

# National Tobacco Control Programme (NTCP)

Tobacco is the World's leading single cause of death, accounting for more than 50 lakh deaths per year globally and in India it kills more than 13 lakh people per year.

In view of the extent of tobacco morbidity and mortality, National Tobacco Control Programme was launched by MoH&FW in 2007-08, during the 11<sup>th</sup> five year plan.

## Objectives:

- ◆ Create awareness about the harmful effects of Tobacco Consumption
- ◆ Reduce the Production and Supply of Tobacco Products
- ◆ Ensure effective implementation of the provisions under "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA)
- ◆ Help the people Quit Tobacco use
- ◆ Facilitate implementation of strategies for Prevention and Control of Tobacco advocated by WHO

## Activities being undertaken under NTCP

- Training of Health and Social Workers, NGOs, School Teachers and Enforcement Officers
- Information, Education and Communication (IEC) activities
- School programmes to sensitise teachers and children on ill effects of Tobacco
- Monitoring of Tobacco Control Laws
- Coordination with Panchayati Raj Institutions for Village Level Activities
- Setting-up and strengthening of Cessation Facilities including provision of Pharmacological Treatment Facilities at district level.

☞ **Tobacco Cessation Services** are available in all District Hospitals where counselling and pharmacotherapy is being provided to the people desirous of quitting Tobacco