National Tobacco Control Program (NTCP)

National Tobacco Control Program was introduced in Kerala in 2014-15 initially 4 districts (Thiruvananthapuram, Eranakulam, Kozhikode and Waynad) but Tobacco Control activities was taken up by the Kerala Health Service Department in 2010 as a part of NCD control program. Now, State Tobacco Control Program and National Tobacco Control Program activities are functioning simultaneously in the state giving a synergetic out put on tobacco control activities. By 2019, the NTCP programme was scaled up to all 14 districts.

All the activities envisaged under NTCP as below are taken up by the state and functioning under state and district tobacco control cell.

- (i) Training of health and social workers, NGOs, school teachers, and enforcement officers

- (ii) Information, education, and communication (IEC) activities

- (iii) School Programmes

- (iv) Monitoring of tobacco control laws

- (v) Coordination with Panchayath Raj Institutions for village level activities

- (vi) Setting-up and strengthening of cessation facilities including provision of pharmacological treatment facilities at district level

Major Achievements

Tobacco Control Program was made in integral part of state Health Services from 2008 onwards.

- In structured program for tobacco control was design in 2010 as a part of State NCD control program in 2010.
- State has ensured 100% compliance of COTPA act section 4,5,6 and 7
- All government institution and public sector under taking are provided with statutory warnings of COTPA.

- All education institution in the state is providing with statutory warning of COTPA. It has been ensured that no tobacco products are available within 100 yards of every school and strict vigil is ensured to maintain this status through regular rides and inspections. Special **Yellow line campaigns** were introduced for ensuring this
- Kerala is the first state to declare as tobacco advertisement free at the point of sale.
- The state has **banned** the manufacture, storage, distribution and sale of **gutkha and pan masala**, containing **tobacco** and nicotine, of all brands available in the market in 2015
- Kerala has banned the sale of E-cigarette in the state.
- The state has towards a unified head of account for COTPA fine collection.
- Kerala has launched a program called Health Kerala/ Safe Kerala to ensure COTPA compliance in this program. There are state level and district level task force who will conduct regular rides and inspection state wide.
- Government of Kerala has issued guidelines to implement Article 5.3 of Framework Convention on Tobacco Control in the state which will reduce and eventually stop tobacco industry interference in tobacco control programme.
- Tobacco cessation centers in all 14 districts with provision of pharmacotherapy
- Collaborative activities with NSS, CBSE , Police and excise departments, NGOs