

# The Frontier Post

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## Tobacco posters near educational institutions go unchecked

ISLAMABAD (APP): Large size posters of various cigarette brands pasted on walls, bookshops and general stores within the range of 50 meters of educational institutions of twin cities is clear violation of the concerned laws.

Parents of many students complained that these posters carrying attractive offers of gifts for smokers are meant to motivate the youth studying in different educational institutes.

According to them, the law clearly prohibits such advertisements of tobacco products within 50 meters of any educational body.

They however said no proper action is being taken by the concerned bodies against violation of advertisement guidelines of Prohibition of Smoking and Protection of Non-Smokers' Health Ordinance, 2002 everywhere in the twin

cities.

They urged that there is a need for proper implementation of the advertising guidelines of the ordinance in the twin cities as the relevant authority has been unable to go for the complete enforcement of such guidelines.

They stressed the need for adoption of adequate implementation mechanism to enforce the ordinance.

They were of view that the concerned authority should not confine itself to the banning of tobacco advertisements on electronic and print media but should take exception to the other forms of advertisements adopted by tobacco industry like posters, billboards, sponsorships and offering attractive schemes to youth.

Apart from the lenient attitude of concerned quarters towards the tobacco industry the business interests and the vigorous promo-

tional campaigns of tobacco industry are also proving the stumbling blocks in the way of effective implementation of the tobacco law.

Chief Executive Officer, TheNetwork Waqar Ahmed said that the organization is pursuing this serious issue as it is a member of two committees established by Ministry of Health, Committee of tobacco advertising guidelines and the other is Monitoring force for the implementation of tobacco control law.

He said that no further steps have been taken regarding pictorial health warnings on cigarette packs.

When contacted an official of Ministry of Health said that the Ministry is implementing the Ordinance in true spirit and steps are being taken to protect the country's youth from attractions of tobacco industry being offered to them.