,
Tamil Nadu People's Forum for Tobacco Control,
Flat No.8, starling Apartments,
No.39, Akbarabad 2nd Street,
Kodambakkam
Chennai - 600 024.

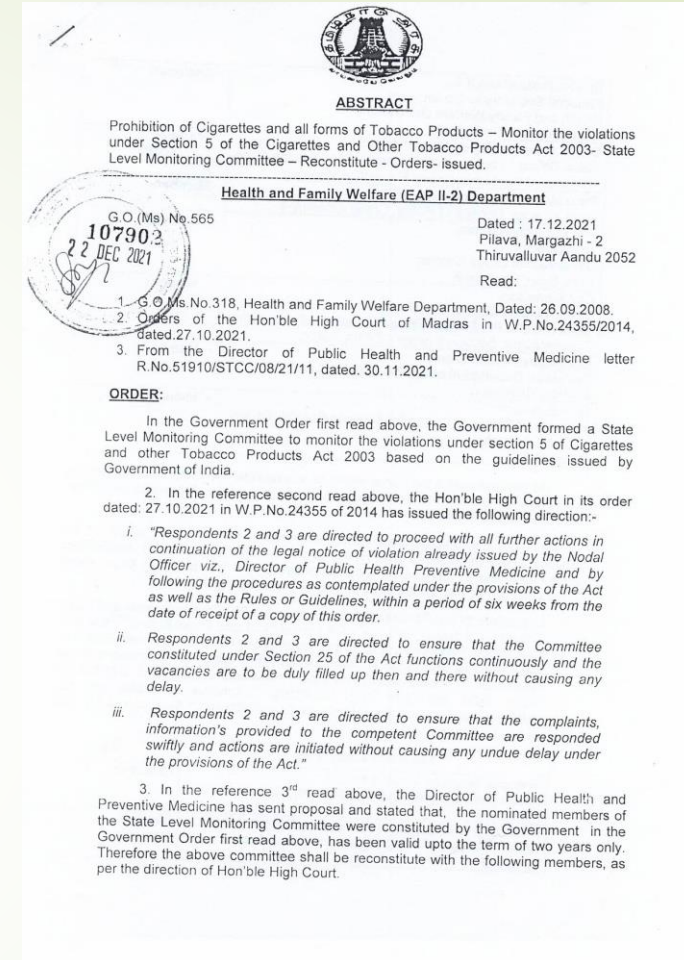
- Letter sent by Tobacco Monitor to the Principle Secretary of Transport requesting to pass an order against the violation

- Letter from Under Secretary to the State Transport officials insisting to take action against the violation



V. Influencing Governance

- Adoption of State Level Monitoring Committee under Section 5, COTPA 2003**



➤ Series of violations identified and reported by Tobacco Monitor against the Tamil movie 'Vellaiyilla Pattathari'

➤ Court proceedings that lasted over several months resulted in the implementation of State-level Monitoring Committee on **17th of Dec 2021** for Tamil Nadu to deal exclusively with cases that violates Section 5 of the COTPA

MOST URGENT

CIRCULATION NOTE

Ct.No.51910/STCC/08(22(01)),
State Tobacco Control Cell,
Directorate of Public Health and
Preventive Medicine, Chennai - 6
dated .01.2022

Sir,

Sub: Public Health and Preventive Medicine – Violation Under Section-5 of COTPA, 2003 – Urgent action required by the State Level Monitoring Committee – Circulation sent to Members – regarding

Ref: 1. D.O.No.P.16015/4/05-PH of the Director, GOI, MoH&FW, New Delhi, dated 6.5.08.
2. This office Lr.R.No.51910/STCC/08(21/11), dated 30.11.2021.
3. G.O. (Ms).No.565, Health and Family welfare (EAP II-2) department, dated 17.12.2021.
4. Letter No. 48470/ EAP II-2/2021-1, Health & Family Welfare Department dated 30.12.2021.
5. Order dated 27.10.2021 passed in W.P. No. 24355 of 2014 on the file of the Hon'ble High Court Madras.

It is submitted to state that The Government of India has enacted Tobacco Control law titled "Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003".

As per the reference 1st cited the Section-5 of "The Cigarette and Other Tobacco Products Act, (COTPA) 2003" **prohibits any form of direct or indirect advertisement** of cigarettes and other tobacco products. It has been observed that the enforcement of the provisions of this section in many parts of the country is not satisfactory either due to lack of knowledge or mechanism to enforce the same.

In this regard, as per the reference 3rd cited the State level Monitoring Committee formed as per the guidelines issued by the Government of India, Ministry of Health and Family Welfare, New Delhi, D.O.No.P.16015/4/05-PH, dated 06.05.2008 **to monitor the violation under Section-5 of Cigarettes and Other Tobacco Products** (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) **Act, 2003** in **G.O.(Ms).No.318**, Health and Family Welfare Department, Dated 26.09.2008 **and reconstituted in G.O.(Ms).No.565**, Health and Family Welfare (EAP II-2) Department, Dated 17.12.2021 with the following members:-

➤ Circulation note sent on **Jan 2022** by the STCC to Section 5 Committee Chairman to take action against the violations reported and to approve and authorize the member secretary to take action against the violations reported.

**Proceedings of the Director of Public Health and Preventive Medicine, Chennai-6
Present: Dr.T.S.Selvavinayagam., MD., DPH., DNB.,**

R.No.51910/STCC/08 (22/02)

Date: 05.03.2022

Sir,

Sub: PH & PM – NTCP – STCC – Nomination of authorized officer at State Level by the Department of Public Health and Preventive Medicine – To take action against violation of section-5 of COTPA Act, 2003 and rules – regarding

Ref: 1. D.O.No.P.16015/4/05-PH of the Director, GOI, MoH&FW, New Delhi, dated 6.5.08.
2. This office Lr.R.No.51910/STCC/08(21/11), dated 30.11.2021.
3. G.O. (Ms).No.565, Health and Family welfare (EAP II-2) department, dated 17.12.2021.
4. Order dated 27.10.2021 passed in W.P. No. 24355 of 2014 on the file of the Hon'ble High Court Madras.
5. Letter No. 48470/ EAP II-2/2021-1, Health & Family Welfare Department dated 30.12.2021.
6. State Circulation Note - Ct.No.51910/STCC/08(22(01)) dated - 10.02.2020.
7. S.O.1866(E), Notification dated – 30.07.2009 of Government of India.

The Government of India has enacted Tobacco Control law titled "Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003".

The Section-5 of "The Cigarette and Other Tobacco Products Act, (COTPA) 2003" **prohibits any form of direct or indirect advertisement** of cigarettes and other tobacco products. It has been observed that the enforcement of the provisions of this section in many parts of the country is not satisfactory either due to lack of knowledge or mechanism to enforce the same.

In this regard, as per the reference 1st, 2nd and 3rd cited the State level Monitoring Committee formed as per the guidelines issued by the Government of India, **to monitor the violation under Section-5 of Cigarettes and Other Tobacco Products** (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) **Act, 2003** in **G.O.(Ms).No.318**, Health and Family Welfare Department, Dated 26.09.2008 **was reconstituted as per the Hon'ble High Court orders** passed in W.P. No. 24355 of 2014 as **G.O.(Ms).No.565**, Health and Family Welfare (EAP II-2) Department, Dated 17.12.2021.

As per the reference 4th cited the Hon'ble High Court order and following to the directions that the State Level Monitoring Committee for Violations under Section-5 of the COTPA, 2003 has to take action in continuation with the legal notice issued by the Member Secretary of this Committee against the feature film titled "**VELLAIYILLA**

➤ Proceedings of STCC issued on **5th of March 2022** nominating the authorized officer at state level to take action against violation of Section 5 of COTPA

DEPARTMENT OF PUBLIC HEALTH AND PREVENTIVE MEDICINE, CHENNAI - 6

From Dr. T. S. Selvavinayagam MD, DPH, DNB., Director of Public Health and Preventive Medicine No. 305, Anna Salai, DMS Campus, Chennai - 6.	To P.T. Geotom , Advocate No. 300/183, 2 nd Floor, (Opp. Lakshmi Vilas Bank) Thambu Chetty Street, Parrys, Chennai - 1.
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R.No.088609/STCC /08/(22/04), dated :12.04.2022

Sub: Director of Public Health and Preventive Medicine – National Tobacco Control Programme – State Tobacco Control Cell – Obligated the Hon'ble High Court Order passed in W.P. No. 24355 of 2014 – Authorised officer filed a private complaint before the XVIII Metropolitan Magistrate Court, Saidapet against the Violators of the Film Vellailla Pattathari Case – Intimation - regarding.

Ref: Letter dt., from 21.03.2022 from P.T.Geotom, Advocate, #300/183, IInd Floor, (opp.Lakshmi Vilas Bank), Thambu Chetty Street, Parrys, Chennai-1.

With reference to your notice issued in the letter cited, i furnished the following details in respect of W.P.No.24355 of 2014

1. The Hon'ble High Court of Madras issued directions to The Principal Secretary to Government, Health and Family Welfare Department and Director of Public Health and Preventive Medicine in W.P. No. 24355 of 2014 filed by S.Cyril Alexander, State Convenor, TNPTC, Chennai-24 to proceed with all further actions in continuation of the legal notice issued by the Nodal officer viz., Director of Public Health and Preventive Medicine and by following the procedures as contemplated under the provisions of the Act as well as the Rules or Guidelines, within a period of six weeks from the date of receipt of a copy of this order and to ensure that the Committee constituted under section 25 of the Act functions continuously and the vacancies are to be duly filled up then and there without causing any delay and ensure that the complaints, informations provided to the competent committee are responded swiftly and actions are initiated without causing any undue delay under the provisions of the Act.

➤ Order passed on **12th of April 2022** against the violators of the movie

Impact created by Tobacco Monitor by intervening in numerous violations

Remove Smoking Room from Big Boss house

Designated smoking area for Hotels, Restaurants and Airports not for Big Boss house

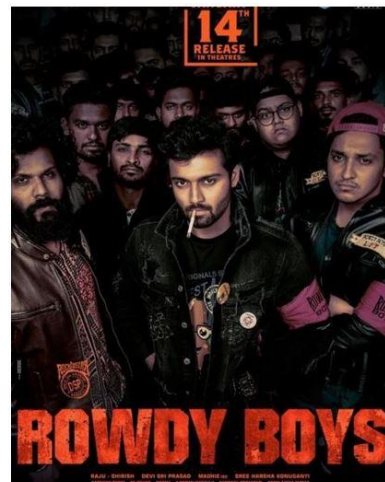
#StopEncouragingSmoking



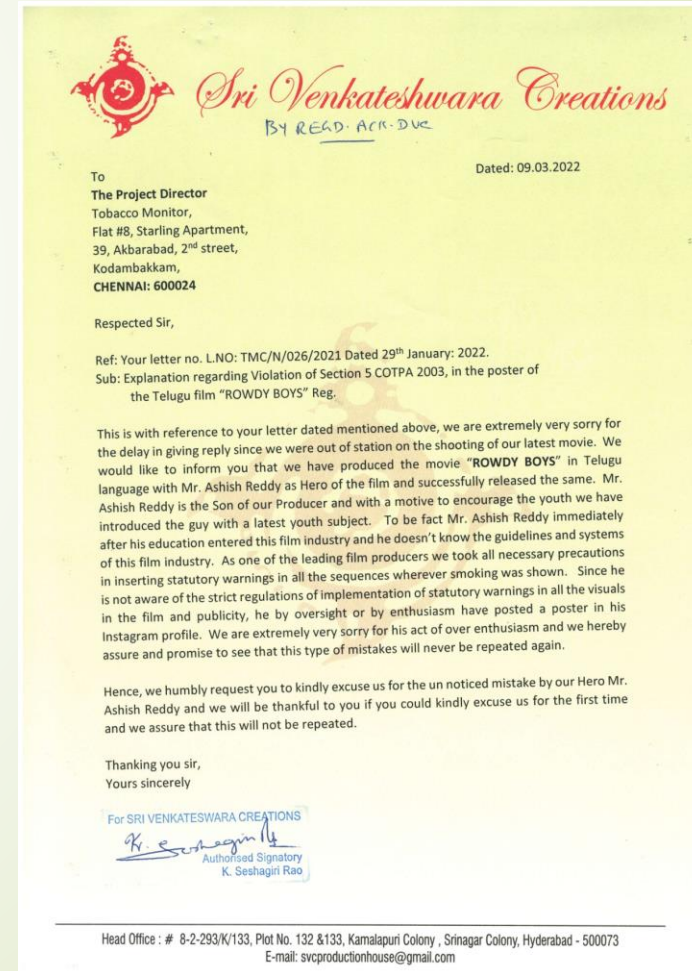
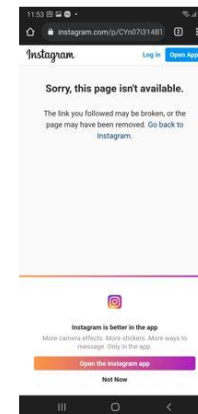
➔ Big Boss reality show



Before



➔ Rowdy Boys movie
After



News / Movies / Regional cinema / Allu Arjun turns down tobacco commercial despite being offered hefty salary

Allu Arjun turns down tobacco commercial despite being offered hefty salary. This is why

Allu Arjun recently received a tobacco commercial for a huge sum. However, the actor turned down the offer.


According to ETimes, the actor was offered a hefty sum for endorsement of a tobacco company, however, the actor rejected it without a second thought. The actor does not personally consume tobacco himself and would not want his fans to start consuming the product. The actor is well-aware of his influence and would not want his fans to smoke tobacco just which would harm their health and could also lead to addiction.



► [Kaja Beedi Promotions](http://www.kajabeedi.com)



Key Challenges

- Delay from the officials in responding to the violation letters sent
 - Lack of proper anti-tobacco guidelines for the digital platforms
 - Continuous rejection of appeals presented in front of the Grievance Redressal Body (GRB) of the DPCGC
- 



Download the Tobacco Monitor application from the Play Store/App Store and join hands with us to eradicate Tobacco!



TobaccoMonitor