



**#TobaccoFreeIndia**

# **Nada India Foundation**





# About Nada India Foundation



- Established in 2001, youth-based organisation
- Mission: To foster a network of community based initiatives that will empower healthy choices among marginalised & vulnerable population especially adolescents, women, senior citizens
- Focus: Community mobilisation, holistic healthcare, capacity building, substance abuse
- Youth for wellbeing: Sole motive is to bridge the health gaps among youth and help raise awareness about tobacco consumption



## SUPPORT COTPA AMENDMENT 2020 : NYIN



- Prohibit designated smoking areas by removing the provision that allows for any 'smoking area or space'
- Prohibit tobacco product displays in stores and kiosks
- Increase the age of sale from 18 to 21
- Prohibit all tobacco company sponsorship including corporate social responsibility activities
- Specify that advertising is banned through new internet based medium such as social media platforms



## WHY BAN POS TOBACCO DISPLAY ?



- Tobacco product displays act as a potent marketing tool and allow the tobacco industry to communicate with non-smokers, ex-smokers and established smokers
- 91% of product displays were at a child's eye level, and 90% of displays were next to candy, sweets, and toys (Tiny Targets)
- POS tobacco product displays encourage impulse purchases, especially in young people<sup>4,5</sup> and users who are trying to quit.
- For youth, studies have shown that exposure to tobacco product displays is strongly associated with smoking initiation, susceptibility to smoking, or intentions to smoke
- Article 13 of the WHO FCTC requires a comprehensive ban of all TAPS, including POS tobacco product displays. As India works to recover from the devastating health toll of the COVID-19 pandemic, policymakers must act to adopt strong tobacco control measures and eliminate POS tobacco product displays to protect youth from experimenting with tobacco products and former smokers from relapsing



## WHY BAN DSA ?



- Designated Smoking Areas should be banned. Besides posing a health threat to passive smokers, these zones could act as 'hotspots for Covid transmission.
- Exposure to DSA's influences young office colleagues to smoke and also promotes the social acceptability of tobacco products at the Workplace, acting as an occupational health threat to non- tobacco using co-workers
- 30.2% of adults are exposed to secondhand smoke in indoor workplaces
- 21% of youth (ages 13–15) are exposed to secondhand smoke in enclosed public places for example Airports, Restaurants
- With more than 267 million tobacco consumers in India, non-smokers are exposed to secondhand smoke at work, and in enclosed public places.
- There is no known safe level of exposure to secondhand smoke a deadly mix of more than 7,000 chemicals that are known to cause premature death and disease in children and adults who do not smoke.





**Youth, CSOs, Educational Institutions,  
Public Health groups, Doctors, Economists**

**Sensitization through IEC & Vlead**

**Influencers**

**Amplification through Digital Media**

**Prime Minister, Union Health Minister, Ministry of Health  
and Family Welfare, MP's - State stakeholders**



# MESSAGE

## Support COTPA Amendment 2020

Smoking and exposure to secondhand smoke kill about 1.2 million Indians each year. India accounts for 70% of the global burden of smokeless tobacco! Hence it is the need of the hour to support the COTPA amendment 2020. #cotpaamendment2020 #tobaccofreeindia #Youth4TobaccoFreeIndia

Exposure to POS tobacco product displays influences youth smoking, promotes the social acceptability of tobacco products, increases impulse tobacco purchases, and undermines quitting attempts  
#Supportcotpaamenment2020 #tobaccofreeindia #Youth4TobaccoFreeIndia

धूम्रपान रहित तंबाकू के सेवन से हर साल 230,000 से अधिक भारतीयों की मौत होती है धूम्रपान और सेकेंड हैंड धुएं के संपर्क में आने से हर साल लगभग 12 लाख भारतीय मारे जाते हैं। धुआ रहित तंबाकू के वैश्विक बोझ का 70% भारत के पास है! इसलिए COTPA संशोधन 2020 का समर्थन करना समय की मांग है। #cotpaamendment2020 #tobaccofreeindia #Youth4TobaccoFreeIndia

Childhood exposure to secondhand smoke can cause sudden infant death syndrome.  
#Supportcotpaamendment2020 #tobaccofreeindia #Youth4TobaccoFreeIndia

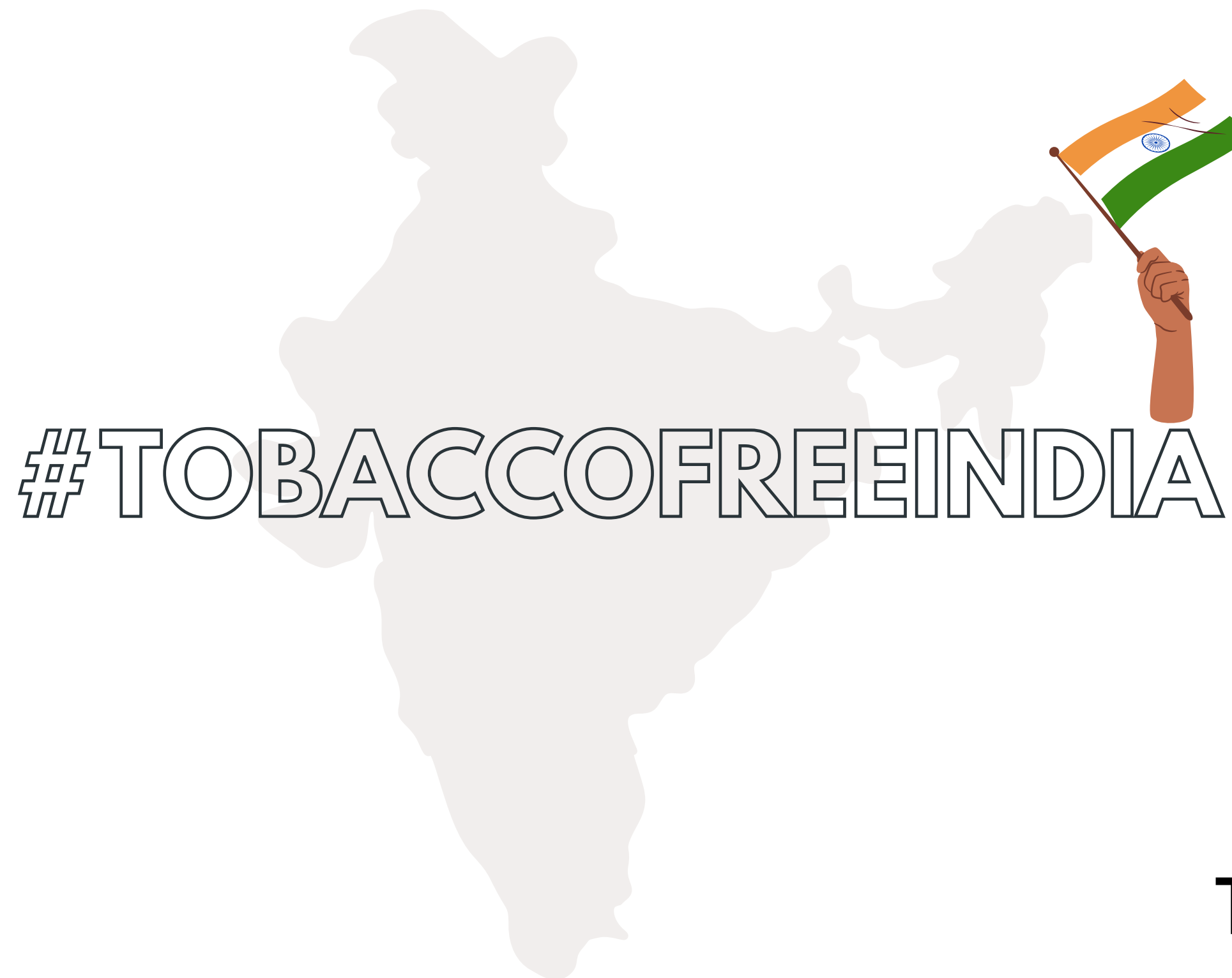


# MESSENGERS



**Students, NYIN, youth groups  
Educational Institutions,  
Economist, Environmentalist,  
Teachers, Government  
officials, Media, Non-smokers  
Healthcare, CSO organisations**





**Thankyou**