

OVERVIEW OF NATIONAL TOBACCO CONTROL PROGRAMME

In 2007, the Government of India launched the pilot phase of the National Tobacco Control Programme (NTCP) with the aim of providing a thrust to the ongoing efforts for tobacco control and synergizing the various initiatives taken in this direction. The objective of NTCP is to develop an appropriate information, education and communication (IEC) strategy and launch an awareness campaign, which would include a school health programme.

The main components of the NTCP are as follows:

State Tobacco Control Cell

State Tobacco Control Cell is being set up under the National Tobacco Control Programme in Delhi to facilitate, drive and monitor the proposed district tobacco control programme. The nodal officer at the state level will be responsible for the coordination, monitoring and evaluation of the programme at the district level. The nodal officer is supported by two consultants; one senior and junior consultant under WHO-Bloomberg Global Initiative to reduce tobacco use.

District Tobacco Control Programme

The district tobacco control program will aim to bring about public awareness of the adverse effects of tobacco consumption on the health. Apart from a local IEC campaign, there will be a school health programme. A district level mechanism will be put in place to monitor /enforce the programme. Dedicated tobacco cessation centres, under the supervision of government medical officers, will be an integral part of the district programme. Local NGOs will be involved in the implementation of many of these components. The components of the district tobacco control program include:

- a. Monitoring and implementation of the tobacco control laws
- b. Launching an IEC/mass media campaign
- c. Running a school health and awareness programme
- d. Training and capacity-building for the enforcement of the various provisions of the Act
- e. Establishment of Tobacco Cessation Centre

For more details:

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