PP032
IMPLEMENTATION OF GRAPHIC POINT-OF-SALE BOARDS PROHIBITING SALE TO MINORS: AN AREA OF NEGLECT
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Background: Prohibiting sale of tobacco products to minors is one of the key tobacco control measures within the supply reduction policies of the WHO FCTC. In India the law requires the owner of the shops selling tobacco products to display a notice board (60 cm × 30 cm) at conspicuous place(s) displaying mouth cancer image on 50% area of the board and remaining 50% shall contain the warning “Sale of tobacco products to person under the age of eighteen years is a punishable offence” in Indian language. Objective: The objective of the study was to assess the implementation of the graphic boards prohibiting sale of tobacco products to minors at point of sale in Thane-An NTCP district.

Method: An observational study was conducted in seven talukas of Thane district. Observation study of 783 shops located within 100 yards of 55 railway stations was included in the study.

Result: Of 783 shops observed, 56.1% displayed one or more advertisement boards. Seven shops (0.9%) shops displayed a board giving information that sale of tobacco product to minors is punishable offence but were not in conformity with specifications provided under the law.

Conclusion: Purchase of loose tobacco products is common practice in India due to which exposure to health warnings printed on packets is minimal. Given the current tobacco consumption & purchasing patterns, the most effective way to inform public about harmful effects of tobacco is through graphic boards at conspicuous place at POS. In current study however, majority of shops observed did not display specified boards. Few shops that showed a board with required messages were not in conformity with specification. In sharp contrast to this, more than half the shops showed boards bearing tobacco advertisements prohibited under law. Graphical notice boards serve dual purpose of creating awareness about harmful effects of tobacco B, educating people about law prohibiting sale of tobacco products to minors. It is expected that the districts supported by the National Tobacco Control Programme (NTCP) serve as an example of strict enforcement of law. Thane being a NTCP supported district, however questions the implementation of the programme in the selected district. Need of the hour is not only a strong demand for immediate implementation of Graphical Boards but also a check into the districts selected for NTCP support. This should be followed by advocacy & sensitization campaigns for law enforcers and tobacco vendors for strict implementation of notified boards.

PP030
TOBACCO IN THE OFFICIAL SOVIET MEDIA BETWEEN STALIN AND KHRUSCHEV
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Background: Throughout Russia’s modern history its rulers, including the Communist authorities, failed to effectively build the health competencies of the Russian population. While the attitudes of the Soviet citizens towards alcohol have been subject of numerous monographs, the issue of tobacco smoking remains less thoroughly explored.

Objective: To help address this gap in knowledge by researching the portrayal of cigarettes and tobacco smoking in the official press organ of the Soviet Communist Party, the Pravda newspaper.

Method: Systematic historical research conducted in the digital Pravda archives will help shed light on the ways in which tobacco and tobacco consumption have been discussed in the official Soviet press. The timeframe of my research will span from the end of the Second World War until the removal of Khrushchev in 1964, during a period of substantial increase of evidence documenting the harmfulness of tobacco smoking.

Result: Preliminary research in the archives yielded a number of findings. First, Stalin and Khrushchev had diametrically different personal relationships with tobacco. While Stalin was a smoker, the latter was an opponent of the habit, and this was reflected in a marked attempt to disseminate the growing knowledge on the risks of smoking in Pravda after the power transfer occurred between the two. However, at the same time the emphasis on the importance of cigarette production for the growth of the Soviet economy was also increasingly emphasized by the medium. Smoking was also emphasized as a natural trait of the proletarian man. Pravda also regularly used smoking in propaganda materials, to produce both positive and negative messages. All of the above findings expose a lack of coherent policy of this official Communist medium towards smoking.

Conclusion: This archival research sheds light on a number of diverse topics: the history of Soviet health policy, the history of media control by the Soviet Communist Party, the Pravda newspaper. The political landscape for the tobacco endgame

PP033
TOBACCO ENDGAME STRATEGY FOR SRI LANKA: 2013-2024
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Background: Sri Lanka is ready for a tobacco endgame strategy taking into consideration the overall changes that had happened since 1977 and advances made since the coming into force of the FCTC and the passing of legislation for tobacco control in 2006. In 2010, prevalence of smoking tobacco was 15.0% current, 11.4% daily, and of cigarettes 9.3% daily. An announcement of full stop to substances, by the present government is a springboard for further action. The timeframe due to.ncs, 7 out of 10 deaths, has brought tobacco control to the forefront.

Objective: Tobacco endgame is defined as zero or near zero recruitment of new smokers and the creation of an economic environment that makes sale of tobacco products uneconomical. The timeframe is 2013-2024. It is the result of a combination of complementary strategies that will be implemented affecting both supply of and demand for tobacco products. The opponent in the tobacco endgame is formidable with both financial and political clout. The playing field is also not even. Hence, it will be more productive for a country to map the industry’s challenges in an endgame strategy rather than piecemeal as at present.

Method: With scarcity of land and irrigated water for food crop cultivation to feed the growing population, land under tobacco has to be freed for food and cash crops. The “Sinking Lid” will be on all raw materials for manufacture of tobacco products including leaf tobacco. The highest recruitment of new smokers has been from the age group 15-29. There will be zero or near zero recruitment of new smokers to dry up the stream. Obtaining International and government backing is part of the endgame. The number of deaths due to other known causes is less than the deaths due to tobacco but the WHO has declared an end to such diseases but not for tobacco. This incongruence has to be rectified. People’s power has to be mobilized to make tobacco a political issue.

Result: The endgame is both a process and a goal and by following a sinking lid policy on raw materials, mainly by restricting the supply of leaf tobacco, and a drying up policy of smokers by putting an end to the recruitment of new smokers, the goal is achievable within the time frame.

Conclusion: The non-smokers, vulnerable groups such as women, youth and children form the largest group (85% of population) but unfortunately they are the least articulate. Success of the endgame will be on their empowerment. Sri Lanka has many endgame success stories.

PP035
BARRIERS OF ENDGAME FOR TOBACCO IN NEPAL
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Background: Nepal passed the Tobacco Control Law in April 2011 and enforce banning in public places from August 2011 but failed to enforce the 75% pictorial warning on cigarettes packs that effective from November 2011 by Government of Nepal. At present the Interim Election Government has no such authority to enforce such provision due to legal suit of multinational tobacco companies and its allies that hampered the initial process of endgame for the tobacco in Nepal.

Objective: To analyze and review the critical barriers for the endgame tobacco in Nepal after passing the tobacco control law in Nepal.

Method: The regular monitoring and surveillance of the multinational tobacco companies’ interferences, tactics, behaviours and strategies to derail and delaying the enforcement of 75% pictorial warning on cigarette packs and banning smoking in public places by using tobacco lobbies including media and their unions through legal suits with undue influences.

Result: Despite passing the tobacco control law, the role of Government and even civil society were not effective due to support of the Bloomberg Grants. Even, last year 2012 World No Tobacco Day, the Government, tobacco control civil societies and media were failed to disseminate the global slogan of World No Tobacco Day – “Intimidation: Stop Tobacco Industry Interference” due to undue influence of multinational tobacco companies so as to cut the threat of endgame tobacco process in Nepal and dishonored right to information. The tripartite legal battles for the enforcement of 75% pictorial warning in cigarette packs among government, tobacco control civil societies and multinational tobacco companies and its allies are still remain in the Supreme Court and delaying the final court verdict.

Conclusion: The next Constitution Assembly election has been declared by Government to be held in December 2013. The multinational tobacco companies and its strong allies can be created their own candidates or invest to the political parties to stand in favour of provision of the tobacco control bill amendment in the parliament through undue influences and interferences. The illicit trade of tobacco and barrier for the endgame tobacco process due to open southern and northern borders. Hence, the endgame for tobacco process could be possible for the next two decades through political commitment and effective enforcement of all FCTC provisions indeed.