

GOVERNMENT OF MEGHALAYA
DIRECTORATE OF INFORMATION & PUBLIC
RELATIONS

Press Release No.150/19

**Orientation cum Sensitization Programme on National Tobacco
Control Programme held**

Shillong, 27th March, 2019 : A State Level Orientation cum Sensitization Programme on National Tobacco Control Programme for Stakeholders was held here today at Hotel Poinisuk which was attended by Secretary, Health & Family Welfare etc Pravin Bakshi.

Addressing the gathering during the Inaugural Session Secretary, Health & Family Welfare, Pravin Bakshi said that the National Tobacco Control Programme (NTCP) though it is being started late in the State of Meghalaya has a lot of initiatives to make the vulnerable sections aware of the ill effects of tobacco. He however stated that the implantation of these initiatives under NTCP can be achieved through mass campaigns when all stakeholders and different government departments like Health, Education, Police, Labour, Excise Registration Taxation Stamps and other departments come together for effective implementation of NTCP. He also observed that tobacco users are also very high in the rural areas of the State therefore the anti tobacco message has to infiltrate

even the rural areas. He added that enforcement has to go hand in hand with the awareness of tobacco control.

Earlier, Dr Rana J Singh informed that there are about 12 lakh adults (15 years and above) who use some form of tobacco. He called for a need to establish institutional framework for tobacco control and urged upon all stakeholders to own up the responsibility to control tobacco use and its inherent ill effects on the health and nearing of a person and the nation has a whole.

The National Tobacco Control Programme (NTCP) in the year 2007-08 during the 11th Five-Year-Plan, with the aim to create awareness about the harmful effects of tobacco consumption, reduce the production and supply of tobacco products, ensure effective implementation of the provisions under “The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA), help the people quit tobacco use, and facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control.

NTCP is implemented through a three-tier structure, National Tobacco Control Cell (NTCC) at Central level, State Tobacco Control Cell (STCC) at State level and District Tobacco Control Cell (DTCC) at District level. There is also a provision of setting up Tobacco Cessation Services at District level.

In Meghalaya, NTCP will be targeting four districts namely, East Khasi Hills, West Jaintia Hills, Ri Bhoi District and West Garo Hills.

A similar Orientation and Sensitization Programme for Medical and Dental Officers will be held tomorrow.