

# World No Tobacco Day- 31<sup>st</sup> May, 2021

## Webinar- Commit to quit: Quitters are winners

**Date:** Monday, May 31, 2021 (Jestha 17, 2078)

**Time:** 11:00 am to 1:15 pm

**Platform:** Zoom Platform



**Government of Nepal**  
Ministry of Health and Population  
National Health Education, Information and Communication Centre

**Action Nepal**

**The Union**

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NO TOBACCO  
•DAY•**

### Webinar on Commit to Quit: Quitters are Winners

**LIVE**  **May 31, 2021  
11:00 AM - 1:15 PM**

**Meeting Details**  
Meeting ID : 968 1933 4033 | Passcode : 2021

 [www.actionnepal.net](http://www.actionnepal.net)

**Moderators**

-   
Mrs. Kishore Acharya  
Former President,  
Health Journalist Forum Nepal,  
Executive Member, IJCAI
-   
D. B. Khadka;  
News Editor,  
Swaythya Kraker Patrika,  
Nepal Live

**Speakers**

-   
Dr. Bhakti Bahadur KC  
COVID-19 Communication Focal Person,  
Information Officer, INEICC
-   
Dr. Rajesh Sambhujana Pandey  
WHO Representative  
Nepal
-   
Mr. Ananda Bahadur Chand  
Chair Person, Action Nepal
-   
Dr. Tara Singh Bam  
Director, The Union Asia Pacific Region,  
Singapore
-   
Ram Prasad Neupane,  
President,  
Health Journalist Forum Nepal
-   
Dr. Rashika Thapaliya  
Director, INEICC
-   
Dr. Om Murd Aryal,  
Senior Cardiologist,  
Nepal Cardiac Center (Kathmandu), Nepal
-   
Dr. Dilysa Singh Shah  
Dean, ICM  
Nephrologist & Transplant Medicine
-   
Dr. Devi Prasad Pansal  
Health Economist
-   
Honorable Khagesh Adhikari  
Ex member of parliament,  
House of Representative, Nepal  
Former minister of health and population
-   
Honorable Ram Kumar Jhokri  
Ex member of parliament,  
House of Representative, Nepal
-   
Honorable Kamal Oli  
Member of parliament,  
National Assembly, Nepal
-   
Honorable Renu Dahal  
Mayor, Bharatpur Metropolitan City,  
Bharatpur Chitwan
-   
Ram Krishna Subedi  
Principal secretary,  
Sudurpashchim Province
-   
Mr. Chet Bahadur Chand  
President, Cricket Association of Nepal  
(CAN)
-   
Honorable Usha Kishor Rai  
Minister of social development,  
Province 1
-   
Honorable Hari Devi Pun Magar  
Minister of Social Development,  
Sundarli Province

**Prepared By:**  
**Action Nepal**  
**1<sup>st</sup> June, 2021**

### *Quit tobacco for better health. Commit to quit – Quitters are real winners.*

It is never too late to quit tobacco. If you are tobacco users, then quitting tobacco is the best thing that you can do for your better health. On the occasion of world No Tobacco Day, a high-level webinar entitled **“Commit to quit: Quitters are winner”** held on 31st May 2021 from 11 am to 1:15 pm Nepali time. The webinar was participated by over 93 participants representing national and subnational government's officials, members of parliament, president of Cricket Association of Nepal (CAN), health professionals and experts, researchers, academicians, teachers, civil societies, health journalists, students, and others.

With the major objective of sensitizing and co-coordinating among stakeholders to formulate and implement tobacco cessation policies and guidelines for empowering tobacco users to make successful quit attempts, the **“Commit to quit: Quitters are winner”** themed webinar was jointly organized by **National Health Education, Information and Communication Center (NHEICC) - Ministry of Health and Population, The International Union Against Tuberculosis and Lung Disease (The Union), and Action Nepal.** **Kalpna Acharya**, *Chief – in- editor, Health TV Online* and **Mr. D. B. Khadka**, *News Editor, Swyasthya Khabar Patrika* moderated the 3 hours webinar.

The webinar was chaired by **Mr. Mahendra Prasad Shrestha**, *Chief Specialist, Ministry of Health and Population (MoHP)*. Additionally, **Dr. Bhakta Bahadur KC**, *Section Chief- Health Promotion and Tobacco Control, NHEICC*; **Mr. Ananda Bahadur Chand**, *Chair Person, Action Nepal*; **Dr. Rajesh Sambhajirao Pandav**, *WHO Representative- Nepal*; **Dr. Tara Singh Bam**, *Director, The Union, Asia Pacific Region, Singapore*; **Mr. Ram Prasad Neupane**, *President, Health Journalist Forum Nepal*; **Dr. Devi Prasad Parsai**, *Health Economist*; **Dr. Radhika Thapaliya**, *Director, NHEICC*; **Dr. Om Murti Anil**, *Senior Cardiologist, Nepal Cardiac Center Kathmandu*; **Prof. Dr. Dibya Singh Shah**, *Dean, Institute of Medicine (IOM), Tribhuvan University* were guest speakers in the webinar.

Similarly, the panel of experts for discussion included **Honorable Khagraj Adhikari**, *Ex Member of Parliament, House of Representative and Former Minister of Health and Population*; **Honorable Ram Kumari Jhakri**, *Ex Member of Parliament, House of Representative, Nepal*; **Honorable Komal Oli**, *Member of Parliament, National Assembly, Nepal*; **Mr. Ram Krishna Subedi**, *Principal Secretary, Sudurpaschim Province*; and **Mr. Chatur Bahadur Chand**, *President, Cricket Association of Nepal (CAN)*.

To build awareness about the need of launching **“Tobacco Quit Campaigns”** across the country among stakeholders and to make necessary monitoring and surveillance mechanism for timely tackling the TII in Nepal were the specific objectives of the webinar. The COVID-19 pandemic has further strengthen the relevancy of World No Tobacco Day, tobacco control programs, and tobacco quit campaigns as researches have demonstrated that tobacco users are at high risk to develop severe health condition with COVID-19 as compared to non- tobacco users. Hence, to

deplete health severity of COVID-19, empowering tobacco users to make successful quit attempts is must.

*Tobacco is a leading cause of deaths and disabilities: these deaths and illness are preventable.*

Welcoming all the guests, health experts, panelists and participants, **Dr. Bhakta Bahadur KC**, *Section Chief- Health Promotion and Tobacco Control- NHEICC*, highlighted the objectives of the webinar and presented tobacco burden, health promotion, tobacco cessation efforts and plans in Nepal. “Tobacco kills up to half of its users. Tobacco kills more than 8 million annually. More than 27000 people die in Nepal each year due to tobacco consumption. These deaths are avoidable and preventable”, he presented. “Offer help to quit tobacco is one of the best strategies to reduce the demand for tobacco products. We have started Master Training of Trainers (MTotT) on tobacco cessation to ensure better accessibility of cessation services to tobacco users”, he said. He further urged the need of collaboration with the entire stakeholder to come up with more innovative approaches to help tobacco users to quit tobacco consumption.

**Honorable Khagraj Adhikari**, *Ex Member of Parliament, House of Representative, Nepal, and Former Minister of Health and Population*, said that 17000 people were killed during a decade long Maoist insurgency in Nepal. Still we are suffering from its negative repercussions. Tobacco is killing more than 27000 people annually in Nepal. Hence, tobacco epidemic has been emerged as a greater challenge to save our generation especially youth. “Youth are the future leaders of the nation. Protecting youth’s health from lethal impact of tobacco is our main responsibility. Hence, let’s work together continuously and persistently to eradicate tobacco epidemic”, he urged to all the stakeholders to make the strong commitment for the same.

*It is never too late to quit tobacco. Quitting tobacco helps its users reap immediate and long term health benefits.*

Delivering the key message on World No Tobacco Day-2021, **Dr. Rajesh Sambhajirao Pandav**, *WHO Representative- Nepal*, stated that Tobacco consumption is major risk factor for non-communicable diseases (NCDs) such as cardiovascular diseases (CVD), chronic non-infectious respiratory diseases (like COPD), cancers, and diabetes and also cause deficiency in reproductive capacity. “Tobacco is killing one person in every four second and 8 million people annually. Empirical evidences have shown that after just 20 minutes of quitting smoking, heart rates is dropped to normal. Within 12 hours, the Carbon Monoxide decreased to normal. Within 12 weeks lung function is improved. Within 9 months, shortness of breathing is reduced. Within 5- 15 years, chances of stroke is reduced to half that of non-smokers and cancer death rate is decreased about half that of smokers and risk of heart diseases is that of non- smoker” he said. **Dr. Om Murti Anil**, *Senior Cardiologist, Nepal Cardiac Center Kathmandu*, shared his experiences that many COVID-19 patients have stopped smoking and use of other tobacco products, especially among the youth as tobacco users have severe health problems compared to non-tobacco users. “Tobacco consumption is pervasive among youth. Hence, youth should be protected from tobacco industry interferences and should be motivated continuously to make the

successful quit attempts. It is never too late to abandon tobacco. Let's work collaboratively to create tobacco free generation," he urged.

*Nepal has strong tobacco control law but implementation and enforcement of Tobacco Control Law is the key challenge.*

**Mr. Ananda Bahadur Chand**, *Chair Person, Action Nepal*, claimed that tobacco industry is targeting youth via music video, cinema, and other electronic media by providing misleading information about tobacco products. "Still many tobacco products including e - cigarettes are being advertised and sold through a number of online portals and this is completely against tobacco control law. Several times law enforcing agencies including MoHP has been provided with attention letter but still no action has been taken", he presented. Furthermore Mr. Chand formally launched quit campaign titled "School of Tobacco Control Nepal (SCT-Nepal) during the webinar stating objective of reaching out to 5 million tobacco users in one year and helping them to quit the tobacco.

**Dr. Tara Singh Bam**, *Director- the Union Asia Pacific Region, Singapore*, emphasized on implementation of the commitments that are made to curb tobacco epidemic in Nepal and said that promises and commitments regarding tobacco control do not carry any meaning until they are put into action. "Nepal has made significant achievement in formulating tobacco control laws and regulation best in the world. There is complete TAPS ban in Nepal including ban on CSR by tobacco Industry. It is our misfortune that government itself is encouraging tobacco industry by accepting tobacco industries' donation in the name of CSR. 100% implementation is must for better result to discourage TII." he suggested to all the law enforcing agencies. Furthermore, **Dr. Bam** urged all the government officials to move on hand in hand with media to create conducive environment to encourage tobacco users to quit tobacco consumption and save potential users to never start tobacco consumption in their life. **Prof. Dr. Dibya Singh Shah**, *Dean, Institute of Medicine (IOM), Tribhuvan University*, admitted that some hospitals have accepted donation from tobacco industry during COVID-19 pandemic. "I will raise my voice to educate these officials about tobacco control policies and reject such donations and supports from tobacco industry", she made strong commitment. "Government should work to encourage tobacco manufacturers to change their line of business from tobacco to other goods and services that are beneficial to the public health. Investors should be discouraged to invest in tobacco industry", further she suggested.

**Mr. Ram Krishna Subedi**, *Principal Secretary, Sudurpaschim Province*, shared his experience on Tobacco Control and Future Plan of Tobacco Control in Sudurpaschim Province. "Policy and law makers are working in favors of Tobacco Industry. When I filed a case against tobacco industry for not complying 90% PHW in tobacco products, MoHP did not help me to penalize tobacco industry," he shared his bitter experience working with other law enforcing agencies while executing tobacco control law.

*Proper coordination among the policy makers, law enforcing agencies, and other stakeholders is essential for better results.*

**Mr. Ram Prasad Neupane**, *President, Health Journalist Forum Nepal (HJFN)*, pointed out the lack of proper coordination between government officials especially MoHP and media houses in relation to discourage tobacco consumption in Nepal. He suggested that all the stakeholders should work together including media to make such quit campaigns effective throughout the nation. “Media has been always supporting and encouraging such campaigns and will always be there to play its role in curbing tobacco control in Nepal” he made strong commitment.

“We have many unfinished agenda in the field of tobacco control in Nepal. We are in crisis due to COVID-19 pandemic and government is busy to ensure uninterrupted supply of health facilities to COVID-19 patients. But, we should not ignore the fact that tobacco epidemic is the biggest threats at the moment. We need cooperation from all the stakeholders to build pressure on government for effective implementation of tobacco control laws and regulation”, said **Dr. Radhika Thapaliya**, *Director, NHEICC*.

**Mr. Mahendra Prasad Shrestha**, *Chief Specialist, Ministry of Health and Population (MoHP)*, said that since last year we have been completely messed up with COVID-19 pandemic despite we knew our responsibilities in the field of tobacco control. “I admit that MoHP has not been able to organize any tobacco control activities during last year. But we are aware of it. However, this year we have been successful to increase tax on tobacco products significantly. Additionally, we are aware of appointment of representative of tobacco industry at policy level. We will further investigate in this matter and will do needful”, he said.

*Youth should be protected from misleading information and inferences from Tobacco Industry.*

**Honorable Ram Kumari Jhakri**, *Ex Member of Parliament, House of Representative, Nepal*, said that young generation are more vulnerable to tobacco products as youth regards smoking as status quo. “I have observed that young people especially girls are associating tobacco consumption with freedom. They should be provided with right education and awareness as to detrimental effects of tobacco use. Leadership matters. Leaders should be ethical and should focus on implementation of tobacco control law. As a youth leader I make strong commitment to work in the field of tobacco control”, she made strong commitment. “We should come up with new and innovative ideas to make tobacco quit campaign effective trough out the nation. New generation is attracted towards tobacco products. We should provide alternatives to tobacco products for sustainable solution. This is a complex national problem. We should work together”, opined **honorable Komal Oli**, *Member of Parliament, National Assembly, Nepal*.

**Mr. Chatur Bahadur Chand**, *President, Cricket Association of Nepal (CAN)*, highlighted the role of Cricket Association in quitting and motivating the youth not to start tobacco. “Many tobacco industries approach us to sponsor the cricket tournaments. I am aware about the TAPS ban in Nepal. Therefore, so far I have not accepted any kind of such sponsorship from Tobacco



companies and will never accept. I am concerned with players' health so I am very much happy that such quit campaigns are being organized in the nation", he said. Likewise, **Dr. Devi Prasad Parsai**, *Health Economist* emphasized that the tobacco tax should be increased to reach to the global standard of 70%. "Nepal has lowest tobacco tax in the world. However, this year there is 25% increment on exercise tax on tobacco products. Poor and youths are more sensitive to price change. Hence, there is urgent need of periodic increment in tobacco tax to decrease demand of tobacco products in Nepal", he said.

### Conclusion

The program was ended with concluding remark by **Mr. Mahendra Prasad Shrestha**, *Chief Specialist, Ministry of Health and Population (MoHP)*. Even though the program was scheduled for 2 hours and 15 minutes, it lasted for 3 hours due to constructive "Q and A" session. The webinar was appreciated for being successful in inviting diverse guest speakers and participation from different fields. The webinar basically concluded with three messages. Firstly, empowering people to quit tobacco two fold effects e.g. 1) it helps to reduce the demand of tobacco products and 2) it ensures promotion of public health and reduces government expenditure in treatment of diseases and disability caused by tobacco. Secondly, Nepal has the best tobacco control laws and regulation. There is strong need of proper collaboration and cooperation among the stakeholder for effective implementation and enforcement of tobacco control law. Lastly, Innovative tobacco quit campaigns throughout the nation should be initiated including at local level and government should be able to provide alternative and sustainable solution to tobacco consumption for people especially among the youth.

## Media Generated

A. Online news:			
S.N	Name of the media	News Title	Link
1.	Healthy Khabar	सरकारी अस्पतालले सूति उद्योगीबाट सहयोग लिनु गलत	<a href="https://www.healthykhabar.com/archives/11965">https://www.healthykhabar.com/archives/11965</a>
2.	Rato pati	सुतीजन्य पदार्थ सेवन गर्नेमा सङ्क्रमणको जोखिम	<a href="https://ratopati.com/story/183148/2021/5/31/Corona-virus">https://ratopati.com/story/183148/2021/5/31/Corona-virus</a>
3.	Nepali Health	'सुतीजन्य पदार्थको प्रयोग न्युनिकरणका लागि कानूनलाई प्रभावकारीरूपमा कार्यान्वयन गरौं'	<a href="https://www.nepalihealth.com/2021/05/31/60645/">https://www.nepalihealth.com/2021/05/31/60645/</a>
4.	Janata times	सूती कम्पनीको सहयोग लिँदा ऐन कार्यान्वयनमा समस्या	<a href="https://janatatimes.com/archives/81910">https://janatatimes.com/archives/81910</a>
5.	LokPath	सुतीजन्य पदार्थ सेवन गर्नेमा संक्रमणको जोखिम	<a href="https://www.lokpath.com/story/409347">https://www.lokpath.com/story/409347</a>
6.	Nagarikpati.com	सुतीजन्य पदार्थ सेवन गर्नेमा कोरोना सङ्क्रमणको जोखिम	<a href="https://www.nagarikpati.com/news/14935">https://www.nagarikpati.com/news/14935</a>
7.	Healthtv online	नेपालको सुतीजन्य पदार्थ नियन्त्रणसम्बन्धी कानून उत्कृष्ट छ, कार्यान्वयनमा जोड दिऔं	<a href="https://healthtvonline.com/health-news/2021/05/35928">https://healthtvonline.com/health-news/2021/05/35928</a>
8.	Nepal News	सुतीजन्य पदार्थ सेवन गर्नेहरूमा कोरोना संक्रमणको जोखिम बढी	<a href="https://nepalnews.com/s/health/2021-05-31-154133">https://nepalnews.com/s/health/2021-05-31-154133</a>
9.	Swasthyakhabar.com	सूतीजन्य पदार्थको प्रयोग न्यूनीकरणका लागि कानूनको	<a href="https://swasthyakhabar.com/story/40117">https://swasthyakhabar.com/story/40117</a>

## Webinar's Report

		प्रभावकारी कार्यान्वयनमा जोड	
10.	Muglani Khabar	सुर्तीजन्य पदार्थ सेवन गर्नेमा सङ्क्रमणको जोखिम	<a href="https://www.muglanikhabar.com/health/48006">https://www.muglanikhabar.com/health/48006</a>
11.	BSG news.com	सुर्तीजन्य पदार्थ सेवन गर्नेमा सङ्क्रमणको जोखिम	<a href="https://bsgnews.com/article/view/1zVk0ngDnM?_FB_PRIVATE_TRACKING=%7B%22loggedout_browser_id%22%3A%2236aa0bd43f8355e0319be95d612d1b776b814c9f%22%7D&amp;fbclid=IwAR2Flsl_q3aaRNAFPZprpSexxjxI7XE1afCC_5bweijKNdv_yiC_DsgR-g">https://bsgnews.com/article/view/1zVk0ngDnM?_FB_PRIVATE_TRACKING=%7B%22loggedout_browser_id%22%3A%2236aa0bd43f8355e0319be95d612d1b776b814c9f%22%7D&amp;fbclid=IwAR2Flsl_q3aaRNAFPZprpSexxjxI7XE1afCC_5bweijKNdv_yiC_DsgR-g</a>
12.	Netizen News	सुर्तीजन्य पदार्थ सेवन गर्ने व्यक्ति कोरोना सङ्क्रमणको उच्च जोखिममा	<a href="https://netizennepal.com/archives/29080">https://netizennepal.com/archives/29080</a>
13.	Deuti Post	सुर्तीजन्य पदार्थ सेवन गर्नेमा सङ्क्रमणको उच्च जोखिम	<a href="https://deutipost.com/archives/863?fbclid=IwAR3gfyWVm3bD2UmHg439u-wYpbusOrDAb1sOTnabXTjCp1UtF56uT4pSmm8">https://deutipost.com/archives/863?fbclid=IwAR3gfyWVm3bD2UmHg439u-wYpbusOrDAb1sOTnabXTjCp1UtF56uT4pSmm8</a>
14.	Samaya Post	सुर्तीजन्य पदार्थ सेवन गर्नेहरु सङ्क्रमणको उच्च जोखिममा	<a href="https://www.samayapost.com/05/193440">https://www.samayapost.com/05/193440</a>
15.	Gandaki Khabar	सुर्तीजन्य पदार्थ सेवन गर्नेमा कोभिड-१९ सङ्क्रमणको उच्च जोखिम	<a href="https://gandakikhabar.com/2021/05/21153">https://gandakikhabar.com/2021/05/21153</a>
16.	Naya sanchar	सुर्तीजन्य पदार्थ सेवन गर्नेमा संक्रमणको जोखिम	<a href="https://nayasanchar.com/risk-of-infection-2/?fbclid=IwAR0qCxPtePbOJYWaBgt2Qr6lhR2NBpIbJL2oNjybO3U2vTSfgWu1VR2AYIE">https://nayasanchar.com/risk-of-infection-2/?fbclid=IwAR0qCxPtePbOJYWaBgt2Qr6lhR2NBpIbJL2oNjybO3U2vTSfgWu1VR2AYIE</a>
17.	Sudur Network	सुर्तीजन्य पदार्थ सेवन गर्नेमा संक्रमणको जोखिम	<a href="https://www.sudurnetwork.com/archives/3197">https://www.sudurnetwork.com/archives/3197</a>
18.	Kalika News	सुर्तीजन्य पदार्थ सेवन गर्नेमा संक्रमणको जोखिम	<a href="https://www.kalikanews.com/news/146157">https://www.kalikanews.com/news/146157</a>



19.	Ujyaalo Network	सुर्तीजन्य पदार्थ सेवन गर्नेहरु सङ्क्रमणको उच्च जोखिममा	<a href="https://www.ujyaalonetwork.com/archives/113066?fbclid=IwAR1cULYtb34LzwiSWGfpR5VPbSi6g0o3uBn1Leasi2FUB-RUdMe76wflPXI">https://www.ujyaalonetwork.com/archives/113066?fbclid=IwAR1cULYtb34LzwiSWGfpR5VPbSi6g0o3uBn1Leasi2FUB-RUdMe76wflPXI</a>
20.	Reporters Nepal	सुर्तीजन्य पदार्थ सेवन गर्नेमा संक्रमणको जोखिम	<a href="https://www.reportersnepal.com/2021/05/551695">https://www.reportersnepal.com/2021/05/551695</a>
21.	Aashaka kiran	सुर्तीजन्य पदार्थ सेवन गर्नेमा कोरोना सङ्क्रमणको उच्च जोखिम	<a href="https://www.ashakakiran.com/2021/05/31/51067/">https://www.ashakakiran.com/2021/05/31/51067/</a>
22.	Khabarnigrani.com	सुर्तीजन्य पदार्थ सेवन गर्नेहरु कोरोना सङ्क्रमणको उच्च जोखिममा	<a href="https://khabarnigrani.com/archives/3079">https://khabarnigrani.com/archives/3079</a>

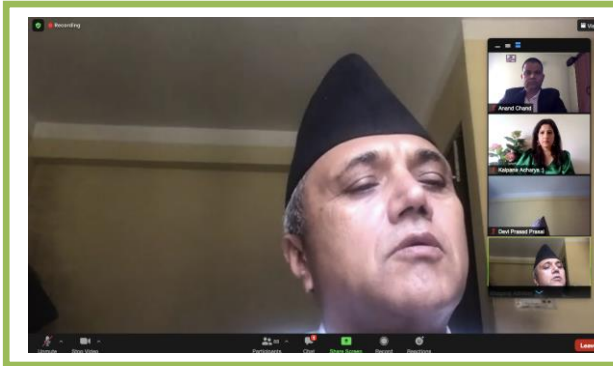
**B. Print News**

1.	Naya Patrika		
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**C. TV broadcasted News**

1.	API television	आज मे ३१ अर्थात विश्व सुर्तीजन्य पदार्थविरुद्धको दिवस <a href="https://www.facebook.com/ap1tv/videos/592543325048204">#AntiTobaccoDay</a>	<a href="https://www.facebook.com/ap1tv/videos/592543325048204">https://www.facebook.com/ap1tv/videos/592543325048204</a>
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Webinar Photos



**Honorable Khagraj Adhikari**  
*Ex Member of Parliament, House of Representative, Nepal  
 Former Minister of Health and Population*



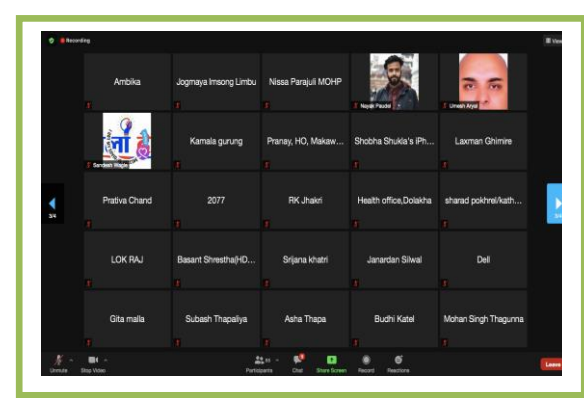
**Honorable Ram Kumari Jhakri**  
*Ex Member of Parliament, House of Representative, Nepal*



**Prof. Dr. Dibya Singh Shah**  
*Dean, Institute of Medicine (IOM), Tribhuvan University.*



**Dr. Tara Singh Bam**  
*Director, The Union Asia Pacific Region, Singapore*



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