

8

Tobacco Control: What is Needed?

Resourcing, implementation and evaluation

8.1 Resourcing: Financial resource mobilization and human resource development	341
8.2 Coordination: Establishment of a national coordinating mechanism	347
8.3 Integration of tobacco control into health and development programmes	352
8.4 Global models for the evaluation of tobacco control programmes	355

All the measures identified in Chapter 7 will be successful only if the systems for their delivery are strengthened. The integration of interventions for tobacco control into other health care programmes as well as other developmental programmes is essential to provide the widest outreach and the largest impact. At the same time, capacity for tobacco control needs to be built both at the level of the government (for policy, legislation, regulation and enforcement) and at the level of civil society (for advocacy, community mobilization, countering the tobacco industry and networking with potential partners).

These efforts would require mobilization of financial and human resources to support the broad array of activities aimed at tobacco control. This poses great challenges in a developing country such as India where the competition for scarce resources is very high, both within the health sector and across the development health sectors. Innovative means would need to be adopted to mobilize the funds required for tobacco control, including methods to extract funds from the tobacco industry through a dedicated tax. Enlisting human resources for delivery of the tobacco control programme and enhancing their capacity to do so are needs which require urgent attention and action by multiple stakeholders.

The success of the National Programme for Tobacco Control would also hinge on the smooth functioning of the coordination mechanisms that interconnect the various stakeholders and link together the several programme activities. Such coordination would be required among governmental agencies, amid civil society groups and to foster public–private partnerships.

The programmes, when implemented, also need to be systematically evaluated to ascertain performance levels in relation to predefined objectives. The evaluation process should be

based on process, product and outcome indicators and be specifically designed for each programme component. The results of the evaluation need to be widely disseminated, not only to place the performance record of the programme under scrutiny in the public domain, but also to obtain feedback for taking needed corrective measures.

This chapter addresses these challenges from the Indian perspective, while also drawing upon international experience, where appropriate.