



Good Health as National Priority

#YOUTH4TOBACCOFREEINDIA

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

YOUTH4TOBACCCOFREEINDIA

Individuals
from 13-28
years

4 Key
Concerns

Aim to build a
#Tobaccofreeindia

KEY CONCERNS

COTPA Amendment 2020

- **Prohibit DSA (Designated smoking Area)**
- **Ban POS Tobacco Display**
- **Increase the age for Tobacco Consumption from 18 - 21 years**
- **Increase public smoking penalties**
- **Ban sale of Single Cigarettes**



SUPPORT COTPA AMENDMENT 2020



- 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
- Ban on Sale of Single Cigarettes
- 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^{4,5} 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.

ABOUT THE CAMPAIGN





Good Health as National Priority

Nada Young India Network believes in "*Good Health as National Priority*" to create a healthy and safe space for all fellow Indians and individuals around the globe. The theme echoes the concerns in the beating hearts of youth to be the change makers and create a smoke and drug-abuse-free India. Good Health as a National priority shares a concern for the well-being of the young and hence stands to support and build Tobacco Free India

GUIDELINES

CAMPAIGN



Indian Citizens, Youth and Adults



TARGET AUDIENCE



#Youth4TobaccoFreeIndia

Steps to Participate

Click on
Link

Click on
GO TO YOUR
POST

Choose
Frame and
Add your
Photo

Personalise
your
message

Go Social!!

<https://app.cheerity.com/nada/goodhealth>



#Youth4TobaccoFreeIndia

STEP 1

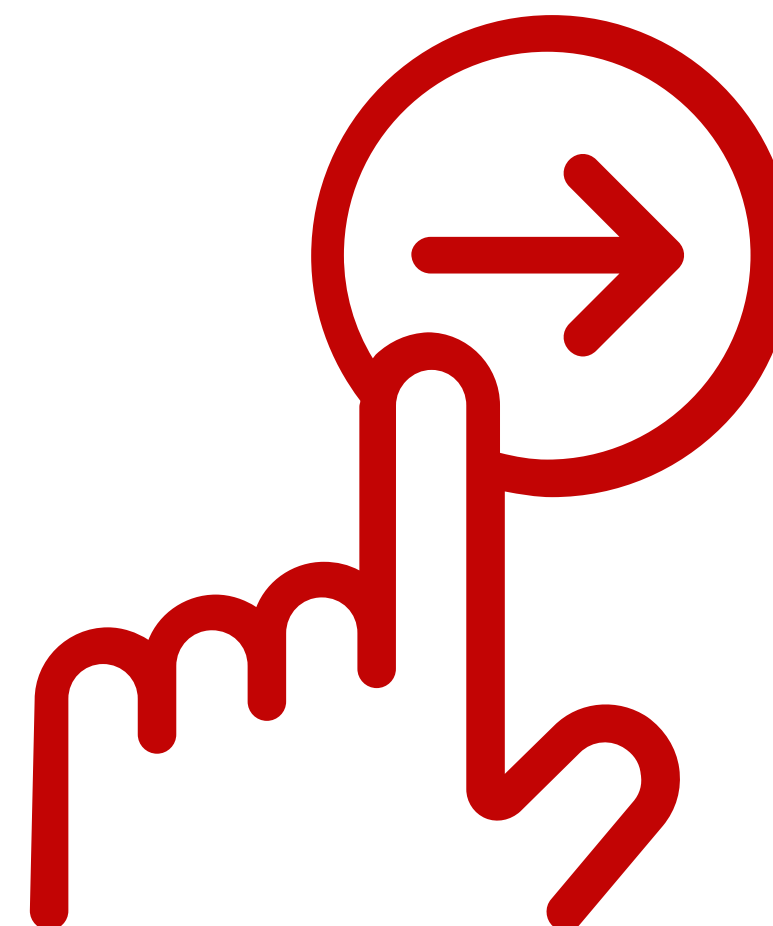
Click on Link

<https://app.cheerity.com/nada/goodhealth>

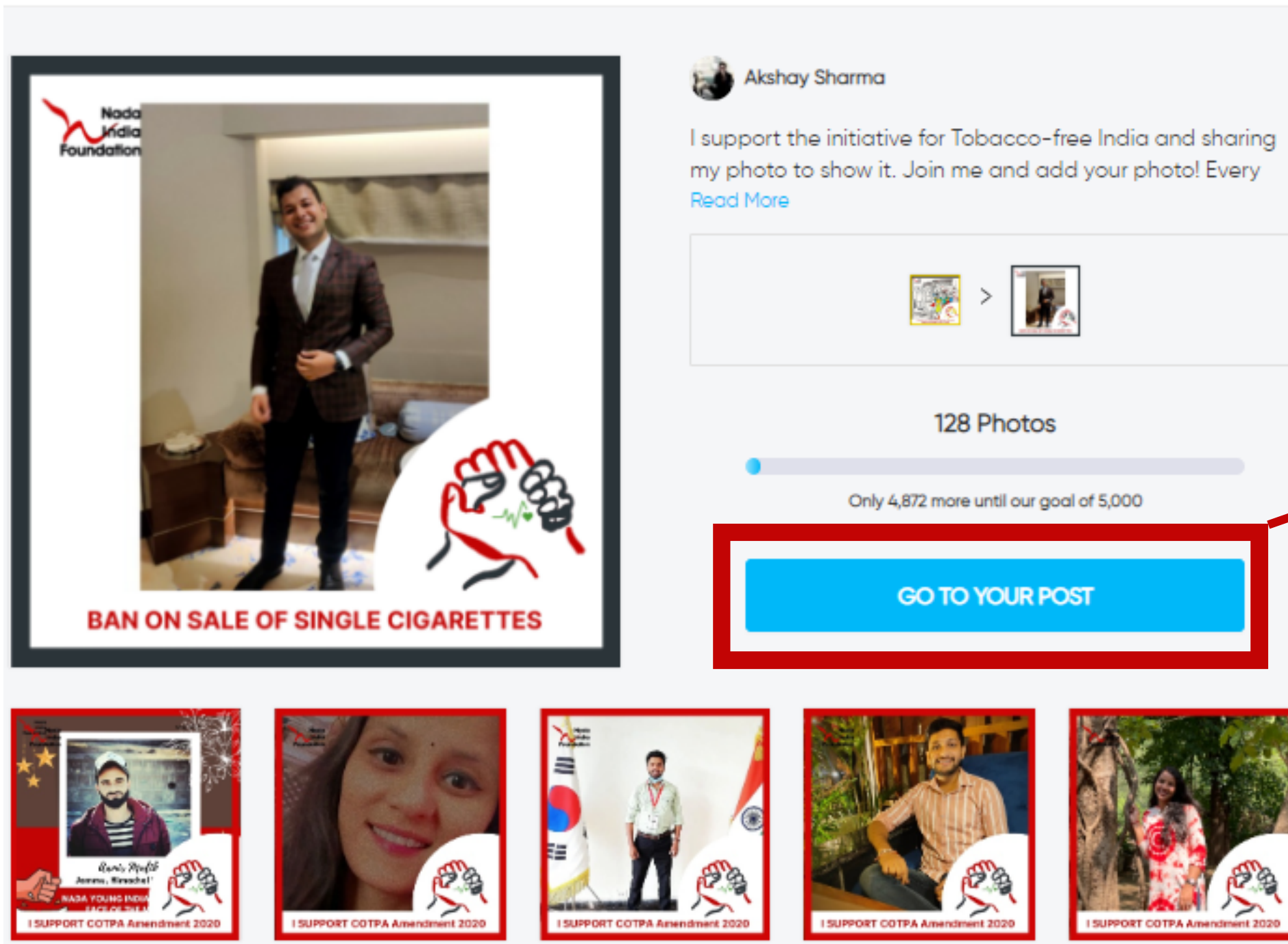
Or

**Visit Youth For
Wellbeing Website**

<https://youthforwellbeing.org>



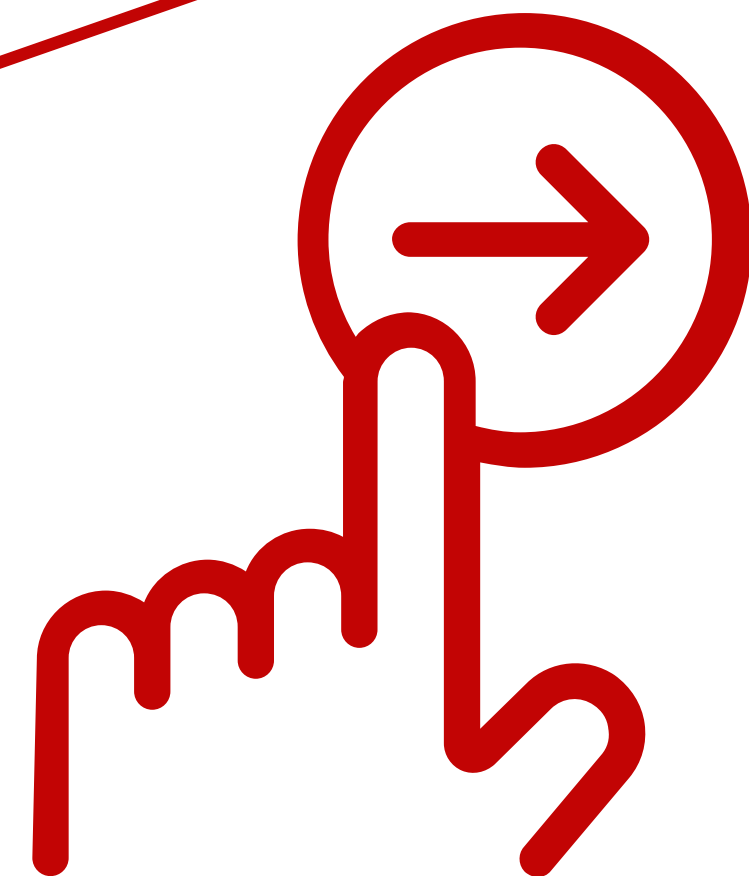
STEP 2



BAN ON SALE OF SINGLE CIGARETTES

GO TO YOUR POST


**Click on
GO TO YOUR POST**



STEP 3

Choose Frame and Add your Photo


Edit your photo




Zoom

Add your Photo


Rotate Photo



I SUPPORT COTPA Amendment 2020




I SUPPORT INCREASE IN PUBLIC SMOKING PENALTIES




I SUPPORT BAN ON POINT OF SALE TOBACCO DISPLAYS


6 Frame Option



I SUPPORT BAN ON DESIGNATED SMOKING AREAS



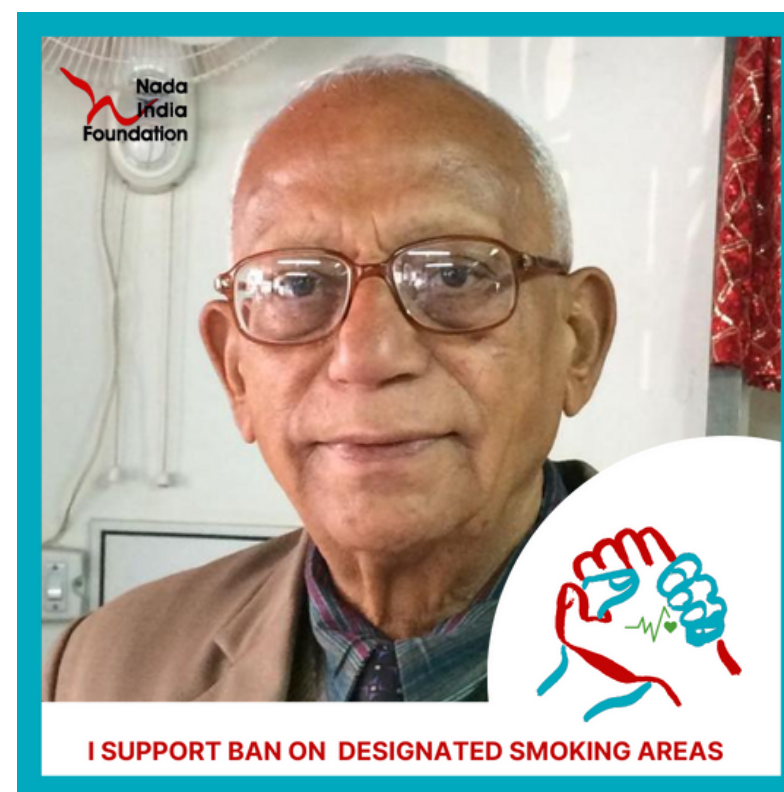
BAN ON SALE OF SINGLE CIGARETTES



I SUPPORT AN INCREASE IN THE LEGAL AGE FOR TOBACCO USE FROM 18 TO 21 YEARS

STEP 3

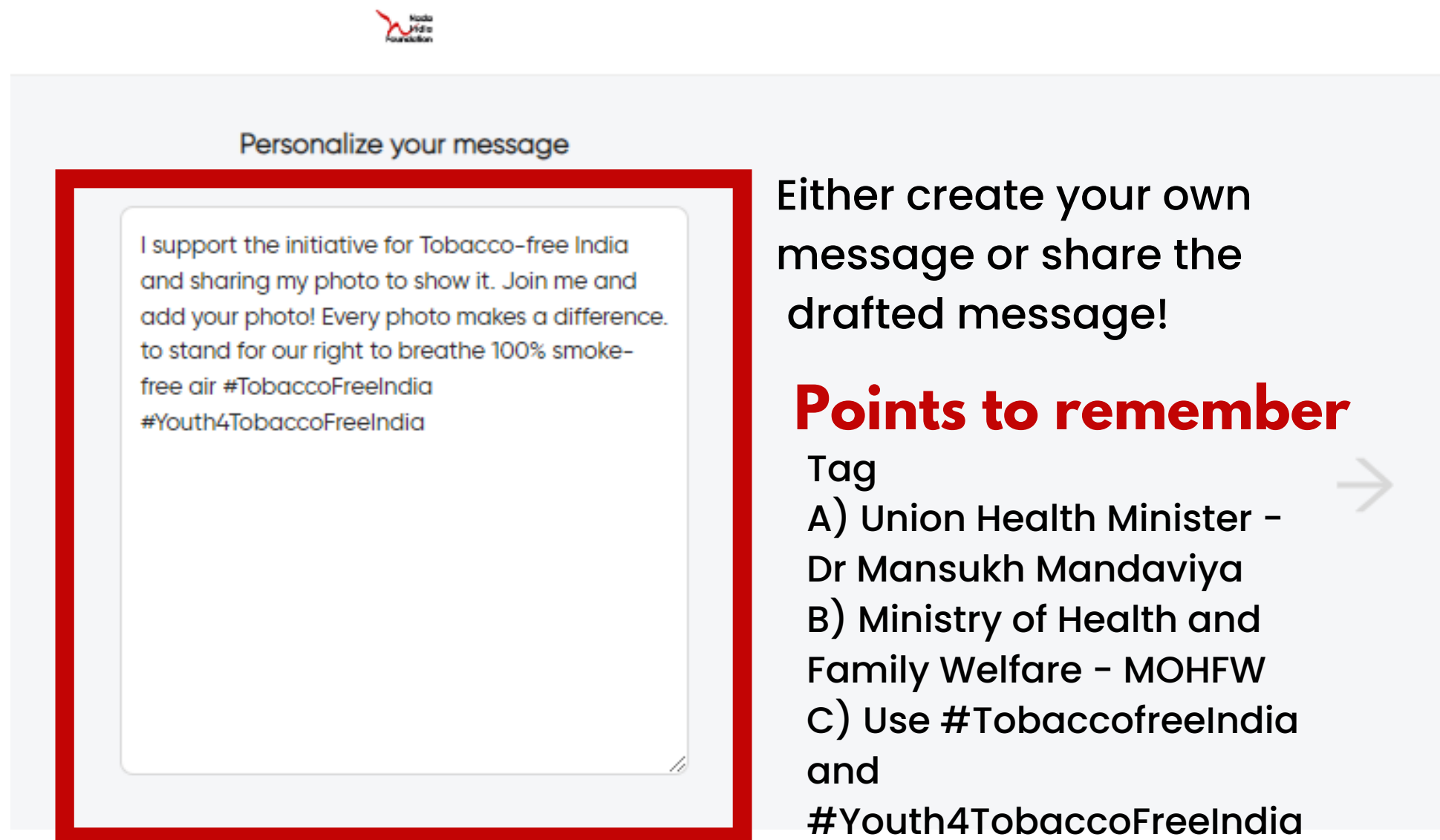
#Youth4TobaccoFreeIndia



6 Frame Option

STEP 4

Personalise your message



Personalize your message

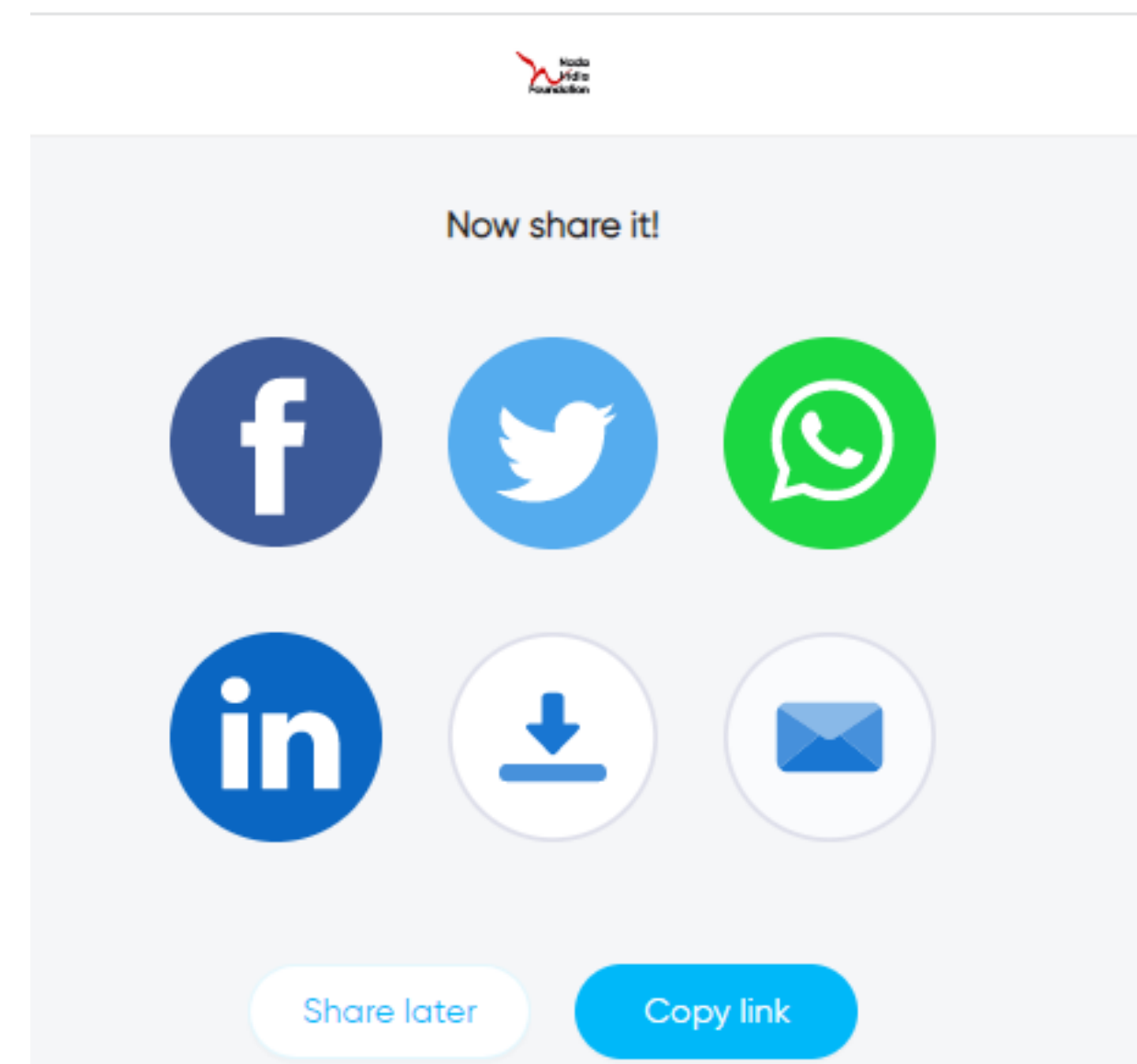
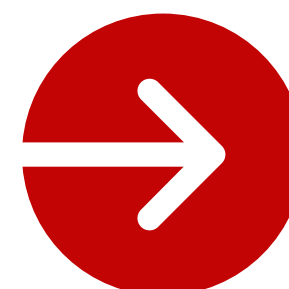
I support the initiative for Tobacco-free India and sharing my photo to show it. Join me and add your photo! Every photo makes a difference. to stand for our right to breathe 100% smoke-free air #TobaccoFreeIndia #Youth4TobaccoFreeIndia

Either create your own message or share the drafted message!

Points to remember

Tag

- A) Union Health Minister - Dr Mansukh Mandaviya
- B) Ministry of Health and Family Welfare - MOHFW
- C) Use #TobaccofreeIndia and #Youth4TobaccoFreeIndia



Now share it!




Facebook, Twitter, WhatsApp, LinkedIn, Download, Email




Share later, Copy link

STEP 5


Go Social!!

Now share it!


[Share later](#) [Copy link](#)



 Poonam Nada Intern

Let's create a smoke-free environment for us and our loved ones! Amend COTPA:

1. Ban DSA's to protect 2 lakh Indians dying due to secondhand smoke
2. Prohibit POS Tobacco Display to protect youth from experimenting and getting attracted to the dynamic POS tobacco displays with chips and candies.

#Youth4TobaccoFreeIndia
#TobaccoFreeIndia
<https://app.cheerity.com/nada/goodhealth/p/>

 Akshay Sharma

APP.CHEERITY.COM
#Youth4TobaccoFreeIndia
Add your photo and create a healthy Tobacco Free India #TobaccoFreeIndia

[Like](#) [Comment](#) [Share](#)

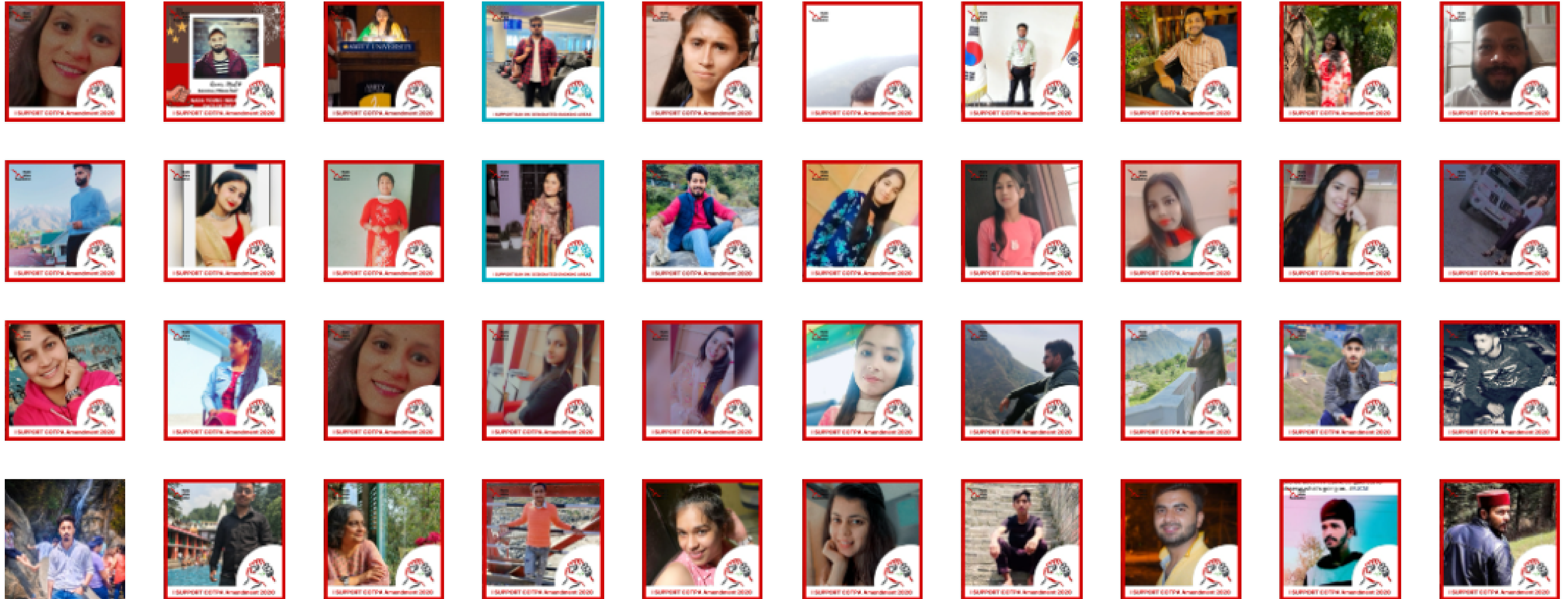
 Akshay Sharma @the_lostroads · 1h

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app.cheerity.com
#Youth4TobaccoFreeIndia
Add your photo and create a healthy Tobacco Free India
#TobaccoFreeIndia

Checkout Your Photo





#Youth4TobaccoFreeIndia

OUTPUT

Participants

212

Sharing








94%

Emails

49 (23%)

Analytics

Social Posts & Reach

Type	Posts & Shares		Total reach
 WhatsApp	103	49%	30,900
 Copy	55	26%	2,750
 Instagram	18	8%	3,600
 Facebook	11	5%	3,960
 Twitter	9	4%	2,250
 Text	3	1%	6
 Email	1	0%	10
Total	200	94%	43,476

OUTPUT

Location based results

