

Building Tobacco-Smoke Free cities: Lessons Learned from The Union's Implementation Program

20 September 2023

Global Tobacco Control Implementation Program

Goal: Support city governments to achieve high compliance with existing tobacco control laws through effective implementation and enforcement

Why focus on policy implementation?

Global progress in policy adoption BUT

Strong policies do not automatically equal strong compliance

More progress is needed in effective implementation and enforcement of policies

Without high compliance people are not protected from the harms of tobacco

Critical to know the level of compliance – and to better implement and enforce these policies



Program overview

Pilot in 7 cities in 4 countries:

- China: Qingdao and Lanzhou
- Indonesia: Depok and Yogyakarta
- India: Ranchi and Siliguri
- Pakistan: South and East Districts, Karachi

Policy focus on:

- Smokefree
- Tobacco advertising and products display bands at Point of Sale
- Tobacco Vendor Licensing (TVL)

Sharing learning and best practices (Global Hub)



Target outcomes

Increased **compliance** targeting 85% across venues or retailers

Improved **coordination**

More **effective enforcement**

Increased **capacity**

Streamlined **violation reporting** function

Regular **monitoring and reporting** of data

Increased **public awareness and participation**

Sustainability of tobacco control policy implementation

Measuring progress, monitoring and evaluation

- Regular reporting and monitoring of activities and progress, review meetings, identifying gaps, building accountability
- Situational assessments, gap analyses and strategic roadmaps
- Collection of local data (compliance monitoring, opinion polls, FGDs)
- Qualitative evaluation of program implementation through key stakeholder interviews in all cities
- External compliance surveys (baseline and endline)

Agenda

Overview of program (Kathy Wright, The Union) and compliance surveys (Dr Ryan David Kennedy, JHU)

City presentations:

- **Qingdao, China – Ms Qi Fei**, Director, Health Education and Promotion Department, Qingdao Municipal CDC
- **Ranchi, India – Mr Rajiv Singh**, State Tobacco Control Cell Consultant, Jharkhand
- **Depok City, Indonesia – Drs. Supian Suri MM**, City Secretary
- **Karachi, Pakistan (East District) – Ms. Umamah Solangi (PAS)**, Assistant Commissioner, Ferozabad Karachi East

Q and A will follow the presentations

Demonstration of The Union's [Tobacco Control Implementation Hub](#)



Legislation-based Tobacco Control to Safeguard Health and Environment - The Tobacco Control Work of Qingdao, China

Qingdao Center for Disease Control and Prevention
Qingdao Preventive Medicine Association
September 2023



A Quick Look at Qingdao



Qingdao is located on the west coast of the Pacific Ocean (Huanghai Sea), and the southern tip of Shandong Peninsula, facing South Korea and Japan across the sea to the east.



It has seven districts and three cities, with a land area of **11,282 square kilometers**.



The resident population is **10,342,100**.
The average life expectancy is **81.78 years**.



Qingdao has many well-known enterprises, such as Tsingtao Beer, Haier, Hisense, Aucma, CRRC (CRRC Sifang), China COSCO (Qingdao COSCO) etc.

The first batch of coastal open cities in China, critical city along the "Belt and Road" . Qingdao is known as the sailing capital of China, the beer city of the world, the film capital, the national civilized city, and the capital of Chinese brands.



01

Progress of the Municipal Tobacco Control Legislation



The process of the Qingdao Tobacco Control Legislation

1996

Regulations on Banning Smoking in Public Places in Qingdao

2008

Notice of Qingdao Municipal People's Government on Further Strengthening the Smoking Ban in Public Places

September
2013

Qingdao Tobacco Control Regulations

- One of the 18 cities with Tobacco Control Regulations in China
- The first city in Shandong Province to introduce Tobacco Control Regulations

2014

Qingdao was awarded the "Best Practice Award for Healthy Cities" by the 6th WHO Healthy Cities Summit

2023

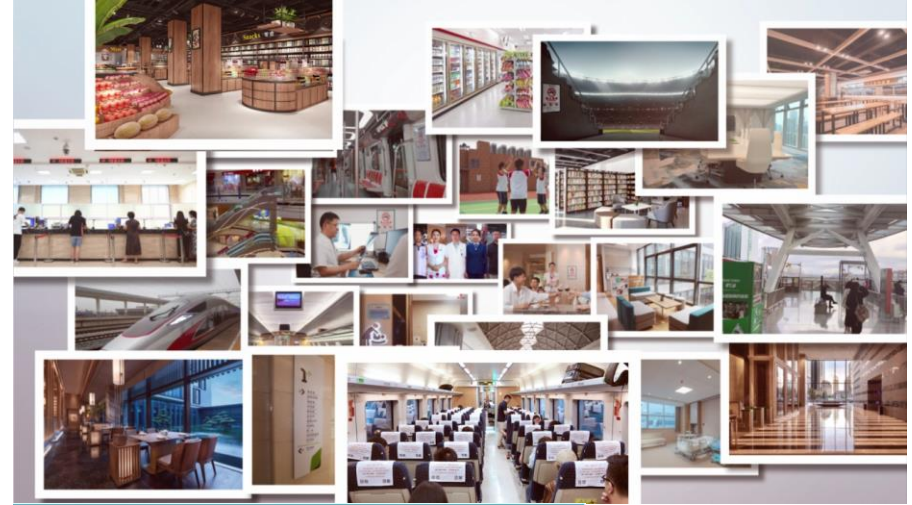
The 10th Anniversary of Qingdao Tobacco Control Regulations



Key Provisions of the Qingdao Tobacco Control Regulations



- There are sixteen provisions in Qingdao Smoking Control Regulation
- Comprehensive smoke-free
- The PHCCO plays a leading coordination role in tobacco control law enforcement, with multiple tobacco control law enforcement agencies to enforce.
- Punishment
 - Venues: 1,000 to 10,000 yuan (\$137-1370) will be imposed depending on the violation
 - Individuals: If fails to stop smoking when required, will be rectified and fined 200 yuan (\$27)



《青岛市控制吸烟条例》
2013年9月1日起实施



禁止吸烟
NO SMOKING

青岛市爱国卫生运动委员会

如果您遇见违法吸烟行为

| | | |
|---------------------|----------------|---------------|
| 信息热线 12345 12319 | 烟草场所检查 管理处罚 | 投诉电话 12345 |
|---------------------|----------------|---------------|

举报电话 | 12345 |

监管部门 公安局 人社局
卫生健康委 体育局 机场
交通运输局 教育局 铁路
文化新闻出版局 民政局

以下场所禁止吸烟

| | | | | | | |
|-----|------|-----|-----|-----|------|------|
| 学校 | 医院 | 体育场 | 会议室 | 休息间 | 机场 | 餐饮 |
| 铁路 | 公共汽车 | 美术馆 | 运动场 | 影院 | 银行 | 卡拉OK |
| 健身房 | 商场 | 出租 | 宾馆 | 船 | 办公场所 | 网吧 |





02

Making progress towards a smoke-free environment and enhance the effectiveness of the city's tobacco control mechanism

I. Extensive publicity to create a pro-tobacco control atmosphere



- **Use mass media as an effective tool to promote tobacco control law implementation**

- Engage a group of journalists
- Hold trainings for journalists

- **Leverage various media resources to promote tobacco control**

- Mass media: TV, radio, newspapers, etc.
- **New media: WeChat, Weibo, Tik Tok, etc.**
- "Smoke-free Qingdao" website;
- Health education materials for tobacco control with local characteristics.



I. Extensive publicity to create a pro-tobacco control atmosphere



- **Promote tobacco control at major events**

- carry out media campaigns and organize themed events at major events such as WNTD, and the anniversary of the Tobacco Control Regulations (September 1st).

- **Use the city's resources to promote tobacco control**

- LED screens at transportation stations (the airport, railway and bus stations), on the platforms and carriages of subways, long-distance coaches and buses
- Outdoor LED screens at intersections
- Screens in office buildings



II. Creating a smoke-free environment and protecting the healthy population



- Start from smoke-free (SF) hospitals, SF government agencies, SF weddings, SF public institutions, SF schools, and SF families. Efforts are made to gradually promote the construction of a smoke-free environment.



SF Hospitals



SF Schools

II. Creating a smoke-free environment and protecting the healthy population



- Joint efforts with departments of health, food and medicine, civil affairs, women's federations, etc., to sign contracts with a number of large hotels;
- Attracting great attention of both domestic and foreign media, was reported by The Wall Street Journal.



前三天



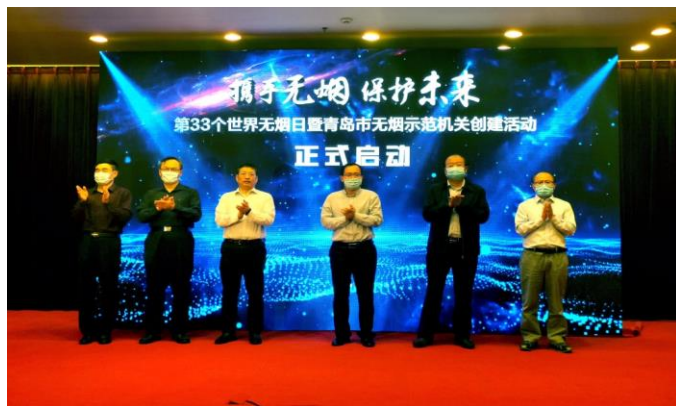
SF Weddings

II. Creating a smoke-free environment and protecting the healthy population



SF enterprises

II. Creating a smoke-free environment and protecting the healthy population



“爱青岛 共无烟”
线上控烟擂台赛

创意短视频
为控烟 抖起来

参与形式 征集各机关单位控烟创意短视频在抖音平台展示评比
征集时间 2020年05月30日-06月30日24:00
评比时间 2020年07月05日-07月15日24:00
评选办法 参赛作品以点赞率由高到低确定名次，活动设置一、二、三等奖

奖品丰厚 等你来show

扫码了解活动详情

主办单位：青岛市爱国卫生运动委员会 青岛市卫生健康委员会
承办单位：青岛市疾病预防控制中心 青岛市预防医学会
协办单位：大众网·海报新闻

健康青岛 控烟随手拍

随手一拍 大奖即来

镜头请对准

- ◆ 吸睛的控烟亮点
- ◆ 安静的禁烟标志
- ◆ 讨人厌的吸烟行为
- ◆ 惹人怜的二手烟“受害者”

随手拍请分享至：指定小程序随时随地上传
大赛启动时间：2020年5月31日

扫描上传拍摄影像 扫码了解活动详情

主办单位：青岛市爱国卫生运动委员会 青岛市卫生健康委员会
承办单位：青岛市疾病预防控制中心 青岛市预防医学会
协办单位：大众网·海报新闻

SF Government Agencies

II. Creating a smoke-free environment and protecting the healthy population



- By the end of 2022, Qingdao had achieved full coverage of **SF institutions**, **SF schools** and **SF medical institutions**, and built **42 SF enterprises** and **15,911 SF families**.



SF Families



III. Improving the tobacco control policy, promoting tobacco control Implementation



- Standardize the pattern and display of no-smoking signs
- Unified supervision and reporting hotline
 - Government hotline 12345
 - “Cases are handled by the authority, following industry-specific management methods, with law enforcement measures”
 - Tobacco control complaint handling becomes part of the government KPI



III. Improving the tobacco control policy, promoting tobacco control Implementation



- **Regular Coordination Meetings with Tobacco Control Enforcement Agencies**
- The PHCCO holds regular meetings, dispatches various departments to carry out law enforcement inspections, discuss and solved issues;



IV. Strengthening supervision and law enforcement, improving the effectiveness



- **Conduct tobacco control law enforcement training**
 - For Law enforcement departments and key venues;
 - 1-2 times/year
- **Organizing joint drive**
 - Convening law enforcement agencies, people's congress and news media;
 - 2-3 times/year

✓ Focus on government agencies, health agencies, hotels or above, restaurants, Internet cafes and entertainment venues.



IV. Strengthening supervision and law enforcement, improving the effectiveness



- **Promote tobacco control at major events**
 - "Olympic Games", "World Expo" and "Shanghai Cooperation Organization Summit"
- **Social mobilization**
 - Volunteers in smoke-free Health Institutions
 - Smoking control persuasion and knowledge popularization
 - **Free consultation for cessation, with online publicity**



V. Providing smoking cessation services along with the implementation of the law



The monitoring results in 2022 show that 17% of smokers intended to quit smoking in the next year, up by 3.4% from 2014.

- Setting standardized smoking cessation clinics at level II general hospitals and above, cancer hospitals and chest hospitals in the city;
- A smoking cessation contest among the general public;
- Exploring new models of community smoking cessation intervention.





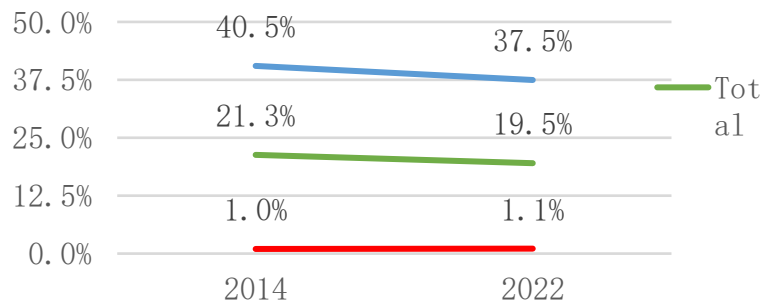
03

**Monitoring and evaluation
generates evidence-based data
to promote the development of
smoke-free cities**

Monitoring results: adult tobacco epidemic situation



- In 2022, the smoking rate of adults aged 15 and above in Qingdao was **19.5%**, 1.8 % lower than 2014 (21.3%).
- The number of smokers dropped from 1.92 million in 2014 to 1.67 million in 2022, a decrease of **250,000**.
- Compared with 2014, the proportion of smokers in restaurants, public transport, primary and secondary schools and medical institutions decreased in 2022.
- Public awareness of the dangers of smoking and secondhand smoke **has increased**.
- The awareness rate and support rate of the Tobacco Control Regulations have increased.



Government building



Medical institutions



Restaurant



Public transport



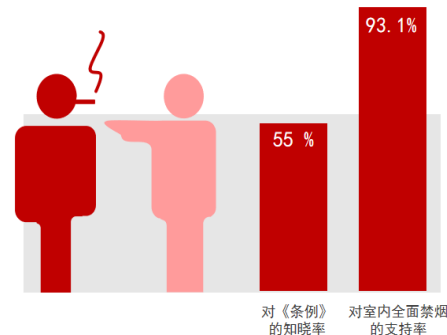
University



Primary and secondary schools



公众



Monitoring results: legal compliance effect assessment



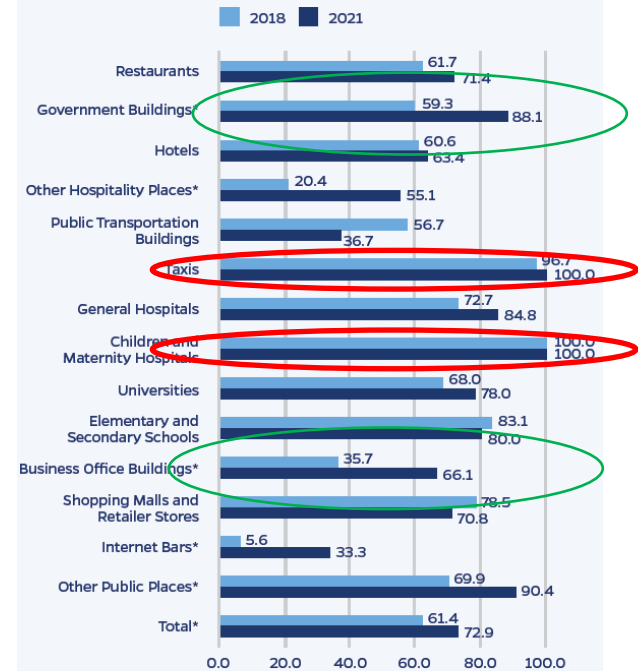
● Indicators to monitor evidence of smoking

1. observed smoking
2. cigarette butts
3. smoking tools such as ashtrays

● Results

- In 2018 (73%), the number of non-smoking places that comply with the metrics to monitor smoking evidence **increased significantly**, compared with 2018 (61%);
- In 2021, all **maternal and child hospitals** and **taxis** observed complied with the regulations;
- From 2018 to 2021, the compliance rates of **government buildings, business office buildings, Internet cafes, other entertainment venues, and other public places** have significantly improved.

Figure 1. Percentage of venues that are compliant with the composite indicator assessing “evidence of smoking” in 2018 and 2021 – by venue type



Compliance with smoke-free policies in public places in Qingdao, China, 2018 vs. 2021 (Johns Hopkins University, 2022)

Monitoring results: Current situation of tobacco disease burden



Analysis of the change of admission rate of cardiovascular and cerebrovascular diseases, to evaluate the legislation's effect.

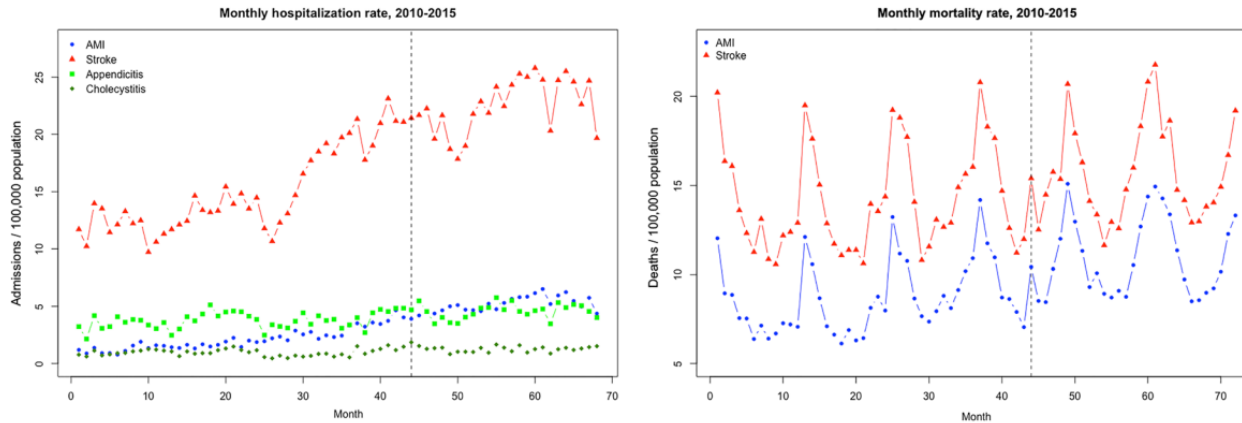


Figure 1 Observed monthly hospitalization rate by diagnosis and mortality rate by cause in Qingdao (2010–15). The dashed line refers to the month of smoke-free legislation enforcement. Monthly admissions/mortality rates are displayed weekly for a clearer visual representation of the trend [Colour figure can be viewed at wileyonlinelibrary.com]

After the implementation of the smoke-free regulations, the hospitalization risk for **acute myocardial infarction and stroke decreased by 20% and 8%** on average every year, respectively. In the two years after the implementation of the smoke-free regulations, **the hospitalization rate for acute myocardial infarction decreased by 11%.**



04

**Lessons learned, Challenges and
Countermeasures**

Lessons learned and take-aways



1. National policies and campaigns are the **foundation** for promoting tobacco control.

"Healthy China Initiative (2019-2030)", "Healthy City Building" and "Civilized City Building".

2. People's support are the **key** to promote tobacco control.

The tobacco control regulations are supported by the public.

The Standing Committee of Qingdao Municipal People's Congress received 100% support for the legislation.

3. Major events provide **golden opportunities** to promote tobacco control.

Smoke-free (SF) Olympics, SF World Expo, Shanghe Summit, Navy Festival and Boao Health Forum.

4. Partnerships provide **valuable help** to promote tobacco control.

"Smoke-free City Project", "Tobacco Control Legislation Promotion Project", "Vital Strategies Tobacco Control Mass Media Campaign", "UNION Tobacco Control Legislation and Law Enforcement Project" , etc.

Challenges and countermeasures



Challenge 1: The smoking rate is still high, volume is large. Smoking behavior is regarded as a habit, and there is an increase in the rate of smoking among teenagers and females.

Challenge 2: Tobacco control legislation is local and does not enter the "mainstream" of enforcement;

Challenge 3: It is difficult to obtain evidence of smoking behavior for law enforcement purposes; it is difficult to implement tobacco control law enforcement penalties by dissuading first and then punishing later;

Challenge 4: Gaming with tobacco companies has always existed.

Countermeasure 1: Increase awareness of the dangers of tobacco and provide cessation services;

Countermeasure 2: Local legislation forms a model to promote the introduction of tobacco control legislation at the national and provincial levels;

Countermeasure 3: Mobilise the government to upgrade the human, material and financial security of the tobacco control law enforcement authorities; amend the law in due course and improve the regulations to make the law easier to implement;

Countermeasure 4: Timely response to tobacco business gaming.

健康中国 必定是 无烟中国

Healthy China must be a smoke-free China

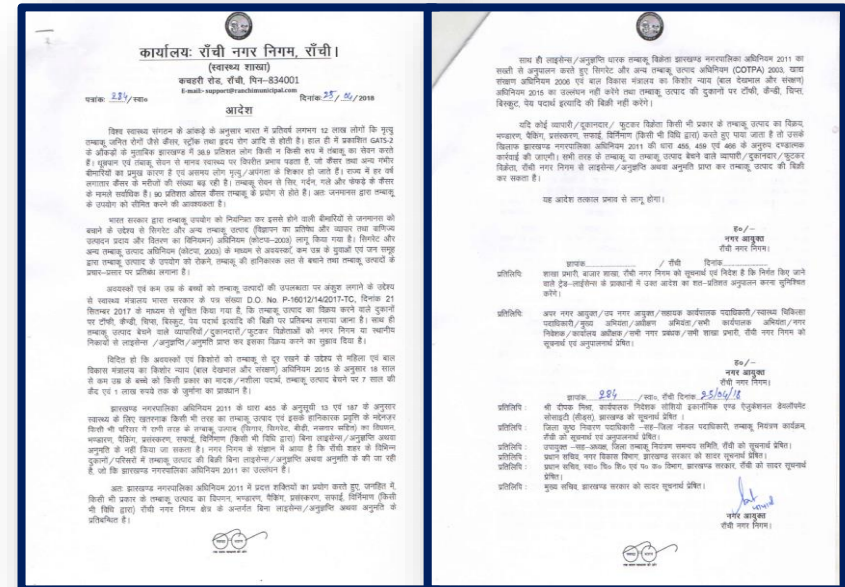


TOBACCO VENDOR LICENSING (TVL) AND TAPS BAN POLICY IMPLEMENTATION IN RANCHI, JHARKHAND

**PRESENTED BY: SHRI RAJIV KUMAR
CONSULTANT-NATIONAL TOBACCO CONTROL PROGRAM (NTCP),
STATE TOBACCO CONTROL CELL
RANCHI, JHARKHAND**

BURDEN OF TOBACCO USE IN JHARKHAND

- ❑ **Jharkhand:** one of the highest rates of tobacco use in the country with **38.9% of the adults** being current tobacco users, against a **national average of 28.6%**
- ❑ **GATS 2016-17** results indicated significant progress in the state (**decrease by 11.2% from 50.1% in GATS 1 to 38.9% in GATS 2**); however overall burden remains very high.
- ❑ To complement the national law - The Cigarettes and Other Tobacco Products Act, 2003 (COTPA, 2003) & strengthen other existing tobacco control measures in Jharkhand, **Ranchi Municipal Corporation notified Tobacco Vendor Licensing Policy in 25th April 2018**



BACKGROUND: WHY ADOPT TVL AND TAPS BAN POLICY?

- Despite its significance to enforce the law, sale of tobacco products at Point of Sale (POS) is completely unregulated in Ranchi.
- Presence of ubiquitous unregistered Tobacco shops in Ranchi - causes easy accessibility and availability of tobacco products for youth
- POS/shops: an important medium to promote tobacco products by the tobacco industry
- Ranchi with a population of 15 lakhs, youth especially (15+ years), highly vulnerable to tobacco use

- hence TVL/TAPS Ban policy



ACTIVITIES AND INTERVENTIONS UNDER THE PROGRAM

1. Built institutional structure at municipal corporation

- Formation of a technical committee for TVL/TC control management & coordination
- Appointment of a designated nodal officer to ensure smooth operations
- Notification of City Enforcement Squads to conduct inspections and raids at POS



2. Conducted capacity building training & review meetings (06)

- Acquainted officers with provisions of Jharkhand Municipality Act, 2011 & Jharkhand Municipal Trade License Regulation, 2017
- Conducted hands-on training in field prior to conduction of every enforcement drive – reinforcing protocols, knowledge & understanding of law by enforcement officers



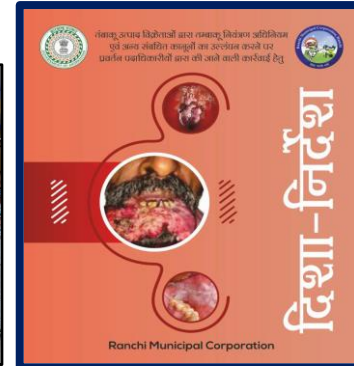
ACTIVITIES AND INTERVENTIONS UNDER THE PROGRAM

- 3. Established key partnerships** - multi-stakeholder engagement with: district TCC, state TCC, police & district administration
- 4. Created coordination mechanism** between key stakeholders to establish a well-functioning system, monitor program progress & created a reporting mechanism for focused intervention at POS
- 5. Raised public and community awareness** regarding TAPS ban/TVL by issuing public notices; conducting miking campaign
- 6. Conducted six-monthly review meetings** to monitor and track the progress of program implementation



KEY ACHIEVEMENTS UNDER THE PROGRAM

1. RMC Developed **TVL operational guidelines** (Standard operating procedure): **1st jurisdiction across the nation to create such a document**
2. Developed a **ready reckoner/pocket diary** for field enforcement officers to reminisce COTPA and TVL/TAPS ban law - **1st city in country to create this document**
3. Created a **robust online tobacco vendor license** issuing mechanism (**1st of its kind in India** – creation of formats (self-declaration form, application form, license certificate)
4. Developed Checklist for Tax inspectors for verification of POS applied for TVL license



KEY ACHIEVEMENTS UNDER THE PROGRAM

5. Regularly Conducted weekly enforcement drives for TAPS removal and COTPA compliance:

- a. Overall, 30 enforcement drives conducted;
- b. 400+ POS/shops inspected;
- c. TAPS removed at 191+ POS;
- d. 146 POS warned for TAPS ban violation;
- e. 105 sanctions issued in various sections of COTPA from which 20,550 INR fines collected by Ranchi Municipal Corporation throughout the program period



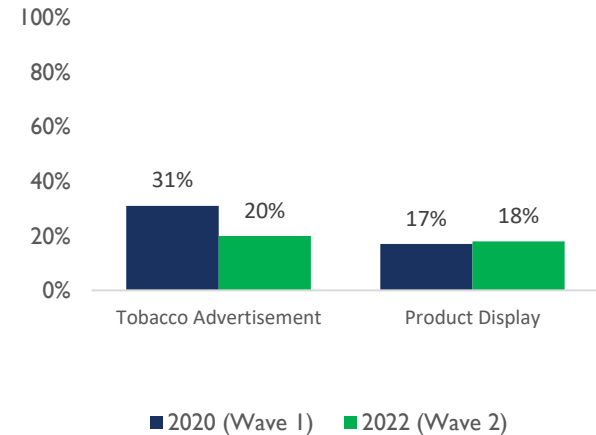
6. >200 Tobacco License applications received by RMC throughout project period; about **103 Exclusive tobacco licenses stand approved** and issued by RMC till date

| Tobacco License Snapshot by RMC | | | |
|---------------------------------|-----------------------|------------------|-----------|
| Year | Number of Application | Approved Licence | Pending |
| 2020 | 1 | 1 | 0 |
| 2021 | 39 | 15 | 24 |
| 2022 | 93 | 59 | 34 |
| 2023 (Till March) | 46 | 28 | 18 |
| Total | 179 | 103 | 76 |

IMPACT OF PROGRAM ACTIVITIES

- **Reduction in number of tobacco vendors from 374 tobacco in 2020, to 341 vendors in 2022 across all the 53 wards in Ranchi**
- **Over 40% decrease in the number of vendors observed displaying some form of tobacco advertisement, with 31% (n=115) in 2020 as compared to 20% (n=68) in 2022.**
- **Among different types of tobacco advertisements (such as poster/sticker/banners/boards, etc.) posted on the outside of vendors, indirect advertisements such as tobacco brand layouts, patterns, color schemes, and logos showed an overall decrease (2020: 25%, n=93; Vs 2022: 9%, n=31).**

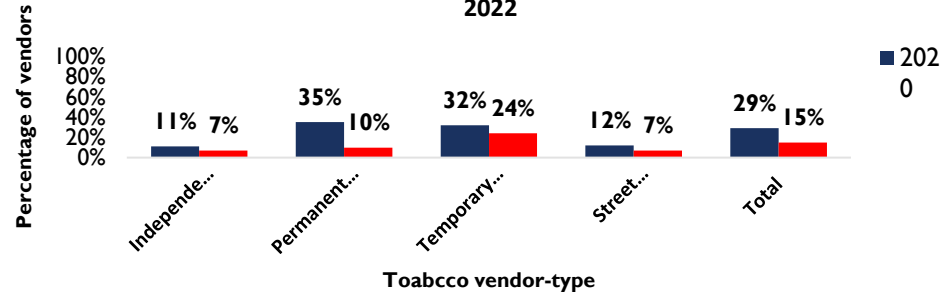
Figure 2: Percentage of advertisement and product display in 2020 vs 2022, in Ranchi



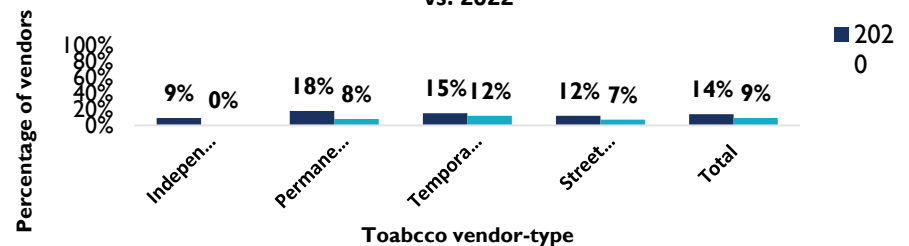
IMPACT OF PROGRAM ACTIVITIES

- Outdoor Advertisement:** Approximately 15% of tobacco vendors had outdoor tobacco advertisements in 2022, versus 29% during 2020.
 - Outdoor advertising decreased in all vendor types; the greatest change was seen among permanent kiosks (2020: 35%; 2022: 10%).
- Indoor Advertisement:** Nearly 14% of tobacco vendors had indoor tobacco advertisements in 2020 Vs. 8% in 2022.
 - Indoor advertising decreased in all vendor types;
 - Greatest decreases were seen among permanent kiosks (2020: 18%; 2022: 8%), and independent stores/supermarkets where all indoor advertising was eliminated (2020: 9%; 2022: 0%).

Percentage of vendors with outdoor advertisement at POS in 2020 vs. 2022

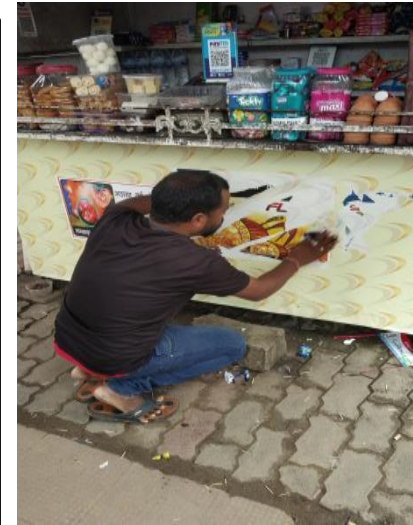
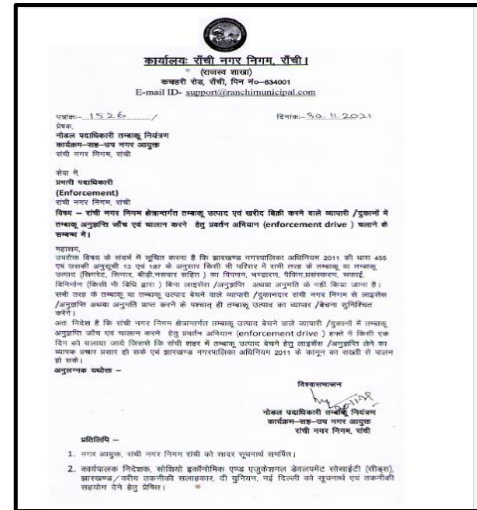


Percentage of vendors with indoor advertisement at POS in 2020 vs. 2022



IMPACT OF PROGRAM ACTIVITIES

- Improved Intra department (licensing, revenue, enforcement, etc.) and Interdepartmental (district TCC, district administration, police administration, academic etc.) coordination, especially for conducting joint enforcement drives
- Establishment of a rooster for conducting every weekly enforcement drives
- Establishment of reporting mechanism – every fortnightly with DTCC team on submitting challan fines and discussing enforcement data
- Improved community and public awareness regarding harms of tobacco use



Directive by Ranchi municipal corporation to conduct 01 weekly enforcement drive pertaining to TAPS ban, TVL and COTPA enforcement issued in Nov 2021.

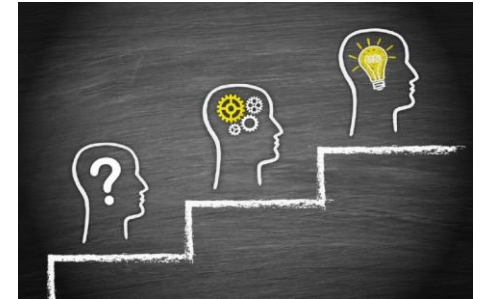
CHALLENGES

- **Tobacco Industry tactics – letters** (3000-4000) sent to RMC & state TCC office & CM office through vendor's association and front groups appealing the government **to revoke TVL policy**; protesting on roads and outside municipal corporation office
- **Stay on the state TVL order** not mandating license requirement by the vendors due to lack of a uniform SOP across all the Urban Local Bodies (ULBs); affected enforcement of TVL within Ranchi Municipal area
- State Elections and other **pushing national priorities/urgencies**: COVID-19 pandemic, plastic ban initiative, 'Sarkar Aapke Dwar' campaign (aimed at addressing common man's grievances while launching other developmental schemes, etc.).
- COTPA fines amount being too low to be impactful and creating fear amongst vendors



LESSONS LEARNED

- Strong commitment from city leadership is required for effective implementation of the law;
- State orders and operational guidelines contributed to clear processes & protocol establishment;
- Good coordination between departments - enabled regularity in inspections;
- Routine capacity building, including refresher trainings before enforcement drives contributed to increased knowledge of procedures for new enforcement officers.
- Ranchi's success being recognized at the regional and national level facilitated & encouraged the continued implementation of the law.
- Need for a more integrated and formalized system



IN SUMMARY

- The TVL /TAPS Ban program in Ranchi faced MANY challenges: such as COVID -19 delays, resource limitations, and tobacco industry interference.
- Despite the challenges, there were clear facilitators that supported implementation and good progress was made
- The city of Ranchi had good political support, useful SOPs, and overall, the Tobacco Vendor Licensing (TVL) program helped raise the city's profile nationally.
- Support for tobacco control work in Ranchi reportedly expanded, as the harms of tobacco were better understood and awareness activities continued.
- With coordinated efforts, Ranchi City can expect to further improve compliance with COTPA and TVL policies.



WAY FORWARD

1. Initiate issuing sanctions under the TVL Order, while maintaining regular enforcement of COTPA and TAPS Ban at POS.
2. Continue to conduct routine trainings with municipal and enforcement officers.
3. Ensure COTPA activities and inspections are reported in a timely manner to District TCC and implement a municipal reporting mechanism for tobacco vendor licenses.
4. Integrate tobacco control into overlapping city initiatives (such as livelihood programs, smart city mission).
5. Provide educational materials for vendors and the public to educate on the harms of tobacco and rights and responsibilities under COTPA and TVL.



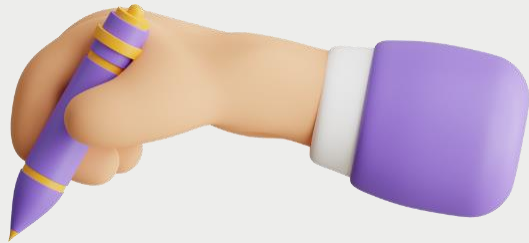
■ Thank You!





Implementation of Tobacco-Smoke Free Policy: Lesson Learned from Depok City

Drs. Supian Suri, MM
City Secretary of Depok City
Indonesia



Introduction



Mision

Vision

"Depok, Prosperous, Cultured, and Prosperous."



Dr. KH. Mohammad Idris, MA
Mayor of Depok



Ir. H. Imam Budi Hartono, M.Si
Vice Mayor of Depok



"Enhancing Technology-Based and Environmentally-Aware Infrastructure Development."



"Enhancing Modern and Participatory Governance and Public Services."



"Realizing a Religious and Cultured Society Based on Diversity and Family Resilience."



"Realizing a Prosperous, Self-Reliant, and Competitive Society."



"Creating a Healthy, Safe, Orderly, and Comfortable City."





"Indonesia is the third largest country in the world for cigarette consumption, after India and China."

CONTEXT

70,2 million



"people use tobacco, and there was a tenfold increase in the use of electronic cigarettes in 2021 (GATS 2021)."



"Smoking prevalence in school-aged children aged 13-15 years increasing from 18.3% (2016) to 19.2% (2019)"

(GYTS, 2019)

"Smoking prevalence in the aged 10-18 years increasing

from 7,2% (2013) to 9,1% (2018)

Basic Health Research, 2013 & 2018)



In Depok

"The proportion of daily first-time smokers in the age group of 10-19 years old is 61.86% (Basic Health Research, 2018), which increased 2.76% compared to 2013 data : 59.10%."

Smokefree Local Regulation Derived Policy

Mayor Regulation

Depok Mayor Regulation Number 126 year 2016 concerning Technical Guidelines on Supervision and Control of Smokefree Areas

Mayor Decree

Mayor Decree Number 821.27/271/Kpts/Dinkes/Legal/2023 on the Supervision and Development Team of Smoke-Free Areas in Depok City

Mayor Circular Letter

- Circular Letter Number 300/357 Satpol PP on the Prohibition of Tobacco Products Displays, Ban Tobacco Advertising, Promotion and Sponsorship
- Circular Letter No. 440/258-Dinkes on the Implementation of Smoke-Free Areas



Smokefree has been regulated since 2014. In 2020, Depok advancing our regulation which includes:



1. Strengthening tobacco advertising, promotion, and sponsorship ban including to ban tobacco product display at the point of sales;
2. The expansion of cigarette types including sisha, vapes, and/or other electronic cigarettes;
3. Strengthening the administrative sanction which include removal of tobacco ads
4. Addition of article prohibiting children under the age of 18 to sell, buy, or consume tobacco



Smokefree Task Force Team

Mayor Assistant for Governance and Social Welfare
Region 1

- Place of Worship
- Children playground
- Educational Facilities

Mayor Assistant for economic and development assistant
Region 2

- Public Places
- Workplaces
- Public Transportation

Mayor Assistant for general administration
Region 3

- Healthcare facilities





City Efforts on Improving the Compliance Level



Collaboration

Strategies to improve the compliance level



Collaboration with the Penta Helix, including NGOs, namely The Union & No Tobacco Community



Community Education



Community Protection



Support To Quit Smoking



Supervision including Monitoring and Evaluation

8 SMOKE-FREE FLAGSHIP PROGRAM

Smokefree Coordination Meeting



Public Awareness



Smoking Cessation Clinic



Smokefree Reward and Appreciation for SF Venues





Smokefree Young Generation



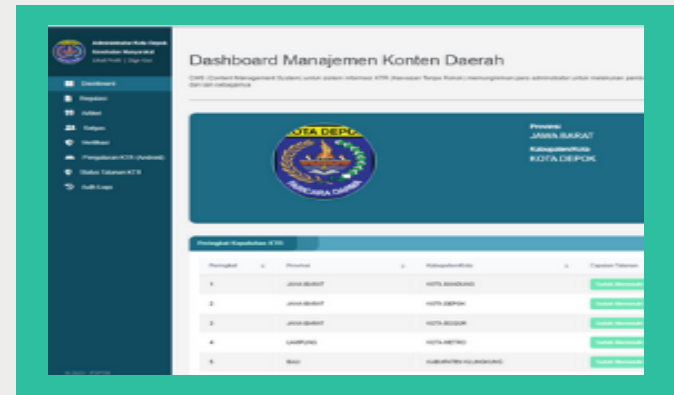
Smoke-Free Village



Smokefree monitoring and random inspection



Smokefree Compliance Monitoring Dashboard





Before and After Tobacco Advertising, Promotion, and Sponsorship Ban



BEFORE



AFTER



Ban Tobacco Advertising, Promotion, and Sponsorship have NO Impact to the Local Revenue

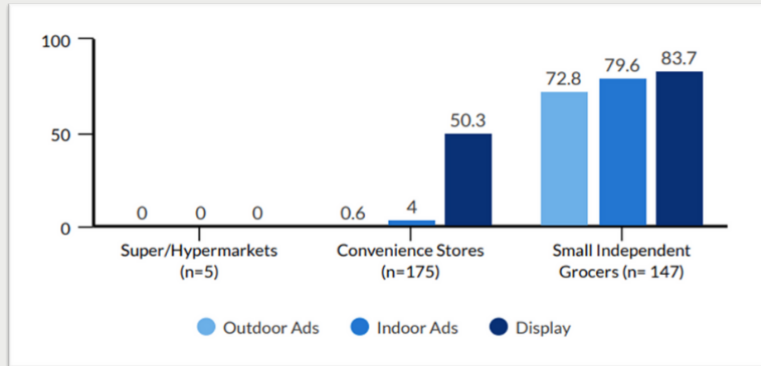
| Year | Numbers of Tobacco Advertisements | Advertisement Revenue (IDR) | Total Local Revenue (IDR) |
|------|-----------------------------------|-----------------------------|---------------------------|
| 2011 | 245 | 8.101.362.233 | 282.747.544.886,76 |
| 2012 | 278 | 8.059.163.214 | 474.705.361.540,18 |
| 2013 | 247 | 8.092.292.320 | 581.207.570.935,26 |
| 2014 | 307 | 8.778.299.845 | 659.173.522.492,23 |
| 2015 | 0 | 10.009.862.247 | 818.204.601.264,96 |
| 2016 | 0 | 10.159.113.228 | 922.297.784.280,15 |
| 2017 | 0 | 11.438.416.719 | 1.210.748.605.561,14 |
| 2018 | 0 | 12.586.819.937 | 1.059.700.280.693,72 |
| 2019 | 0 | 20.006.780.752 | 1.293.003.769.037,00 |
| 2020 | 0 | 28.672.891.179 | 1.214.939.201.530,00 |
| 2021 | 0 | 32.376.819.888 | 1.541.629.119.039,00 |
| 2022 | 0 | 36.857.205.819 | 1.642.228.601.282,00 |

Source: Depok Finance Agency, 2022



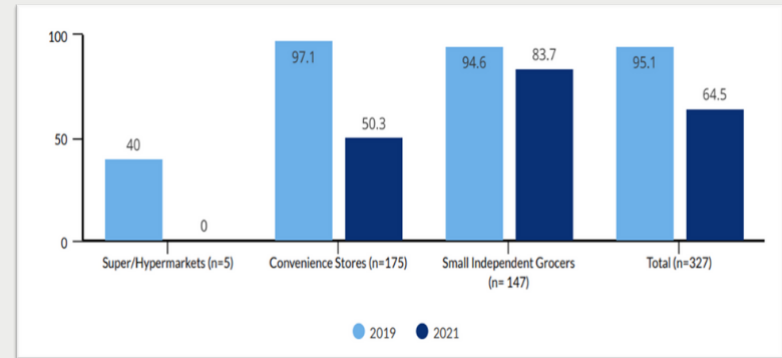
Level of Compliance on TAPS and Display Ban between 2019 & 2021

"Compliance Percentage with the Ban on Outdoor and Indoor Advertising, Promotion, and Sponsorship, as well as the Ban on Tobacco Product Displays by Retail Type (Supermarkets, Convenience Stores, and Small Retailers) in Depok, Indonesia, between 2019 and 2021."



- Supermarkets/hypermarkets have completely eliminated cigarette advertisements and product displays.
- Convenience stores have nearly eliminated cigarette advertisements, but half of them still display cigarette products.
- The majority of small retailers still display cigarette products

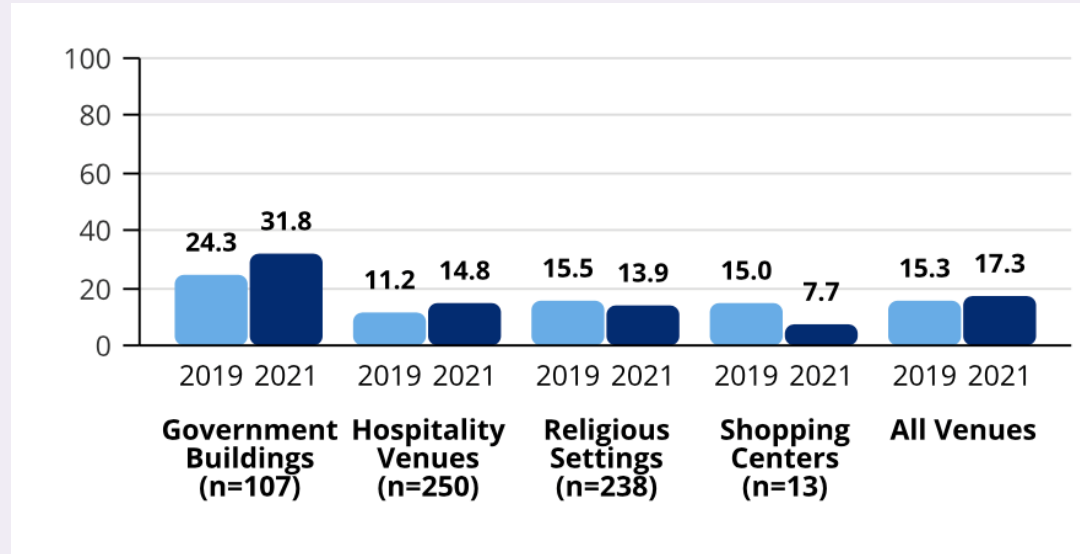
"Percentage of Retailers Displaying Tobacco Products in Supermarkets, Convenience Stores, and Small Retailers in Depok, Indonesia, Before and After the Intervention between 2019 and 2021."



- Overall, the percentage of retailers displaying tobacco products decreased from 95% in 2019 to 65% in 2021 among all observed retailers.
- The reduction in tobacco product displays was found in each type of retailer.



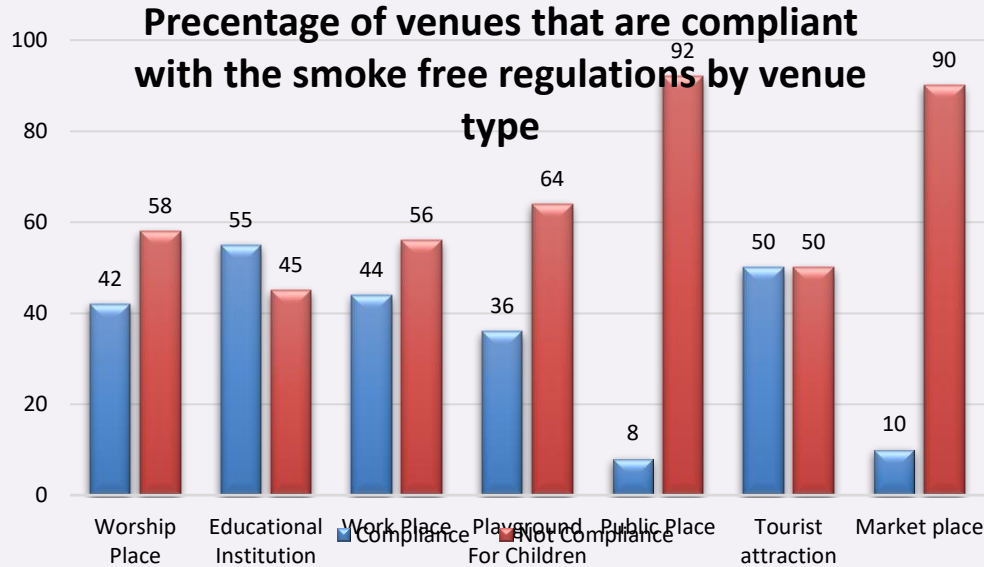
Compliance with the Smokefree Law in Depok between 2019 & 2021



Percentage of venues that are compliant with the smoke free regulations by venue type in 2019 and 2021 (Johns Hopkins Bloomberg School of Public Health Compliance Study)



Smokefree Random Inspection in 2023

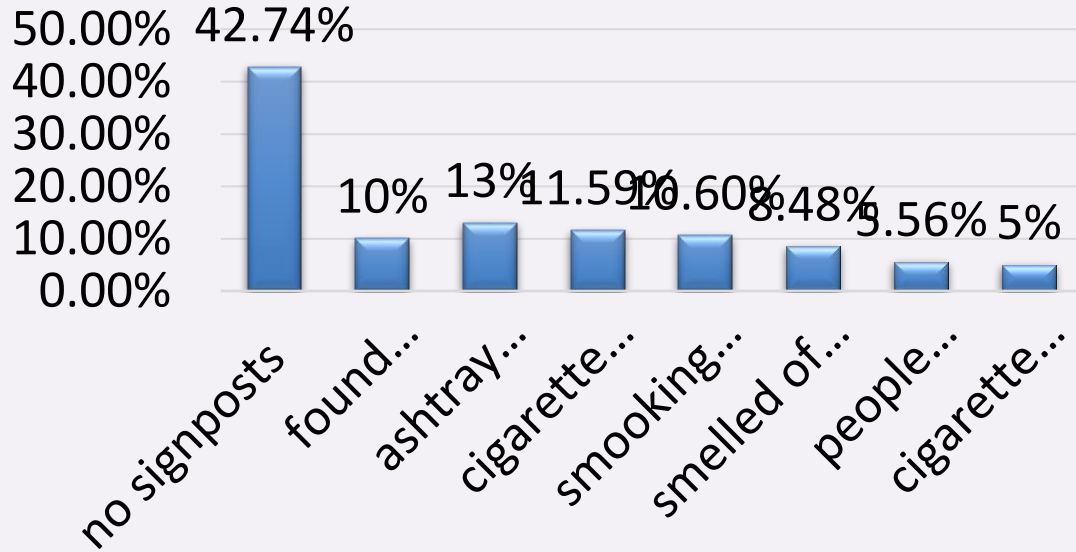


"More than 1,500 venues inspected"

The implementation strategy of the smoke-free regulations involves active collaboration with all stakeholders between Healthy Depok City Forum and Healthy Sub-District Forum, Cadre, monitoring, supervision, coaching, enforcement, engage with media, services, and innovation.



Smokefree Random Inspection in 2023



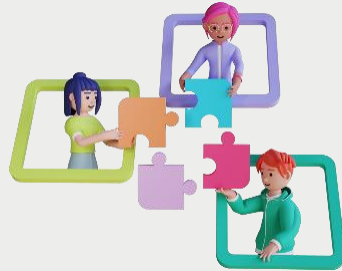
Compliance Based on Indicators

Major contribution to the low compliance: absence of no smoking signage (42.74%)."

Challenges on Smokefree Policy Implementation



STRENGTHENING PUBLIC
AWARENESS &
COMMUNITY
PARTICIPATION



CROSS-SECTOR
COLLABORATION



IMPROVING
COMPLIANCE,
ESPECIALLY IN
RETAIL/CONVENIENCE
STORES FOR TAPS BAN
and IN PUBLIC PLACES
FOR SMOKEFREE



REMOVING ILLEGAL
TOBACCO ADS,
PROMOTIONS,
SPONSORSHIP



Conclusion





KEY SUCCESS Implementation of Smokefree Policy in Depok



Leader's
Commitment



Regulatory
Support



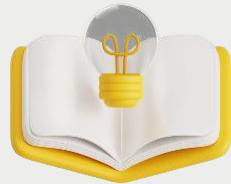
Resources
Support



Active
Community
Participation



Penta Helix
collaboration



Innovation



Monitoring
and
Evaluation



Acknowledgment
of Achievement



Thank you, and stay healthy!





PAKISTAN

TOBACCO SMOKE FREE KARACHI



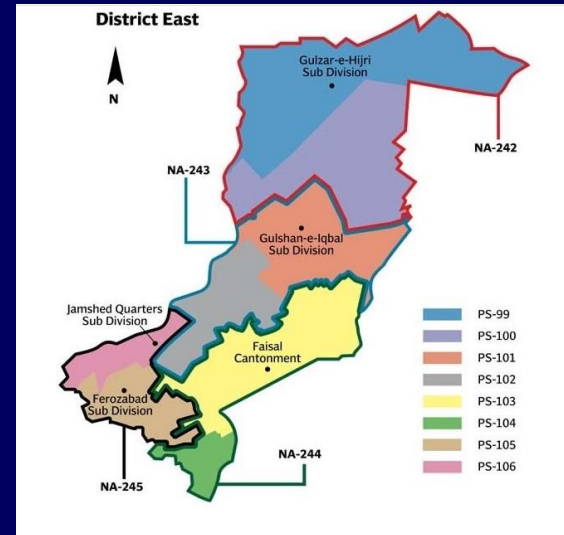
Sequence of Presentation

- ❑ Introduction to the Law and City
- ❑ A summary of key achievements
- ❑ The impact of interventions
- ❑ Challenges faced and how they were overcome
- ❑ Lessons learned and recommendations for other cities

Introduction to the Law and City

KARACHI DISTRICT EAST

- ❑ One of 7 administrative districts of Karachi
- ❑ Administration
 - ❑ 1 Deputy Commissioner
 - ❑ 2 Additional Deputy Commissioners,
 - ❑ 4 Assistant Commissioners
- ❑ Population : 2.74 million
- ❑ Sub. Divisions : 4



“SMOKE FREE KARACHI”: (EAST)

- ❑ A replication/Adoption of Tobacco Smoke Free Islamabad Model Initiated on March 2020 and joint collaboration of:
 - ❑ Ministry of National Health Services Regulation & Coordination
 - ❑ The Commissioner Office Karachi
 - ❑ The Union

“Prohibition of Smoking” &
“Protection of Non-smokers’ Health”
Ordinance 2002

- Section 5.....No Smoking at Public Places
- Section 6.....No Smoking in Public Service Vehicles
- Section 7.....No Tobacco Advertisements, Promotions & Sponsorship
- Section 8 No sale to minors (Under 18 years)
- Section 9No sale within 50 meters of teaching institutes
- Section 10 ...Display and Exhibition of boards

No Sale of loose Cigarettes

Key Achievements

“LAUNCH OF SMOKE-FREE KARACHI”

9TH March, 2020



Key Achievements

1. Strengthened coordination and capacity

- Notified Karachi Implementation and Monitoring Committee (KIMC) chaired by the Worthy Commissioner Karachi. Annual meetings held. Workplan for Karachi adopted by KIMC.
- Notified the District Implementation and Monitoring Committee (DIMC), Task Force for Enforcement, and Tobacco Control Cell in Karachi (East). Quarterly meetings held. Workplan adopted by DIMC.
- Established a Tobacco Control Desk at the Commissioner's Office for Karachi, a strategic win for sustainability.
- Identified 22 focal persons and 44 Master Trainers across District East departments; Training of Trainers conducted for all Master Trainers and cascade trainings held in all departments.

TOTs with Master Trainers



Training of Trainers (TOTs) for Karachi (East) conducted at Social Welfare Training Institute, Government of Sindh. All Focal Persons / Master Trainers attended the training session. Additional Deputy Commissioner / Focal Person for Tobacco Control was the Chief Guest. Dr. Minhaj Us Siraj, PD gave his presentation on SF Cities.

Karachi Administration Visit to model Tobacco Smoke Free City Islamabad and Murree



Key Achievements

2. Raised public awareness

- Mega Awareness Campaign in 2022 including Tobacco Smoke Free Karachi information billboards, moppies, public buses. Events with civil society organizations and universities.
- Organized large-scale events including Smoke Free Karachi Cycle Rally / Marathon, Sindh Boy Scouts Smoke Free Walk and annual Art Exhibitions on World No Tobacco Day with over 1000 schools / colleges / universities participating.
- Established civil society coalition with 20 organizations.
- Letters of Intent signed with major universities and organizations to support Tobacco-Smoke Free Karachi.

Public awareness



Sindh Boy Scouts Walk



Cycling Sunday with Commissioner



Art exhibition

WORLD NO TOBACCO DAY 2022

Message by Abdul Qadir Patel
Federal Minister for National Health Services, Regulation and Coordination (NHS&RC)

World No Tobacco Day is being observed in Pakistan on October 31st. The World Health Organization (WHO) has observed this day since 1987 to highlight the adverse health and social effects being caused by tobacco use. As a country that is committed to the health and well-being of its people, Pakistan is actively participating in the global campaign against the use of tobacco. This theme for World No Tobacco Day 2022 is "Tobacco Trade and our environment". The message is aimed to raise awareness among the youth on the environmental impact of tobacco. It will also focus on another message "Quit Smoking".

The global tobacco epidemic has nearly 8 million people globally every year. More than 7 million of those deaths are from both tobacco use and second-hand smoke. Tobacco use is the leading preventable cause of death among people living in our world. In the meantime, in Pakistan, tobacco use remains a major public health concern, causing 2.52 lakh annually deaths. The tobacco industry generates 100 billion rupees annually which is harmful.

The Ministry of Health, National Health Services, Regulation and Coordination is urging countries to prohibit and accelerate tobacco control efforts as part of their responses to the 2030 agenda for Sustainable Development. Under the Framework Convention on Tobacco Control (FCTC) International Treaty on Tobacco Control, Pakistan is the only country in the WHO region that has not achieved the target of reducing tobacco use by 25% by 2025. And our people Pakistan get the World No Tobacco Day Award from the WHO's Eastern Mediterranean Region on effective and tobacco control policies for the year 2021.

The Government has endorsed Graphic Health Warning on 31 aspect of cigarette packs and on 10 aspect of e-cigarette packs. The Government has also made 137 health and safety zones free in 12 different districts under the project. In view of the world's first country to declare smoke-free public places. Moreover, there is tobacco products ban. Also, we are registered under the Tobacco Seize for Ety project. The act continues to strive to raise awareness through the National Health Services and promote a smoke-free society by providing a comprehensive knowledge, resources, approaches, and employment model. Please to page the "High Light on Tobacco". We contribute to the noble cause to safeguard the health and well-being of our people and our future generations.

Muhammad Iqbal Memon
Message from Commissioner Karachi on the eve of WNTD 2022

World No Tobacco Day is being observed in Pakistan on October 31st. The World Health Organization (WHO) has observed this day since 1987 to highlight the adverse health and social effects being caused by tobacco use. As a country that is committed to the health and well-being of its people, Pakistan is actively participating in the global campaign against the use of tobacco. This theme for World No Tobacco Day 2022 is "Tobacco Trade and our environment". The message is aimed to raise awareness among the youth on the environmental impact of tobacco. It will also focus on another message "Quit Smoking".

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Syed Javed Muzaffar,
Additional Commissioner (Messages on World No Tobacco Day 2022)

In order to lift the high awareness of tobacco smoke, tobacco control has been implemented in order and steps. The objective is to create the implementation of laws and revise in order to further awareness the various measures. For Scientific, transnational requires a comprehensive and holistic strategy with clear policies for the tobacco-free Karachi.

Tobacco Smoke Free Karachi model is being implemented in Karachi in collaboration with Ministry of National Health Services, Regulation and Coordination (NHS&RC). It is a very valuable awareness that WHO's Convention of FCTC has recognized the tobacco free Karachi model internationally through studying the importance of WHO's World No Tobacco Day 2022 slogan of "Quit Smoking".

Implementation of tobacco-free Karachi model is a very valuable awareness that WHO's Convention of FCTC has recognized the tobacco free Karachi model internationally through studying the importance of WHO's World No Tobacco Day 2022 slogan of "Quit Smoking".

The Karachi Administration in collaboration with "Smoke Free Karachi" Project team is fully committed for making public places tobacco free. Commissioner Karachi extend his request to have been planned for it as a Karachi Administration of the Government.

Let Us Join Together to make our next generation tobacco free.

Glimpse of Tobacco Smoke Free Karachi

Glimpse of Tobacco Smoke Free Karachi

Glimpse of Tobacco Smoke Free Karachi

Commissioner Complex Karachi declared Tobacco Smoke Free

First Commissioner Karachi Tobacco Control Art Exhibition

Commissioner Complex Karachi declared Tobacco Smoke Free

Commissioner Complex Karachi declared Tobacco Smoke Free

Commissioner Complex Karachi declared Tobacco Smoke Free

Commissioner Complex Karachi declared Tobacco Smoke Free

News Supplement WNTD 2022 "The News"



Download "Smoke Free Pakistan" APP

Partnership with Indus University Karachi



Signing Letter of Intent for supporting Tobacco Smoke Free Karachi

Social media activists



Key Achievements

3. Increased enforcement

- Mapping of all public places.
- 1119 joint raids were conducted by the Karachi (South / East) Police on 4709 Point of Sales (POS) and food outlets. 1853 cases were registered and 2029 arrests were made.
- During the raids, 1.7 million rupees / 7,428 USD of fines were imposed on Venue Managers and 146.2 million rupees / 658,569 USD worth of Illicit tobacco Items were confiscated.
- Mega Enforcement Campaign conducted in 2022 with increased inspections in hotels, restaurants and retailers.

Mega Enforcement Campaign



DECLARATION OF SMOKE FREE PUBLIC PLACES

| Public Places | Quantity |
|--|-----------------|
| Hotels / Restaurants | 808 |
| Public Offices (Minister, Secretary offices/Divisional/ District Administrations/Departments/DMCs) | 330 |
| Public Parks / Amusement Centers / Snooker Club | 57 |
| Schools / Colleges / Universities | 209 |
| Union Counsels / Health Facilities | 123 |
| Police Stations / Traffic sections | 94 |
| Point of Sales | 1567 |
| Total | 3188 |

Commissioner Complex Karachi

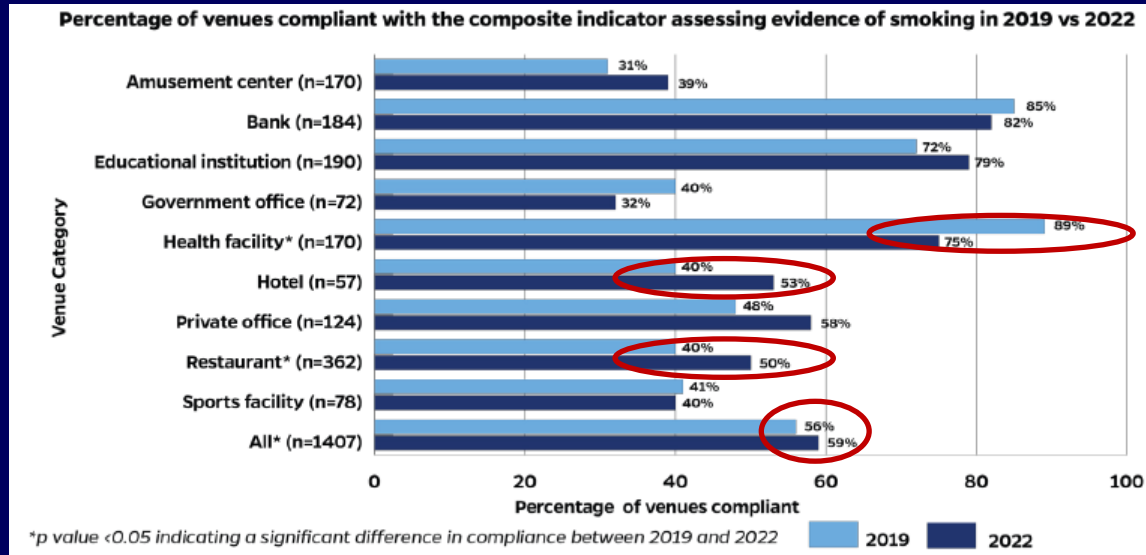


Impact of interventions

Impact of Interventions

- Smoke Free Leadership emerged and Coordination among district departments improved
- Capacity of Focal Persons / Authorised Officers improved
- Public awareness improved
- Compliance Improved
 - Baseline (2019) and End-line (2022) conducted by Johns Hopkins University Institute for Global Tobacco Control
 - Overall compliance improved over time across all venues
 - By venue type, compliance at restaurants increased and compliance at health facilities decreased

Compliance by venue in Karachi (East and South Districts) – 2019 vs. 2022



**Challenges faced and how
they were overcome**

| Challenge | Counter |
|---|--|
| COVID Pandemic | <ul style="list-style-type: none"> • Office Desk work enhanced • Notifications, Committees formulations • Directions issued to align departments |
| Frequent Transfer and Posting | <ul style="list-style-type: none"> • SF Team at Ministry played a vital role to train new leadership on SF Interventions |
| To make Tobacco Control a priority | <ul style="list-style-type: none"> • Repeated Quarterly meetings • SF Team met Karachi leadership on monthly basis, Visit to Islamabad • SF Islamabad Model: An inspiration |
| Flood, Cricket Matches, National Activities | <ul style="list-style-type: none"> • Administration worked through Focal Persons for TC activities • Food Authority focused on hotels / restaurants and Monitoring Activities |

A Challenge In Law To Overcome Through Alternative Law

(Current Compliance at PSVs)

E- ticket issued by Traffic

Wardens on violations of
smoking in PSVs under Sub

Section of 15 / 46



E-Challan

Printed Date :09-Nov-21 02:26 PM
Issuance Date:09-Nov-21 02:26 PM
Violation Type :Primary
Violation:Ignoring rules for which penalty is not prescribed ;Driving vehicle in violation of law / rules not otherwise provided. (Misc/Others) (15)(46)
Traffic Section : Cantt
Ticketing Officer : GHULAM SARWAR
Offender Name : ASLAM

Book No#: 195720

Ticket No#: 19571915

Vehicle Type : Motor Car(71)
Vehicle No# : BA5782
Document Type : Vehicle Detain
Document No# :
Mobile Number : 00000000000
Challan Amount : 500
Service Charges : 20 inclusive of tax

Total Amount : 520

Now you can pay your Traffic Challan at any selected Traffic Sections across Karachi City.

Please Obey Traffic Laws. *Tobacco*
For further info *contact ord. 2002*

Regarding your challan payment
Send SMS KTP TicketNo to 9460
For example: KTP 123 to 9460 or
www.a2zpayments.com

Collect your Document within 7 days
otherwise it will be moved to Court.

Enforcement of TCLs

CHALLAN NO. _____

TR 6
(Treasury, Rule 92)

Due date: / / 2022
(Treasury / Sub-Treasury)

2022

Challan of cash paid into the ASSISTANT COMMISSIONER ARAMBAGH at M. Alimahi
Rand Branch Karachi.

National Bank of Pakistan

| To be filled by the remitter. | | | | To be filled by the Department Officer of the Treasury | |
|-------------------------------|--|---|---------|--|--|
| Name | Name (or designation) and person on whose behalf money is paid. | Full particulars of the remittance and of authority (if any) | Amount | Head of Account | Order to the Bank |
| By whom tendered | | | RS. PS. | | |
| Signature | <p>ASSISTANT COMMISSIONER & ASSISTANT COLLECTOR GRADE-I SUB-DIVISIONAL ARAMBAGH DISTRICT SOUTH KARACHI</p> <p><i>U.S. Aram Shah</i> Assistant Commissioner Aram Bagh South Karachi</p> | <p>FINE IMPOSED IMPLEMENTATION OF TOBACCO CONTROL LAW</p> <p>Dated: _____ On the Profiteer / hoarders</p> | 5000 | C-03887 | Date Correct- Receive and grant receipt (Signature and full designation of the Officer ordering the money to be paid in) |
| (In words) Rupees | TOTAL | | | | To be used only in the case of remittance to the Bank through Department Officer or the Treasury Office |

A →

Treasurer.

Accountant.

Date

Treasury Agent

01-05-2022

**Lessons Learned &
Recommendations for other
Cities**

Lessons Learned

- ❖ Political Commitment for Tobacco Control should be mandatory
- ❖ Officials at Pakistan Administrative Services / Pakistan Police Services must be trained on TC
- ❖ Indigenous Research to set the TC Priorities
- ❖ **Dedication of a small SF Team is Incredible / Acknowledged**

Recommendations

Following recommendations for SF Cities are:

- ❖ Comprehensive Legislation
- ❖ Formation of a Forum at District Level (DIMCs / Task Force)
- ❖ Road Map /Plan of Action for SF City
- ❖ Monitoring / Enforcement Mechanism and Data Collection

Recommendations (cont)

- ❖ Collaboration among Stakeholders
- ❖ Strong Community Engagement through effective Communication and Education
- ❖ Public Reporting Mechanisms
- ❖ Strict Enforcement and Penalties of Tobacco Control Laws to achieve better compliance



Thank You

The Union

International Union Against
Tuberculosis and Lung Disease

Thank you

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