

## Post Event Report for



## Healis -Sekhsaria Institute for Public Health, Mumbai

Press Conference launch of the Tobacco Use and Control Policies in  
India: Findings from TCP India Wave 1 survey

As on 27<sup>th</sup> November, 2013

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## P R O F I L E

<b>Client Name:</b>	Healis-Sekhsaria Institute for Public Health
<b>Event:</b>	Tobacco Control Policy in India
<b>Date:</b>	20th November, 2013 (Wednesday)
<b>Time:</b>	02.00 pm-05:00pm
<b>Venue:</b>	<b>The Press Club, Mumbai</b> Glass House, Azad Maidan, Mahapalika Marg, Fort, Mumbai, Maharashtra – 400001
<b>Media format:</b>	Press Conference
<b>Prepared on:</b>	21 <sup>st</sup> November, 2013 (Thursday)

<b>Brix Media represented by:</b>  1. Anil Agre, Sr. Media Executive  2. Paul Rosario, West Region Head	<b>Client represented by:</b>  1. <b>Dr. Prakash C. Gupta</b> : Director (Managing) 2. <b>Dr. Mangesh S. Pednekar</b> : Director (Development & Research) 3. <b>Dr. Lalit Raute</b> : Press Conference Co-ordinator
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**MEDIA INVITE COPY****Healix - Sekhsaria Institute for Public Health**

Cordially invites esteemed media delegates to a Press Conference which will be on the Tobacco Use and Control Policies in India: Findings from TCP India Wave 1 survey

**Key Highlights:**

- Results of the survey covers: Maharashtra, Madhya Pradesh, Bihar, and West Bengal
- Prospective cohort study of adults (Aged 15 years and older) tobacco users and non-users
- Impact of tobacco control policies of the WHO - FCTC (Framework Convention on Tobacco Control) as they are implemented in India
- People want stronger tobacco control policies and their more effective implementation.

**The press conference will be addressed by:**

**Dr. Prakash C. Gupta :** Director (Managing), Healix Sekhsaria Institute for Public Health  
**Dr. Mangesh S. Pednekar :** Director (Development & Research),  
Healix Sekhsaria Institute for Public Health  
**Dr. Surendra S. Shastri :** Tata Memorial Hospital

**Venue Details:**

**Day & Date :** Wednesday, 20<sup>th</sup> November 2013  
**Time :** 2.00 p.m.  
**Venue :** The Press Club, Mumbai  
Glass House, Azad Maidan,  
Mahapalika Marg, Fort,  
Mumbai, Maharashtra - 400001

**Blue Lotus Communications Pvt. Ltd.**  
Anil Agre : 9820521150  
Paul Rosario : 9833110723

**Healix Sekhsaria Institute for Public Health**  
Dr. Mangesh Pednekar : 022-2757 5487

## FLOW OF EVENT - COPY

The press conference will be addressed by:

**Dr Prakash C Gupta** - Director (Managing), Healix Sekhsaria Institute for Public Health

**Dr Mangesh S Pednekar** - Director (R & D), Healix Sekhsaria Institute for Public Health

**Dr. S.S. Shastri** - Tata Memorial Hospital

### Venue Details:

**Day & Date** : Wednesday, 20<sup>th</sup> November 2013

**Time** : 2.00 p.m.

**Venue** : The Press Club, Mumbai

Glass House, Azad Maidan,

Mahapalika Marg, Fort,

Mumbai, Maharashtra – 400001

TIME	EVENT	DURATION
02:30 pm	Welcome by Mr. Paul Rosario on behalf of Healix Sekhsaria Institute for Public Health	05:00 minutes
02:35 pm	Media address by Mr. Paul Rosario	05:00 minutes
02:40 pm	Presentation by Dr. Pednekar- Director, R & D, Healix Sekhsaria Institute for Public Health	45:00 minutes
03:25 pm	Q and A session (open for all)	15:00 minutes
03:40 pm	Vote of thanks by Dr. Lalit Raute	05:00 minutes
03:45 pm	Refreshments	15:00 minutes
04:00 pm	One on one session(with select media)	15:00 minutes (each)

## PRE-EVENT ACTIVITIES:

1. Co-ordinate & liaison with Client with reference to seamless logistics of approvals relating to Commercial documents of the project.
2. Co-ordinate & confirm booking of venue + multimedia projector/Sound System + snacks for Press Conference.
3. Frame & disseminate Press Invite.
4. Co-ordinate with Client with reference to framing Press Release in English & Marathi
5. Co-ordinate with Client with reference to Press Kit Content, Backdrop Banner, Standee, Photographer, etc.
6. Press Kit Content put together in readiness for Press Conference dissemination.

## EVENT ACTIVITIES:

1. 8x4 ft Backdrop Banner & Standee installed at Press Conference.
2. Names Tags for name plates arranged for Press Conference Spokespeople.
3. Media Registration Desk was setup where Media Registration and Press Kit dissemination took place.
4. Healix-Sekhsaria Spokespeople arrived at the venue between 12:30 & 1:00 pm.
5. Prior to beginning of the Press Conference, Dr. Prakash C. Gupta & Dr. Mangesh S. Pednekar, Director R&D had One-on-One interactions with Sahara Samay, Saam TV & TV9 (time between 1:15 to 2:00 pm)
6. Mr. Paul Rosario, Blue Lotus PR – started the Press Conference at 2:00 pm introducing Dr. Prakash C. Gupta, (Managing Director, Healix-Sekhsaria) to the media.

7. Dr. Prakash, welcomed the media and handed over the presentation to Dr. Mangesh S. Pednekar. There was a power point presentation which lasted for 45 minutes along with Q&A's.
8. Refreshments were served to all the people present at the Press Conference.
9. During the Q&A session - Dr. Prakash C. Gupta introduced a few cancer patients to the public.
10. The cancer patients then shared their personal experiences. TV9 took one-on-one interaction with one of the Cancer patients.
11. Press Conference ended with the vote of thanks by Dr. Lalit Raute & Dr. Mangesh S. Pednekar.
12. Post Press Conference – the below mentioned media met with Dr. Prakash Gupta & Dr. Mangesh Pednekar in a one-on-one interaction.

## POST EVENT ACTIVITIES:

1. Post event release disseminated via email to all media who attended the Press Conference along with calls to check on receipt of mail on 20<sup>th</sup> November, 2013.
2. Follow up with Press on following day - 21<sup>st</sup> November, 2013 i.e. Thursday to optimize coverage.

## MEDIA ATTENDANCE AT THE EVENT /INTERACTION

SR. NO	JOURNALIST NAME	PUBLICATION
1	Sarojini	Sahara Samay
2	Mahesh Bagal	Saam TV
3	Vrushali Purandare	TV9
4	C M Thakker	Yug Vandana
5	Shailesh Gaile	Mumbai 24
6	Harsheel Gorkhe	DD News
7	Sujit Gupta	Hindi Saamna
8	Devendra Bhogale	Samana Dainik
9	S A Hande	Punya Nagri
10	Sumit A B	DD News
11	Ramesh Awatade	Punya Nagri
12	Vijay Yaravkar	Jandesh
13	Heli Majmudar	CNBC Awaaz
14	Vasudha Dhumak	Mumbai 24
15	Deepika	Navbharat Times
16	Jak Chanawala	Tahelka

17	Vijay Dhate	Freelancer
18	Chetan Nanaware	Lokmat
19	Ajay Kumar Jadhav	Mahanayak
20	A V Mhatre	Mumbai Mitra
21	Mahesh Poul	Hamara Mahanagar
22	Vijay Kalax	Saffrons
23	Kalpana Brahmania	News 9
24	Rajendra Shah	Tahelka
25	Ravindra Zende	The Matrubhumi
26	S M Pherke	Mumbai Dakshta
27	Mangesh Saundalkar	Prahar
28	Aditi Kadam	Pudhari
29	Kaviraj Chavan	Tarun Bharat
30	A K Tiwari	Saburi Times
31	Milind Awatade	Sakaal Daily
32	Pooja Shah	Mumbai Samachar
33	Zak	Mahasatta Maharashtra

## **PRESS RELEASE DISSEMINATED TO THE MEDIA:**

### **Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use**

**- Over 80% Tobacco users in Maharashtra expressed regret for starting to use tobacco -**

**Mumbai. 20<sup>th</sup> November, 2013:** The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This Report which is a collaborative effort of researchers at the Healix Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 28% (23% in MP, 47% in BR; 33% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco; (>60% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was 'bad' or 'very bad'. In all the four states, tobacco use was higher among less educated males from low income group.

Despite growing awareness in both urban and rural India combined with a complete ban on the advertising of tobacco products, a fairly large section of Indian population is still exposed to the advertising and promotion of tobacco products. This is a clear indication of the fact that there is a need for more effective implementation of the laws on ban on advertisement of all tobacco products in all media. In Maharashtra, approximately three years after implementation of the 2008 National smoke-free law, level of awareness of smoke-free laws was only 35% (ranged from 18% MP to 59% in WB, 54% in Bihar) clearly indicating a need for wider dissemination and awareness about smoke-free laws.

**Dr. Prakash C. Gupta, Managing Director, Healix-Sekhsaria Institute for Public Health** said that "the study findings clearly emphasize that stronger tobacco control policies and their effective implementation would be supported by people of Maharashtra. There is still a considerable exposure to advertising of tobacco products but the high degree of support for complete ban on advertising and smoking in enclosed workplaces as other public places. It is amazing that over 80% of tobacco users in Maharashtra regret starting their tobacco use. Government policies need to be stronger to discourage children and young adults in Maharashtra towards starting any tobacco use".

**Dr. Mangesh S. Pednekar, Director (Development & Research), Healix-Sekhsaria Institute for Public Health** said that "Current regulations on tobacco advertising in India still allow for exemptions which had created loopholes for tobacco industries to focus its marketing efforts in unregulated venues such as point of sale. Globally strong price and taxation policies have consistently been shown to be the most effective tobacco control measure, mainly because the product became unaffordable. Therefore, it is urgent need for Indian central and state governments to take strong measure to close open loopholes and to act swiftly to reduce affordability of all tobacco products."

“Tobacco use accounts for nearly half of all cancers among males and a one-quarter of all cancers among females and is also a major cause of cardiovascular and respiratory disease. Users who are addicted to this deadly substance are often unaware of the serious health risks of tobacco. Educating them about the health hazards of tobacco use and effective pictorial warnings on tobacco products can help people to quit and may also dissuade others from embracing this deadly habit.”, said **Dr. Surendra S. Shastri, Tata Memorial Hospital.**

#### Facts About Maharashtra

- Around 30% of tobacco users in Maharashtra had a low degree of readiness to quit;
- 34% who visited a doctor or health professional in the previous six months received advice to quit
- 59% of tobacco users who received help or advice made them think about quitting
- Approximately three years after implementation of the 2008 National smoke-free law, level of awareness of smoke-free laws was 35% (ranged from 18% MP to 59% in WB, 54% in Bihar)
- 29% of smokers, 17 percent of smokeless only users, and 9 percent of non-users observed people smoking in indoor areas at their workplaces
- 75% of smokers, 85% of smokeless only users, and 82% of non-users observed people smoking in indoor areas at bars
- 36% of smokers, 34% of smokeless users and 27% of non-users noticed smoking in restaurants at their last visit (Across the four states, 34 to 71% of smokers, 32 to 53% of smokeless only users, and 22 to 41% of non-users)
- There was very strong support for comprehensive indoor smoking bans in workplaces, restaurants, and public transportation; (>95% at workplaces, > 69% at restaurants and > 99% at public transportation)
- Highest percentage of tobacco users who noticed warning labels on the packages of their respective products (75% of smokers and 77% of smokeless users)
- Highest exposure to tobacco advertising, where more than half (55%) of smokers and non-users noticed advertising and pictures of tobacco use.

#### About The TCP India Project

The International Tobacco Control Policy Evaluation Project is an international comparative study that examines the effects of tobacco control policy measures in 22 countries by following large cohorts of smokers over time in each country. The TCP India Survey was conducted in four Indian states, centered on a major city and its surrounding rural district in each state, by researchers from the Healix-Sekhsaria Institute for Public Health in India in partnership with the International Tobacco Control Policy Evaluation Project at the University of Waterloo. The TCP India Survey was conducted among a representative random sample of adult (aged 15 years and older) tobacco users (smokers and smokeless tobacco users) and non-tobacco users residing in Bihar (Patna), Madhya Pradesh (Indore), Maharashtra (Mumbai), and West Bengal (Kolkata). All interviews were conducted face-to-face between August 2010 and December 2011.

#### About Healix-Sekhsaria Institute of Public Health

Healis-Sekhsaria Institute of Public Health has committed itself to advancing public health through innovative science and evidence-based policy. It conducts quality research in public health domain and carries forward its outcome for the benefit of the society.

## Key Study Findings

- Smokeless tobacco was the most common form of tobacco used in all four states with at least 2 out of 5 adults addicted to it. Khaini was the smokeless product used most often in Bihar, West Bengal and Maharashtra while plain chewing tobacco was used in Madhya Pradesh.

Knowledge of Health Effects of Smoking	Knowledge of Health Effects of Smokeless Tobacco Use
1. Throat cancer: 92% in Maharashtra (75% – 94% in three states) 2. Mouth cancer: 92% in Maharashtra, (76% – 91% in three states) 3. Tuberculosis: 67% in Maharashtra (51% – 95% in three states) 4. Heart disease in smokers: 63% in Maharashtra (49% – 87% in three states)	1. Throat cancer: 87% in Maharashtra (66% – 77% in three states) 2. Mouth cancer: 87% in Maharashtra, (78% – 86% in three states) 3. Gum disease: 77% in Maharashtra, (74% – 72% in three states)

- Around 30% of tobacco users in Maharashtra had a low degree of readiness to quit;

Important reasons lead them to think about Quit the Use of Smoked Tobacco	Important reasons lead them to think about Quit the Use of Smokeless Tobacco
1. Concern for personal health: 98% in Maharashtra, (72% – 99% in three states)  2. Wanting to set an example for children: 68% in Maharashtra (43% – 97% in three states)	1. Concern for personal health (94% in Maharashtra, (86% – 91% in three states)  2. Wanting to set an example for children: 57% in Maharashtra (32% – 97% in three states)

- There was very high support for complete bans on tobacco advertising in shops and stores, and displays of all tobacco products among smokers, smokeless only users, and non-users in all four states.
- Tobacco packages, television and public transportation were the most common source of anti-tobacco information for smokers in all four states
- Local stores/shops, street vendors, and tobacco shops were the most common sources for the purchase of tobacco products

## MEDIA TALK POINTS

The press release pertains to the 1<sup>st</sup> International research program for systematic evaluation of key policies of WHO Framework Convention on Tobacco Control (FCTC) at population level. This is a longitudinal cohort survey to assess the impact and identify the determinants of effective Tobacco control policies in the following areas:

- Health Warnings
- Pricing & Taxation
- Advertising/Promotion
- Smoke-free laws
- Education & Support for Cessation

## GLIMPSES OF THE PRESS CONFERENCE CONDUCTED AT THE PRESS CLUB, MUMBAI ON THE 20TH OF NOVEMBER 2013



Esteemed delegates from the media during the press conference



Mr. Mahesh Bagal from Saam TV in conversation with Dr. Prakash C Gupta



The team from Healix – Sekhsaria Institute for Public Welfare



Dr. Mangesh Pednekar & Dr. Prakash Gupta unveil the summary of the Tobacco Use and Control Policies in India: Findings from TCP India Wave 1 survey report

## EVENT MEDIA COVERAGE

# ELECTRONIC (TELEVISION)



**Media:** CNBC Awaaz

**Description:**

**CNBC AWAAZ, India's largest business and consumer channel!** CNBC AWAAZ is brought to you by Network18 and the people who gave you India's leading business network, CNBC-TV18.

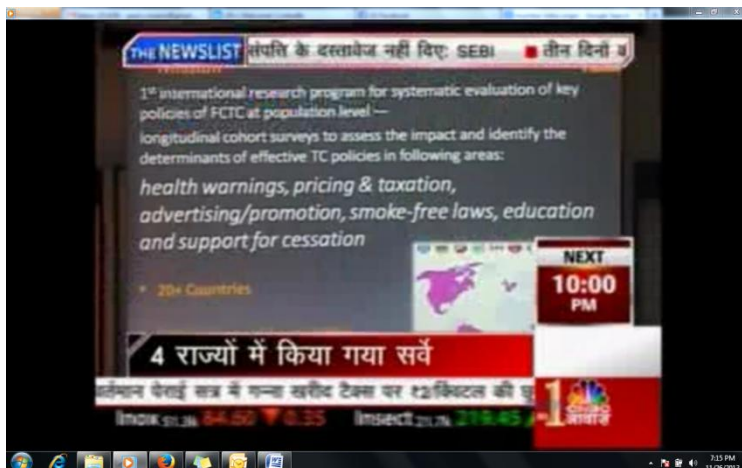
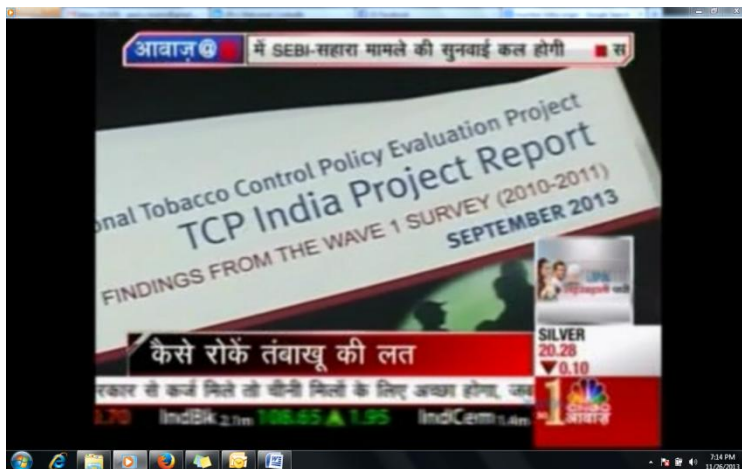
CNBC Awaaz reaches out to India's Hindi speaking consumers and is a source for information on intelligent investing, saving, spending decisions, as well as the latest career opportunities. The CNBC AWAAZ editorial team brings with them more than 15 years of experience each and a nationwide network spanning more than 45 cities. The reporting team is backed by a strong research set up, the first of its kind in India that specializes in research including consumer research, commodity markets, small business related information and stock markets.

CNBC AWAAZ has created a new category of television viewing quite distinct from general news. In fact the category has become one of the most sought after by marketers as well as a cross section of affluent, Hindi speaking audiences across the country. CNBC AWAAZ brings viewers a mélange of programming that is not available on any other television channel in India.

**Date:** Wednesday, November 20, 2013

**Broad cast Time:** 09:47 pm

**Duration:** 2 minutes 11 seconds





**Media:** Doordharshan Sahyadri

**Description:**

DD Sahyadri is the Marathi-language channel, launched in 1994. Supported by Doordarshan studios in Mumbai, Pune and Nagpur, DD Sahyadri holds its own with acclaimed serials, informative programmes, public debates and film-based programmes. Old and new Marathi films shown on this channel are a favorite among the regular viewers.

DD Sahyadri is mostly view in present time for News (BATMYA). Sahyadri is also considered as the best regional TV channel in comparison to other regional TV channels of Doordarshan Network such DD Bangla, DD Punjabi, DD Kashmir.

**Date:** Wednesday, November 20, 2013

**Broad cast Time:** 07:08 pm

**Duration:** 47 seconds





**Media:** Saam Marathi

**Description:**

Saam TV, a Marathi entertainment channel, brings to light the vibrant attitude of the young generation through its interesting stories.

Saam is founded by Pune based Sakal Media Group and programming primarily consists of family dramas, Cookery shows, News and Movies.

**Date:** Wednesday, November 20, 2013

**Broad cast Time:** 06:11 pm

**Duration:** 2 minutes 28 seconds



**EVENT MEDIA COVERAGE**  
**ONLINE**

**Date:** Thursday, November 21, 2013

**Media:** India Infoline

**Edition:** Online

**Description:**

The IIFL Group is a leading financial services company in India, promoted by first generation entrepreneurs. We have a diversified business model that includes credit and finance, wealth management, financial product distribution, asset management, capital market advisory and investment banking.

Webpage Screenshot



The screenshot shows the IIFL website interface. At the top, there's a navigation bar with links like 'ABOUT IIFL', 'CONTACT IIFL', 'INVESTOR RELATIONS', 'LOGIN TO TRADE', 'GROUP SITES', 'We're HIRING', and 'FEEDBACK'. Below this, a market data bar displays 'SENSEX 20,425.02' and 'NIFTY 6,059.10'. The main header features the IIFL logo and a search bar. A secondary navigation bar includes 'Home', 'Markets', 'News', 'Research', 'Mutual Funds', 'Personal Finance', 'Blog', 'Portfolio', 'SME', 'Earnings', and 'About Us'. The 'News' section is active, showing a list of top news items on the left and a main article titled 'Tobacco Control Policy Report calls sustained campaigns against tobacco use'. The article text discusses findings from a survey by the Healix Sekhsaria Institute for Public Health and the University of Waterloo, Canada, regarding tobacco use in Maharashtra and other states. A right sidebar lists related news items like 'Indian manufacturing sector is at its lowest point in last 10 yrs: CII-BCG report' and 'Tata I - Shakti Unpolished Dals extends contract with Sanjeev Kapoor as Brand Ambassador'.

<http://www.indiainfoline.com/Markets/News/Tobacco-Control-Policy-Report-calls-sustained-campaigns-against-tobacco-use/5821761099#>

**Date:** Thursday, November 21, 2013

**Publication:** Web Newswire

**Edition:** Online

**Description:**

This online web portal offers business, education, finance news. Contains free subscription, news search and blogs.

Webpage Screenshot

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[Request new password](#)

TOBACCO CONTROL POLICY EVALUATION (TCP) PROJECT  
FINDINGS FROM THE WAVE -1 SURVEY

20<sup>th</sup> November 2013 at 2.00 PM

Organized by  
Healis Sekhsaria Institute for Public Health, Navi Mumbai

Collaboration with  
University of Waterloo, Canada

**Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use**

The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This Report which is a collaborative effort of researchers at the Healix Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 28% (23% in MP, 47% in BR; 33% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco; (>60% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was 'bad' or 'very bad'. In all the four states, tobacco use was higher among less educated males from low income group.

Search

<http://www.webnewswire.com/node/3551288> Tue Nov 26 2013 13:49:34 GMT+0100 (W. Europe Standard Time)

<http://www.webnewswire.com/node/3551288>



**Date:** Thursday, November 21, 2013

**Publication:** Indian News and Times

**Edition:** Online

**Description:**

This news portal covers various verticals namely Banking, Business, Education, Entertainment, Finance, Lifestyle, Industry, New Products, Books Art/Culture, Health/Pharma, News & Views, Aviation, Real Estate, Sports, Computer & Technology, Tourism

Webpage Screenshot

The screenshot shows the homepage of the Indian News & Times website. The main headline is "Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use". Below the headline, it says "NR INDRAN / INT / Health / Pharma". The article features a photo of two men sitting at a table, with one man holding a document. The background of the photo shows a banner for the "TOBACCO CONTROL POLICY EVALUATION (TCP) PROJECT FINDINGS FROM THE WAVE -1 SURVEY" dated "20<sup>th</sup> November 2013 at 2.00 PM". The banner also mentions it was organized by "Healix Sekhsaria Institute for Public Health, Navi Mumbai" in collaboration with the "University of Waterloo, Canada". To the right of the article, there are sections for "RECENT STORIES" and "NEW PRODUCTS". The "RECENT STORIES" section includes headlines like "Swamp Soccer India is a shorter, fun and faster version of football : Kamlesh Sharma, MD - Convergence Events" and "Jamaica gave the world Jerk cuisine and since then it has become a culinary phenomenon". The "NEW PRODUCTS" section shows an image of a blue and white mechanical device.

<http://www.indiannewsandtimes.com/2013/11/21/tobacco-control-policy-report-calls-greater-awareness-sustained-campaigns-tobacco-use/> Tue Nov 26 2013 13:58:08 GMT+0100 (W. Europe Standard Time)

<http://www.indiannewsandtimes.com/2013/11/21/tobacco-control-policy-report-calls-greater-awareness-sustained-campaigns-tobacco-use/>

**Date:** Thursday, November 21, 2013

**Publication:** APN News

**Edition:** Online

**Description:**

APNNEWS owned by AUTHENTIC PRESS NETWORK PVT. LTD is a 24 X 7 news portal spearheaded by veteran journalist Suresh Kumar. Driven by some of the best people in the field, the APNNEWS vehicle has for its wheels the four most valuable assets of a news organization- professionalism, reliability, objectivity and public accountability.

Webpage Screenshot



The screenshot shows the APN News website interface. At the top, there's a navigation bar with links for HOME, STATES, CRIME & CORRUPTION, NEWS, VIEWS, BUSINESS, TECH, INDUSTRY, EDUCATION, HEALTH, TOURISM, ENTERTAINMENT, MAGAZINE, and VIDEOS. The main article is titled "Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use" and is dated Nov 20, 2013. The article text discusses the findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released by the Healix Sekhsaria Institute for Public Health, India, and the University of Waterloo, Canada. It mentions that the survey was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). The article also includes a section for "RELATED VIDEO" with a link to "More videos".

<http://www.apnnews.com/2013/11/20/tobacco-control-policy-report-calls-for-greater-awareness-and-sustained-campaigns-against-tobacco-use/>

**Date:** Thursday, November 21, 2013

**Publication:** News Superfast

**Edition:** Online

**Description:**

This news portal covers Business, Education, Entertainment, Event, Fashion, Health, Sport and Technology

Webpage Screenshot



**NEWS SUPERFAST**

Business Education Entertainment Event Fashion Gernal Health Sport Technology

**Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use**

Posted by admin | On 22 November,2013 | In Health

The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This Report which is a collaborative effort of researchers at the Healix Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 28% (23% in MP, 47% in BR, 33% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco; (>60% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was 'bad' or 'very bad'. In all the four states, tobacco

Healis  
TOBACCO CONTROL POLICY EVALUATION (TCP) PROJECT  
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Organized by  
Healis Sekhsaria Institute for Public Health, Navi Mumbai  
In Collaboration with  
University of Waterloo, Canada

**FIND US ON FACEBOOK**

Newssuperfast.com

http://newssuperfast.com/2013/11/22/tobacco-control-policy-report-calls-for-greater-awareness-and-sustained-campaigns-against-tobacco-use/ Tue Nov 26 2013 13:51:37 GMT+0100 (W. Europe Standard Time)

<http://newssuperfast.com/2013/11/22/tobacco-control-policy-report-calls-for-greater-awareness-and-sustained-campaigns-against-tobacco-use/>



**Date:** Thursday, November 21, 2013

**Publication:** Instant Publish

**Edition:** Online

**Description:**

This is a upcoming news portal- where corporate, industry experts share their knowledge, industry updates which is then posted on the world wide web.



<http://instantpublish.blogspot.in/2013/11/tobacco-control-policy-report-calls-for.html>

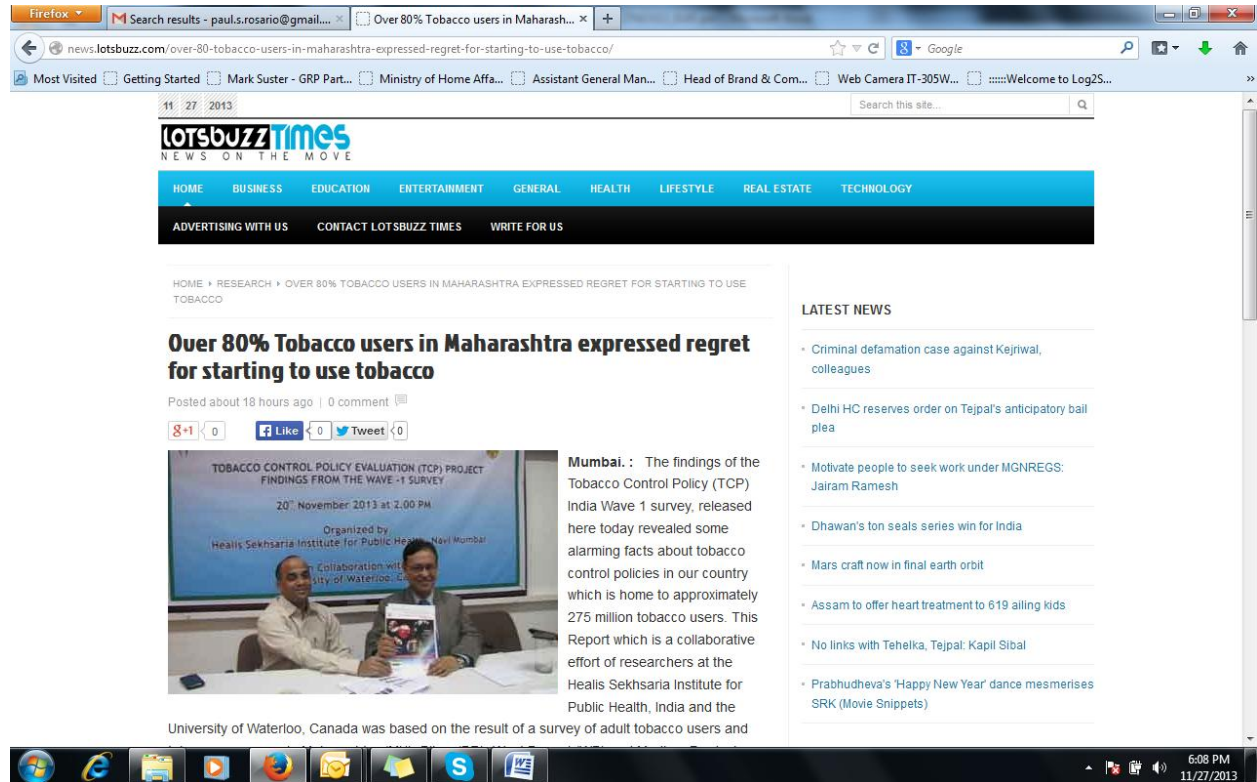
**Date:** Thursday, November 21, 2013

**Publication:** news.lotsbuzz.com

**Edition:** Online

**Description:**

- This is a portal offering breaking news on verticals namely:
  - Business
  - Education
  - Entertainment
  - General
  - Health
  - Lifestyle
  - Real Estate
  - Technology



## EVENT MEDIA COVERAGE

# PRINT

**Publication:** Navbharat Times

**Date:** Thursday, November 21, 2013

**Edition:** Mumbai

**Page No:** 2

**Location:**Top-Right

**Size(sq.cms):** 240

*Navbharat Times* (NBT) is one of the largest circulated as well as largest read Hindi newspaper of Delhi and Mumbai and Lucknow. It is from the stable of Bennett Coleman & Co. Ltd, which also publishes other dailies including *The Times of India*, *The Economic Times*, *Maharashtra Times* and also magazines such as *Filmfare* and *Femina*. NBT is one of the oldest products of the group.

# शहरों के मुकाबले गांवों में हो रहा है तंबाकू का ज्यादा सेवन

■ दीपिका शर्मा, मुंबई

महाराष्ट्र के 75 प्रतिशत लोग ऐसे हैं जिनकी नजर सिगरेट या तंबाकू खरीदते वक्त उस पर छपी वॉनिंग पर जाती है, लेकिन केवल 3 प्रतिशत लोग ही ऐसे हैं जिन्हें लगता है कि इस वॉनिंग से उन्हें तंबाकू के दुष्प्रभाव की जानकारी मिलती है। इसके साथ ही शहर से ज्यादा ग्रामीण इलाकों में तंबाकू सेवन की आदत देखने में आई है। शहरों में 25 प्रतिशत, जबकि गांवों में 34.6 प्रतिशत लोग तंबाकू का सेवन कर रहे हैं। यह चौंकाने वाले आंकड़े तंबाकू कंट्रोल पॉलिसी (टीसीपी) इंडिया नामक सर्वे में सामने आए हैं। इंडिया में तंबाकू कंट्रोल के लिए लागू कानूनों और अवेयरनेस की जानकारी की जांच के लिए महाराष्ट्र, मध्यप्रदेश, वेस्ट बंगाल और बिहार के 10 हजार से ज्यादा लोगों पर ये सर्वे किए गए।



हील्स सेक्सरिया इंस्टिट्यूट और युनिवर्सिटी ऑफ वॉटरलू द्वारा किए इस सर्वे में महाराष्ट्र के 2,600 लोगों को शामिल किया गया, जिनमें 2000 लोग तंबाकू सेवन करने वाले और 600 तंबाकू सेवन न करने वाले हैं। इंस्टिट्यूट के डायरेक्टर डॉ. मंगेश पेडनेकर का कहना है कि आंकड़ों के मुताबिक भारत में 27 करोड़ से ज्यादा लोग तंबाकू का सेवन करते हैं और यदि समय पर इस पर कंट्रोल नहीं किया गया तो इनमें से 50 प्रतिशत लोगों को इसके दुष्परिणाम भुगतने होंगे। उन्होंने बताया कि हालांकि नियमों के अनुसार तंबाकू पदार्थों के विज्ञापन पर बैन है, लेकिन सर्वे में महाराष्ट्र में खुलेआम सबसे ज्यादा विज्ञापन पाया गया है। ऐसे में यह बहुत जरूरी है कि हम सरकार तक यह जानकारी पहुंचाएं कि नियम-कानून बनने के बाद भी उनके पालन पर कितना जोर दिया जाना जरूरी है।

**Date:** Thursday, November 21, 2013

**Publication:** Pudhari

**Edition:** Mumbai

**Page No:** 5

**Location:** Bottom

**Size(sq.cms):**840

*Pudhari* is a popular Marathi daily published from Kolhapur. It is the fourth-largest Marathi newspaper daily. Its editor is Pratap Sinh Jadhav. Pudhari has different editions for major districts of Maharashtra namely Mumbai, Pune, Kolhapur, Sangli, Satara, Solapur, Ahmadnagar, Ratnagiri, Sindhudurg, Belgaum & an edition for Goa state.

# राज्यात ८० टक्के लोकांना तंबाखूसेवनाचा पश्चाताप

■ सर्वेक्षणातून माहिती आली समोर ■ ५७ टक्के लोक मुलांपुढे आदर्श ठेवण्यासाठी धूम्रपान सोडण्याचा विचार करतात

मुंबई : प्रतिनिधी

राज्यात २८ टक्के १५ वर्षे आणि त्यापुढील व्यक्ती तंबाखूचा वापर करतात. ८० टक्क्यांहून अधिक जणांना तंबाखू सेवनाचा आता पश्चाताप होत आहे, अशी माहिती हेल्थ सेक्ससारिया इन्स्टिट्यूट फॉर पब्लिक हेल्थचे व्यवस्थापकीय संचालक डॉ. प्रकाश यांनी सांगितले. टॉबॅको कंट्रोल पॉलिसी इंडिया व्हॅल १ या सर्वेक्षणातील निष्कर्षांचा संदर्भ त्यांनी दिला.

हेल्थ सेक्ससारिया इन्स्टिट्यूट फॉर पब्लिक हेल्थ आणि केंद्रांमधील युनिव्हर्सिटी ऑफ वॉटलूमधील संशोधकांच्या मदतीने हे सर्वेक्षण महाराष्ट्राबरोबर मध्य प्रदेश, बिहार आणि पश्चिम बंगालमध्येही करण्यात आले. सर्वेक्षणात १८ टक्के लोक वैयक्तिक आरोग्याची काळजी आणि ६८ टक्के लोक लहान मुलांसमोर आदर्श ठेवण्यासाठी धूम्रपान सोडण्याचा विचार करतात. तर धूरिविरहित

तंबाखूमध्ये १४ टक्के लोक वैयक्तिक काळजी आणि ५७ टक्के लोक लहान मुलांसमोर आदर्श ठेवण्यासाठी धूम्रपान सोडण्याचा विचार करत असल्याचे डॉ. मीरा पेडगेकर यांनी सांगितले.

पुरुषांमध्ये आढळणाऱ्या सर्व प्रकारांतील कर्करोगांपैकी निम्मं कर्करोग, तर महिलांमध्ये आढळणाऱ्या सर्व कर्करोगांचे मुख्य कारण तंबाखू आहे. तसेच हृदयाशी, फुफ्फुसाशी निगडित सर्व प्रकारच्या आजारानेही हेच कारण असल्याचे टाटा मेमोरिअल हॉस्पिटलचे डॉ. सुरेंद्र शास्त्री यांनी सांगितले.

धूम्रपान करणाऱ्या लोकांमध्ये दिवसेंदिवस वाढ होत असल्याचे भाषण चिन्हा दिसत आहे. तरणांमध्ये फॅशनच्या नावाखाली सिगारेटसेवन करण्याचे प्रमाण खूप असल्याचे दिसते. नोकरदार महिलांमुळे धूम्रपान सेवनात मागे नाहीत. त्यामुळे आरोग्याची तीव्र समस्या उद्भवत आहे.

## सर्वेक्षणातील ठळक मुद्दे

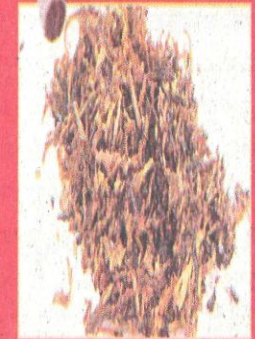
- राज्यात ३० टक्के लोकांचा तंबाखू सोडण्यास इन्कार
- ६ महिन्यांमध्ये डॉक्टर किंवा वैद्यकीय व्यावसायिकाला भेटणाऱ्या ३४ टक्के लोकांना व्यसन सोडण्याची सल्ला
- ५१ टक्के तंबाखू वापरकर्त्यांना व्यसन सोडण्याविषयी मदत किंवा सल्ला मिळाल्याने व्यसनमुक्ती.
- २९ टक्के धूम्रपान करणारे, १७ टक्के धूरिविरहित व्यसन करणारे लोक कामाच्या ठिकाणी धूम्रपान करताना आढळले
- ७५ टक्के धूम्रपान करणारे, ८५ टक्के धूरिविरहित व्यसन करणारे लोक बायमधील अंतर्गत भागात धूम्रपान करताना आढळले.
- ३६ टक्के धूम्रपान करणारे, ३४ टक्के धूरिविरहित व्यसन करणारे लोक रेस्टॉरंटमध्ये व्यसन करताना आढळले.

## धूम्रपानामुळे आरोग्यावर होणारे परिणाम

घशाचा कर्करोग	१२ टक्के
तोंडाचा कर्करोग	१२ टक्के
क्षयरोग	६७ टक्के
हृदयरोग	६३ टक्के

## धूरिविरहित तंबाखूचा वापर

घशाचा कर्करोग	८७ टक्के
तोंडाचा कर्करोग	८७ टक्के
हिरड्यांचा आजार	७७ टक्के





## Post event report for Healix -Sekhsaria Institute for Public Health

**Publication:** Vishweshwar

**Date:** Monday, November 25, 2013

**Edition:** Pune

**Page No:** 3

**Location:** Middle-Right

**Size(sq.cms):** 144

## तंबाकू नियंत्रण योजनांच्या यशस्वीतेसाठी अधिक प्रचार आणि दीर्घकालीन मोहिमांची गरज

**पुणे :** टोबॅको कंट्रोल पॉलिसी (टीसीपी) इंडिया व्हेव १ सर्वेक्षणातील निष्कर्षांवरून जवळपास २७५ दशलक्ष तंबाकू वापरकर्त्यांना लागू होणाऱ्या आमच्या देशातील तंबाकू नियंत्रण पॉलिसीविषयी काही धोकादायक माहिती समोर आली. हा अहवाल हेलिस सेखसारीया इन्स्टिट्यूट फॉर पब्लिक हेल्थ आणि कॅनडामधील युनिव्हर्सिटी ऑफ वॉटरलू मधील संशोधकांच्या संयुक्त प्रयत्नातून तयार करण्यात आला. महाराष्ट्र (एमएच), बिहार (बीआर), पश्चिम बंगाल (डब्ल्यूबी) आणि मध्य प्रदेश (एमपी) मधील तंबाकू वापरकर्ते आणि तंबाकूचा वापर न करणाऱ्या प्रौढांच्या सर्वेक्षणातील निष्कर्षांवर हे आधारलेले आहे. महाराष्ट्रातील १५ वर्षे आणि त्याहून मोठ्या व्यक्तींमध्ये तंबाकूचा वापर २८

टक्के इतका आहे. (मध्य प्रदेशात २३ टक्के, बिहारमध्ये ४७ टक्के आणि पश्चिम बंगालमध्ये ३३ टक्के) महाराष्ट्रामध्ये ८० टक्क्याहून अधिक तंबाकू वापरकर्त्यांनी तंबाकूचा वापर सुरू केल्याबद्दल दिलगिरी व्यक्त केली. (अन्य तीन राज्यांमध्ये ६० टक्क्यांपेक्षा कमी) एकट्या महाराष्ट्रामध्ये ९१ टक्क्यांपेक्षा अधिक तंबाकू वापरकर्ते आणि न वापर करणाऱ्यांचा असा विश्वास आहे की, धूर निघणाऱ्या किंवा धूररहीत तंबाकू उत्पादनांचा वापर 'वाईट' किंवा 'खूपच वाईट' असतो. चारही राज्यांमध्ये अल्प उत्पन्न गटातील कमी शिकलेल्या पुरुषांमध्ये तंबाकूचा वापर अधिक असल्याचे दिसून आले.

शहरी आणि ग्रामीण भारतातील वाढत्या गरजा पाहता तंबाकू उत्पादनांच्या जाहिरातींवर पूर्णपणे बंदी घालणे गरजेचे

आहे. भारतातील मोठ्या प्रमाणावरील लोक आजही तंबाकू उत्पादनांच्या जाहिरातीला बळी पडतात. यातून हे स्पष्टपणे दिसून येते की, तंबाकूशी निगडित सर्व प्रकारच्या उत्पादनांवर सर्व प्रसारमाध्यमांमध्ये जाहिरात करण्यावर बंदी घालण्यासंबंधी असलेल्या कायद्याच्या परिणामकारक अंमलबजावणीची गरज आहे. महाराष्ट्रामध्ये २००८ च्या नॅशनल स्मोक-फ्री कायद्याच्या अंमलबजावणीनंतर अंदाजे तीन वर्षांनी स्मोक-फ्री कायद्याविषयी केवळ ३५ टक्के इतकीच जागरूकता आहे. (मध्य प्रदेशात १८ टक्के, पश्चिम बंगालमध्ये ५९ टक्के आणि बिहारमध्ये ५४ टक्के) यातूनच स्मोक-फ्री कायद्यांची जागरूकता अधिक प्रमाणात पसरण्याची गरज आहे.



## Post event report for Healix -Sekhsaria Institute for Public Health

**Publication:** Jan Manthan

**Date:** Monday, November 25, 2013

**Edition:** Pune

**Page No:** 3

**Location:** Top - center

**Size (sq.cms):** 216

## तंबाकू नियंत्रण योजनांच्या यशस्वीतेसाठी अधिक प्रचार आणि दीर्घकालीन मोहिमांची गरज

**पुणे :** टोबॅको कंट्रोल पॉलिसी (टीसीपी) इंडिया व्हेव १ सर्वेक्षणातील निष्कर्षांवरून जवळपास २७५ दशलक्ष तंबाकू वापरकर्त्यांना लागू होणाऱ्या आमच्या देशातील तंबाकू नियंत्रण पॉलिसीविषयी काही धोकादायक माहिती समोर आली. हा अहवाल हेल्थ सेखंसारिया इन्स्टिट्यूट फॉर पब्लिक हेल्थ आणि वॅनडामधील युनिव्हर्सिटी ऑफवॉटरलू मधील संशोधकांच्या संयुक्त प्रयत्नातून तयार करण्यात आला. महाराष्ट्र (एमएच), बिहार (बीआर), पश्चिम बंगाल (डब्ल्यूबी) आणि मध्य प्रदेश (एमपी) मधील तंबाकू वापरकर्ते आणि तंबाकूचा वापर न करणाऱ्या प्रौढांच्या सर्वेक्षणातील निष्कर्षांवर हे आधारलेले आहे. महाराष्ट्रातील १५ वर्षे आणि त्याहून मोठ्या व्यक्तींमध्ये

तंबाकूचा वापर २८ टक्के इतका आहे. (मध्य प्रदेशात २३ टक्के, बिहारमध्ये ४७ टक्के आणि पश्चिम बंगालमध्ये ३३ टक्के) महाराष्ट्रामध्ये ८० टक्क्याहून अधिक तंबाकू वापरकर्त्यांनी तंबाकूचा वापर सुरू केल्याबद्दल दिलगिरी व्यक्त केली. (अन्य तीन राज्यांमध्ये ६० टक्क्यांपेक्षा कमी) एकट्या महाराष्ट्रामध्ये ९१ टक्क्यांपेक्षा अधिक तंबाकू वापरकर्ते आणि न वापर करणाऱ्यांचा असा विश्वास आहे की, धूर निघणाऱ्या किंवा धूररहीत तंबाकू उत्पादनांचा वापर 'वाईट' किंवा 'खूपच वाईट' असतो. चारही राज्यांमध्ये अल्प उत्पन्न गटातील कमी शिकलेल्या पुरुषांमध्ये तंबाकूचा वापर अधिक असल्याचे दिसून आले.

शहरी आणि ग्रामीण भारतातील वाढत्या गरजा पाहता तंबाकू उत्पादनांच्या

जाहिरातींवर पूर्णपणे बंदी घालणे गरजेचे आहे. भारतातील मोठ्या प्रमाणावरील लोक आजही तंबाकू उत्पादनांच्या जाहिरातीला बळी पडतात. यातून हे स्पष्टपणे दिसून येते की, तंबाकूशी निगडित सर्व प्रकारच्या उत्पादनांवर सर्व प्रसारमाध्यमांमध्ये जाहिरात करण्यावर बंदी घालण्यासंबंधी असलेल्या कायद्याच्या परिणामकारक अंमलबजावणीची गरज आहे. महाराष्ट्रामध्ये २००८ च्या नॅशनल स्मोक-फ्री कायद्याच्या अंमलबजावणीनंतर अंदाजे तीन वर्षांनी स्मोक-फ्री कायद्याविषयी केवळ ३५ टक्के इतकीच जागरूकता आहे. (मध्य प्रदेशात १८ टक्के, पश्चिम बंगालमध्ये ५९ टक्के आणि बिहारमध्ये ५४ टक्के) यातूनच स्मोक-फ्री कायद्यांची जागरूकता अधिकप्रमाणात पसरण्याची गरज आहे.

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## तंबाकू नियंत्रण योजनांच्या यशस्वीतेसाठी अधिक प्रचार आणि दीर्घकालीन मोहिमांची गरज

**पुणे :** टोबॅको कंट्रोल पॉलिसी (टीसीपी) इंडिया व्हेव १ सर्वेक्षणातील निष्कर्षांवरून जवळपास २७५ दशलक्ष तंबाकू वापरकर्त्यांना लागू होणाऱ्या आमच्या देशातील तंबाकू नियंत्रण पॉलिसीविषयी काही धोकादायक माहिती समोर आली. हा अहवाल हेल्थ सेक्सारिया इन्स्टिट्यूट फॉर पब्लिक हेल्थ आणि कॅनडामधील युनिव्हर्सिटी ऑफ वॉटरलू मधील संशोधकांच्या संयुक्त प्रयत्नातून तयार करण्यात आला. महाराष्ट्र (एमएच), बिहार (बीआर), पश्चिम बंगाल (डब्ल्यूबी) आणि मध्य प्रदेश (एमपी) मधील तंबाकू वापरकर्ते आणि तंबाकूचा वापर न करणाऱ्या प्रौढांच्या सर्वेक्षणातील निष्कर्षांवर हे आधारलेले आहे. महाराष्ट्रातील १५ वर्षे आणि त्याहून मोठ्या व्यक्तींमध्ये तंबाकूचा वापर २८

टक्के इतका आहे. (मध्य प्रदेशात २३ टक्के, बिहारमध्ये ४७ टक्के आणि पश्चिम बंगालमध्ये ३३ टक्के) महाराष्ट्रामध्ये ८० टक्क्याहून अधिक तंबाकू वापरकर्त्यांनी तंबाकूचा वापर सुरू केल्याबद्दल दिलगिरी व्यक्त केली. (अन्य तीन राज्यांमध्ये ६० टक्क्यांपेक्षा कमी) एकट्या महाराष्ट्रामध्ये ९१ टक्क्यांपेक्षा अधिक तंबाकू वापरकर्ते आणि न वापर करणाऱ्यांचा असा विश्वास आहे की, धूर निघणाऱ्या किंवा धूररहित तंबाकू उत्पादनांचा वापर 'वाईट' किंवा 'खूपच वाईट' असतो. चारही राज्यांमध्ये अल्प उत्पन्न गटातील कमी शिकलेल्या पुरुषांमध्ये तंबाकूचा वापर अधिक असल्याचे दिसून आले.

शहरी आणि ग्रामीण भारतातील वाढत्या गरजा पाहता तंबाकू उत्पादनांच्या जाहिरातींवर पूर्णपणे बंदी घालणे गरजेचे

आहे. भारतातील मोठ्या प्रमाणावरील लोक आजही तंबाकू उत्पादनांच्या जाहिरातीला बळी पडतात. यातून हे स्पष्टपणे दिसून येते की, तंबाकूशी निगडित सर्व प्रकारच्या उत्पादनांवर सर्व प्रसारमाध्यमांमध्ये जाहिरात करण्यावर बंदी घालण्यासंबंधी असलेल्या कायद्याच्या परिणामकारक अंमलबजावणीची गरज आहे. महाराष्ट्रामध्ये २००८ च्या नॅशनल स्मोक-फ्री कायद्याच्या अंमलबजावणीनंतर अंदाजे तीन वर्षांनी स्मोक-फ्री कायद्याविषयी केवळ ३५ टक्के इतकीच जागरूकता आहे. (मध्य प्रदेशात १८ टक्के, पश्चिम बंगालमध्ये ५९ टक्के आणि बिहारमध्ये ५४ टक्के) यातूनच स्मोक-फ्री कायद्यांची जागरूकता अधिक प्रमाणात पसरण्याची गरज आहे.

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Mumbai Mitra is a daily newspaper reflecting the views of the Marathi speaking people of Maharashtra. It covers the areas of Mumbai, Navi Mumbai, Thane, Raigad, Ratnagiri, Sindhudurg, Pune, Nashik, Kolhapur, Sanghli, Satara, Ahmednagar, Dhule, Jalgaon, and Parbhani.

# ‘तंबाखू निर्मूलनासाठी शासनाचे प्रयत्न आवश्यक’

मुंबई, दि. २० (प्रतिनिधी)

महाराष्ट्रामध्ये १५ वर्षे आणि त्याहून मोठ्या व्यक्तींमध्ये तंबाखूचा वापर इतर राज्यांच्या तुलनेत २८ टक्के आहे. राज्यातील मुलांनी आणि प्रौढ व्यक्तींनी तंबाखूचा वापर टाळावा याकरिता सरकारने विशेष प्रयत्न करण्याची गरज असल्याचे मत हेलिस सेक्सरिया इंस्टीट्यूट

फॉर पब्लिक हेल्थचे संचालक डॉ. प्रकाश गुप्ता यांनी आज पत्रकार परिषदेत व्यक्त केले. महाराष्ट्रामध्ये २००८ मध्ये स्मोक फ्री कायद्याच्या अंमलबजावणीनंतर तीन वर्षांनी केवळ ३५ टक्के लोकांमध्येच जागरुकता झाली आहे. यामुळे स्मोक फ्री कायद्यांची जागरुकता अधिक प्रमाणात पसरण्याची गरज आहे असे यावेळी डॉ.

मंगेश पेडणेकर यांनी यावेळी सांगितले. तंबाखू नियंत्रण कायदे आणि त्याची परिणामकारक अंमलबजावणी याला महाराष्ट्रामधील लोकांनी पाठींबा असून महाराष्ट्रामधील ८० टक्के लोकांनी तंबाखू वापराबाबत दिलगीरी व्यक्त केली आहे. भारतातील तंबाखूच्या जाहिरातीसंबंधी सध्याच्या कायद्यामध्ये त्रुटी आहेत. यामुळे

तंबाखू उद्योगाकरीता लुपहोल्स तयार झाले आहेत. हे लुपहोल्स बंद करण्याकरीता ठोस उपाय योजना करणे केंद्र आणि राज्य सरकारसमोरील प्रमुख गरज आहे. दुकानात मध्ये तंबाखू उत्पादनाच्या जाहिरातींवर संपूर्णपणे बंदी घालण्याकरीता सरकारने प्रयत्न करावेत, असेही पेडणेकर यांनी सांगितले.

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*Saamana* is a Marathi-language newspaper owned by the Shiv Sena, a political party in Maharashtra, India. The paper was launched on 23 January 1988 by Bal Thackeray. A Hindi version of the paper *Dopahar Ka Saamana* was launched on 23 February 1993.

## विड्या, सिगारेट फुंकणाऱ्यांना ना मृत्यूचे भय ना चिंता

विड्या, सिगारेट फुंकणाऱ्यांना, तंबाखूजन्य पदार्थांचे सेवन, करणाऱ्यांना मृत्यूची भीती वाटत नाही. तंबाखूमुळे कर्करोगासारखे जीवघेणे आजार होतात याची चिंताही त्यांना नसते. हेलीस सेखसरिया इन्स्टिट्यूट फॉर पब्लिक हेल्थ आणि कॅनडातील युनिव्हर्सिटी ऑफ वॉटरलू यांनी संयुक्तपणे केलेल्या सर्वेक्षणातून हे उघड झाले आहे. महाराष्ट्र, बिहार, पश्चिम बंगाल आणि मध्य प्रदेश या चार राज्यांमध्ये हे सर्वेक्षण करण्यात आले. १५ वर्षे वयावरील १०५०० लोकांचा या सर्वेक्षणात समावेश होता. प्रत्येक राज्यातील २ हजार व्यसनी आणि ६०० निर्वसनी लोकांची मते जाणून घेण्यात आली. महाराष्ट्रात १५ वर्षांवरील २८ टक्के लोक तंबाखूचे व्यसन करतात असे दिसून आले.



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