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Fresh Thrust For Anti-Tobacco Drive

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Fresh thrust for anti-tobacco drive

[Anto Thernmadam](#) / TNN / Updated: Feb 13, 2012, 03:03 IST



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KOCHI: For the second phase of the anti-tobacco campaign, the district administration and local bodies have charted a 100-day action plan. As part of the plan, authorities will check the sale of tobacco products within 400 metres of educational institutions. Panchayat-level squads will be formed to check public smoking and the sale of pan masala products. With the support of Kerala Voluntary Health Service (KVHS) block, panchayats like Angamaly and Chengamanad have already launched special drives against tobacco products. KVHS director Saju V Itty said, phase two will see health and education departments joining hands with local self-government bodies to make this programme a success. "During the 100-day campaign, we will be focusing on hotels and lodges which are yet to become smoke-free zones. We have asked religious leaders in the district to support our tobacco free campaign," said Saju. He added that, surprise raids would be conducted across the district.

"The district administration has declared Ernakulam as a smoke free tourism destination. With the special drives that will be launched in all 14 block panchayats, our aim is to support the authorities to strictly enforce the Indian Tobacco Control Act," said Eldhose Kunnapilly, president, district panchayat. As part of the 100-day action plan, local bodies will display signboards, distribute pamphlets and conduct seminars and awareness drives highlighting the adverse effects of use of tobacco products

distribute pamphlets and conduct seminars and awareness drives highlighting the adverse effects of use of tobacco products. The authorities will also remove the advertisements of tobacco products displayed in shops and other public places. "Our aim is to wipe out tobacco products from the district," said Saju.

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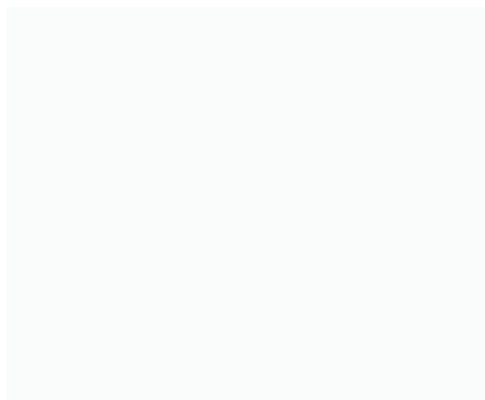
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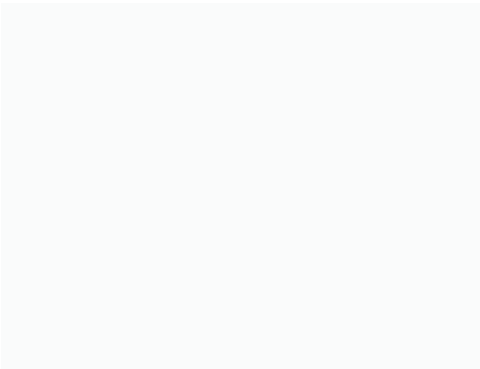
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