

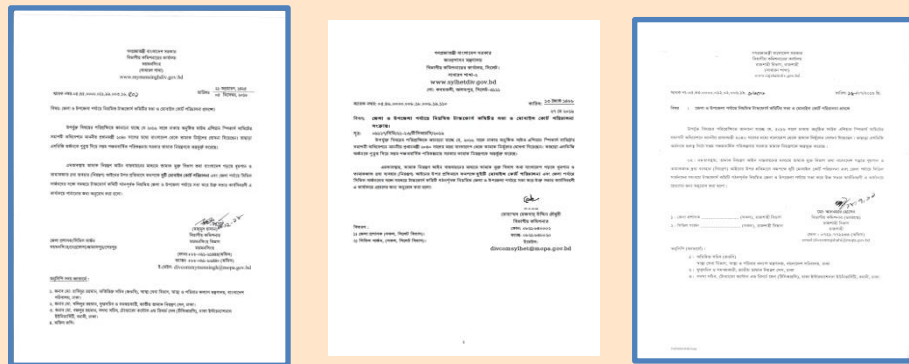
Strengthen Implementation of Graphic Health Warnings and Increase the Size of GHW on Tobacco Products in Bangladesh through Advocacy, Capacity Building and Monitoring

Background and Challenges to Implementation

Graphic Health Warnings (GHW) has been implemented from 19 March 2016 but it was not easy, there are many small and large tobacco companies who have a tendency to bypass and ignore the rules and regulation by different ways.

There are number of reasons of poor/ suboptimal enforcement of current GHWs and their rotation on tobacco products. The important ones are-

- Lack of coordination among enforcement agencies;
- Tobacco control as a non-priority issue for other departments;
- lack of training/ sensitization of all stakeholders, non-compliance by tobacco industry to GHW laws;
- Complex packaging of tobacco products.



Objectives and Activities

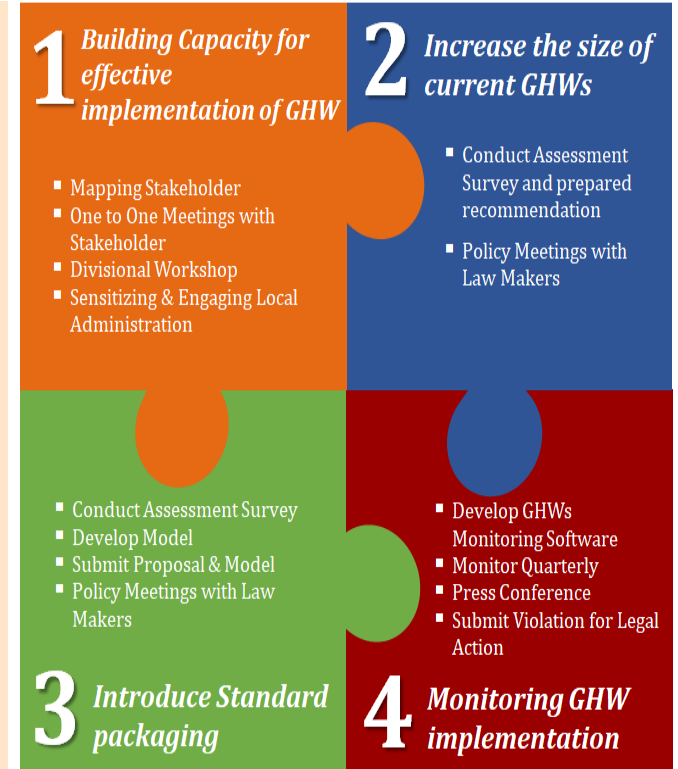
Several strategies were followed that are- Policy and follow-up meetings, Sensitization workshop/meeting were conducted with different stake holders. The major mission of the projects were-

- Building capacity of enforcement officials;
- Increase the size of GHWs
- Introducing uniform packaging;
- Monitoring & Reprting the implementation;

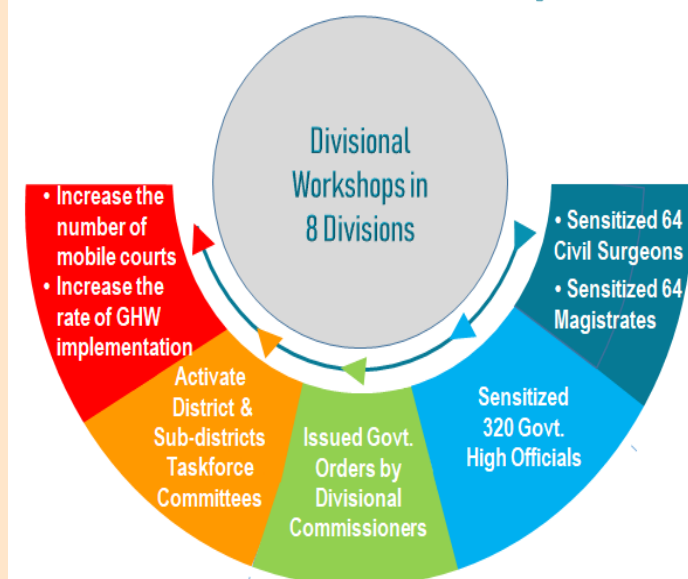
The team create a data base of Stakeholders, One to One Meetings with Stakeholders in every week, Conduct 8 Divisional Workshops and covering all 64 Districts for Sensitizing and Engaging Local Administration for Building capacity of effective implementation. A assessment Survey was conducted & prepared a recommendation for increasing the size of GHWs and continue policy meetings with Law Makers for getting policy support. For Introducing Standard packaging a assessment Survey was conducted & a standard packet model was selected and submit for effective implementation. For Monitoring the implementation , the team Developed GHWs Monitoring Software on the basis of section 10 of TC law & Monitor the implementation quarterly basis ((8 quarter) that cover all 64 districts. The team organized 6 Press Conference to disseminate the monitoring outcomes and submit violation report to related authority for legal action.

Outcomes

- 25 Parliament Members issued endorsement letter for increasing GHWs and also standard packaging;
- 2 (Two) Parliament Members raise this issue in the National Parliament in presence of Honorable Prime Minister;
- Meet with Health Minister and submit recommendation with international experience regarding 90% Pictorial Warnings;
- Health Minister finalize and approve the 90% GHWs decisions;
- Organized 8 (Eight) Divisional workshop covering 64 districts out of 64 ;
- All 8 (Eight) Divisional Commissioner issued order for monitoring the implementation
- GHWs implementation has increased ;
- Developed GHWs monitoring software and cover all 64 districts by 8 cycle;
- Compliance monitoring works and now the implementation rate is 87% .;
- Story was developed and circulates by popular news channel Jamuna Television and in the website and facebook page of The Union.



Outcomes of Divisional Workshops



Conclusions

Implementation of GHWs has increased but sales single stick is still great barrier. Smokeless tobacco and Bidi has still challenged because un-regulated even government cannot trace; most of the SLT industry are illegal and does not provide accurate address. So, government should take initiative to stop sales single stick and should ban illegal company and enact uniform packaging model for effective implementation.

Overall Activities & Outcomes

Objective and Activity	Conducted Activity/ Participants	Outcomes
Objective 1: Capacity Building for effective implementation of Pictorial Warnings		
Workshop With IGTC, John Hopkins University	2 Days workshop	GHWs Monitoring Software and Research Protocol Develop. Trained 32 Volunteer
One to One Meetings	One to One Meetings with Policy and Enforcement Level	25 Parliament Members Sensitize and issued support letter
Divisional Workshop	8 Divisional Workshop covering 64 Districts	Government Order issued by 8 Divisional Commissioner. Total 320 Government High Officials Sensitize.
Objective 2: Increase the size of current GHWs		
Assessment Survey	Assessment survey was conducted on the basis of international experience.	A standard report has developed in favor of increase GHWs
National Consultation Meeting	30 Government High Officials including Ministry of Health and Family Welfare were present.	All the participants agree including ministry participants and submit the recommendation.
Policy Meeting	One to One Meetings with Law Makers	25 Parliament Members Sensitize and issued support letter and 2 Parliament Members raise this issue in the National Parliament

Objective 3: Introduce Standard packaging		
Assessment Survey	Assessment Survey among SLT and Bidi user regarding effectiveness of current GHWs	Find out and select the effective pack size
Develop Model	Searching Packet Producer	Developed Standard Packet for Zordha, Gul and Bidi
Public Support Campaign	15 human chain, awareness and signature campaign Organized	2000 signature have collected in favor of raising tax, GHWs etc
Policy Meeting	One to One Meetings with Law Makers	25 Parliament Members Sensitize and issued support letter
Objective 4: Monitoring GHW implementation		
GHWs Monitoring Software	Developed GHWs Monitoring Software by ODK tools	The software has developed on the basis of section 10 of TC law and it has tag the location by using GPRS.
Monitoring Quarterly	8 Districts and Sub-districts has cover in a quarter	8 quarter and 64 districts and sub-districts has completed.
Press Conference	6 Press Conference	Average 70 media people attend and almost all leading daily news paper covered the GHWs violation news in every press conference

