

Coalition for Smoke Free Chittagong Division: Initiated by Young Power in Social Action (YPSA) Bangladesh

Describe the goal(s) of the coalition.

The Coalition for Smoke-Free Chittagong intends to build power and broaden support to for the campaign for 100% smoke free environments in Chittagong, the second largest city Bangladesh. To accomplish this, the coalition brings a variety of groups together that share this goal and hope to combine their resources.

How is the work of the coalition coordinated?

The coalition meets on a regular basis. Any coalition member organization can call for urgent meetings when they perceive a need. An email listserv is maintained and used to pass vital information between member organizations.

The coalition has a rotational leadership structure. Responsibility for coalition coordination is regularly passed from one member organization to another.

Within the coalition, an agreed upon communication strategy ensures that member organizations deliver similar messages that are consistent and not contradictory. While one member organization coordinates the flow of information and meetings, all members provide valuable and necessary input on the focus, content and timing of meetings and messages.

What kinds of organizations make up the coalition?

The coalition has approximately 25 members. To achieve its overall goals, the coalition is comprised of a variety of organizations including: local government, media, development organizations, local civil society organizations, market association representatives, government officials, religious leaders and representatives from the student organizations. The involvement a diverse group of organizations helps ensure the legitimacy of the coalition and provides access to a wide swath of society.

What role doe the coalition play in tobacco control in your city/country?

The coalition plays a crucial role in advocating for 100% smoke free environments in selected areas of Chittagong. The coalition builds key relationships with local government authorities and various stakeholders. These relationships are vital to ensuring passage of smoke free legislation and reflect the united nature of organizations advocating for passage. Members of the coalition feel a sense of ownership in the campaign and passionately work in their capacities to contribute to making Chittagong's public places smoke free.

What training was conducted (or is regularly conducted) for coalition members?

Members were initially brought together to formulate common goals for the coalition. During these meetings, roles and responsibilities of different member organizations were assigned. The group was also provided information on the tobacco control situation in

Bangladesh, the need and evidence for smoke free environments, and the need to advocate for effective enforcement strategies and policies.

Advocacy trainings are also used to support the campaign goals of the coalition. Coalition members regularly participate in YPSA trainings, workshops and media events to build their capacity to do tobacco control advocacy. These help members implement coalition campaigns.

Please describe any notable achievement of the coalition.

In the short period of time that it has existed, the coalition has formed close relationships with local government authorities and high-level officials. These relationships are vital in promoting the overall goals of the coalition. As the coalition has matured, it has disseminated coordinated messages designed to influence the passage of smoke free legislation in Chittagong, as well.