

6.4

Civil Society's Initiatives

As tobacco transnationals are continuously promoting their products globally, the government in each country is grappling with economic and political interests related to tobacco. At this time, the role of civil societies becomes pertinent as these groups advocate for regulating tobacco products, raising awareness among the masses, demanding regulation and litigating on other issues related to tobacco.

Many civil society leaders have taken initiatives, faced challenging opposition and yet achieved successful national health goals.¹⁸ Civil society, which includes a wide range of social organizations such as civil society organizations (CSOs), non-governmental organizations (NGOs), private voluntary organizations (PVOs), plays a vital role as participants, collaborators, legitimizers and watchdogs to ensure effective policy implementation.¹⁹ Recognizing the importance of civil society's contribution to the health sector, the World Health Organization (WHO) has established a Civil Society Initiative (CSI) to formalize the partnership of working together towards achievement of the health goals in both developed and developing countries.^{18,20}

India has a long history of civil society involvement. The NGO sector became more formal and socially recognized in the 1980s.²¹ Even after fifty years of the democratic welfare system, inequalities and disparities still persist in India. To minimize inequalities in the health sector so that health service distribution could be promoted equitably, the Indian National Health Policy (NHP), 2002 recognized the significant contribution of NGOs and other civil society institutions in making health services available to the Indian community. To utilize their high motivational skills and maximize their

contribution, the current NHP statement directs that 10% of the budget of all disease control programmes should be given exclusively to these institutions.²²

In India, many local, national and international network of civil societies are working towards comprehensive tobacco control, either in collaboration with the national government or independently in the areas of health education, health promotion, community outreach services, advocacy, litigation, legislation enforcement, tobacco cessation clinic services, resource mobilization, etc. Since the past two decades, Indian civil societies have been working towards tobacco control. During the past few years, they have played a major leadership role in proposing and advocating for a comprehensive tobacco control policy in the country. The activities of CSI in India range from disseminating awareness in the society through various health education and health promotion strategies; distributing, designing and developing anti-tobacco information, education and communication and IEC material; producing audiovisual health education and health advocacy material; supporting WHO's Framework Convention on Tobacco Control (FCTC) and the Indian Tobacco Control Bill to forming an advocacy forum for tobacco control.

NGOs in India have played a crucial role in creating a supportive environment for tobacco control. This has been achieved by years of effort in community mobilization and advocacy with policy-makers and the media. The ban on smoking in public places enforced in 1990 was a result of such NGO action which set the country's judiciary thinking about the protection of non-smokers. In fact, many of the tobacco control policies have been framed by the government on the basis of inputs from NGOs and are based on the results of studies conducted by medical institutes, NGOs, anti-tobacco groups and public interest litigations (PILs).

Action by civil society groups for tobacco control originated initially from organized groups of health professionals and later involved other

segments of the society. One of the early groups to begin active public health campaigning was the Goa Cancer Society established by the Late Dr S.G. Vaidya, a cancer surgeon. In the mid-1980s, health professionals at the All India Institute of Medical Sciences (AIIMS) established the Health or Tobacco (HOT) group. They, in conjunction with the Young Men's Christian Association (YMCA) organized a national consultation for networking of civil society groups working for tobacco control. This meeting, held at New Delhi in April 1987, led subsequently to the formation of ACTION (Action Against Tobacco: Indian Organizations Network). Another network that was established in 1990s was NOTE (National Organization for Tobacco Eradication). Due to lack of financial resources and paucity of full-time committed staff, these networks did not achieve much success in coordinating nationwide efforts for tobacco control. The individual organizations, comprising health professionals, consumer activists, youth groups, journalists, etc. however, continued their efforts to mobilize public and policy-makers' opinion in favour of tobacco control.

Impact of conferences involving NGOs

Two large meetings in January 1990 in Bombay (now Mumbai) and in July 1991 in New Delhi, involving the active participation of concerned health professionals, suggested effective recommendations to the Government of India for a comprehensive tobacco control programme and legislations. Civil society organizations were active participants in these two meetings. It was during these two meetings that all aspects of tobacco control were critically looked into and recommendations made on public education, legislation and regulation.^{23,24} Other advocacy efforts undertaken by NGOs have been well-informed signature campaigns to draw the government's attention to important issues related to tobacco control in India. In 1999, school students of Delhi under the auspices of the NGO—Health Related Information Dissemination Amongst Youth (HRIDAY)—

collected 25,000 signatures and submitted these to the Prime Minister of India, along with an appeal to impose a comprehensive ban on all forms of tobacco advertising.²⁵

Role of consumer groups

Many legal cases related to tobacco control have been filed by individuals and NGOs in India. Some of them have positively influenced tobacco control policies. Consumer groups have played a key role in strengthening recommendations to the government on various issues related to tobacco control. One such issue was the recommendation for a ban on *gutka* (chewing tobacco) in 1999. A convention of consumer organizations and Indian NGOs was held on 2 November 1999 in New Delhi, wherein the participants called upon the Indian Group of Ministries constituted for imposing a ban on chewing tobacco products and advocated for the ban.

In 1999, another consumer group, Consumer Education and Research Society (CERS) filed a PIL (No. 7930/1999) against the Government of India, the Government of Gujarat and the manufacturers of tobacco products appealing for the court to (i) ban the sale of all tobacco products to minors; (ii) direct the authorities to make health education on tobacco hazards compulsory for children and the youth; and (iii) conduct public campaigns against the use of tobacco products.

Coalition of NGOs

Nine national NGOs got together in 2001 to form an all-India coalition called the Advocacy Forum for Tobacco Control (AFTC). This coalition includes experts from the field of public health, research scientists, health professionals and officers representing various Indian NGOs. AFTC member organizations include Cancer Patients Aid Association (CPAA), Consumer Education and Research Centre (CERC), HRIDAY, Salaam Bombay Foundation, Rajasthan Cancer Foundation, ASHA, Voluntary

Health Association of India (VHAI), Action Council Against Tobacco (ACT)-India and Tata Memorial Hospital. AFTC actively advocated with the Parliamentarians and supported the Ministry of Health and Family Welfare (MOHFW), when the Indian Tobacco Control Bill was being debated in Parliament during April 2003. The Bill got clearance from both the houses of Parliament and became an Act with presidential assent on 18 May 2003, which is a landmark in the history of Indian tobacco control efforts.

An advocacy plan was designed and implemented to target key Members of Parliament (MPs) with informative messages that clarified the benefits of having such a law in India. Partners involved in this campaign were youth groups, media people, associations of health professionals, economists, consumer organizations and NGOs working in the field of health. Press meetings, newspaper articles, television interviews, letters to MPs along with informative message cards created a very conducive environment for this Bill to get clearance from Parliament. The efforts of the AFTC and its leading advocates were cited by MPs during the debate on the Bill.

Indian civil society's role in global tobacco control activities

Globally, CSOs have played an exemplary role in the Inter-Government Negotiating Body (INB) meetings of the FCTC. WHO's FCTC emphasizes, in its preamble, about 'the special contribution of non-governmental organizations and other members of civil society not affiliated with the tobacco industry, including health professional bodies, women's, youth, environmental and consumer groups, academic and health care institutions, to tobacco control efforts nationally and internationally and the vital importance of their participation in national and international tobacco control efforts'.

Similarly, the WHO Tobacco Free Initiative's (TFI) 'Tobacco kills—don't be duped' global

media and NGO advocacy campaign was launched to support the FCTC. In this campaign, NGOs from 30 countries, including India, helped WHO to expose the truth about tobacco, and tobacco company campaigns and secret strategies. The success of 'Tobacco kills—don't be duped' initiated a new NGO project called 'Channelling the outrage'.²⁰

Indian NGOs and the Framework Convention Alliance

The Framework Convention Alliance (FCA) is an international alliance of NGOs committed to achieving an effective FCTC.²⁶ Seven Indian NGOs and institutions are members of the FCA. These include: ACT-India, Association for Consumers Action on Safety and Health (ACASH), Cancer Institute, Community Health Cell, CERC, HRIDAY and School of Preventative Oncology, Patna.

NGOs and the FCTC

In December 2001, 24 Indian NGOs reiterated their support to the Jakarta and Thimphu Declarations on the FCTC and during the FCTC negotiations submitted their request to the INB to ensure that the final negotiated text of these conventions prioritize public health over other issues. They also urged the government to increase tobacco taxes to create a health fund, impose a ban on all forms of tobacco advertising, encourage measures to protect the public from exposure to tobacco smoke and appealed to the international community to ensure appropriate curbs on the smuggling of tobacco products.

Capacity-building of NGOs

The WHO, through the MOHFW, collaborates with Indian NGOs in supporting a wide array of tobacco control activities in India, ranging from awareness promotion among the masses to advocacy for a stronger policy on tobacco control and facilitating cessation efforts.

The performance of many Indian NGOs has been recognized by the WHO for their exemplary work in tobacco control. HRIDAY was awarded the WHO Tobacco Free World Award for the year 2002 and another NGO—Crusade Against Tobacco (CAT)—received this award for the year 2003.

Capacity-building of NGOs has been recognized as an important area and included in the planning for the WHO country budget for TFI in India. To ensure the active participation of NGOs in tobacco control activities in each state, support has been extended to various schools and community-based interventions in urban, rural, tribal areas as well as slums and marginalized populations.

The MOHFW is emphasizing on capacity-building at each state level by:

- Initiation of four pilot United Nations Fund (UNF) projects for tobacco control in India, through Indian NGOs. These are:

- Development of a model school intervention in India through HRIDAY, New Delhi
- Strengthening regulatory measures through VOICE (Voluntary Organization in Interest of Consumer Education), New Delhi
- NGO competition for innovative solutions against youth smoking through VHAI, New Delhi
- Sensitization meeting for Parliamentarians and MLAs at the state level on tobacco control

- Extending support to VHAI in organizing a sensitization workshop for its state partners (State Voluntary Health Associations [SVHAs]).

A detailed report of a few NGOs in India is provided in Table 6.5.

Table 6.5 Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
Action Council Against Tobacco (ACT)-India www.act_india.org	Functional since 1991 Registered since 1993 (Mumbai, Maharashtra)	<ul style="list-style-type: none"> • Health education activities: Cancer awareness and education programmes for schoolchildren, school personnel and college students were conducted. Awareness in the community regarding the ill-effects of tobacco. Exhibition on the ill-effects of tobacco, opportunistic screening camps in the community for tobacco-related cancers and radio talk shows on the ill-effects of tobacco and tobacco cessation. Training workshops on tobacco control for NGOs, media personnel and health care providers were conducted. • Advocacy programmes/efforts: ACT-India was actively involved in framing and lobbying for the Tobacco Control Bill in Parliament and lobbying for signing and ratification of the FCTC by the Government of India. Acted as a watchdog through monitoring of advertisement ban. Three programmes for fellows in tobacco control leadership were organized to train and develop a large number of tobacco control advocacy leaders in India and the South-East Asia region of WHO. A strategy planning workshop for Advocacy Forum for Tobacco Control (AFTC) was conducted. • Litigation: Provided scientific support to individuals and organizations fighting the tobacco menace. For example, support was provided to FDA Minister Mr Anil Deshmukh for formulation of a <i>gutka</i> control law in Maharashtra 	Active collaboration with other organizations and providing support in terms of training, literature, educational material	Health education and training on advocacy for tobacco control

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>and for responding to the writ petition filed by the <i>gutka</i> manufacturer against the law. Support was provided to Mr Murali Deora for arguing in favour of a public interest litigation (PIL) filed by him and others in the Supreme Court of India for a complete ban on smoking in public places.</p> <ul style="list-style-type: none"> • Focused campaigns: The Global Youth Tobacco Survey (GYTS), Global School Personnel Survey (GSPS) and Global Medical Doctors Survey (GMDS) were conducted to study the knowledge, attitude and practices in relation to tobacco use. Special focus programmes were held to promote health awareness and screening for tobacco-related cancers. Clinic- and community-based tobacco cessation activities were initiated. Training sessions were organized for teachers and school health personnel of municipal corporations, NGOs, and medical officers of municipal corporations, State and Central Governments and public sector undertakings. • World No Tobacco Day (WNTD) activities: Exhibitions were organized at major railway stations, bus depots in Mumbai to create awareness and educate the masses about the ill-effects of tobacco. Radio and TV talk shows on tobacco and its ill-effects were aired. Free health check-up was provided for tobacco users. Tobacco-related messages were put on buses and bus shelters. Painting competitions were organized for schoolchildren on the theme of tobacco. Pamphlets and posters on tobacco and cancers were distributed. Articles were published in leading newspapers on tobacco cessation and the ill-effects of tobacco. 		
Consumer Education and Research Centre (CERC)	Functional since 1978 (Ahmedabad, Gujarat)	<ul style="list-style-type: none"> • Health education activities: Efforts were made to educate school and college students about the ill-effects of tobacco products. • Advocacy programme/efforts: Supported AFTC's efforts along with other NGOs during the tabling of the Indian Tobacco Control Act. • Litigation: A petition was filed in the High Court of Gujarat related to treatment of cancer patients recommending compensation for patients with oral cancer. • Research: A survey was conducted among tobacco users (students, cancer patients and general users) in Ahmedabad city in India. • Focused campaigns: A tobacco cessation centre was started to prevent and control tobacco use. 	Gujarat Cancer Society, HRIDAY, Gujarat Cancer Research Institute	Consumer group action against tobacco use
Cancer Patients Aid Association http://www.paaindia.org	Functional since 1971 Registered since 1971 (Mumbai, Maharashtra)	<ul style="list-style-type: none"> • Health education activities: Awareness lectures in schools, colleges, mills, jails, factories, offices and community welfare centres. Annually, 15,000 people are screened in Mumbai and counselled for tobacco cessation. An audio–video presentation was organized with Bollywood actors. Anti-tobacco TV advertisements were aired on state television channels. • Advocacy programme/efforts: Lobbying with the government through the National Tobacco Control Coalition for tougher tobacco control laws. A general public signature campaign was organized to appeal to 	Advocay Forum for Tobacco Control, organizations working in the area of cancer prevention, Bollywood stars	Health education, screening cancer patients and counselling, advocacy

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>the Health Minister to put health warnings on tobacco products in 2004.</p> <ul style="list-style-type: none"> • Focused campaigns: Organized a tobacco-free sports campaign, smoke-free workplace campaign and tobacco-free films and fashion campaign. • WNTD activity: Since 1997, WNTD was observed in accordance with WHO themes. Free cancer screening and training for community groups were provided, and a marathon organized. • Countering the industry: Letters were sent to all jury members against social events sponsored by tobacco companies. Letters were sent to film stars and the models who modelled for the Red & White cigarette advertisement. 		
Crusade Against Tobacco (CAT) —a branch of the Neil Charitable Trust	Registered since 1999 (Mumbai, Maharashtra)	<ul style="list-style-type: none"> • Health education activities: Free literature on the ill-effects of tobacco in local languages was distributed to municipal schoolchildren in Mumbai. CDs showing cancer patients are given to all the schools. • Advocacy programme/efforts: Extends support to the Maharashtra Government in their efforts to ban the sale of <i>gutka</i>, and organizes talks by film and TV celebrities in schools. Advocacy with the State Government to notify the Tobacco Act, and with the State/Central Government/Information and Broadcasting Ministry to stop the advertisement of 'Marlboro' appearing in TV channels/important newspapers in spite of a ban on advertisement. Advocacy with the State Government/Central Government to insert an entire chapter on tobacco in the school syllabus. Signature campaigns among youth to ban tobacco completely. • Litigation: Nil • Focused campaigns: Asking the Maharashtra Government and the Bombay Municipal Corporation to come out with a circular and ban smoking and chewing tobacco. Campaigns with schoolchildren and Members of Parliament in requesting a ban on the sale of <i>gutka</i> and <i>paan masala</i> all over India. Take the help of film stars/TV stars, TV channels to promote tobacco control, motivating schoolchildren to help their parents in quitting tobacco and rewarding successful cases by arranging a meeting with a celebrity. • WNTD activity: Collaborate with members of the film fraternity every year since 2000 in disseminating anti-tobacco messages on WNTD. • Counter-activity against tactics of the tobacco industry and strategies: Just as the tobacco industry is using models to promote the use of tobacco through advertisement, CAT is using actors, actresses, models and TV stars to counteract the effects of advertisements on young minds. 	Tata Memorial Hospital/State Government/Bombay Municipal Corporation	Advocacy, health education
Generation Saviour Association (GSA)	Functional since 1996 Registered since 1997 (Mohali, Punjab)	<ul style="list-style-type: none"> • Health education activities: Health awareness camps in the villages and colonies of Mohali and Chandigarh in 2000–2003. Free literature in the local languages on the ill-effects of tobacco distributed among people in the villages and colonies of Mohali, Chandigarh, Patiala, 	Officers from the district Police Department were involved in school-based activities	Health awareness

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>Ropar, and Fatehgarh Sahib in 1997–2003. Essay, spot painting, and poster-making competitions among schoolchildren in 1997–2003.</p> <ul style="list-style-type: none"> • Litigation: Filed a PIL in 1996 in Punjab and Haryana High Court to ban smoking in public places. • Focused campaigns: Banning smoking in Mohali club and its bar was successfully achieved and the Sub-Divisional Magistrate's office premises made smoke free. • WNTD activity: Released an annual souvenir on the tobacco control activities of the GSA from 1996 to 2003. Media sensitization was done to spread messages against tobacco. Cultural programmes such as talks and a play organized by schoolchildren on the ill-effects of tobacco were conducted in 1996–2003. • Counter-activity against tobacco industry tactics and strategies: Screening of films and advertisements highlighting the ill-effects of tobacco use were shown in different schools in Punjab to counter the efforts of the tobacco industry and de-glamourize the use of tobacco. 		
Green Motherland www.greenmotherland.info	Functional since 1995 (Chennai, Tamil Nadu)	<ul style="list-style-type: none"> • Health education activities: Published WHO tobacco facts in local newspapers to create awareness on the evils of smoking among the public. Awareness programme on the hazardous effects of smoking was organized in schools/colleges. • Advocacy programme/efforts: An advocacy effort was successfully made through 20 MLA of the Pasumai Thaayagam in the Tamil Nadu Legislative Assembly to ban smoking in public places. • Focused campaigns: A campaign against the film industry was made through sending individual letters to film personalities by the president of Pasumai Thaayagam. Letter campaigns in newspapers were carried out to sensitize film actors, directors and producers. • WNTD activity: Since 1996, WNTD activities are being carried out through poster and sticker campaigns on evils of smoking. A hoarding was put up with anti-tobacco slogans in the heart of Chennai city in 2002. Demonstrations were organized all over Tamil Nadu in 2003 demanding tobacco-free Tamil movies. • Countering the industry: Repeated appeals have been made to the concerned people of organizations such as the film and fashion industries about curbing tobacco promotion through films. 	Nil	Health awareness and advocacy
Health Related Information Dissemination Amongst Youth–Students Health Action Network (HRIDAY–SHAN) www.hriday-shan.org	Functional since 1992 Registered since 1999	<ul style="list-style-type: none"> • Health education activities: Involved in educating the youth and community around 300 schools and 10 colleges in Delhi. Expanded the programme of health awareness and tobacco control advocacy to 10 cities of India in 2003. Created a tobacco control education and advocacy curriculum for youth in India. • Advocacy efforts: Actively involved in advocating with policy-makers since 1998 and advocated with parliamentarians during April–May 2003 to ensure smooth passage of the Indian Tobacco Control Bill, 2003. 	ASHA (Lucknow, UP); Task Force Advocacy Support Group (Ghonda, UP); Rajasthan Cancer Foundation (Jaipur, Rajasthan); Voluntary Health Association	Health awareness and tobacco control advocacy among and by youth

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>—Organized signature campaigns, appeals, press releases and articles in the media to support tobacco control policies.</p> <ul style="list-style-type: none"> • Research: Testing the effectiveness of interventions related to tobacco control education and advocacy among the youth. <ul style="list-style-type: none"> —Conducted the Global Youth Tobacco Survey (GYTS) and Global School Personnel Survey (GSPS) in Delhi • Focused campaign: Tobacco control awareness and advocacy among youth by using innovative strategies such as the All India Student Parliament on Health in 2003. <ul style="list-style-type: none"> —Train teachers and students through workshops to implement a tobacco control curriculum in schools. • Countering the industry: IEC material is distributed (posters, postcards, films, fact sheets, etc.) to counteract tobacco promotion messages. <ul style="list-style-type: none"> —Newspaper articles and rebuttals were published in magazines and newspapers in response to industry arguments. • WNTD activity: Formed well-informed activist groups: Teacher Against Tobacco (TAT), Parents Against Tobacco (PAT) and Students Against Tobacco (SAT), which work together on the themes of WNTD every year. Signature campaigns and community outreach programmes were conducted, and films shown to create anti-tobacco norms and build an environment conducive for enforcing tobacco control legislation. Campaigns were organized for tobacco-free sports and fashion, and tobacco-free films shown. 	<p>(Bhubaneswar, Orrisa); National Organization for Tobacco Eradication (NOTE)-INDIA (Panaji, Goa); Kerala Voluntary Health Services (Kottayam, Kerala); Academy for Nursing Studies and Women's Empowerment Research Studies (Hyderabad, Andhra Pradesh); Himachal Pradesh Voluntary Health Association (Shimla, Himachal Pradesh); Yuvak Pratishthan (Mumbai, Maharashtra)</p>	
Health Action by People www.hapworld.org	Functional since 1993 Registered since 1993 (Thiruvananthapuram, Kerala)	<ul style="list-style-type: none"> • Health education activities: An anti-tobacco awareness campaign for schoolchildren, and an annual pledge against tobacco was taken by all primary and secondary schools. It acts as the nodal agency, coordinating the efforts of Tobacco Action Network (TAN)-India, an organization of the medical fraternity of India which includes 47 medical colleges from 9 Indian states. • Advocacy programme/efforts: Student Coalition Against Tobacco (SCAT) was formed in 2001. A signature campaign was organized in support of the Tobacco Control Bill, 2003. • Focused campaigns: Schoolchildren initiated a signature campaign against Wills sponsorships in 2000. • WNTD activity: Tobacco-free sports were organized in 2002. An exhibition was organized on 'Tobacco and health' in 2003. TAN was formed in 2003 among 25 medical colleges from all over India. 		Tobacco control awareness among the youth
Indian Cancer Society	Functional since 1983 Registered since 1983 (Delhi)	<ul style="list-style-type: none"> • Health education activities: Awareness talks, discussions and film shows were organized over the years in Delhi-based schools and colleges. Annual training workshops were conducted for awareness on cancer. Internationally acclaimed anti-tobacco advertisements were adopted for use in India. • Advocacy programme/efforts: Presented suggestions 	Rotary Club, Deepalaya, mobile creches, Prayas and Helpage	Cancer control education

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>to the Rajya Sabha Advisory Committee on tobacco regulation.</p> <ul style="list-style-type: none"> • Focused campaigns: A community anti-tobacco awareness project was implemented in the Delhi slums in 2000. • WNTD activity: Every year, street theatres (<i>nukkad natak</i>) are performed in many public places in Delhi such as Delhi Haat, in front of cinemas and slums. • Countering the industry: The Indian Cancer Society has written and spoken against duplicitous advertising by the tobacco industry and <i>gutka</i> manufacturers. 		
Jan Akansha	(Hoshangabad, Madhya Pradesh)	<ul style="list-style-type: none"> • Health education activities: Community meetings are held along with display of IEC material. A tobacco awareness camp was organized in villages. Home visits were conducted to create awareness regarding tobacco among women. • Advocacy programme/efforts: Advocacy was carried out through women's groups against <i>gutka</i> sellers to curb <i>gutka</i> sale to children. • Focused campaigns: A signature campaign in schools was held to prevent the sale of tobacco products near schools. • WNTD activity: Schoolchildren organized a play for the villagers of Byavra. A public meeting was organized and people were informed that film personalities only smoke in films but they do not smoke in real life. • Countering the industry: The public was sensitized on the tobacco industry's tactics of promoting tobacco through films and film personalities. 	Religious groups and National Service Scheme	Health education and counter-marketing
Kerala Voluntary Health Society (KVHS)	Registered since 1971 (Kerala)	<ul style="list-style-type: none"> • Health education activities: Anti-tobacco awareness conducted among college/school students and adolescents in the community during the period 2002–2004. Innovative folk arts programmes, poster slides, video spots and cartoon exhibitions performed to disseminate anti-tobacco message to the general public during the period. Anti-tobacco sensitization programme were conducted for media and police during the project period. • Advocacy programme/efforts: Advocacy activities were done among the Members of Parliament (MPs) from the state for the early passage of the Tobacco Bill in Parliament. State-level advocacy for the support of anti-tobacco bill in the Legislative Assembly. Advocacy with PRI members to impose ban of smokeless tobacco in their jurisdiction. Lobbying with media personnel to ensure their cooperation and support for anti-tobacco activities, and also increase the number of media column and programmes to propagate anti-tobacco message to the public. • Focused campaigns: KVHS collective efforts with other local NGOs imposed ban on the sale of smokeless tobacco in seven <i>panchayats</i> and two municipal areas in the Kottayam, Idukki and Ernakulam districts. 		Health education, advocacy

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<ul style="list-style-type: none"> • WNTD activity: Observed WNTD, 2004 with activities such as poster exhibitions, anti-tobacco road show, seminar, public rally, burning of effigy, etc. • Counter activity against tobacco industry tactics and strategies: Convened press conferences to sensitize media personnel against tactics of the tobacco industry. 		
National Organization for Tobacco Eradication (NOTE)-India	Functional since 1992 Registered since 1992 (Goa)	<ul style="list-style-type: none"> • Health education activities: Training programmes on tobacco control were held for academicians, students, National Swyam Sevak (NSS) students and <i>anganwadi</i> workers. Various audiovisual programmes were conducted in village <i>panchayats</i> and 30 schools and colleges on the harmful effects of tobacco use in 2003. Training on tobacco cessation clinical practice guidelines was conducted for 250 doctors. A training session was conducted for resource persons in the state education department to motivate them to incorporate tobacco lessons in the school curriculum. • Advocacy programme/efforts: A tobacco control advocacy training workshop was organized in 2001 for organizations working on tobacco control in India to make recommendations for the National Tobacco Control Act and FCTC. Mobilized student groups and NGOs were to influence MLAs to pass the 'Goa prohibition of smoking and spitting Act, 1997'. • Focused campaigns: Convinced the State Government to issue a notice in 2003 banning the sale, production, transportation and storage of <i>gutka</i>. • WNTD activity: A skit, exhibition, street marches, musical concerts and workshops were conducted in 2003. • Counter-activity against tobacco industry tactics and strategies: Revealed the tactics of the tobacco industry in a publication entitled <i>Tobacco Quit India</i>. 	ACT-India, IMA-Goa, Lions Club, Rotary Club, women's group consumer protection organizations, VOICE, HRIDAY-SHAN, 12 tobacco cessation clinics	Awareness, advocacy, cessation trainings
People's Rural Education Movement (PREM)	Functional since 1994 Voluntary organization (Orissa and Andhra Pradesh)	<ul style="list-style-type: none"> • Health education activities: 'Say "NO" to Tobacco' campaign was organized by PREM sponsored by WHO in Gajapati District of Orissa state during November 2002–October 2003. The campaign undertook various activities throughout the year to spread awareness regarding tobacco use. PREM produced IEC material, organized block-, district- and <i>gram panchayat</i>-level awareness workshops and rallies. Awareness campaigns were conducted in select villages, schools and cultural performances and block-level health check-up camps were organized. • Focused campaigns: PREM initiated a campaign against the use of tobacco in Gajapati District in association with its network partner NGOs during November 2002. 	Bapuji Gramya Kalyana Samiti (BGKS); Lower Income People Initiative for Community Action (LIPICA); Centre for People's Development (CPD), Agami Loka Kalyana Samiti, Margadarsi, Palli Vikash, Lokasamiti, Centre for Community Development (CCD)	Health education
Prayas	Functional since 1988 Registered since 1989 (Delhi, Bihar Gujarat and the US)	<ul style="list-style-type: none"> • Health education activities: A peer educators' training programme was organized by Prayas Health Services on the ill-effects of tobacco. Brochures and handbills were developed and distributed among the slum communities, with a special focus on adolescents. 	VHAI, Indian Cancer Society, Heart Care Foundation of India	<ul style="list-style-type: none"> • Health education • Integrating with other health care

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NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>Meetings and health talks to sensitize important stakeholders such as rickshaw pullers, community <i>pradhans</i>, Mahila Mandals and Purush Mandals.</p> <ul style="list-style-type: none"> • Advocacy programme/efforts: Social advocacy rallies against tobacco in the community were held in 2003. A sensitization programme was held for police personnel and schoolchildren. <ul style="list-style-type: none"> —Media advocacy was carried out through talks by staff of Prayas on various TV channels. • Focused campaigns: An anti-tobacco skit was presented in the community, as well as a focused counselling session and this led to successful quitting of tobacco by several youth and adolescents in the community in 2003–2004. <ul style="list-style-type: none"> —Prayas Health Service organized a cricket match for street and slum children. The running commentary was used as a means to disseminate information on tobacco-related issues. • WNTD activity: Painting and elocution competitions were organized for various community and schoolchildren on the eve of WNTD (2003 and 2004) to sensitize the adolescent population regarding the hazardous consequences of tobacco consumption. A rally, skit, talks and oath-taking against tobacco were also organized. • Counter activity against tobacco industry tactics and strategies: Sensitized and educated <i>paan wallahs</i> (tobacco kiosk owners) within the targeted area to quit tobacco consumption themselves and also sensitized them to abide by the current anti-tobacco law. 		<p>programmes: Regular ENT check-up and treatment of TB through DOTS for children suffering from ailments related to tobacco consumption</p>
Rajasthan Cancer Foundation (RCF)	Functional since 2002 Registered since 2002 (Jaipur, Rajasthan)	<ul style="list-style-type: none"> • Health education activities: Talks were delivered among sports personalities and health professionals on the ill-effects of tobacco and tobacco control in 2002. Meetings were conducted among school teachers and senior citizen's club members to encourage their participation in tobacco control activities in 2002. Workshops were organized among scout leaders, higher secondary school principals and headmasters in Jaipur in 2002 and 2003. A book <i>Tobacco itself</i> was published in 2003. • Advocacy programme/efforts: Advocacy talks on tobacco control were delivered to employees of public and private institutions in Jaipur in 2002 and 2003. An advocacy workshop was held on tobacco control and cessation among youth in 2002. To advocate the passage of the Tobacco Control Bill in the Indian Parliament, a TV scroll detailing the components of the national anti-tobacco bill was shown on the Bhasker TV channel in 2003. • Research activities: Surveys were carried out to assess the knowledge, attitudes, practices and patterns of tobacco use among adults and children. • Focused campaign: Tobacco cessation counselling sessions were held among employees of the Rajasthan Roadways and Transport Corporation; these have been very successful. 	Rajasthan Roadways and Transport Corporation, Railways Path Canada, ACT-India, VHAI HRIDAY-SHAN	Awareness regarding tobacco control among the rural community

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<ul style="list-style-type: none"> • WNTD activity: TV and radio programmes, press conferences on tobacco control with the local media, public talks on tobacco control, slide shows and radio spots were organized in 2002–2003. Exhibitions on 'Tobacco-free Sports' and an 'Oath for Tobacco Avoidance' were organized by various sports personnel in 2002. A slide show was organized in 2003 on the theme 'Tobacco-free Films and Fashion'. 		
Ramakrishna Mission	Varanasi, Uttar Pradesh	<ul style="list-style-type: none"> • Health education activities: A 30 minute multimedia presentation was developed in 2003 in Hindi, for conveying effective messages to educate school and college students, villagers, slum dwellers and patients to prevent tobacco use. • WNTD activity: Multimedia Health Education Series on 'tobacco use prevention' was launched in 2003. A press conference was organized to popularize the Multimedia Health Education Series for Varanasi and Mirzapur district of eastern Uttar Pradesh. 	Nil	Health education
Swasthya	Functional since 2001 Registered since 2001 (Faridabad, Haryana)	<ul style="list-style-type: none"> • Health education activities: Two seminar-cum-exhibitions were organized in Bhopal among students and the community in 2001–2003. • Advocacy programme/efforts: In Faridabad, two advocacy activities were carried out: (i) to stop selling tobacco products by <i>khokas</i> (kiosks), and (ii) surrogate advertising on TV. • Focused campaigns: A campaign was held to prevent smoking in local trains and platforms. • WNTD activity: Awareness at public and private places was generated through posters and a sticker campaign. A road show was put on the main road of Faridabad; stickers saying 'Choose life not tobacco' were put on all vehicles passing on the road. 	HRIDAY–SHAN NOTE-India, ACT-India, VOICE	Health education and awareness
Swami Vivekananda Youth Movement (SVYM) www.viveka mysore.com	Functional since 1984 Registered since 1984 (Mysore, Karnataka)	<ul style="list-style-type: none"> • Health education activities: Awareness was generated in the rural and tribal areas of Mysore district since 2003. Interactive sessions in schools, a health awareness rally in the community and audiovisual sessions among target groups such as women and youth, street plays in the community and group meetings were held. Tobacco awareness fairs were held for women, self-help groups were created in rural tribal areas, a health behaviour modification programme in the community focusing on the harmful effects of tobacco use and quitting tobacco habits were held. • Advocacy programme/efforts: An anti-tobacco sports event was organized in 2003, where ministers and politicians were invited and sensitized on tobacco facts and presented with an appeal for tobacco control. • Focused campaigns: A mobile health education programme was undertaken in 2003 targeting illiterate children and adolescents outside school. A rural bus campaign was initiated; the bus carrying health messages reached many villages which specifically targeted the youth. 	Nil	Health awareness among rural and tribal audiences

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity Profile	Networking with other NGOs and GOs	Key focus Area or strengths
		<ul style="list-style-type: none"> • WNTD activity: An awareness rally and a street play were organized by children in the community in 2003. 		
Salaam Bombay Foundation	Functional since 1995 Registered since 2002 (Mumbai, Maharashtra)	<ul style="list-style-type: none"> • Health education activities: A Hindi skit was enacted to create awareness among the youth. Till date, 701 films have been shown to create awareness among children. Interactive tobacco awareness exhibitions were conducted in schools. The WHO designed anti-tobacco curriculum pre-tested in three schools in Mumbai. • Advocacy programme/efforts: A media campaign was held towards public support for a ban on <i>gutka</i> and <i>paan masala</i> in 2002 • Focused campaigns: <i>Gutka</i>-free Maharashtra state campaign and student signature campaign was organized in 2002 and 2003 • WNTD activity: A tobacco cessation clinic (TCC) was started for street children in 2003. • Countering the industry: Interactive tobacco awareness exhibitions were held to educate schoolchildren about the misleading advertising of the tobacco industry. 	Advocacy Forum for Tobacco Control, Salaam Balak Trust	Awareness among the rural youth
Samadhan Samiti	Registered since 1991 Functional in UP	<ul style="list-style-type: none"> • Health education activities: Conducts regular discussion programmes, slide shows and on-the-spot help by TCC experts in schools/colleges/non-formal education centres for street and railway platform youth in Lucknow and neighbouring villages. Regular media sensitization efforts are made in Lucknow on various issues around tobacco control. National media coverage was galvanized and media workshops conducted in many places. A publication <i>Tobacco kills</i> which is in its 53rd issue, is brought out in Hindi and English, and involves the youth in editing and content sourcing. This publication also serves as an advocacy tool for the media and policy-makers. A number of leaflets were produced in Hindi and Urdu for community outreach programmes. The book <i>Rakh ke dher par</i> in Hindi on tobacco hazards was awarded national- and state-level awards in 1997 and 1998 for the best health education book. • Advocacy programme/efforts: Street youth and school/college students are involved in advocacy programmes. Candle marches were organized in the city to mobilize public opinion; leaflets and pamphlets were distributed, signature petition campaigns were held for the FCTC, Cigarettes and Other Tobacco Products Act and its implementation. Lobbying was done to get the UP Council House declare a tobacco-free zone in 2001, and on WNTD it was so declared. Public demonstrations were held against transnational tobacco companies demanding accountability and transparency. Relevant documentaries such as 'Making a killing' and 'Overcoming the odds' were screened at public places and institutions, including exclusive screening for the media. Over 20,000 signatures were collected against tobacco companies from people who want to hold 	Government of UP, AFTC, INFACT, NATT, SF's, Tobacco Free Initiative, INGCAT, INWAT, Global Partnerships for Tobacco Control, HRIDAY-SHAN, ACT Mumbai, Salaam Mumbai, CPAA Mumbai and Pune, Ahmedabad's KCH, Indian Network of NGOs, National Alliance of People's Movements (NAPM), Majdoor Kisan Shakti Sangathan, ASHA, and many other groups	Health education

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
Society to Create Awareness towards Life and Environment (SCALE)	Functional since 2002 Registered since 2002 (New Delhi)	<p>them accountable for the havoc unleashed by tobacco in the past decades.</p> <p>The organization is proactively engaged in initiatives targeted towards sensitizing, mobilizing and building up multitier media support.</p> <ul style="list-style-type: none"> • Focused campaigns: These included the Wills Lifestyle Store Boycott Campaign, Reach Out to People campaign: (4 days every month from 10 am to 5 pm at railway and bus stations), media campaigns, youth-based campaigns (Grow Without Tobacco theme events). • WNTD activity: Academy award-winning documentaries of the unit were screened (<i>Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction...</i> [30 minutes], <i>Overcoming the odds</i> [20 minutes]). • Counter-activity against tobacco industry tactics and strategies: A campaign was planned against the tobacco industry and its tactics and strategies with INFACOT other allies on the Network for Accountability of Tobacco Transnationals (NATT). Discussions were marked by a session to de-mystify tobacco advertising, and peel off the glamour and lifestyle imagery. Symbolic 'fasts' were held in the city centre to oppose government measures to appease tobacco corporations. Editorials and op-eds were generated, authored by NGO team members focused against the tactics of tobacco transnational corporations. The Chief Editor of Delhi Press was honoured; he has refused tobacco advertisements, (direct, indirect and surrogate) and has set a strong precedence not to bow down to corporate pressures and stick to journalistic ethics and the media's social responsibility in June 2004. <ul style="list-style-type: none"> • Health education activities: SCALE organized a 'Tobacco Awareness and Control Programme' in its 45 adopted villages covering about 20,000 families in Bhimtal, Nainital District, Uttaranchal in 2003. • Advocacy programmes: Health camps were held in villages with the involvement of policy-makers (Governor of Uttaranchal and the District Magistrate) to deliver anti-tobacco messages. • Focused campaigns: Door-to-door campaigns using posters and pamphlets to advocate the ill-effects of tobacco usage were carried out in 45 villages. Documentaries against tobacco usage were shown. • WNTD activity: Health education with schoolchildren and the community are organized on every WNTD. • Counter-activity against tobacco industry tactics and strategies: SCALE had produced a documentary against tobacco, and created slogans to be used through children and women. SCALE proposes to set up a de-addiction clinic at Bhimtal. It gives employment preference to non-tobacco users. 	Bharitya Adim Jati Sevak Sangh (BAJSS), WHO and Ministry of Health (MOH)	Prefer to route change through ownership of campaigns against tobacco usage

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
Vijaya	Functional since 1995 Registered since 1996 (Bhubaneswar, Orissa)	<ul style="list-style-type: none"> • Health education activities: Health awareness camps were held in schools, <i>Gram panchayats</i>, CBOs, self-help groups, NGOs in Jajpur district of Orissa in 2001–2003. Posters, literature, leaflets, banners, wall paintings bearing anti-tobacco messages were distributed in Jajpur district. Essay, wall paintings, poster and other competitions among schoolchildren were also organized. • Advocacy programme/efforts: Media advocacy at the <i>Gram panchayat</i>/Block/Districts and State level were organized in 2001–2003. Advocacy was done against tobacco consumption and smoking at public places such as railway stations and Airports • Focused campaigns: Smoking was banned in one <i>gram panchayat</i> and the area successfully retained as a 'Tobacco-free zone' with the help of vendor's sensitization. • WNTD activity: Media sensitization was done both at the state- and district level and cultural programmes such as street plays were organized about the ill-effects of tobacco. 	Centre for Public Health and Environment Education (COPHEE, Jajpur); Government of Orissa; VHAI New Delhi, West Bengal Voluntary Health Association (WBVHA), Calcutta; Acharya Harihar Cancer Institute, Cuttack	Health awareness
Voluntary Health Association of India (VHAI)	Registered voluntary organization (New Delhi)	<ul style="list-style-type: none"> • Health education activities: VHAI began its tobacco control activities in 1986 focusing on schoolchildren in 60 public and government schools of Delhi. Activities conducted include talks on the dangers of tobacco and the tobacco industry's marketing strategies, essay writing and poster painting competitions. Later, schools in Gwalior, Varanasi, Guwahati and Dharamsala were also included with the support of VHAI's State branches. An innovative programme 'Leadership in Health' was conducted in collaboration with the 'Health or Tobacco' group of the All India Institute of Medical Sciences, Delhi. IEC materials: These included 'Touch me not' for schoolchildren on the tobacco issue and 'Radio DATE' (Drugs, Alcohol and Tobacco Education). • Advocacy programme/efforts: Since 1987, VHAI has been advocating very strongly for a comprehensive central tobacco act. Since 1995, VHAI advocated for tobacco sponsorship-free sports through writing letters to concerned personnel, press releases and letters to prominent MPs towards quick passage of the tobacco bill in Parliament. • Litigation: VHAI filed a PIL in 1998 in the Delhi High Court against the Board of Control for Cricket in India for advertising and promoting cigarette smoking among the youth. In 2001, ITC voluntarily withdrew its sponsorship of the Indian cricket team. The High Court then closed the case. • WNTD activity: Talks were organized in all state capitals, press releases and letters to health officials are sent for stricter controls on tobacco use in public. On 31 May 2004, with the support of the Ministry 	27 State Voluntary Health Associations (SVHAs) and 3500 CSOs working on health and development in the country. In 1987, VHAI set up the first national network of NGOs and professionals on tobacco control called ACTION (Action to Combat Tobacco —Indian Organizations Network). VHAI networked with over 300 NGOs in the country for organizing 4 regional workshops on 'Innovative approaches to tobacco control' supported by the Ministry of Health and WHO. VHAI is presently part of the AFTC. All India Institute of Medical Sciences, Indian Council of Medical Research,	Health education, advocacy, litigation

Table 6.5 (cont.) Efforts made by NGOs in India for tobacco control

NGO and website	Establishment and location	Activity profile	Networking with other NGOs and GOs	Key focus area or strengths
		<p>of Health and WHO, VHAI coordinated the observance of WNTD through its 27 state offices. Rallies, huge bonfires of tobacco products and burning of the effigy of the tobacco industry was done. In some states, a memorandum was also submitted to the Governor and State Health Directors asking for effective implementation of the Central Tobacco Act and putting stricter curbs on tobacco use.</p> <ul style="list-style-type: none"> • Counter-activity against tobacco industry tactics and strategies: VHAI took very strong objection to the Barista chain of restaurants for flouting the ban on public smoking. VHAI wrote a letter to Godfrey Philips expressing deep concern at hurting the sentiments of the people of Rajasthan, urging Godfrey Philips to immediately withdraw the 'Jaisalmer' re-launch campaign. 	All India Radio and the Central Health Education Bureau	

6.4 CIVIL SOCIETY'S INITIATIVES

KEY MESSAGES

- Civil society organizations play an important role in tobacco control as they advocate for regulating tobacco products, raise awareness among the masses, demand regulation and litigate against other issues related to tobacco.
- Recognizing the importance of civil society's contribution in the health sector, the World Health Organization has established a Civil Society Initiative (CSI) to achieve health goals in both developed and developing countries.
- Nine national NGOs (2001) in India formed the Advocacy Forum for Tobacco Control (AFTC), which designed and implemented informative messages that clarified the benefits of having such a law in India to key Members of Parliament.
- Globally, civil society organizations have played an exemplary role in the Inter-Government Negotiating Body meetings of the FCTC. In December 2001, 24 Indian NGOs reiterated their support to the Jakarta and Thimphu Declarations on the FCTC.
- The WHO recognized the contributions of many Indian NGOs with the 'WHO Tobacco Free World' award.