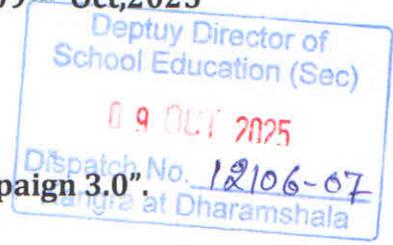


NO.EDN-KGR (Sc. Consultant) Drug Abuse-2025-26-Drug -  
O/O The Dy. Director of School Education (Secondary)  
Kangra at Dharamshala- 176215  
E-mail - ddhekanagra3@gmail.com Website - ddhekanagra.edu.in  
Dated: Dharamshala, the 09<sup>TH</sup> Oct,2025

To

The Principals /HMs/In charges  
**GSSS/GHS/GMS & Private Schools**  
District Kangra

**Sub: Regarding implementation of "Tobacco Free Youth Campaign 3.0".**  
Memo,



This is in reference to meeting held on Dated 08.10.2025 under the Chairmanship of worthy Addl. Deputy Commissioner Kangra Sh Vinay Kumar (IAS) on the subject cited above.

In this context, Department of Health and Family Welfare Govt. of H.P. is launching "**Tobacco Free Youth Campaign 3.0**" with the objectives to reduce the tobacco use & related diseases burden in India on **9<sup>th</sup> Oct, 2025 to 08<sup>th</sup> Dec,2025**. In this regard, you are hereby directed to go through the guidelines and implement in your institution to sensitize the students about the harmful effects of tobacco use.

1. Ensure that No shop sell Tobacco products within 100 yards of education institution.
2. **School Heads are directed to personally contact with BMO/CMO & procure their "Tobacco Free certificate"**.
3. Display of sign board at entrance & in the premises such as on boundary wall "Tobacco Free Area".
4. Awareness activities through Rallies, Painting, quiz & debate competitions etc. to be conducted regularly.
5. Poster showing ill effects of Tobacco must be displayed at suitable places.
6. **Ensure that your school Prahari Club /Anti-Drug Squad is always in active mode.**
7. Encourage the students to participate in sports, athletics, NSS, NCC, Scout & Guide and cultural activities.
8. The Health & Wellness ambassadors must be appointed as Nodal officers for this campaign.
9. Host meetings or sessions to educate parents on how to identify the signs of drug abuse and how to talk to their children about this sensitive topic.
10. Ensure that students have access to confidential counseling services where they can seek help without fear of judgment.
11. Every student knows about the Manas portal (National Narcotics Helpline toll free no **1933**)

**All the school Heads are also directed to share the action taken report with some photographs (in HD format) with the office of DWO Kangra at Dharamshala on Email ID - dwo.kangra@hp.gov.in. & ddhekanagra3@gmail.com**

**Encls - List of activities & Pledge.**

Dy. Director of school Education (Secondary)  
Kangra at Dharamshala

Endst No. Even Dated: Dharamshala -176215 the, 09<sup>TH</sup> Oct,2025

Copy to -

1. The Addl. Deputy Commissioner Kangra.

Dy. Director of school Education (Secondary)  
Kangra at Dharamshala

**Annexure 1: Activities for implementation of Tobacco Free Youth Campaign 3.0 under National Tobacco Control Program (NTCP) in Himachal Pradesh (9 October 2025- 8 December 2025)**

Timeline	Activity (s)
<b>PRE-LAUNCH (1-8 October)</b>	<p><b>At State Level</b></p> <ul style="list-style-type: none"> <li>• D.O. from Secretary Health to Deputy Commissioner for launch and roll out of TFYC 3.0</li> <li>• Inter-departmental briefing conducted by Secretary Health</li> <li>• Coordination with partner organizations and media</li> </ul> <p><b>At District Level</b></p> <ul style="list-style-type: none"> <li>• District Action Plan to be prepared by DNO/CMO and reviewed and finalised by respective DC</li> <li>• Meeting of line departments/ organization officials and is conducted under the chairpersonship of respective DCs. The line departments are Health, Education, PR&amp;RD, Social Justice &amp; Women Empowerment, Food and Drug Control Authority, Tribal Affair, Police, AYUSH deptt., Labour, Youth Affair &amp; Supports, I&amp;B/DPR, Corporate Affairs, NGOs/FBOs, IMA/IDA representatives and partner organizations.</li> <li>• Instructions issued from DCs to each BDOs for further engagement of each Gram Panchayats in the blocks.</li> <li>• Instructions issued from respective DC to commissioner of each Municipal Corporations and executive officers of each Municipal Councils and Nagar Panchayats for further engagement of each municipal bodies in the district.</li> </ul>
<b>LAUNCH DAY (9 October)</b>	<p><b>At State level</b></p> <ul style="list-style-type: none"> <li>• Launch of the TFYC 3.0 campaign by Hon'ble HM</li> <li>• Press release/media/social media coverage</li> <li>• Endorsement by prominent sportspersons/doctors/celebrity etc.</li> </ul> <p><b>ON DISTRICT LEVEL</b></p> <ul style="list-style-type: none"> <li>• Launch of the Campaign by DC</li> <li>• Organizing youth engagement event: Marathon, Cyclathon, rally, etc.</li> <li>• Endorsement of Campaign by influencer, community leaders, etc.</li> <li>• Tobacco victim's testimonials</li> <li>• Any other activity to be taken up by the district.</li> </ul>
<b>Strategy 1: Public Awareness Activities (State and District Level)</b>	<p>Wide Print Media Coverage, Pamphlets in schools, Wall Paintings, Hoardings, Awareness Drive through local Celebrities, Miking/Public announcements ( including the MC vehicles), Community radios, Street Plays, Nukkad Natak, Puppet shows, Engage with NCC/NSS for Rallies &amp; Prabhat Pheries, Special focus on tribal population, Talk on Doordarshan&amp;FM radios, IEC materials display on public transport (HRTC buses and autorickshaw etc.)</p>

<p><b>Strategy 2: ToFEI Compliance Activities (District Level)</b></p>	<ul style="list-style-type: none"> <li>• District Nodal Officer (NTCP)/CMO to coordinate with District Education Officer/Dy Director Education for Implementation of ToFEI Guidelines</li> <li>○ Educational videos to be played in all educational institutions (videos will be shared by MOHFW in due course)</li> <li>○ “No Tobacco Pledge” in all Educational Institutions</li> <li>○ Designate a Teacher/Staff/Student as “Tobacco Monitor”</li> <li>○ Organize school activities: essay, painting, poster, quiz and debate competition on tobacco, discussion in school Assemblies</li> <li>○ Organise School rallies and flash mobs</li> <li>○ “Yellow Line” - Demarcation of EI to marking it tobacco free</li> <li>○ Organize enforcement drives within 100 yards of schools/universities</li> <li>○ Self-declaration form of ToFEI Guidelines and school report to DEO</li> <li>• D.O. from Hon’ble Governor to Vice Chancellors of Universities/Principals of degree colleges for making Tobacco free campus</li> <li>• D.O. from Secretary Health to Principals of Medical colleges, Sr. MS, CMO, SMOs and BMOs for making Tobacco free health institutions</li> </ul>
<p><b>Strategy 3: Enhance Enforcement of COTPA, PECA and FSSAI and Ban on sale of single cigarette and Tobacco vendors license</b></p>	<ul style="list-style-type: none"> <li>• Conduction of SLCC meeting at State level under the chairpersonship of Chief Secretary/Secretary Health</li> <li>• Re-notification of State level, District level and block level flying squads/enforcement squads by the Government.</li> <li>• Re-notification of 2.3.4 section of Food Safety and Standard Act of India 2006 by Director Health Safety &amp; Regulation.</li> <li>• Conduction of DLCC meeting at Distirct level under the chairpersonship of respective Deputy commissioners</li> <li>• To conduct intensified enforcement drives for implementation of tobacco control laws: <ul style="list-style-type: none"> <li>○ Cigarettes and Other Tobacco Products Act, 2003</li> <li>○ Prohibition of Electronic Cigarettes, 2019</li> <li>○ Food Safety Standard Act of India 2006, rule 2011</li> </ul> </li> <li>• At least two enforcement drive in a week by each Block level and District level Flying squads during the campaign period</li> <li>• DNO/CMO to coordinate with respective ADM/Distt Panchayat Officer, Municipal Commissioners and Executive Officers of Municipal Bodies and BMO to coordinate with respective BDOs for implementation of the Tobacco Venders licensing and ban on sale of loose cigarettes/beedi Act 2016.</li> <li>• Crackdown by Enforcement squads on Hukkah Bars and shops selling illegal and smuggled cigarettes across the State.</li> <li>• D.O. from Secretary Health to Director Tourism, District Tourism Officer, Hotel and Restaurants Association to</li> </ul>

	<p>comply with the provision of COTPA 2003 w.r.t. Designated Smoking Areas/Room</p> <ul style="list-style-type: none"> <li>• D.O. from Director PR&amp;RD for making Tobacco free gram panchayat campus</li> <li>• D.O. from Secretary Health to Managing Director HRTC ensure compliance to Section 4 of COTPA (smoking in public places) in premises of bus stands</li> </ul>
<b>Strategy 4: Tobacco Free Villages (District Level)</b>	<ul style="list-style-type: none"> <li>• DNO/CMO to coordinate with respective ADM/Distt Panchayat Officer and BMO to coordinate with respective BDOs</li> <li>• Conduct a special Grama Sabha meeting for sensitization of key stakeholders of the village i.e., Gram Panchayat members, NGOs, SHGs, women, youths and farmers</li> <li>• Awareness Campaigns: miking, wall writing, Nukkad Natak, Baithak, etc. for galvanizing support for tobacco free village initiative.</li> <li>• Conduct/organize 'Tobacco-Free Village' declaration program by local political leaders, Gram Panchayat Pradhan and other elected PRI, etc.</li> <li>• The Gram Sabha to monitor tobacco control activities and ensure sustenance of Tobacco Free Status of the village.</li> </ul>
<b>Strategy 5: Amplify Social media engagement</b>	<ul style="list-style-type: none"> <li>• Intensified social media engagement will be done through MoHFW social media handles – Instagram/Facebook/ Twitter/ YouTube for 1 week (pre-launch) + 8 weeks (campaign phase 60 days) <ul style="list-style-type: none"> <li>– Podcasts - 1 per week (to reach till ground level)</li> <li>– Infographics - 1 per day</li> <li>– Reels - 1 per day</li> <li>– Memes - 2-3 per week</li> <li>– User-generated WhatsApp messages and content to be amplified at the State level</li> <li>– Augmented Reality (AR) Filter + Insta Challenge campaign <ul style="list-style-type: none"> <li>• The social media posts by MoHFW shall be re-shared by the partner Ministries, State Nodal Officers, District Nodal Officers and the identified social media influencers/ celebrities</li> </ul> </li> </ul> </li> </ul>
<b>Strategy 6: Sustained Capacity Building</b>	<ul style="list-style-type: none"> <li>• Capacity Building activities such as behavioural counselling and pharmacotherapy w.r.t. to the guidelines released by MoHFW</li> <li>• Tobacco Cessation integration and training of workforce in NP-NCD, NMHP, NOHP Dental clinics</li> <li>• Tobacco Cessation Centres in District Hospitals, sub-district hospitals and CHCs</li> <li>• Tobacco Cessation Centres in Medical Colleges</li> <li>• Tobacco Cessation Centres in Dental Colleges</li> <li>• Tobacco Cessation Centres in AYUSH Institutions</li> <li>• Training of frontline health workers on brief advice</li> <li>• Training of Counsellors in National Quitline Centres <ul style="list-style-type: none"> <li>• Capacity Building of key stakeholders for enforcement of tobacco control laws (COTPA 2003, PECA 2019 and FSSAI</li> </ul> </li> </ul>

	2011) <ul style="list-style-type: none"> <li>• Capacity Building of State Drug Controller offices for monitoring of nicotine formulations</li> <li>• Capacity Building of States and Districts on awareness of the role of NTTLs and to send samples for testing</li> </ul>
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## Reporting

### Daily reporting by Districts along with pictures in a specific TFYC 3.0 template hosted on the NTCPMIS portal

1. Number of IEC Campaigns conducted
2. Challans and violations reported during enforcement drive
3. Number of EIs made compliant to ToFEI guidelines
4. Number of Villages declared Tobacco Free
5. Number of social media posts posted and reshared from MoHFW handle
6. Number of trainings conducted

## TARGETS

Sl. No.	Strategies	Targets during the 60-day campaign period TFYC 3.0 (2025)
1.	Escalate Public Awareness on Harmful Effects of Tobacco	Minimum 30 IEC campaigns in each district
2.	Enhance Tobacco Free Educational Institutions (ToFEI) Compliance	-Declaring 400 new Educational Institutes (Schools) per district as tobacco free. -Each University/Medical College/Degree colleges/Nursing college/ Pharmacy college becomes tobacco free -Each Technical Institutions (Engineering colleges, polytechnical colleges/ITIs) achieves tobacco free status
3.	Endeavour for Tobacco Free Villages	Declaring at least 30 villages per district as tobacco free.
4.	Enhance enforcement COTPA, 2003 and PECA 2019	-Conducting a minimum of 16 enforcement drives per district (twice weekly) - There should not be any hukkah bar operational in any district by the end of campaign. - ENDS should not be available in any shops in any districts by the end of campaign.
5.	Amplify Social Media Engagement	(a) To re-share all campaign material on social media handles of MoHFW on daily basis during the campaign. (b) Additionally, States/UTs to engage local influencers for effective amplification of the campaign. (c) TFYC 3.0 activities carried out by State should be posted on State social media handles.
6.	Capacity Building	Conducting trainings for (Minimum 1 for each of the following category): (i) Enforcement Squads

		(ii) School Teachers/ Faculty of Educational Institutes (iii) Frontline workers (iv) Refresher Trainings
7	Implementation of Tobacco Venders license	All shops/POS selling tobacco products by the end of campaign (after 8 December 2025) has valid tobacco vender's license displayed prominently in the shop and no shops sells loose cigarettes/beedis.

\*\*\*\*

Role of Stakeholder  
Department of Health organization  
in TFYC 3.0 in



# Himachal Pradesh

# Key ask from each Government Department/Organizations (1/2)

- Each offices/workplaces/ hospitals to be made a Tobacco Free premises
- D.O. to be issued from respective HODs to their offices
- Mandatory display of Tobacco Free Premises/Building signage
- A box to be placed at each entry gate of the building to put the tobacco product before entering the building
- Any repeated offender government official using tobacco in the office/workplace/hospital premises shall be liable for appropriate disciplinary action CCS (CCA) rules 1965, in addition to penalties under COTPA.



A) Big signage of size 120X60 cm at each entrance of the building



B) Multiple Signage 60x30 cm at entrance, near the lift and each floor of the building

# **Key ask** from each Government Department/Organizations (2/2)

- Frequent audio-video spots/ text scrolls on the harmful effects of tobacco through the LED displayed in the waiting/sitting areas in offices, hospitals and public places
- Linking the tobacco user staff with the tobacco cessation services available in the nearest health facility or to link with national toll free Quitline 1800-11-2356
- Tobacco Pledge and Nasha Mukta Bharat Pledge by all officials of all departments

No Tobacco Pledge



Nasha Muk  
t Bharat Pledge



# District Administration

- Spearheading the entire campaign in the district
- Intersectoral meeting of all line departments and organizations
- Launch of campaign on 9<sup>th</sup> October 2025
- Conduction of District Level Coordination Committee Meeting
- Issuance of D.O./Circular to BDOs to make Tobacco Free Villages as per SOPs released by MOHFW
- Issue D.O. to District Tourism officer/Hotel/Guest Houses Association/owners to comply with provision of Section 4 of COTPA w. r. t. DSR/DSA
- Strict law enforcement through flying squads, monitoring and fortnightly review
- Implementing tobacco vendors licensing act 2016 and ban on loose cigarettes through municipal bodies and gram panchayats
- Identify and **honor the best-performing educational institutions, officials, and volunteers** contributing to the campaign.

# Department of Home (Police)

- Major law enforcer agency under COTPA 2003, PECA 2019 and Tobacco Venders licensing Act 2016
- Regular review of COTPA and PECA violations in Monthly Crime Review
- Enforce Juvenile Justice Act (JJA) regarding sale of tobacco to minors
- Police official is key member in the State, District and block flying squads
- Anti-tobacco messages may be included in various awareness programs being conducted by the police department
- A session on Tobacco Control and legal issues may be kept in the Police training academies in the State
- Any tobacco using official may be linked to the cessation services provided by the health department

# Department of Health & Family Welfare

(Directorate of Health services and National Health Mission)

- Nodal department implementing National Tobacco Control Program
- Intersectoral coordination with line departments and organization under chairmanship of DC
- Conduction of State Level Coordination Committee (SLCC) at State level and District Level Coordination Committee (DLCC) in each District
- Providing cessation services through the Tobacco Cessation Centers (provision of NRT and other drugs) at each District Hospitals and major civil hospitals
- Counselling session for tobacco cessations in Nayi Disha Kendra (NDK)
- Technical assistance/facilitation for declaring Tobacco Free Educational Institutions and Tobacco Free Villages
- Implement TB-Tobacco, Tobacco-NCP, Tobacco-NMHP and Tobacco-NOHP collaboration
- Capacity building of front-line staff of Brief Advice (AAR strategy)
- Capacity building of Law enforcers/Flying squads on Enforcement drive
- Print this message on the OPD slip and IPD file of the patients

"तम्बाकू छोड़ो, जिंदगी चुनो! तम्बाकू छोड़ने में सहायता के लिए टोल-फ्री हेल्पलाइन नंबर पर कॉल करें: 1800-11-2356"

# **Department of Health & Family Welfare**

## **(Directorate Health Safety & Regulations)**

- Nodal department implementing legislation related to tobacco (COTPA, PECA and FSSAI)
- Re-notification of flying squads with expanded roles and responsibilities
- Re-notification for article 2.3.4. of FSSAI 2006, 2011 regulations
- FSO and Drug Inspectors are key members of flying squads
- As a standalone, FSO and DI to continue the enforcement activity under different section of COTPA, PECA and FSSAI
- FSO to enforce action against establishments offering hukkah (sheesha)
- FSO to link license issue/renewal to Hotels, restaurants, bars, Dhaba's and tea stall to be COTPA compliant

# Department of Health & Family Welfare

## (Medical Education )

- Strict implementation of Tobacco Free Educational Institutions guidelines and Tobacco Free Premises
- Law enforcement within the institute campus/premises including hostels, canteens
- Providing cessation services through the Tobacco Cessation Centers (provision of NRT and other drugs)
- Session on Harmful effects of Tobacco use may be planned for all students in medical, nursing and pharmacy schools
- Organize competitions for creating innovative awareness content on Tobacco control
- Print this message on the OPD slip and IPD file of the patients

"तम्बाकू छोड़ो, जिंदगी चुनो! तम्बाकू छोड़ने में सहायता के लिए टोल-फ्री हेल्पलाइन नंबर पर कॉल करें: 1800-11-2356"

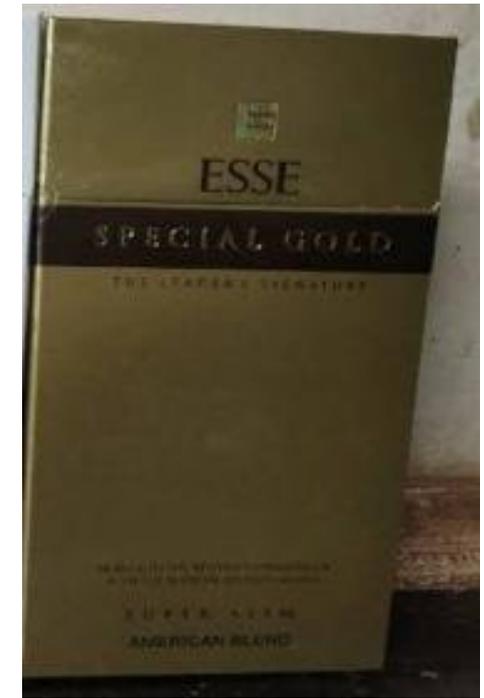
# Department of AYUSH

- Strict implementation of Tobacco Free Educational Institutions guidelines and Tobacco Free Premises
- Law enforcement within the institute campus/premises including hostels and canteens
- Providing cessation services at each AYUSH institutions through Brief Advice (AAR strategies)
- Session on Harmful effects of Tobacco use may be planned for BAMS students and Pharmacy students
- Print this message on the OPD slip and IPD file of the patients

"तम्बाकू छोड़ो, जिंदगी चुनो! तम्बाकू छोड़ने में सहायता के लिए टोल-फ्री हेल्पलाइन नंबर पर कॉल करें: 1800-11-2356"

# Excise and Taxation Department

- Officer from Excise and Taxation Department is already a part of Flying Squad
- Distributer, wholesalers, retailers selling tobacco products without a specified Pictorial Health Warnings are to be prosecuted for violating Section 7 of COTPA 2003.
- However, there are large number of **smuggled/illegal cigarette brands** across the State, for which Excise & Taxation Department may take action according the relevant laws of E&T over and above the COTPA.



# Department of Education

- Series of awareness activities in the educational institution about the harmful effects of tobacco use
- Mandatory display of standardized signages
- Strict enforcement of Section 6 b of COTPA- Institute in charge is law enforcer **OR** may report the details of violators to police or flying squads
- Effective implementation of TOFEI guidelines- submission of claims/self assessment forms from each educational institutions with the District Education Officer

Multiple 60x30 cm signage inside the premises

**यह परिसर/भवन तम्बाकू मुक्त है**

इस परिसर में किसी भी प्रकार के तम्बाकू पदार्थ यथा सिगरेट, बीड़ी, गुटखा, पान मसाला, जर्दा इत्यादि का उपयोग किया जाना प्रतिबंधित है। इसका उल्लंघन एक दण्डनीय अपराध है, उल्लंघनकर्ता को ₹ 200 (दो सौ) तक का जुर्माना किया जा सकता है।

यदि आपको कोई भी व्यक्ति धूम्रपान या तम्बाकू का सेवन करते दिखता है तो निम्नांकित पदाधिकारी को सूचित करें:-

नाम \_\_\_\_\_

पदनाम \_\_\_\_\_ मोबाईल नं. \_\_\_\_\_

आज ही तम्बाकू को लत से अपने को आजाद करो  
कॉल करें- टॉल फ्री नंबर-1800-11-2356, प्रातः 8 बजे से रात 8 बजे तक (सोमवार छोड़कर)

60x30 cm signage outside the premises at boundary wall

**तम्बाकू मुक्त शिक्षण संस्थान**

इस शिक्षण संस्थान के चाहरदीवारी से 100 गज के दायरे के अन्दर किसी भी प्रकार का तम्बाकू पदार्थ यथा सिगरेट, बीड़ी, गुटखा, पान मसाला, जर्दा इत्यादि की बिक्री प्रतिबंधित है। इसका उल्लंघन एक दण्डनीय अपराध है।

उल्लंघनकर्ता को 200/- रुपये तक जुर्माना किया जा सकता है।

आदेशानुसार  
उपायुक्त

शिक्षण संस्थान के अधिकारी का नाम/पदनाम \_\_\_\_\_

शिक्षण संस्थान का नाम \_\_\_\_\_

मोबाईल/फोन नं.: \_\_\_\_\_

## Pledge in the Schools ( ToFEI guidelines)

### तंबाकू सेवन के विरुद्ध शपथ

मैं (नाम) ..... शपथ लेता / लेती हूँ कि मैं अपने जीवन में कभी भी किसी प्रकार के तंबाकू उत्पाद का सेवन नहीं करूंगा / करूंगी। मैं अपने परिजनों, मित्रों या परिचितों को भी तंबाकू उत्पादों का सेवन नहीं करने के लिए प्रेरित करूंगा / करूंगी।

मैं शपथ लेता / लेती हूँ कि मैं पर्यावरण की रक्षा हेतु तंबाकू उत्पादों के उपयोग से होने वाले दुष्प्रभाव से बचाने में पूर्ण-सहयोग करूंगा / करूंगी।

मैं सत्यनिष्ठा से शपथ लेता / लेती हूँ कि मैं जीवन-पर्यंत तंबाकू का सेवन नहीं करूंगा / करूंगी। साथ ही, मैं दूसरों को भी तंबाकू सेवन से होने वाले खतरों के बारे में जागरूक करने एवं तंबाकू छोड़ने के लिए प्रेरित करने का वचन देता / देती हूँ।

मैं यह शपथ लेता / लेती हूँ कि मैं अपने शिक्षण संस्थान एवं कार्यस्थल को तंबाकू-मुक्त करने के लिए अपनी सर्वोत्तम क्षमताओं का प्रयोग करूंगा / करूंगी। साथ ही अपने समाज को तंबाकू मुक्त बनाने में अपना संपूर्ण योगदान दूंगा / दूंगी।

हस्ताक्षर .....

नाम .....

पदनाम .....

तिथि .....

जिन्दगी चुनें, तंबाकू नहीं

# Department of PR&RD

- Series of awareness activities in the about the harmful effects of tobacco use in each wards/villages/GP
- Tobacco Free Villages and GP to be included an agenda item in a Gram Sabha
- Conducting series of activities for making Tobacco Free Village as per the SOPs issued by MOHFW
- Submitting claims for Tobacco free villages certification
- Linking of tobacco users with the cessation services to quit tobacco
- Mandatory display of two types of signages
- Maintenance of Tobacco Free Status of the village
- **Implementation of Tobacco vendors licensing rules 2018**



# Department of Urban Development

- Providing spaces for displaying awareness hoardings in prominent places in the city
- Enforcement of COTPA 2023
  - Prohibition of Smoking in public places
  - Tobacco vendors near educational institutions
- Denying spaces for Tobacco Advertisement & sponsorship and surrogate advertisements of tobacco products
- Denying permission for holding any event sponsored by a tobacco company or associates
- Implementing strict ban on Hukkah bar
- Enforcement on sale of e-Cigarettes in collaboration with police department
- Strict implementation of Himachal Pradesh Municipal Act, 1994 (Section 180, 182 ) for spitting in public places
- Anti-tobacco jingles play in the “Swachhata Rath”
- Implementation of Tobacco vendors licensing rules 2018 and ban on sale of loose cigarettes
- Reducing the tobacco vendors' density
- Make your respective cities model city for implementing Tobacco Vendor Licensing
- Linking the tobacco user staff to cessation services

# Role of Department of Social Justice and Women Empowerment

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## 1. Awareness and Advocacy

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Leads awareness programs highlighting the harmful effects of tobacco on youth, women, and families.

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Uses **Anganwadi centres**, **self-help groups (SHGs)**, and **community networks** to spread anti-tobacco messages at the grassroots level.

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## 2. Women and Family-Based Interventions

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Encourages mothers and women leaders to act as **change agents** in creating tobacco-free homes and communities.

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Integrates tobacco control messages into family welfare and women's health programs.

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## 3. Protection of Vulnerable Groups

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Focuses on protecting women, children, and marginalized groups from the social and health consequences of tobacco use.

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Provides counseling and rehabilitation support for tobacco users, especially among youth and women.

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## 4. Capacity Building and Collaboration

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Trains social workers, SHG members, and NGO partners as **Tobacco-Free Ambassadors**.

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Collaborates with health, youth, and education departments for coordinated implementation of TFYC 3.0.

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## 5. Empowerment through Education

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Promotes life-skills education and self-confidence among girls and young women to resist peer pressure and tobacco use.

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Encourages participation of adolescent girls in school and community campaigns.

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# Role of the Department of Youth and Sports

## 1. Youth Mobilization

- Engages youth organizations, Nehru Yuva Kendras (NYKs), and National Service Scheme (NSS) volunteers to lead the campaign.
- Encourages young people to take the **“Tobacco-Free Pledge”** and spread awareness in their communities.

## 2. Awareness and Outreach

- Organizes rallies, marathons, sports events, and cultural programs promoting a tobacco-free lifestyle.
- Uses sports platforms and youth festivals to communicate anti-tobacco messages.

## 3. Training and Capacity Building

- Trains youth leaders, coaches, and volunteers as **Tobacco-Free Champions** to educate peers about health risks.
- Coordinates with health experts for interactive workshops and seminars.

## 4. Promoting Healthy Lifestyles

- Promotes physical fitness, sports participation, and mental well-being as positive alternatives to tobacco use.
- Encourages youth clubs to include **“Health and Fitness without Tobacco”** themes in local events.

## 5. Collaboration and Monitoring

- Partners with health, education, and tribal departments to ensure widespread impact of TFYC 3.0.
- Monitors implementation and evaluates participation levels of youth organizations.

# Role of Information and Public Relation Department

## 1. Awareness and Communication Strategy

- **Designing and disseminating key messages** about the harms of tobacco and the benefits of a tobacco-free lifestyle.
- Developing **posters, jingles, short films, and social media content** that appeal to youth audiences.
- Ensuring the campaign's message aligns with state health communication strategies and WHO guidelines on tobacco control.

## 2. Media Coordination and Outreach

- Collaborating with **print, electronic, and digital media** to ensure maximum coverage of TFYC events, achievements, and awareness drives.
- Organizing **press briefings, media interactions, and coverage** of school, college, and community-level TFYC activities.
- Encouraging **local news outlets and radio channels** to highlight role models and success stories from tobacco-free institutions.

## 3. Public Engagement and Behavioral Change Promotion

- Supporting the **Department of Health & Family Welfare** in promoting youth pledges and advocacy campaigns.
- Leveraging social media platforms (Twitter, Facebook, Instagram, YouTube) to spread positive messages and testimonials from tobacco-free youth ambassadors.
- Facilitating **community mobilization** through public information vans, exhibitions, and local fairs (melas).

## 4. Collaboration and Inter-departmental Coordination

- Acting as a **communication bridge** between the Health Department, Education Department, and district administrations to synchronize TFYC activities.
- Promoting **district-level coordination** for media planning and grassroots outreach.
- Highlighting contributions of schools, NSS/NCC units, and youth clubs in making Himachal a tobacco-free state.

# Role of Tribal Development Department

- **Awareness & Education:** Conducts awareness drives in tribal schools and villages about the dangers of tobacco.
- **Tobacco-Free Campuses:** Implements TFYC 3.0 in Eklavya Model Residential Schools, Ashram schools, and hostels.
- **Training & Capacity Building:** Trains teachers, youth leaders, and SHGs as tobacco control ambassadors.
- **Community Involvement:** Engages tribal youth clubs, panchayats, and local leaders for grassroots participation.
- **Cultural Integration:** Promotes traditional healthy lifestyles and values discouraging substance use.
- **Monitoring & Recognition:** Tracks implementation and rewards schools maintaining tobacco-free status.

**Ensures inclusive participation of tribal youth in building a tobacco-free future.**

# Role of Media (1/5)

## 1. Print Media

- Publish **youth testimonials and motivational stories** of students who quit tobacco or led awareness efforts.
- Run **weekly awareness columns** featuring doctors, psychologists, and teachers discussing tobacco's impact on youth health and academic performance.
- Use **local dialects and regional cultural references** in news stories to ensure better connection with rural readers.
- Highlight **law enforcement success stories**, such as fines imposed for selling tobacco near schools, to show accountability.

# Role of Media (2/5)

## 2. Electronic & Audio Media (TV & Radio)

- Partner with **Doordarshan and private local channels** to create **short awareness films** featuring Himachali youth icons, athletes, and folk artists.
- Use **folk songs, jingles, and storytelling formats** on radio to communicate messages in an engaging, culturally rooted way.
- Broadcast **live coverage** of the campaign's launch and district-level activities to encourage public participation.

# Role of Media (3/5)

## 3. Social & Digital Media

- Encourage **interactive content** — such as online polls, quizzes, and “pledge wall” posts for youth to publicly commit to being tobacco-free.
- Promote **digital competitions** (poster-making, short videos, poetry) under the campaign hashtag.
- Collaborate with **local influencers, youth leaders, and Himachali YouTubers** to spread positive messages in regional languages.
- Use **Instagram and WhatsApp stories** for short, shareable messages targeted at students and young adults.

# Role of Media (4/5)

## 4. Community & Grassroots Media

- Partner with **community radio stations** (like **Radio FM, Mirchi, Dhamal, Big FM etc.**) to reach remote tribal and rural areas.
- Highlight **Panchayat-level initiatives**, like tobacco-free villages or local bans on sale near schools.
- Encourage **local cable networks** to display ticker messages and public service ads throughout the campaign period.

# Role of Media (5/5)

## 5. Advocacy and Capacity Building

- Organize **media sensitization workshops** for journalists to strengthen their understanding of tobacco laws (COTPA, 2003) and the campaign's objectives.
- Collaborate with **Press Clubs and Journalists' Associations** in Shimla, Mandi, and Kangra to ensure consistent and ethical reporting.
- Ensure **sustained media engagement beyond the launch** to keep the issue alive year-round.
- Showcase **government and NGO partnerships** that demonstrate real progress in creating tobacco-free institutions.

# Role of NGOs/FBO

- Raising public awareness and education about harmful effects of tobacco
- Community engagement, especially youth and vulnerable populations, to promote tobacco prevention and cessation.
- Monitoring implementation of COTPA, PECA, TVL in the jurisdiction.
- Identify violations and report to the authorities
- Providing support to those affected by tobacco use

**THANKYOU**