



*Final Narrative*

**Bloomberg Global Initiative  
To Reduce Tobacco Use**



# **Final Narrative Report**

*April 2011 – March 2013*

**Project on  
“Promoting Smoke Free Local Government and Public Spaces  
in Chittagong Division”**

(BANGALDESH-RI4-21)

**Implemented by  
Young Power in Social Action (YPSA)**

**Supported by  
Campaign for Tobacco Free Kids**

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## Glossary of terms

ADC	Additional District Commissioner
ATMA	Anti Tobacco Media Alliance
AQM	Air Quality Monitoring
BATA	Bangladesh Anti Tobacco Alliance
BCCP	Bangladesh Centre for Communication Programs
BD	Bangladesh
BI	Bloomberg Initiatives
CBO	Community Based organization
CCC	Chittagong City Corporation
CCM	Centre Coordination Meeting
CHT	Chittagong Hill Tracts
DC	District Commissioner
DO	Demand Order
FCTC	Framework Convention on Tobacco Control
GO	Government Organization
HRDC	Human Resource and development Centre
IGTC	Institute for Global Tobacco Control
JHSPH	Johns Hopkins Bloomberg School of Public Health
LG	Local Government
MOHFW	Ministry of Health and Family Welfare
MP	Member of Parliament
NTCC	National Tobacco Control Committee
NHF	National Heart Foundation
NGO	Non Government Organization
SF	Smoke Free
TC	Tobacco control
TFK	Campaign For Tobacco Free Kids
UFAT	United Forum Against Tobacco
UNESCO	United Nation Education, Social, Cultural Organization
UNO	Upazilla Nirbahi Officer
WBB Trust	Work for Better Bangladesh Trust
WHO	World Health Organization
YPSA	Young Power in Social Action



## Final Narrative Report

GRANT INFORMATION			
<b>Project ID</b> (ex: United States 2-03)	BANGALDESH-RI4-21		
<b>Organization's legal name</b>	Young Power in Social Action (YPSA)		
<b>Project Title</b>	"Promoting Smoke Free Local Government and Public Spaces in Chittagong Division"		
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## **Introduction**

YPSA has been implementing a project on “Promoting smoke Free local Government and Public Spaces in Chittagong Division” with the support of TFK since April 2009 with the aim to promote smoke free local government and public spaces within Chittagong Division, by advocating for smoke free policies and effective tobacco control practices at City Corporation and Municipal level as a preventive and regulatory mechanism in compliance with National Smoking and Tobacco control Act 2005. The first BI funded Smoke free program in Bangladesh started through YPSA in 2009, emerging as a good practice with a process of Coalition Building, Work with local government and Smoke free guideline for local government.

In the meantime YPSA completed first phase successfully in March 2011 and 2<sup>nd</sup> phase completed on 31<sup>st</sup> March 2013. The Project is implementing in 11 districts and 4 sub districts of Chittagong division with 2 city corporations and 9 municipalities. In the 2<sup>nd</sup> phase, YPSA is replicating its 1<sup>st</sup> phase’s experiences in other 7 areas.

The broad strategies of the project was to advocate the local government by formation of smoke free civil society coalitions for institutional smoke free policies for local government and strengthen the enforcement and practice of the policies.

During the project period, YPSA has organized series of orientation, workshops, meeting with different stakeholders, formed civil society coalition and provide training to them, developed smoke free guideline for local government, conducted advocacy with local government for adopting and enforcing the guideline, print and distributed publication (digital talking book, smoke free guideline, pictorial fact sheet, no smoking signage), organized campaign, conducted meeting with taskforce and conducted follow up meeting with local government, conduct national level advocacy and sharing meeting, maintained relationship and networking with other organizations.

Through this all activities, YPSA achieved notable progress, such as: forming and capacity development of 11 civil society coalitions in all areas; developing and adopting smoke free guidelines with 11 local governments; numerous declarations of smoke free local governments and different public places and public transports; activated taskforces in 11 working areas, distributed No smoking signage; increasing awareness among the people. All the local governments are taking different initiatives to enforce the smoke free guideline at their own jurisdictions e.g disseminate awareness message in different circulations, bills and rickshaw license plat, ban tobacco advertisement, ensure smoke free public places etc.

The project helped to equip local governments, agencies and other partners to work together to control the tobacco epidemic, particularly through the formulation and implementation of smoke free guideline at the local government and public spaces under their jurisdiction.

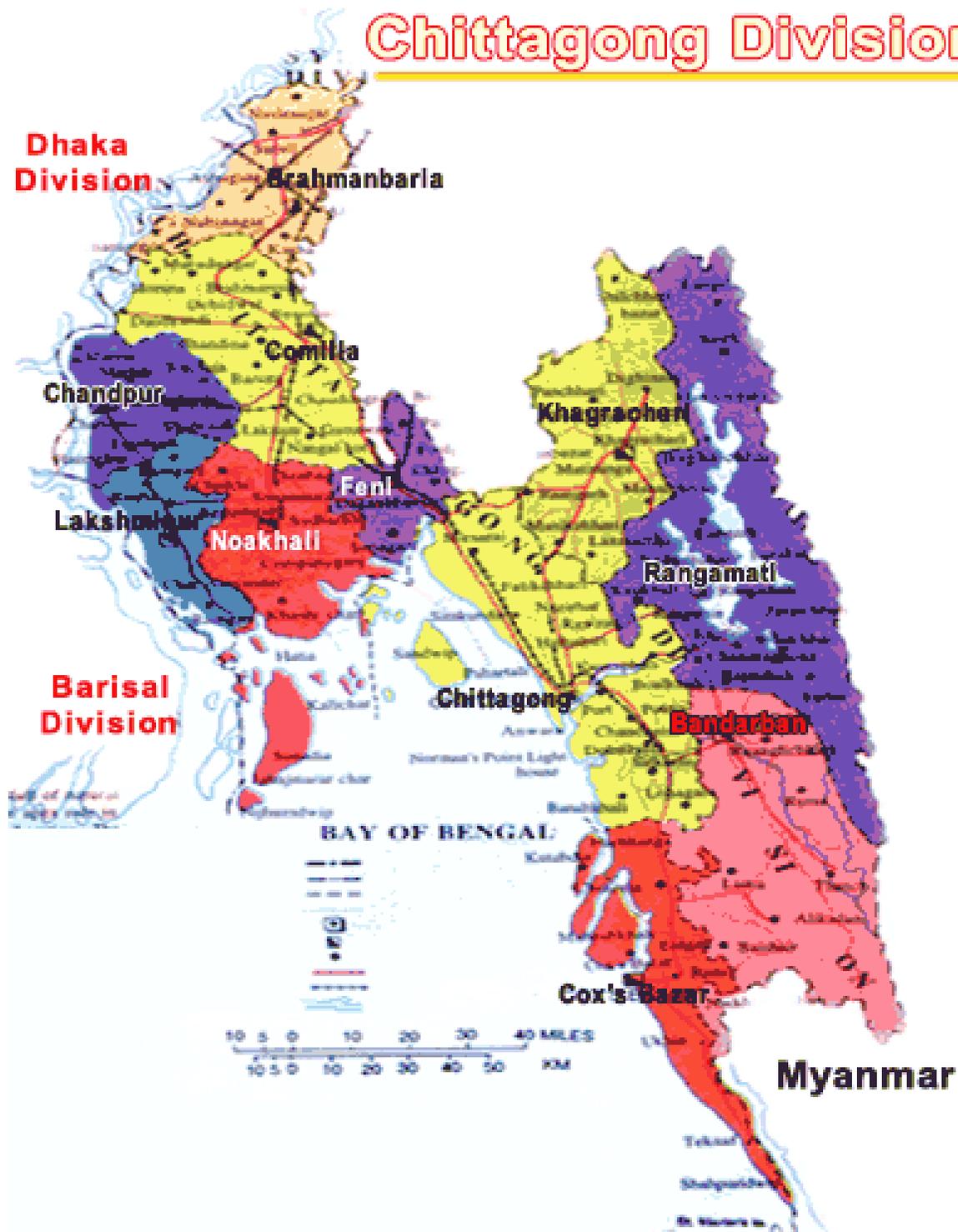
Capacity of YPSA to handle the smoke free project has enhanced. YPSA shared its experiences, knowledge and learning and best practices with others at national and international levels. YPSA intends to replicate and institutionalize the best practices in other areas of Bangladesh in future.

## **Geographical Coverage**

The project is implementing in following areas in 11 districts under Chittagong Division

- Chittagong district- Chittagong City Corporation, Sitakunda Upazilla and Banskhali Upazilla
- Comilla districts– Comilla City Corporation
- Cox’s Bazar district – Cox’s Bazar Municipality, Ramu upazill
- Feni District– Feni Municipality, Chagalnaia Upazilla
- Noakhali District - Noakhali Municipality
- Laksmipu District - Laksmipur municipality
- Brahman Baria District – Brahman Baria Municipality,
- Chandpur District – Chandpur Municipality
- Bandarban District - Bandarban Municipality
- Khagrachari District – Khagrachari Municipality
- Rangamati District – Rangamati Municipality

# Chittagong Division



Project working area

**AREA INFORMATION**

<b>Area</b>	<b>Population</b>	<b>Area</b>	<b>Local Government</b>	<b>Total PS</b>
Chittagong City Corporation	40,00,000	154 skm	41 wards 1 Mayor 55 councilors (41 general & 14 women)	2686
Comilla City Corporation	4,10,000	52.05 skm	27 wards 1 Mayor 36 councilors (27 general & 9 women)	1600 (apx)
Cox's Bazar Municipality	2,32,432	32.90 skm	12 wards 1 Mayor 16 councilors (12 general & 4 women)	602
Feni Municipality	3,00,000	27.20 skm	18 wards 1 Mayor 24 councilors (18 general & 6 women)	813
Noakhali Municipality	1,97,000	17.11 skm	9 wards 1 Mayor 12 councilors (9 general & 3 women)	336
Laxmipur Municipality	1,09,602	19 skm	9 wards 1 Mayor 12 councilors (9 general & 3 women)	255
Brahman Baria Municipality	2,00,000	24 skm	12 wards 1 Mayor 16 councilors (12 general & 4 women)	244
Chandpur Municipality	1,63,235	22 skm	15 wards 1 Mayor 20 councilors (15 general & 5 women)	243
Khagrachari Municipality	1,00,000	297.92 skm	9 wards 1 Mayor (12 councilors) 9 general & 3 women	173
Rangamati Municipality	1,00,000	64.75 skm	9 wards 1 Mayor (12 councilors) 9 general & 3 women	235
Bandarban Municipality	55,599	25.90 skm	9 wards 1 Mayor (12 councilors) 9 general & 3 women	350

## Overall Project

### 1. List of the major objectives of the project as they were set forth in original grant agreement.

- Building power and broaden support for the smoke free local government through mobilizing civil society coalition to act as a pressure group
- Strengthen the enforcement and implementation of smoke free policies/guideline through advocating the local government and replicate the promising practice in 11 district of Chittagong division
- Support to bring change in the public perceptions and practice on uses of smokeless and smoke tobacco product through raising awareness and sensitizing people about the harms of smokeless and smoking and tobacco control law.
- Enhance exchange of sharing experiences, knowledge and cooperation at national and international level to allow replication of promising practices of smoking and tobacco control in Chittagong Division

### 2. List and description of all activities completed during the grant, including:

#### a. All completed activities which were included on the project work plan:

YPSA has implemented different activities as per work plan in the project working areas under the 4 sets of objective. The brief description of each accomplished activities during the project period as per work plan are as follows

#### **Objective 1: Build power and broaden support for the smoke free local government through mobilizing civil society coalition to act as a pressure group**

Under the objective, the following activities completed at project working areas

#### *Activity - Collect area profiles and identify the supportive leadership through political and social mapping in 11 districts*

It is essential to have proper area profile and identify supportive persons and leaders for getting cooperation and support from them to achieve any program objective. In this regards political and social mapping provides expected information on that. Keeping this in mind, YPSA has collected area profiles like population, physical resources, number of public places, status of tobacco control taskforce and mobile court etc. from local government offices and different government offices. Besides that to build wide support of the local elected leaders (including councilors) and the public at the local level, YPSA has identified supportive and potential persons from civil society, government actors, Councilors and officials of local government,

Media, NGOs, religious leader, teachers, doctors, business communities and youth leaders. YPSA also has conducted informal informational briefing and discussions meeting with them.

**Activity - Conduct consultation workshops with potential civil society members and implementing partners for formation of effective civil society coalition in 7 districts**

Any advocacy work could not be successful without any support and collaboration with different sectors and organizations and it requires a platform that facilitates sharing information and knowledge, communication and joint advocacy actions targeted at common goals. In this regard, with the experiences of 1<sup>st</sup> phase of SF project, YPSA replicated its idea in the 2<sup>nd</sup> phase and formed smoke free coalition as volunteer advocacy group.

To initiate these coalitions in 7 new areas (Noakhali Municipality, Laxmipur Municipality, Chandpur Municipality, Brahman Baria Municipality, Bandaban Municipality, Rangamati Municipality and Khagrachari Municipality), YPSA conducted 7 consultation workshops at 7 working areas with an aim to gather views and recommendations among the local elected leaders and various stakeholders on how to structure collaboration for advocacy on smoke free local government. The major objective is to bring the parties having the spirit to work on smoke free issue (individuals, organizations, or nations) to combine their resources and become more powerful than when they each acted alone. Each coalition will act as advocate for strong tobacco control measures especially through legislation and regulation (including enforcement), taxation and health promotion, coordinate the efforts of agencies involved in promoting tobacco control and carry out other activities to promote greater tobacco control effect of smoking in the community.



In these consultation workshops, YPSA shared project goal, objectives, activities and role of coalition in promoting smoke free policy within local government and public spaces. Participants shared their experiences and given commitment to continue their support in future.

Out of the consultations 7 non-formal coalition groups formed in each local government area championed for their own coalition that would address their own specific issues regarding smoking and tobacco control. Most of these coalitions draw members from local elected leaders (e.g. councilors), journalists, NGOs, CBOs, youth leaders, religious leaders, doctors, government sectors, business community and teachers. In each consultation, Mayor, councilors, DC and civil surgeon were attended and they declared to take some initiatives for ensuring



smoke free environment which stated bellow-

- In Chandpur Municipality, Civil Surgeon and Secretary of Tobacco control taskforce has declared that all premises under his office will be 100% Smoke Free. YPSA handed over the No Smoking Signage to the Civil surgeon.
- District Commissioner (DC) of Noakhali district declared his office “100% Smoke Free”. YPSA handed over the No Smoking Signage to the DC, Civil Surgeon and Panel mayor of Noakhali Municipality.
- Bandarban Municipality will do everything possible to reduce and control tobacco uses in the district. It will soon circular a notice to have smoke free dialogues in all the license plates of the vehicles, banning tobacco advertisement, putting smoke free signs in all the government offices and tourist spots”, said the Secretary of Bandarban Municipality having verbal consents from the Mayor of the municipality.
- In Khagrachori Municipality, the mayor said he will start a massive effort to control tobacco use in Khagrachori. He added he would ensure smoke free Khagrachori municipality gradually. He declared the municipality office, government hospitals, schools is smoke free spaces.
- The Mayor of Rangamati municipality committed to ensure 100% smoke free Municipality. The Mayor also admitted to support the smoke free initiatives in future.
- In Laxmipur Municipality it has decided that the coalition will be led by the Panel Mayor of the Municipality. The Mayor of Laxmipur municipality, committed to ensure 100% smoke free of the Municipality office premises as he has already declared the Municipality office as smoke free. He informed that the fine for violating this direction is 1000 taka not only 50 taka. Besides that a councilor of Laxmipur municipality has admitted that he will quit smoke from the workshop.
- In BrahmanBaria, Civil Surgeon has declared his office smoke free. The coalition has formed leaded by Upazilla Chairmen. And participants especially councilors have committed that they will take initiatives to put no smoking message in rickshaw license plat like Cox’s Bazar municipality.

**Activity- Organize leadership development training for 7 smoke free civil society coalitions in 7 districts**

Effectiveness and success of any coalition depends on knowledge, capacity and ability of them. The Coalitions will be playing a very important role in mobilizing leaders and community support, disseminating messages to influence the development of smoke free guideline, adoption and enforcement with YPSA’s support and guidance.

Coalition group members therefore are the main drivers of the advocacy. To be able to plan, implement campaigns, monitor the progress, they require a base of advocacy skills and knowledge to make informed decisions.

So for developing the leadership capacity among the coalition members to handle the smoke free issue and to create smoke free environment and spread out the messages on Tobacco Control, YPSA organized 7 leadership training on Tobacco Control in 7 local government areas (Brahman Baria, Chandpur, Laxmipur, Noakhali, Bandarban, Rangamati and Khagrachari) where 210 members of 7 smoke Free coalitions have participated. The main objectives of the training were:



1. To exchange the current state on tobacco control efforts at local level.
2. To gather coalition members for perceiving the effects of smoking and smoke less tobacco.
3. To create sense of advocacy among coalition members for fighting against tobacco prevalence
4. To generate ideas in enhancing consciousness amongst coalition members on tobacco control at local level.
5. To make forward the advance group of the society on tobacco control issue.
6. To make action plan decided by the participants and coalition members for one year in abolishing tobacco products prevalence.

The following issues have been discussed in the training.

- Overview: Tobacco situation in the world and Bangladesh perspectives
- Harms of Exposure to second hand smoking
- Relationship between tobacco and Human rights, Consumer rights, Child rights, environment, poverty, health
- WHO Framework Convention on Tobacco Control
- MPOWER policy package on tobacco control
- Global Adult Tobacco Survey Statistics
- Global and Bangladesh Tobacco Control initiatives
- Tobacco Control Law in Bangladesh
- Loopholes of Tobacco Control law in BD
- Law amendment
- Tobacco Myths
- Strategies and tactics of Tobacco Industries
- Definition of Advocacy
- Purpose of advocacy for Tobacco Control
- Possible outcome of advocacy
- Review coalition initiatives and Role of Coalition
- Action Plan

End of the session participants have identified some action and initiatives for the next 1 year.

***Activity: Facilitate smoke free coalitions for advocating smoke free environment with local government***

YPSA organized a group of civil society through forming smoke free coalition as a pressure group for working to promote smoke free public places and local government in each working areas. For developing the leadership capacity among the coalition members to handle the smoke free issue and to create smoke free environment and spread out the messages on tobacco control, YPSA provided leadership training on Tobacco Control. But YPSA believes that only a training is not enough for developing capacity among the coalition members, it needs more support to work as advocate groups. So YPSA's field operation division provided support and keeps contact with coalition members through facilitating them by organizing any events or advocacy at the local level.

**Objective 2. Strengthen the enforcement and implementation of smoke free policies/guideline through advocating the local government and replicate the promising practice in 11 district of Chittagong division**

Under the objective the following activities accomplished during the project period-

***Activity - Conduct Advocacy meeting with CCC and 3 municipalities for proper implementation and enforcement of smoke free guideline***

In the 1<sup>st</sup> phase of the project, Chittagong City Corporation, Feni Municipality, Comilla City Corporation and Cox's Bazar Municipality has adopted smoke free guideline and also declared smoke free local government. They also have taken some steps to implement the guideline and ensure the smoke free local government. In the meantime, different public places and public transport under their constituency including city corporation building, municipality offices, health centre, hospital, education institutions, some markets, restaurants and other places are now smoke free. But for ensuring the proper and full implementation of the smoke free guideline and tobacco control law by the local government its' require to continue advocacy with the local government. In this regards, YPSA organized 4 advocacy workshops with those four local governments. The objectives of those workshops were to present the actual status and progress of the smoke free guideline and tobacco control law in the respected areas, to motivate them for taking further actions for ensuring smoke free local government.

In those workshop, YPSA has presented report card findings that YPSA conducted in the end of the 1<sup>st</sup> phase to monitor the progress of the smoke free guideline and law. The smoke free guideline and some recommendations also been presented in the workshop. The proposals were as follows-

1. Strong enforcement and monitoring of smoke free guideline by local government.
2. Ensure implementation and enforcement of National Tobacco control act 2005
3. Ban displaying of all tobacco advertisements like leaflets, posters, bill board, wall writing
4. Place smoke free messages on the license plats of all rickshaws and other vehicles.
5. Ban all tobacco product's related display boxes
6. Prohibit tobacco products sale within 100 meter areas of all educational institutions which contribute to reduce tobacco consumption and also reduce Eve teasing
7. Operate mobile court regularly
8. Take initiatives to popularize and educate people on smoke free guideline and law
9. Encourage employers to prioritize non-smokers for the job recruitment
10. Display 'No Smoking' Signage in all public places and public transports

Mayors, officials, councilors of local governments, coalitions members, civil surgeon, Government officials and representatives from civil society presented in the workshop.

***Activity - Conduct consultative workshop for developing the model policy and implementation plan for 7 local governments***

For developing the draft smoke free guideline, 7 workshops with smoke free coalition members was conducted in 7 municipality areas. Considering the key elements of smoke free guideline and experiences of other smoke free guideline of 1<sup>st</sup> phase, draft guidelines have prepared in each area. The TC law, TC Rules and smoke free guideline of CCC, Comilla, Feni and Cox's bazaar municipality were used as guiding documents for this guideline at the drafting stage. With guidance and support of Smoke Free coalitions, YPSA developed draft



smoke free guideline for Khagrachari, Bandarban, Rangamati, Chandpur, Laxmipur, Noakhali and Brahman Baria Municipality with the aim to protect the non smokers of those areas from exposure to secondhand tobacco smoke. Guideline seeks to assist individuals and organizations within the municipalities to understand their responsibilities under smoke free legislation and to ensure that Municipalities regulatory authorities take a consistent, fair and proportionate approach to enforcement. The guideline also ensures the maximum smoke free places so that smokers have least chances to smoke.

In each workshop Mayor of each municipalities were participated and they declared to take some advance steps to promote smoke free municipalities at their own areas. Such as

Mayor in Khagrachari declared -

- Distribute No smoking signage using Mayor's name and logo of municipality
- All the committees of municipality will be involve with the implementation of smoke free law or guideline
- Put no smoking message in all water and electricity bill
- All the education institutions will be smoke free and the harms of smoking and tobacco use will be discussed in all the schools
- Miking on harms of smoking or tobacco use and tobacco control law in different places

Mayor of Bandarban declared

- Distribute No smoking signage using Mayor's name and logo of municipality
- Discuss with other councilors and officials of municipality on the draft smoke free guideline and take prompt action to adopt the guideline
- Discuss the issue in their monthly coordination meeting

Mayor of Laxmipur declared

- Distribute No smoking signage using Mayor's name and logo of municipality
- Declared smoke free Municipality building and took the decision to fine 500 taka instead of 50 taka for violating the law in his municipality building.
- All the education institutions will be smoke free and the harms of smoking and tobacco use will be discussed in all the schools
- Take action to ensure smoke free municipality park and markets.

Mayor of Noakhali declared

- Distribute No smoking signage using Mayor's name and logo of municipality
- Declared smoke free Municipality building and take action to fine for violating the law in his municipality building as per law.
- All education institution will be smoke free
- Miking on harms of smoking or tobacco use and tobacco control law in different places
- 

Mayor of Rangamati declared

- Distribute No smoking signage using Mayor's name and logo of municipality
- All education institution will be smoke free
- To place no smoking messages in all tourist board

Mayor of BrahmanBaria declared

- Distribute No smoking signage using Mayor's name and logo of municipality
- Keep smoke free message in their holding tax bills (almost 40 thousand holding tax payers), rickshaw license plates and water supply (almost 10 thousand) bills.

Mayor of Chandpur declared

- The guideline will be named as smoke free direction
- Restaurant should be considered as public place
- There should be monitoring team in every ward of the Pouroshova
- Mobile court should be done based on the monitoring
- Smoke Free messages will be on 22 thousand tax bills, 6 thousand water bills, 8-10 thousand trade license bills , and three thousand bills for shops
- Non smokers should be awarded
- Cable TV should be used for smoke free awareness by the mayor
- School teaches should be informed about telling students for not smoking

***Activity - Conduct workshop for revision and finalization of Smoke free policy***

YPSA developed draft smoke free guideline for local government by the involvement of coalition members through organizing a smoke free guideline development workshop. For finalizing the draft smoke free guideline for local government, YPSA organized 7 workshops for revision and finalization of smoke free guideline at Bandarban, Khagrachari, Brahman Baria, Laxmipur, Rangamati, Bandarban and Chandpur Municipalities. Mayor, officials of local government, Councilors, Coalition members and other stakeholders in 7 municipalities participated in those workshops. The draft guideline has shared with them and participants provided comments, feedbacks and suggestions on it. All feedbacks incorporated in the draft guidelines and finalized it. In those workshop the following suggestions came from the participants



- Publish leaflet on the brief summery of smoke free guideline in popular version distribute publicly
- Campaign through cable TV operator
- Conduct meeting with Imam and teacher and arrange court yard meeting
- Strengthen monitoring on the violation of smoke free guideline and law and take proper action against violation
- Mayor should send letter to local administration for initiating mobile court since the municipality has no legal authorities on mobile court
- Review the smoke free guideline after a year for assessing the implementation of the guideline
- Send letter to all public places specially government, semi government, non government and private offices
- Form a law and guideline monitoring committee with the participation of NGO and GO representatives in district GO-NGO coordination meeting
- Councilors will be responsible for proper implementation of the guideline,
- All tax bills will have smoke free messages on it,
- Signage will be in all public places and ward offices

***Activity - Conduct advocacy workshop on adoption of smoke free guideline***

For ensuring the smoke free environment by the local government at their own jurisdictions through adopting and enforcing the smoke free guideline, YPSA organized 7 smoke free workshops in Khagrachari, Rangamati, Bandarban, Chandpur, Brahban Baria, Laxmipur and Noakhali municipalities. In each program Mayor, councilors, officials of local government and coalition members were participated. YPSA discussed the importance of smoke free guideline, final version of smoke free guideline and also presented some proposal in front of them. All the Mayors agreed on the importance of smoke free guideline. All the Mayors of 7 municipalities approved and signed the smoke free guideline and have given the responsibility to specific persons for taking necessary steps to implement their guidelines.



***Activity- Follow up and one to one negotiation meeting with local government***

For ensuring enforcement of the smoke free guideline and making 100% smoke free places by the local government YPSA has continuously maintained relation, contact and communication with local government authorities and government offices and taskforce. YPSA has conducted 44 follow up meetings with municipalities, City Corporation, Civil Surgeon Office, upazilla offices and other public places. As a result of those follow up meeting Mayor of 11 areas implemented some steps that they committed and also taken some new steps for enforcement of smoke free guideline. Besides that a number of public places declared smoke free and YPSA distributed No smoking signage to those places.

Besides that YPSA has organized 4 sharing meeting with Chittagong City Corporation, Feni Municipality, Comilla City Corporation and Cox's Bazar Municipality to follow up the taken decisions and initiatives by those local governments. Mayor, councilors, coalition members, government officials were participated in those sharing meeting. YPSA highlighted the importance of the enforcement of SF guideline and take further steps to implement the SF guideline by the local government.

***Activity - Conduct meeting with Community leaders (karbari, headman, king) in Chittagong hill tracts area aiming to leverage for commitment of smoke free environment***

Chittagong Hill Tracts (CHT) is mostly tobacco cultivated areas in Bangladesh and tobacco use is a kind of social trend and part of culture among the tribal communities in CHT areas. So awareness about the harms of tobacco use is very low here. So intensive program needed here to reduce tobacco use and production.

Since community leaders like headman, karbari and king are very influential persons in those three districts under Chittagong Hill Tracts (CHT), Rangamati, Khagrachari and Bandarban so it is very important to involve them with smoke free advocacy. So YPSA took the initiative to conduct meeting with them so that they will be able to realize and



understand the importance of smoke free environment and take initiatives accordingly. Besides that CHT is mostly tobacco cultivated areas. So they also will be motivated to reduce tobacco cultivation as well.

In this regard, YPSA organized 3 meeting at Rangamati, Khagrachari and Bandarban where community leaders and some influential persons were presented. In those meeting, the harms of smoking and tobacco use, national laws, YPSA's initiatives and importance of smoke free environment were shared. Participants agreed and gave their concern that they will take initiatives from their own position in reducing tobacco consumption at their own areas. From those meeting 20 local landlords at CHT given their commitment that they will not lease their land to tobacco company for tobacco cultivation.

***Activity - Conduct monitoring on the progress of the implementation of the institutional policies and Tobacco Control Law through report cards***

With the assistance of YPSA, different public places and public transport already declared smoke free from the beginning of the project. For assessing the progress of the project activities, assessing enforcement of smoke-free environments, monitor the law compliance in all public places and public transports and providing necessary recommendations to the relevant authority for better enforcement and compliance of tobacco laws and policies, YPSA conducts monitoring during the project period.

YPSA's Monitoring and evaluation unit conduct the monitoring. Besides that YPSA's core Management team were also involved with Smoke free project monitoring and direction. YPSA's core management team and M & E unit visited project working areas, smoke free public places and met with Mayor, district commissioners, civil surgeons and some public place owners. After their visit they provided suggestions, feedback and directions to the smoke free project team members for better implementation of the program. They also regularly supervised, directed and provided guidance to the project team.

***Activity - Assist to conduct Taskforce committee meetings to discuss and to implement tobacco control Act 2005 and regulations 2006***

Taskforce is a legal body of government which is responsible for enforcing the tobacco control law headed by district commissioner. There have three layers of Taskforce at national, District and Sub district level. YPSA is working with district tobacco control taskforce headed by district commissioner and Civil Surgeon is the Secretary of it. But unfortunately all the taskforces are not active enough. They are very much overloaded by other administrative activities. In this regards, YPSA is trying to activate taskforces at project working areas. For activate taskforce, YPSA applied for membership of taskforce as a representative of BATA in all 11 districts under Chittagong Division in last phases. In the meantime YPSA has gotten membership almost all the taskforce at district level. Meanwhile 20 taskforce meeting held in 11 district taskforce and 4 sub district taskforce during the project period. Some important decisions taken in those meeting as follows

- Run mobile court regularly
- Organize Task force meeting regularly
- Organize awareness program and disseminate information through local organization
- Ensure smoke free public places and transport
- Stop tobacco cultivation in government khash land specially in Cox's Bazar, Bandarban.

**Activity- National level advocacy through organizing national events like demonstrations, round table etc. on smoke free issue at national level**

YPSA is working in Chittagong division. For raising voice from Chittagong to contribute in national advocacy for amendment and implementation of TC law, YPSA took initiative to organize advocacy in Chittagong. In this regard, YPSA organized a Roundtable discussion on 'Tobacco Control: Enforcement and amendment of Tobacco control law and Raising Tax' in Chittagong. The meeting was presided over by Dr. A.Q.M Serajul Islam, Secretary General of South Asian Regional Association of Dermatology. The special guests of the meeting were Editor of Daily Suprobhat, Councilors of Chittagong City Corporation, Director and deputy director of fire service, Deputy Director of the Dept. of Information, Deputy Director of Manpower department, Senior Tax Officers of Chittagong etc. and Associate Professors of Chittagong University. Besides, there were participants from NGOs, Media, and different professional organizations. The speakers demanded to pass the amendment of Tobacco control law should be in line with the FCTC (Framework Convention on Tobacco Control). The participants emphasized to increase the tax on tobacco products to reduce the consumption of tobacco use. The participants also said that there should be comprehensive efforts to fight against tobacco to save the next generation from the adverse effect of tobacco. YPSA also arrange a Press briefing on 'Tobacco Control in Bangladesh: Amendment of Tobacco control law and Raising Tax' for initiating a media pressure to policy maker through raising demand on law amendment. Journalists from different printing and electronic media including ATMA members participated in the briefing. The briefing was presided over by Editor of Daily Suprobhat and chief guest was publisher and managing director of The daily Purbakan.



The meeting was presided over by Dr. A.Q.M Serajul Islam, Secretary General of South Asian Regional Association of Dermatology. The special guests of the meeting were Editor of Daily Suprobhat, Councilors of Chittagong City Corporation, Director and deputy director of fire service, Deputy Director of the Dept. of Information, Deputy Director of Manpower department, Senior Tax Officers of Chittagong etc. and Associate Professors of Chittagong University. Besides, there were participants from NGOs, Media, and different professional organizations. The speakers demanded to pass the amendment of Tobacco control law should be in line with the FCTC (Framework Convention on Tobacco Control). The participants emphasized to increase the tax on tobacco products to reduce the consumption of tobacco use. The participants also said that there should be comprehensive efforts to fight against tobacco to save the next generation from the adverse effect of tobacco. YPSA also arrange a Press briefing on 'Tobacco Control in Bangladesh: Amendment of Tobacco control law and Raising Tax' for initiating a media pressure to policy maker through raising demand on law amendment. Journalists from different printing and electronic media including ATMA members participated in the briefing. The briefing was presided over by Editor of Daily Suprobhat and chief guest was publisher and managing director of The daily Purbakan.

**Objective 3. Change the public perceptions and practice on uses of smokeless and smoke tobacco product through raising awareness and sensitizing people about the harms of smokeless and smoking and tobacco control law.**

Under the objective the following activities have accomplished during the project period

**Activity - Organize cultural campaign like folk songs, theatre, video documentary shows to raise awareness on smoke and smoke less tobacco products**

Reduce of tobacco uses and implementation of tobacco control law, it is very important to provide information through education and effective communication. So YPSA's aims to inform and persuade change in attitudes and practice that perpetuate smoking and tobacco use and support advocates' efforts to educate communities about the harms of smoking and tobacco use, and the potential and status of key initiatives to help make the country smoke-free. In that case, the campaign program helps and



encourages smokers to quit and promote available quitting resources, reduce the acceptability of exposure to secondhand smoke. Moreover campaigns can help change the overall environment, such that citizens become more supportive to smoke free environment and other interventions. Campaigns accomplish these impacts by creating awareness and knowledge, changing attitudes and beliefs, and contributing to behavior changes. So in this phase YPSA has plan to organize cultural campaign like folk songs, theatre, video documentary shows to raise awareness on smoke and smoke less tobacco products.

During the project period a total of 37 campaigns were organized with the active involvement of smoke free coalitions. All the campaigns organized in open spaces before the huge audiences. Coalition has organized different types of events as smoke free campaign like

- Organized kabigan on harms of tobacco use and TC law with participation on local artists
- Organized video documentary on tobacco control in an open spaces. Video documentaries were collected from PROGGA, and NHF.
- Rally and giving memorandum to Mayor for proper implementation of smoke free guideline and to DC for operating mobile court and activates the taskforce.
- Theatre shows on harms of tobacco use performed in open spaces by a youth volunteer groups named Dumpan mukto Projanmo.
- Anti tobacco Sticker campaign organized at Chittagong International Trade Fair where huge number people visited the fair. They distributed fact sheet & sticker with the massages of various harm of tobacco use. Near about 5000 (Five thousand) peoples are covered by this campaign.
- On the occasion of different national and international days like Independence day on 26<sup>th</sup> March, International mother language day on 21<sup>st</sup> February, Victory day on 16<sup>th</sup> December and human rights day on 10th December, YPSA arranged campaign covering distribute stickers, leaflet, theatre, human chain, rally where coalitions, civil society, youth group, media and general people participated.
- To call for stopping deaths because of tobacco use and also to remember the people who died due to tobacco production and tobacco use, YPSA has observed a candle ceremony on the eve of New Year on 1<sup>st</sup> January, 2013, in Chittagong. The event was organized in a adjacent to shore area, called as Shukh Tara Lake, of the Bay of Bangle and it was participated by different representatives of NGOs, civil society organizations, media and local people etc. Two victim families were presented in the event and they shared their experiences. All the participants hold a candle with flame for a few minutes and floated on the lake wishing a new year without any death causes of tobacco.
- Ward based smoke free sticker campaign started in Chittagong City Corporation (CCC). Mayor of Chittagong City Corporation has adopted smoke free guideline to protect people from the harms of smoking at their own area in 2010. For implementing the guideline City Corporation is taking different initiatives gradually. As a part of it, CCC started ward based smoke free campaign. Mr. Giaus Uddin, Counselor of 15 no ward of Chiittagong City Corporation inaugurated a ward based smoke free sticker campaign though placing smoke free sticker behind Taxi (auto rickshaw) with the message of “Smoking at Public places and public transport is offence” and “Smoking is caused for death, quit smoke now”. Now a total of 1000 stickers displayed behind 1000 auto rickshaw in Chittagong City Corporation areas.

Through all these campaign around 18000 audiences informed the harms of tobacco use and national tobacco control law. YPSA has gotten huge demand from the audiences to organize more campaign in different places so that people could be inform and aware about the issue.

**Activity: Organize world No tobacco day**

On May 31 every year, the world observes World No Tobacco Day that is promoted by the World Health Organization (WHO). The objective of the observing World No Tobacco Day is to reduce tobacco consumption which can lead to deadly diseases like cancer and early death. Individuals, NGOs, Public health organizations, Government's concern department actively participate in making this day a success by organizing different events. Each year World No Tobacco Day focuses on a specific theme. No tobacco day also aims to keep a watch on companies that sell cigarettes and other tobacco products through striking advertisement which influence people to consume their product. To propel its cause and appeal globally, WHO selects a fresh theme every year. The theme of World No Tobacco Day 2011 was: "The WHO Framework Convention on Tobacco Control".

Since YPSA is working on smoke free issue in 11 districts of Chittagong Division So for observing the day YPSA has organized 11 events in 11 districts with Health department (Civil Surgeon office) and Tobacco control taskforce of Bangladesh Government. YPSA arranged rally, demonstration, seminars and dialogues with the concerned government officials, NGOs smoke free coalitions and civil society organizations.

The program was covered by colourful rally, dialogue session, distribution of smoke free publications like Poster, stickers, leaflets, distribute no smoking signage to different stakeholders. A talk show on tobacco control has telecasted from Chittagong Television where the significance of World No Tobacco Day, Harms of smoking or tobacco use and Tobacco control law have discussed. In all areas Civil Surgeon, physicians, coalition members, journalist, government officials, NGOs, students, teachers, health workers, government officials and civil society organizations were participated.



In the 2<sup>nd</sup> year, the theme of World No Tobacco Day 2012 was: The World Health Organization (WHO) selected "tobacco industry interference". The campaign will focus on the need to expose and counter the tobacco industry's brazen and increasingly aggressive attempts to undermine the WHO Framework Convention on Tobacco Control (WHO FCTC) because of the serious danger they pose to public health.

YPSA organized 11 events in 11 districts jointly with Health department (Civil Surgeon office) at district level and UNO office at Upazilla level. Besides that smoke free coalitions were actively participated to organize events. Colourful rally, human chain and discussion meeting held in all the areas. Leaflets, fact sheets, posters were distributed to the different stakeholders. NGOs, smoke free coalitions, civil society organizations, students, doctors, government official, health workers



journalist were participated in those programs. YPSA also distributed No smoking signage in different public places. Different articles on tobacco control issue published in different local newspaper.

2 discussion meetings also organized by 2 ward commissioners (Who are members of smoke free coalition in CCC) at their own ward areas of Chittagong City Corporation with local people on that day. YPSA also distributed No smoking signage in different public places. Tobacco control committee was formed in 15 no ward of Chittagong city corporation by the ward commissioner Mr. Gias Uddin of this ward and a discussion meeting organized in 15 no ward office where teachers, social activists, community leaders, freedom fighter and local people were participated. Another meeting also held in the 6 no ward where women ward Commissioner Ms. Saheda Kashem Sathi presented as chief guest. The main participant of the meeting was students, youth group and different professionals. A volunteer group from the youth group formed who are working against tobacco at their own area. Different articles on tobacco control issue published in newspaper. YPSA also disseminated messages on tobacco control through the radio program at Radio Sagar Giri FM 99.2 (community radio).

***Activity -Publish pictorial fact sheet on harms of smoke and smokeless tobacco product***

Fact sheet is one of the tools for disseminating messages and creating awareness among the mass people and it has also a role in advocacy process. Since many people in our country do not know and aware about the national law on smoking and tobacco use, harms of tobacco use so the first steps in promoting smoke free places is to make people aware on that issue. Besides that it will take part in generic public action on law enforcement. YPSA has developed fact sheet with the messages and pictures on the harms of tobacco smoke and national tobacco control law. Though it was plan to publish 10000 (10 thousand) copies of fact sheet as per given budget but due to increasing the printing cost YPSA only print 5000 copies for 15 areas within the budget line which are very small in quantity. In this regards, its need to have more fact sheet for all working areas.

***Activity - Convert the smoke free policy and information on harms of smoke and smokeless tobacco into digital book for easy access by the visually challenged low literate people and disseminate.***

YPSA is the focal organization in Bangladesh for Digital Accessible Information System (DAISY) promoting use of digital talking books (Multimedia content) for visually challenged and low literate people especially who are print disable. For creating access of print disable people in information world YPSA produces digital talking book on different contents. In this regards during this reporting period, YPSA has developed a digital talking book on smoke free policy and information on harms of smoke and smokeless tobacco. Through this book the visually challenged and low literate people can know about the national law easily and it also use as a campaign and communication tools for building awareness and responsiveness among the mass people.

***Activity - Develop 17,500 booklets on Smoke free guideline for 7 local governments and disseminate widely (@ \$ 0.473 x 17500 copies)***

Smoke free guideline was adopted by the Mayor of Noakhali, Laxmipur, Brahman Baria, Chandpur, Rangamati, Khagrachari and Bandarban municipality. The enforcement of the guideline depends on the knowledge and information of the people about it. It is also very important to have an easy access for general people. In this regards, YPSA had a plan to publish 17500 copies of guideline. But in the first phase of the project Comilla Municipality approved

smoke Free guideline and YPSA printed the guideline. But since Comilla municipality turns into Comilla City Corporation so we need to reprint smoke free guideline for Comilla City Corporation. So YPSA has printed 20000 copies of booklets on smoke free guideline for 8 local governments including 2500 copies for Comilla city Corporation which has approved by TFK. These guidelines were disseminated through the local government authorities.

#### ***Activity- Signage Support***

As per National Smoking and Tobacco Product Usages (Control) Law 2005 and rules 2006, each public place and public transport should be smoke free and display no-smoking signs that meet the requirements of the law. Signage is a very important thinks to inform people about the smoke free place and motivate people not to smoke at smoke free public spaces. There has very few signage in different districts in Chittagong Division and there also has no organization in Chittagong who distribute signage. So YPSA has taken an initiative to publish No smoking signage and distribute in different public spaces and public transport in 11 working areas with the support from TFK. During the project period YPSA has printed a total of 1500 signage where the logo of each local government displayed separately along with the message of “Smoke Free Place” as per TC law with the permission of Mayors and distributed to smoke free public places and public transport.

#### **Objective 4. Enhance exchange of sharing experiences, knowledge and cooperation at national and international level to allow replication of promising practices of smoking and tobacco control in Chittagong Division**

Under the objective, YPSA has accomplished the following activities as per plan

#### ***Activity - Organize national events for sharing the Chittagong experiences and best practices of the project***

To share experiences of local government as well as Non Governmental Organizations in regard to tobacco control particularly smoke-free issues at City Corporation and Municipality level in Chittagong division, YPSA organized two round table discussion on "Tobacco Control in Bangladesh: Chittagong Experiences" one in Dhaka and another in Chittagong.

In Dhaka YPSA jointly with UFAT organized the round table discussion which was presided by National Professor Brig. (Rtd) Abdul Malik, Secretary General of National Heart Foundation (NHF) and Chairmen of UFAT. Councilors of Chittagong City Corporation were participated as special guest and they shared their experiences. The program was moderated by Mr. Taifur Rahman, Media and Advocacy coordinator of TFK. Mr. Dr. Sohel Reza from National Heart Foundation delivered the welcome speech on behalf of organizers. The program was covered by a video presentation on tobacco control produced by NHF and sharing of tobacco control initiatives of Chittagong, progresses, learning, experiences, challenges and some recommendations through a power point presentation. All the participants appreciated YPSA for its work in Chittagong division and organize such an event for bringing YPSA’s divisional experiences to the national level. Representatives from BI grantees, Smoke Free Coalition



members, NGOs, journalists, BATA members, media and civil society were participated in the program.

In Chittagong, the Mayor of Chittagong City corporation, Mr. Mahammad Manjur Alam was addressing as the Chief guest while the Mayor, Mr. Harunur Rashid, of Noakhali Municipality was attending the meeting as a special guest along with other panel mayors from different other municipalities of Chittagong Division and Mr. Taifur Rahman from TFK. The meeting was also addressed by several other councilors of all local governments. In the meeting all the Guests shared their experiences and their initiatives on smoke free issue at their own jurisdictions. Chittagong City Corporation declared that they will allocate budget for Smoke Free Action in their next annual budget.



***Activity - Develop online list-serve (group e-mail) and information sharing by YPSA's website to facilitate sharing of knowledge and information and continuous communication among the coalition group members***

For sharing learning experiences and knowledge, YPSA developed e group on tobacco control where YPSA posts news of YPSA's tobacco control initiatives and it also will be a platform for continuous communication.

***Activity - Participate in different programs and events at national and international levels organized by BATA, NTCC and other organizations***

Exchange of experiences, knowledge and information enhance the progress towards achieving objectives and strengthening combined and coordinating efforts for implementing smoke free initiatives. So YPSA's aims to enhance sharing of experiences and knowledge across model institutions to allow replication of promising practices in smoking and tobacco control in Chittagong Division and nationally.

During the project period, YPSA participated in different networking and advocacy initiatives at national level in cooperation and collaboration with National Tobacco Control Cell (NTCC), Campaign for Tobacco Free Kids (CFTFK), The UNION, Bangladesh Anti Tobacco Alliance (BATA), BI grantees and other tobacco control organizations in Bangladesh. Such as :

- To raise the Tobacco taxes in national budget different organizations organized different campaign in Dhaka by the participation of BATA, BI grantees, NTCC and other tobacco control actors. The objective of those campaigns was to create pressure to the policy makers and create public support for raising tobacco taxation in national budget. YPSA actively involved in all types of demonstrations and consultations.
- YPSA, as a Founder member of Bangladesh Anti Tobacco Alliance (BATA) was actively involved to observe its 12<sup>th</sup> Anniversary and award giving ceremony held in Dhaka. More than 500 grassroots organizations were participated in different sessions. YPSA shared its experiences on Smoke Free issues with the grassroots organizations and requested them to replicate this experience on Smoke Free in different geographical locations. YPSA was

participated 5<sup>th</sup> national conference of BATA and shared Smoke Free Project experiences with 130 NGO's who are actively involved with tobacco control activities all over the country.

- Tobacco control law amendment bill is waiting for final approval by the Parliament. For giving the pressure to pass the bill immediately, YPSA involved in different demonstrations, discussion and advocacy events at national level in collaboration with BATA and other BI Grantees.
- At national level YPSA was maintaining a strong network with Ministry of Health and Family welfare, National Tobacco Control Cell, Bangladesh Anti Tobacco Alliance and BI grantees for strengthening the Tobacco control movement specially Smoke Free Issues.
- YPSA actively involved and participated all types of events, demonstration and discussion to celebrate World No Tobacco Day at national level.
- YPSA actively participated and shared learning experiences on Smoke free coalitions at 3<sup>rd</sup> and 4<sup>th</sup> Sub national smoke free workshop organized by Campaign for Tobacco free Kids (TFK). YPSA also shared organizational smoke free guidelines with the participants.
- YPSA also participated in different capacity development training and workshop organized by TFK, The Union and BCCP such as- Message development workshop, Project Management course, Workshop for planning law amendment advocacy, workshop on Smoke Free implementation and enforcement, strategic communication etc.
- YPSA jointly with UFAT, NHF, BATA, WBB Trust, Barnally, NTCC, WHO, UNESCO Club, Barnali, CAB, PROGGA etc organized different tobacco control events during the project period.

Besides that YPSA also regularly participated in

- BATA monthly coordination meeting held at secretariat.
- BI grantees coordination meeting.
- Coordination Meeting organized by NTCC.

#### ***Activity - Organize staff orientation***

During the reporting period YPSA has organized 2 staffs orientation on smoke free project with project staffs where YPSA's Core Management team, finance team, Monitoring & Evaluation unit, Social development department, human resource unit also participated. The main objective of orientation were to give proper knowledge on the project, its implementation strategies, plan and responsibilities of project team members. In these orientation, project goal, objectives, field experiences, project activities, strategies, action plan, mechanism of the project implementation and TOR discussed. The field operation mechanism of the project has discussed by the Director (Social development) of YPSA. At the end of the orientation the action plan for next 12 months finalized.

#### ***Activity - Conduct monthly coordination meeting, evaluation and monitor field operation***

During the project period, a total of 24 Coordination meeting with the participation of project staffs and Core management team have been conducted. In the coordination meetings the following agendas were discussed;

- To review the plan and take action accordingly
- To share learning and challenges
- To get suggestions and new idea for improvement
- To strengthen coordination among initiatives and working areas and all the stakeholders

YPSA's core management team reviews the project progress and action plan and monitor as well. As per the findings comes from interactive discussion in the meeting core management provide their input, suggestions as it was the main platform where detailed discussion, interaction and decisions has made for the betterment of the project and performance. Moreover some new ideas also generate and the areas of direct involvement of core management team also be identified. Besides that Social development department of YPSA also support the Smoke Free Project for maintaining coordination at field operation mechanism.

## Formative report

Activities	Planned	Achievement
<b>Objective 1: Building power and broaden support for the smoke free local government through mobilizing civil society coalition to act as a pressure group</b>		
Collect area profiles and identify the supportive leadership through political and social mapping in 11 districts	7	7
Conduct consultation workshops with potential civil society members and implementing partners for formation of effective civil society coalition in 7 districts.	7	7
Organize leadership development training for 7 smoke free civil society coalitions in 7 districts	7	7
Facilitate smoke free coalitions for advocating smoke free environment with local government	24 months	24 months
<b>Objective 2. Strengthen the enforcement and implementation of smoke free policies/guideline through advocating the local government and replicate the promising practice in 11 district of Chittagong division</b>		
Conduct Advocacy meeting with CCC and 3 municipality for proper implementation and enforcement of smoke free guideline	4	4
Conduct consultative workshop for developing the model policy and implementation plan for 7 local governments	7	7
Conduct workshop for revision and finalization of Smoke free policy	7	7
Conduct advocacy workshop on adoption of smoke free guideline	7	7
Follow up and one to one negotiation meeting with local government	44	48
Conduct meeting with Community leaders (karbari, headman, king) in Chittagong hill tracts area aiming to leverage for commitment of smoke free environment	3	3
Conduct monitoring on the progress of the implementation of the institutional policies and Tobacco Control Law through report cards	All areas	All areas
Assist to conduct Taskforce committee meetings to discuss and to implement tobacco control Act 2005 and regulations 2006	45	20
Organize national events like demonstrations, round table etc. on smoke free issue at national level	2	2

Activities	Planned	Achievement
<b>Objectives 3. Change the public perceptions and practice on uses of smokeless and smoke tobacco product through raising awareness and sensitizing people about the harms of smokeless and smoking and tobacco control law.</b>		
Organize cultural campaign like folk songs, theatre, video documentary shows to raise awareness on smoke and smoke less tobacco products	30	37
Organize World No Tobacco day	22	22
Publish pictorial fact sheet on harms of smoke and smokeless tobacco product	10,000 copies	10,000 copies
Convert the smoke free policy and information on harms of smoke and smokeless tobacco into digital book for easy access by the visually challenged low literate people and disseminate.	1	1
Develop and disseminate 17500 booklets on smoke Free guideline for 7 local governments	17500	2200
Print No smoking signage to ensure smoke Free places	1500	1500
<b>Objective 4. Enhance exchange of sharing experiences, knowledge and cooperation at national and international level to allow replication of promising practices of smoking and tobacco control in Chittagong Division</b>		
Organize national events for sharing the Chittagong experiences and best practices of the project	2	2
Develop online list-serve (group e-mail) and information sharing by YPSA's website to facilitate sharing of knowledge and information and continuous communication among the coalition group members	Running	Running
Participate in different programs and events at national and international levels organized by BATA, NTCC and other organizations	As needed	As needed
Organize staff orientation	2	2
Conduct monthly coordination meeting, evaluation and monitor field operation	24	24

▪ **All completed activities which were not included on the project work plan, if any:**

- ***Visit of TFK Financial Compliance Officer Bintou Camara, Program Officer - Anuradha Khanal, and Media and Advocacy Coordinator in Bangladesh Taifur Rahman.***

During this period, TFK Financial Compliance Officer Bintou Camara, Program Officer - Anuradha Khanal, and Media and Advocacy Coordinator in Bangladesh Taifur Rahman visited YPSA. A meeting between TFK team and YPSA's staff members were participated. The main objective of the visit was to review YPSA's financial management system. In the meeting, work plan status and progress on the project, future work-plan, YPSAs internal control, budget and accounting systems, YPSA's budget and project financial management were discussed. YPSA's smoke free project team has shared YPSA's smoke free project status, progress, challenges that YPSA faces and some future possibilities and future plan. TFK Financial Compliance Officer Bintou Camara, review different financial documents like YPSAs accounts, bank statements, audit reports, contract, receipts for expenses on the TFK grant BANGLADESH RI4-21. After her review she discussed the results of the financial review and recommendations.

TFK team also visited YPSA's Cox's Bazar offices and interacted with Smoke Free coalition in Cox's Bazar. Coalition members shared their experiences, plan and success. The team also observed a cultural campaign in front of Shaheed Minar in Chittagong City Corporation which organized by coalition member. During the visit the team gave wise advise to the smoke free team to run the project more smoothly and effectively.



The TFK team met with the Mayor of Chittagong City Corporation, Alhaj. Md. Monjurul Alam, at his residence in Chittagong. They also met with the visiting delegation team from USA including the Mayor of Mr. Joseph M. CICERO, JR., Mayor, City of Lyndhurst, State of Ohio in Chittagong.

- ***Visit of TFK Legal Advisor, Mr. Aaran Schwid and Mr. Taifur Rahman***

During the reporting period, Mr. Aaran Schwid, Legal Advisor, TFK and Mr. Taifur Rahman, Advocacy & Media Coordinator (Bangladesh), TFK, has visited YPSA. They met with YPSA's smoke free project team members. Brief presentation on YPSA's initiatives and a presentation on the project were made. Through the presentation they have gotten an idea about YPSA's involvement in ensuring smoke free environment. The team has visited some smoke free places in Cox's Bazar municipality. The team has appreciated YPSA's smoke free initiatives.

□ ***John Hopkins University met Mayor of Chittagong City Corporation***

The Bangladesh Center for Communication Programs (BCCP) has taken an initiative to frame the success stories which has contributed to achieve tobacco control in Bangladesh. BCCP will make arrangements for the publication of the success stories in international journals including national dailies. As a part of it, a BCCP team comprising of Ms. Jenny Chan, a JHSPH intern to BCCP, Dr. Nazrul Haque and Mr. Mohammad Shamimul Islam from BCCP Tobacco Control Project have visited YPSA's smoke free project and met with the relevant program persons. YPSA has shared how YPSA achieved the success, the challenges that YPSA faced in achieving the



success as well as how YPSA have overcome those. The team also visited some smoke free public places. They met with some of coalition members in a ward office and interacted with them on how they involve with the smoke free process and how they achieved the success. The team also met with Md. Manjur Alam, Mayor of Chittagong City Corporation. In the meeting Mr. Giasuddin, Councilor, Chittagong City Corporation and Chief Secretary of the City Corporation were present. The mayor shared with the visitors on the process and progress of smoke free initiatives taken by the City Corporation.

□ ***A team of Asian University for Women visited YPSA***

Mr. David Mechin, French Researcher, Institute for Sustainable Development in ULAB (University of Liberal Arts) & Ms. Marie Pieue Aresneault, Researcher, Asian University for Women, Chittagong. Bangladesh visited YPSA's program in Cox's Bazar. They met with YPSA's senior management team and other project team members. They have gotten idea about YPSA's initiatives in development arena. The team also visited some smoke free places in Cox's Bazar and discussed with owners of public places. They appreciated YPSA's contribution in development.

□ ***Mr. Syed Md. Nurul Basir, Divisional Director (Planning & Monitoring), PLCEHD-2 Project, of Government visited some smoke free place***

During the reporting period, Mr. Syed Md. Nurul Basir Divisional Director (Planning & Monitoring), PLCEHD-2 Project run by Government has visited YPSA's program. YPSA team has shared about YPSA's mission, vision, program, future thinking etc. After the meeting he visited smoke free places and he appreciated YPSA's contribution in smoke free environment.

□ ***A team of DAM visited YPSA***

Dhaka Ahsania Mission (DAM) is a BI Grantee which is working on Tobacco free Dhaka City Corporation project in Dhaka supported by TFK. Since YPSA is working on smoke free local government in Chittagong so to share YPSA's initiatives and experiences DAM has visited YPSA's smoke free project in Chittagong. Mr. Taifur Rahman, Media and Advocacy Coordinator in Bangladesh of TFK was with the team. A sharing meeting also organized with the team for sharing YPSA's smoke free initiatives, it's implementation process, learning, successes, challenges and future plan. They also interacted with coalition members of Chittagong City

Corporation. The team also visited Chittagong City corporation and interacted with officials and Councilors of Chittagong City Corporation at Chief Executive office. In the meeting, Chief Executive, Chief Revenue Officer, Secretary, education officer and others officials were presented. They shared CCC's process in implementing the smoke free guideline, initiatives and their future plan which would be very helpful to DAM in implementing their smoke free Dhaka City Corporation project.

□ ***Formation of JHSPH Alumni association in Bangladesh and YPSA involvement as member***

In each year the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health (JHSPH), Baltimore, USA organizes Annual Global Tobacco Control Leadership Program, a two week leadership training program for BI grantees and some other selected persons nominated by BI partners to build effective capacity for tobacco control. As part it each year a team from Bangladesh participate in the training program of the Bloomberg Initiative. To continue the sharing of learning and experiences and to build leaders in countries experiencing the greatest burden of disease from tobacco use, BCCP has taken an initiative to form JHSPH Alumni association in Bangladesh. During the project period, the JHSPH Alumni Association has formed headed by a president. In 2010, Mr. Arifur Rahman, Chief executive of YPSA and Ms. Nasim Banu participated in the course. So YPSA has involved with the Alumni as member from Chittagong.

□ ***Organize Dissemination workshop of NTCC research report on Health & Environmental Impact of Tobacco Cultivation***

National Tobacco Control Cell (NTCC) has organized a dissemination workshop on a research report on Health & Environmental Impact of Tobacco Cultivation. A team consists of teacher and students of Chittagong University conducted the research on behalf of NTCC. In the workshop the team shared the research findings and their experiences on tobacco cultivation. Deputy Secretary of Ministry of Health and Family welfare, Coordinator of NTCC, Civil Surgeon of Chittagong district were presented as guest. The workshop was moderated by Chief Executive of YPSA. Besides that representatives from The Union, BATA, NHF, NATAB, WBB Trust, other BI grantees, NGOs, civil society, media, students, teacher, smoke free coalition were participated. YPSA assisted to organize the workshop.

□ ***A workshop on Divisional Workshop the Enforcement of Tobacco Control Law organized jointly by NTCC, Divisional Health Office of Chittagong and YPSA in Chittagong division***

A workshop titled as "Divisional Workshop the Enforcement of Tobacco Control Law" is organized which was arranged by National Tobacco Control Cell (NTCC), Divisional Health Office of Chittagong and YPSA with the support from World Health Organization (WHO)-Bangladesh at the conference room of the Divisional Health Office, Chittagong. The workshop was presided over by the Divisional Director (Health) Dr. Md. Abu Taher while the Chief Guest of the workshop was the Divisional Commissioner of Chittagong division Mr. Md. Serajul Haq Khan. There were participants mostly from different government bodies and also from some



government organizations. The key paper was presented by Mr. Md. Amin Ul Ahsan, Program Manager-Tobacco Control, NTCC. The Chief Guest of the workshop, emphasized on the joint effort of all concerned government and non-government organization to enforce the tobacco control law. The Divisional Director (Health) Dr. Md. Abu Taher said, there are so many harmful health effects and social effects of tobacco use in our country and but there are lack of awareness program on the issue. And other speakers suggested that the cultivation of tobacco control should be controlled immediately and the law should be strict to control tobacco uses.

□ ***A workshop on Tobacco cultivation in Bandarban organized jointly by NTCC, WHO, DC office of Bardarban and YPSA***

Bandarban is very significant area in tobacco control issue. Most of the people of these are belong tribal communities. Smoking and tobacco use is a social trend and part of their culture among the all tribal communities. The rate of tobacco cultivation in this area is very high. There are lots of Tobacco cultivations land which impeded the food security, caused for decrease the land fertility, health hazards, deforestations and polluted environment. Addressing this alarming situation NTCC, WHO, DC office of Bandarban district and YPSA jointly organized a workshop on Tobacco cultivation in Bandarban. In the workshop GO, NGO representatives, civil society was participated. Mr. Bir Bahadur, MP was presence as chief guest in the workshop. Tobacco control situation, TC law, law amendment and effect of tobacco cultivation and what will the strategies to reduce the tobacco uses have discussed in the workshop. Another divisional Workshop on “Tobacco Control Law” conducted in Cox’s Bazar on 31<sup>st</sup> March’13 with the participation of taskforce members of 6 districts in Chittagong division which was organized by health ministry. YPSA has provided assistance to organize and conduct the workshop.

□ ***YPSA’s smoke free guideline shared in Central Coordination Meeting of YPSA***

Every year YPSA organizes the Central Coordination Meeting where all general committee and executive committee members, core management team, staffs and some of YPSA’s resource persons participate. In the project period YPSA organized a CCM. In the meeting, Chief executive shared YPSA’s smoke free guideline which YPSA developed with assistance of TFK. He also requested all to maintain this guideline since it is a part of organizations policy and he informed that the guideline is applicable for all YPSA’s Executive committee, staffs, visitors, intern and all stakeholders in YPSA’s all offices, field offices, different health and education centres etc. He also declared that YPSA’s all events must be smoke free. Now smoke free guideline is the part of YPSA’s policy.



□ ***Shared smoke free issue and tobacco control law in GO NGO coordination meeting in Feni district***

In each month local administration conducts monthly GO - NGO meeting in each district and upazilla level where all NGOs who work in the respective area and DC, ADC and other officials of local administration participate. In the project period, YPSA participated and shared YPSA’s smoke free project, smoke free guideline and tobacco control law in 8 GO - NGO coordination meeting. In those meeting, DC, ADC and all the other participants participated in a question answer session on smoke free initiatives of YPSA and they also appreciated YPSA’s works on smoke free issue. Many participant shown their interest to extend their cooperation to YPSA for

ensuring the smoke free environment. YPSA requested all to keep their offices smoke free. YPSA also distributed fact sheet on anti smoking messages to all the participants.

□ ***A Dialogue held Jointly by YPSA and WBB Trust***

YPSA and WBB Trust jointly arranged a dialogue titled as “The Challenges and Achievements for Tobacco Control” at YPSA -HRDC, Chittagong on aiming to enhance the knowledge, skills and experience sharing on the Tobacco Control issue. The Director (Health), Chittagong Division attended the meeting, as chief guest, while several councilors of the Chittagong City Corporation were addressing in the meeting. YPSA’s Director (Field Operation), Mr. Mahabubur Rahman has presided over the meeting and senior official of WBB Trust Mr. Aminul Islam Sujon delivered the key not paper and Md. Ali Shahin, Advocacy Officer, YPSA was acting as a moderator in the meeting. The Director (Health) said that this kind of meeting provides lessons and insights on how to advance any initiatives, initiate working relation with different stakeholders. It also facilitates in enhancing knowledge and skills and encouraging people to do the better performance.

□ ***UNESCO Club, WBB trust and YPSA jointly organized a Seminar on tobacco control***

UNESCO Club, WBB Trust and YPSA have jointly organized a seminar on “Role of youth in ensuring smoke free public place and public transport”. Mr. Abdus Salam, Chairman, Chittagong Development Authority (CDA) was present as the chief guest in the program. School students were participated in the seminar. A paper on smoke free public place and public transport were presented and also different data and information on tobacco use in Bangladesh also presented. Kids participated in the signature campaign and staged cultural program. Students urged prime minister to make public places and public transports 100% smoke-free amending the Tobacco Control Act, in the seminar.



□ ***A Meeting held jointly by YPSA, Barnali and WBB trust on the amendment of tobacco control law***

During this reporting period, WBB trust has conducted a sharing meeting on the amendment of tobacco control law with local government actors of Chittagong City Corporation. In the meeting, Councilors of City Corporation and coalition members were participated. Existing Tobacco control law, its gap or limitation, amendment of the law and its importance and provide support to raise voice in favour of law amendment have discussed in the meeting. YPSA presented the Key note paper. CCC has declared that primarily they will develop 3 smoke free model wards (Bagmonirum ward, Lalkhan Bazaar ward and Bakolia ward). YPSA and Barnali jointly assisted to arrange the meeting.



□ ***Exhibition and seminar on “Pictorial warning on tobacco packaging” organized by CAB***

For highlighting the importance of pictorial pack warning on tobacco products, CAB has organized photo exhibition of different pack warning of different countries, a seminar, and cultural program on “Pictorial warning on tobacco packaging” in three districts like Chittagong, Cox’s Bazar and Rangamati. President of CAB, Chittagong, Mr. Taifur Rahman from TFK and Dr. Sohel Reza from NHF were presence as guests. Dr. Sohel Reza shared the importance of tobacco packaging and its impact. After his presentation an open discussion held where participants shared their comments, feelings and suggestions on it. YPSA has actively participated in different events in three districts.



□ **Meeting on Anti tobacco Program jointly organized by YPSA and UFAT in Chittagong**

UFAT and YPSA jointly organized a meeting on Anti tobacco Program at Chittagong with the assistance of Campaign for Tobacco free Kids which held on 26th July'12 in Chittagong. The meeting was presided by Dr. Md. Abu Taiyub, Civil Surgeon of Chittagong district where Dr. Shekh Sahabuddin Ahmed, Divisional Director-Health, Chittagong Division was the chief guest. Different government officials, councilors of Chittagong City Corporation, smoke free coalition members and different government officials also participated in the meeting. In the meeting, YPSA has shared harms of tobacco uses, Tobacco control law and some recommendation for comply the law through a power point presentation. Besides that a video on tobacco harms produced by NHF also presented in the meeting. Dr. Sazzad Bin Yusuf, Coordinator of UFAT, Chittagong district has shared UFAT activities. Some decisions and recommendations come out in the meeting which were as follows-



1. Display and disseminate Information on harms of tobacco uses through 194 Information centers of Chittagong District

2. Organize taskforce meeting regularly
3. Run Mobile court regularly and effectively
4. Stop tobacco cultivation in Khas land
5. Involve media for disseminating information and creating awareness.

YPSA and UFAT jointly organized another meeting on "Smoke Free Chittagong: Our Responsibilities" in Chittagong City Corporation. The Mayor of Chittagong City Corporation, Mr. Mahammad Manjur Alam was presence as chief guest. Mr. S.M Tanvir Arafat, ADC Traffic (Port) of Chittagong, Mr. Monjurul Islam, the Chief Revenue Officer (act) of CCC, Mr. Hasan Mahmud Hasni, Panel Mayor -3 (CCC), Mr. Mokbul Ahmed, State Officer of CCC was attending the meeting as a special guests. The meeting was also addressed by several other councilors of CCC, representatives from transport associations, hotel-restaurant associations, NGOs, media etc. The Mayor of CCC said that Chittagong City Corporation will arrange different events and distribute 70 thousand rickshaw license plates and fix smoke free messages

in all its work places and also will include tobacco control issues with our all health projects and programs.

□ ***Meeting on Tobacco control program with doctors jointly organized by UFAT and YPSA***

YPSA and UFAT jointly organized a meeting on tobacco control program with the doctors of Chittagong Medical Collage and hospital. In the meeting, director of Chittagong Medical Hospital and Principle of Chittagong Medical Collage were present as guests. Dr. Sazzad Bin Yusuf, Coordinator of UFAT, Chittagong has facilitated the meeting. YPSA shared smoke free initiatives in Chittagong division through a power point presentation.



□ ***Participate in a meeting on smoke free policy for hospitals initiated by UFAT and National Heart foundation***

UFAT has taken an initiative to develop smoke free policy for hospitals. For developing the policy UFAT has formed a committee which will finalize the smoke free policy. Since YPSA has experiences to develop smoke free guideline for local government so UFAT include YPSA as one of the committee member. In the meantime 2 meeting held and a draft policy developed. YPSA has provided suggestions and feedback based on YPSA's experiences which will be finalized by UFAT.

□ ***Awareness campaign held at school level in Cox's Bazar and Ramu***

YPSA is implementing a project on human trafficking where YPSA conducts awareness campaign with school students of class viii to class x on human trafficking and other life skills issue. YPSA has incorporated tobacco control issue as cross cutting issue with this program. During this reporting period, YPSA has conducted awareness campaign at 13 schools of Cox's bazaar municipality and Ramu upazilla by which around 650 students informed about the harms of smoking and tobacco use, Tobacco control law and smoke free guideline.

□ ***Collect DO letter from member of Parliament on raising tobacco tax***

Increasing tax on tobacco products contribute to increase the prices of tobacco product which lead in decreasing the consumption of tobacco and reduce the harms of tobacco uses. But unfortunately the tax of tobacco products are not so high in Bangladesh. So all the anti tobacco organizations raise a voice on Tax and did Tax advocacy. For raising tax in the national budget all BI grantees requested Members of Parliaments (MPs) to support the demand for tobacco taxation through giving a Demand Order (DO letter) to Finance ministry or NBR. As per plan YPSA has contacted with several MPs of Chittagong division and also collected DO letters from Mr. M. Abdul Latif (MP- Ctg 10) and Mr. Mainuddin Khan Badal (MP- Ctg 7) of Chittagong district.

□ ***A workshop on "Media for advocacy" in Dhaka organized PROGGA***

ATMA is one of the platforms of journalists on Tobacco control initiated by PROGGA. ATMA regularly organizes coordination meeting where all the participants share their knowledge, take steps for further initiatives. In the coordination meeting journalists (ATMA members) and staffs from different BI grantees and different district were participated. One of YPSA staff has participated in the workshop.

A meeting with ATMA members of Chittagong division was held on 3<sup>rd</sup> December jointly organized by PROGGA and YPSA.

□ ***Participate in Project Management Course organized by The UNION***

The Union is one of the Partner of BI who organizes training course for those organizations that are working on tobacco control and also for Government high officials in each year. The main objective of those courses are to develop capacity of participants to work and address tobacco control issue more efficiently. As a BI grantee representative from YPSA has participated several courses during the project period.

□ ***Participation in Capacity development Training course supported and organized by The Union***

The Union is one of the Partner of BI who organizes training course for those organizations that are working on tobacco control and also for Government high officials in each year. As a BI grantee representative from YPSA has participated a total of 5 courses during this period.

Ms. Nasim Banu, Program Coordinator, Smoke Free project has participated in a workshop on “Smoke Free implementation and enforcement”

Mr. Didarul Alam, Mr. Md. Harun and Mr. Jasim Uddin have participated in Training course Project Management

Mr. Azmal Hossain, accounts Officer, YPSA has participated in budget and financial management course.

All the training helped us to understand the management and tobacco control issue and share our knowledge, experiences and practice with other participants came from different countries which contributed to make relationship and build network with them.

□ ***Participated in 3<sup>rd</sup> and 4<sup>th</sup> sub national smoke free project workshop organized by TFK***

Sharing of experiences on any issues provides lessons and insights on how to advance any initiatives, initiate working relation with different stakeholders and enable the organization to reach the organization the ultimate objectives of those initiatives. It also facilitates in enhancing knowledge and skills and encouraging people to do the better performance in one’s field.

Keeping this is in mind, in 2009 and 2010 YPSA and PROGGA jointly organized the 1<sup>st</sup> and 2<sup>nd</sup> Sub-National workshop on Smoke Free issue titled as “Bangladesh Sub-National, Smoke-Free Project Workshop” in Chittagong which were cooperated by Campaign for Tobacco Free Kids (TFK), The Union and Bloomberg Initiatives. As a continuous process of these two workshops TFK has organized the 3<sup>rd</sup> and 4<sup>th</sup> Sub-National workshop on Smoke Free issue. The aim of those workshops were to develop a coordinated strategy to strengthen sub national smoke free work in Bangladesh, by facilitating knowledge, skills and experience sharing, and establishing collaboration



between the six divisional grantees and partners to work together towards smoke/tobacco free Bangladesh. 6 BI grantees who are working on smoke free issue have participated in these workshops. In the workshop YPSA shared its initiatives on civil society coalition, smoke free

local government and smoke free guideline as a model with the participants. 3 persons from YPSA have participated in these two workshops.

It was also a good opportunity for projects to share progress and help formulate effective ways of working with the local government, media and other stakeholders which was the vital for the success of the smoke free projects all over the country.

□ ***YPSA participated in capacity development training and Workshop organized by BCCP***

For strengthening the capacity of BI grantees on tobacco control issue, Bangladesh Center for Communication Programs (BCCP) organized different training and workshop as part of Capacity Building Initiative. Representatives from BI grantees participates in those training and workshops. In this project period YPSA has participated following training and workshop

- Three participants from YPSA have participated in two message development workshop. Through these workshops participants have come to know about the process of effective message development on any issue.
- One participant has participated in “Capacity building workshop on Strategic Communication”.
- One participant has participated in the workshop on How to assess impact of TC Program
- One participants has participated in Compliance analysis, monitoring, impact assessment training

□ ***Participated in the workshop for planning law amendment advocacy organized by TFK in Dhaka***

Bangladesh government has enacted Tobacco control law in 2005. But the law has some limitation and does not fully comply the FCTC. So different anti tobacco activists and organizations have been trying to amend the law. Recently the draft amendment passed in the cabinet division and sent it to Law ministry. But the process of law amendment by the government is very slow. So to make the process faster and amend the law within very short time it demand further advocacy and create more pressure to the government. TFK has organized a daylong workshop for planning law amendment advocacy in Dhaka. All BI grantees in Bangladesh were participated in the workshop. The objective of the workshop was to inform and give the clear idea on the journey of law amendment process and draft amendment and next planning of advocacy. Each organization has identified key actors with whom advocacy will be done and also identified some tasks that will be implemented for motivating the key actors for raising their voices on law amendment. 3 staffs from YPSA have participated in the workshop.

□ ***Participate in “How to showcase best practices in Tobacco control” organized by BCCP***

BCCP as BI grantee organized different training/workshop for developing capacity to work on Tobacco control issue more effectively and efficiently. In this period BCCP organized a workshop on “How to showcase best practices in Tobacco control” where all the participants from BI grantees presented and share the best practices of their own initiatives. In this regard YPSA share “Smoke free coalition movement towards smoke free environment” as a best practice of YPSA’s initiatives. BCCP has selected YPSA’s best practices for the publication of the success stories in international journals which will be published by JHSPH.

□ ***Organized national Tobacco control Day***

BATA is an Alliance of anti tobacco organizations which formed in 9<sup>th</sup> October 1999. Now a days BATA has 700 members all over the country. BATA is playing the leading role to reduce

tobacco uses in Bangladesh. To enhance and strengthen the anti tobacco movement BATA decided to observe National Tobacco control day on 9<sup>th</sup> October that is birthday of BATA. Around 400 organizations were observed the day. YPSA is one of the founder member of BATA and focal organization in Chittagong Division. YPSA also observed the day on 9<sup>th</sup> October.

**3. Please list and explain any changes to the *major objectives* that occurred during your project implementation.**

During the project period, YPSA has not made any significant changes to the stated major objectives.

**4. What changes did you make to the activities set forth in your original project work plan and why? Please address all activities listed in the project work plan that were not completed.**

While implementing the project, YPSA has found several recommendations from different stakeholders on improvement of smoke free initiatives in Chittagong for enhancing the process of development of smoke free environment. Besides that YPSA also felt need to have some events and activities for achieving the objective of the project. In this regards YPSA has made some changes in the on going project plan and have taken some new activities. The request of YPSA for additional funds to further support the effective implementation of the BANGLADESH RI4-21 project has been approved by TFK which were as follows:

Activities	Quantity	Unit cost in \$	Total amount in \$
National level advocacy through organizing national events like demonstrations, round table etc. on smoke free issue at national level	2 events	\$ 2000	\$ 4000
Develop 17,500 booklets on Smoke free guideline for 7 local governments and disseminate widely (@ \$ 0.473 x 17500 copies)	17500 copies	\$ 0.473	\$ 8277
Signage Support	1500	3	\$ 4500
<b>Total</b>			<b>\$ 16777</b>

**5. Please describe the impact your project had on the passage and/or implementation of tobacco control policies in the area in which you worked (city, country, region, etc.).**

YPSA has taken an initiative to promote smoke free public places and local government through developing, adopting and enforcing smoke free guideline with the aim to protect the people from exposure to secondhand tobacco smoke, ensure the proper implementation of national smoking and tobacco control Act 2005, promote a culture of non smoking so that smokers have least chances to smoke and continuously move to quit and ensure the participation of all people in tobacco control initiatives. During the project period, the following impacts has achieved from the project

### ***Coalition movement towards smoke free environment***

11 Voluntary advocacy and lobby coalition groups from civil society have been established in 11 local government areas comprising of local elected leaders who are supportive, civil society, NGOs, CBOs, youth leaders, religious leaders, business community, transport authorities, teachers, doctors and journalists who are working for creating smoke free environment. The main objective of coalition is to build power and broaden support for the smoke free local government through mobilizing civil society coalition to act as a pressure group. YPSA provided training for coalition to act as advocate group. As a result of it knowledge and capacity of coalition members on tobacco control situation, TC law and smoke free guideline has been increased. They are very much motivated and committed to work on smoke free issue. They involved with several SF initiatives at their own areas. They also involved with the process of advocacy with the local government to adopt and implement the SF guideline by the local government and also motivate the authorities of public place and public transport.

Coalition members motivated 11 local governments to declare smoke free LG and adopt SF guideline. By active participation of the SF coalitions many public places and vehicles have been declared as smoke free place by the authorities in 11 local government areas. No smoking Signage distributed in different smoke free public places by coalitions. Most of the smoker coalition members quit smoking and motivated others to quite smoking. A religious leader who is the member of coalition in Comilla is providing information on tobacco control issue to all 997 Imam (Religious leaders) so that they could share those information in regular discussion (Khutba) at mosque after prayer. As a result of motivation by the coalition 20 local landlords at CHT given their commitment that they will not lease their land to tobacco companies for tobacco cultivation. 3 councilors (Coalition member) of CCC have formed 3 community groups at their own constituencies who are discussing smoke free issue at different meeting of them.

### ***Adoption and enforcement of smoke free guideline through advocating the local government***

YPSA worked in 4 local governments (Chittagong City Corporation, Comilla Municipality, Feni municipality and Cox's Bazar municipality) in the 1<sup>st</sup> phase of the project. As a continuous advocacy by YPSA and coalitions 4 Local governments adopted smoke free guidelines. In the 2<sup>nd</sup> phase, YPSA replicated the same initiatives in other 7 local governments in Chittagong division. With the support of coalition SF guideline developed separately for 7 local governments. YPSA handed over the guideline to all 7 Mayors of 7 local governments and also shared the important of the guideline with some proposal. After that, YPSA and Coalition member regularly maintained follow up and done advocacy for adopting smoke free guideline by Local government. As a result of continuous linkage and advocacy, all the Mayors of 7 areas have approved and signed guideline. Each of the local government has given the responsibility to specific department and persons for taking necessary steps to implement their guideline. Besides that all the Mayors have declared smoke free local government.

As per the guideline the smoke free local government means “All the public places and public transport according to National tobacco control Law 2005 and also having options in smoke free guideline (hotel, motel, restaurants, NGO offices, non machinery vehicles) under the local government will be 100 % smoke free. Guideline does not allow the designated areas for smoking in any public places and public transport. Each of the local government has taken some decisions to implement the smoke free local government.

- The Mayor of Laxmipur municipality has participated in the coalition formation workshop where he informed that if anybody smoke at the smoke free municipality building then municipality will fine 1000 taka instead of 50 taka for violating the law. Besides that a councilor of Laxmipur municipality has admitted that he will quit smoke from the workshop.
- CCC has placed no smoking signage in 70000 rickshaw license plat.
- The Mayor, Mr. Monjur Alam, raised the smoke free issue in the AGM of CCC and he instructed all to complain the Magistrate and take necessary actions if anybody smoke in any public places.
- Cox’s Bazar Municipality has placed again no smoking messages in rickshaw and tom tom license plat
- No smoking and anti tobacco messages are displaying daily in local TV cable network in Brahman Baria municipality.
- Khagrachari municipality is disseminating no smoking messages through keeping information in 5000 Tax bill.
- Chandpur municipality published no smoking messages in their 22000 holding tax bills, 6000 rickshaw license plates and 5000 water supply

### ***Increase the number of Smoke free public places and public transport***

As a continuous contact, communication, advocacy and follow up conducted by YPSA and Coalition, a number of public place and public transport became smoke Free besides local governments. And no smoking Signage have distributed in different smoke free public places. As a result of it many non smoker protected from secondhand smoking. As a result of continuous advocacy by YPSA and smoke free coalition, District education officer (Including secondary school, collage, madrasa and others) in Comilla district, district primary education officer (DPEO) of Comilla and district primary education officer (DPEO) of Cox’s Bazar circulated 3 separate notices to all primary school, secondary school and collages to ban tobacco smoke in education premises. As a result of it a total 4059 primary school, secondary school, collage, and mardasa became smoke free. And the students of all the education institutions are protected from the secondhand smoking and harms of tobacco smoke.

### ***Increase level of awareness among the people***

Lack of awareness about the harm of smoke less tobacco use and second hand smoke, national legislation in the new area is a big problem in our country. Through campaign activities, publication of the project general people informed about the harms of tobacco use (smoking and smokeless) and national TC law. Huge people have come to know about the harms of tobacco use, tobacco control law and the importance of quitting tobacco through participating in events organized on the occasion of world No tobacco day. Most of the smoker coalition members quite smoking and they motivated and inspired others to quit smoke. As a result, the public perceptions and practice on uses of smokeless and smoke tobacco product through raising awareness and sensitizing people about the harms of smokeless and smoking and tobacco control law has changed.

### ***Replication of promising practices of smoking and tobacco control in Chittagong Division***

Through maintaining and participating in different networks, forums and events YPSA has gotten an opportunity to exchange and share experiences and knowledge. Those sharing help YPSA to enhance exchange of sharing experiences, knowledge and cooperation at national and international level to allow replication of promising practices of smoking and tobacco control in Chittagong Division. YPSA's approach of coalition and smoke free guideline for local government has recognized by other organizations as model. Many organizations are trying to replicate this initiative at their own areas.

## **6. What impact did the grant have on your organization's capacity? (i.e.- staff, infrastructure, processes, technical expertise, etc.)**

During the project period, YPSA's smoke free team members participated in different training, workshop organized by different BI partners (TFK, The Union,) and Grantees. YPSA participated in 3<sup>rd</sup> and 4<sup>th</sup> sub national smoke free project workshops, and workshop for planning law amendment advocacy organized by TFK. YPSA also participated in different events where YPSA gained knowledge and skills. As a result of all the capacity development support YPSA's staffs are now equipped with knowledge on smoking issue and tobacco control law and they also able to handle smoke free project effectively. The capacity of YPSA to work as a resource has also been enhanced so that YPSA has provided resource support to other BI grantees in Bangladesh.

## **7. What were the greatest challenges or constraints you faced while developing and implementing this project?**

While implementing the project YPSA has faced some obstacles as follows-

- Local government has no legal body and No magistracy power for the enforcement of Tobacco control law.
- Limited or lack of Resources (Human and financial) within local government for enforcing Tobacco control law or guideline
- The local government doesn't keep allocation for the tobacco control in their annual budget which is very important in taking any comprehensive action on the smoke free issue by LG.
- Smoking is not the prior issue of any stakeholders including local government and the administration
- Taskforce are not active/ limited mobile court support for tobacco control taskforce.
- Limited skills and knowledge among the law enforcement authorities.
- Limited data on smoking and tobacco use that is segregated and specific to different regions in Bangladesh.
- Smoking is a kind of social trend in Chittagong Hill Tracts (CHT) areas

- Limitation in the existing law in ensuring 100% smoke free environment.
- Tobacco control Law amendment process is very slow
- Tobacco cultivation are increasing in CHT and Cox's Bazar which is destroying environment
- Absence of comprehensive program initiatives at local level
- Limited awareness campaign in electronic media
- High level of knowledge about dangers of smoking and low level of behavioral change
- Tobacco control issue are not addressed by Political manifestations
- The combined body like –Municipality association of Bangladesh can be a effective part to enforce the smoke free bindings to improve the smoke free environment and replicate the best practices in other areas of our country.
- Long term effort is needed to ensure a sustainable initiative on the smoke free issue.
- Political unrest of the country.
- Tricky and frequent changes of business policy by tobacco companies.

## 8. What unanticipated opportunities arose during the project?

- **Tobacco control issue is discussed in training session as cross cutting issue with local government by the Government**

The institutional development officer of Agricultural sector program support phase ii is one of the coalition members in Laxmipur municipality. Through involving with the coalition he motivated with the issue and he has taken initiative to discuss the tobacco control issue in the training session with Union Parishad where Chairmen and members are the participants. It is a great opportunity to spread the messages on harms of tobacco uses in the more grassroot level.

- **Expanded areas from Comilla Municipality to Comilla City Corporation**

While YPSA started smoke free project in Comilla that time it was municipal areas. But in this project period Comilla Municipality has been transformed as Comilla City Corporation. So that YPSA's working area or geographical coverage and targeted population was increased. Now in total YPSA is working in two City Corporation (Chittagong and Comilla). By this change the opportunity has arisen to expand smoke free initiatives in greater Comilla City Corporation in stead of Comilla municipality.

- **Strengthen relation with members of Parliament in collecting DO letter from them**

Increasing tax on tobacco products contribute to increase the prices of tobacco product which lead in decreasing the consumption of tobacco and reduce the harms of tobacco uses. But unfortunately the taxes of tobacco products are not so high in Bangladesh. So all the anti tobacco organizations raise a voice on Tax and did Tax advocacy. For raising tax in the national budget all BI grantees requested Members of Parliaments (MPs) to support the demand for tobacco taxation through giving a DO letter to Finance ministry or NBR. As per plan YPSA has contacted with many MPs of Chittagong division and also collected 2 DO letters from Mr. M. Abdul Latif (MP- Ctg 10) and Mr. Mainuddin Khan Badal (MP- Ctg 7) of Chittagong district. By collecting DO letters from MP, a good relationship has developed with many MPs and MPs also informed about the importance of raising tobacco tax.

- **Conduct AQM at restaurants in Chittagong City Corporation Areas**

Secondhand smoke (SHS) from cigarettes and other burned tobacco products are hazardous to smokers and nonsmokers. With every breath of SHS, we inhale a toxic soup of more than 4,000 chemical compounds. Air quality monitoring helps to measure pollution from secondhand smoke. Secondhand smoke is a primary cause of indoor air pollution in workplaces and other indoor places (i.e., bars, restaurants, educational institutions, airports, hospitals, etc.). In this period TFK has taken an initiative to conduct AQM in Chittagong and Dhaka jointly with NHF, DAM and YPSA. NHF provided technical support, DAM conducted in Dhaka and YPSA conducted in Chittagong. At first a workshop on AQM has organized by TFK to prepare a plan. Then YPSA conducted AQM at 13 restaurants in Chittagong City Corporation areas. YPSA send all the findings to NHF. AQM helps to monitor compliance of the existing law and know the enforcement level of national smoke-free law, disseminating results for advocacy.

**9. Do you feel that your project represented the most effective approach to tackling the problem at hand? With the benefit of hindsight, what, if anything, would you do differently?**

Civil society coalition formation is one of the most important approach of YPSA's smoke free project. Representatives from supportive members of Local Government, media representatives, like minded development organizations, local civil society organizations, market association's representatives, Government officials, religious leader, student forum's representatives, transport associations, doctors and teachers are the members of coalitions. They are very much active and enthusiastic to involve the tobacco control movement. So the coalition represents the most effective approach to tackling the problems at hand for YPSA.

Besides that some other important approaches also been provided efforts to ensure the smoke free environment like campaign program for raising awareness, publish and distribute BCC materials and Capacity support.

**10. What new partnerships or collaborations were created or have you entered into as a result of the project? How will these collaborations continue?**

YPSA has closely worked with local government in 11 areas for ensuring the smoke free environment through developing the smoke free guideline. For working with local government, a good relation has developed with them and an informal partnership has developed with those local governments.

Besides that YPSA became a part of BI grantees partnership. BI grantees have strong network and collaboration to work together against tobacco.

Civil society coalition, a new collaboration body has formed in 7 new working areas by YPSA which are continuously working for smoke free environment.

YPSA also the founder members of BATA and as a lead organization of BATA in Chittagong YPSA involve all types of BATA initiatives at national as well as local level.

Tobacco control Taskforce is a government body which is responsible for tobacco control law enforcement. YPSA became a member (as BATA representative) of taskforce in 9 district and sub districts level.

Through exchanging and sharing of experiences, knowledge, continuous communication, technical support, expertise, resource and initiating combined events these network and collaborations will continue in future.

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## Budget

### 11. What changes did you make to the budget during this project?

As per the original agreement the approved project budget was \$ 195,000. But in the 1<sup>st</sup> year of the project period, based on experiences and need YPSA revised its project activities and made some changes in the on going project plan and took some new activities and changed the budget accordingly. TFK approved the changed activities and budget and YPSA received \$ 16,777 as additional fund and finally YPSA's budget was \$ 214,294. The following table shows the additional budget allocation:

Activities	Quantity	Unit cost in \$	Total amount in \$
<b>Objective 2. Strengthen the enforcement and implementation of smoke free policies/guidelines through advocating the local government and replicating the</b>			
National level advocacy through organizing national events like demonstrations, round table etc. on smoke free issue at national level	2 events	\$ 2000	\$ 4000
<b>Objectives 3. Change public perceptions and practices on uses of both smoked and smokeless tobacco products through raising awareness and sensitizing people</b>			
Develop 17,500 booklets on Smoke free guideline for 7 local governments and disseminate widely (@ \$ 0.473 x 17500 copies)	17500 copies	\$ 0.473	\$ 8277
Signage Support	1500	3	\$ 4500
<b>Total</b>			<b>\$ 16777</b>

### 12. What did you learn that will benefit your next project budgeting process?

The budget template of TFK is very much effective and easy to prepare. Besides that the financial report template also is a very easy for reposting. So YPSA could use it for other program budgeting. TFK is flexible to add new ideas and initiatives with ongoing program.

Project budget always prepared before the project starting period based on current market situation and money exchange rate but when we operate the budget after 1 year or more than that it has found that the market situation is changed, prices of logistics increased, money exchange rate changed. In that case, budget increased than original budget. In that situation we feel difficulties to arrange the program within the budgeted amount. So if there has any option of contingency fund for handle that situation that would be helpful for the project.

**13. What new staff members were employed through this grant that were not listed on the original budget? What original staff members were no longer on the project at its conclusion?**

YPSA has recruited a total of 7 full time staffs at the beginning of the project as per original budget list. In the project period no staff has changed. The project team members as per original budget are as follows

1. Ms. Nasim Banu, Program Coordinator
2. Mr. Mohammad Ali, Program officer (Advocacy & partnership)
3. Mr. Nazmul Haider, Program Officer (Communication and Media)
4. Mr. Mohammad Omar Shahed, Associate Program Officer
5. Mr. Mohammad Harun, Associate Program Officer
6. Mr. Didarul Alam, Associate Program Officer
7. Ms. Towhida Akter, Accounts Officer

Mr. Arifur Rahman, Chief Executive has provided support to the project as focal person and Mr. Palash Chowdhury, Director (Finance) has provided support to the finance part of the project.

**14. During this reporting period, were any funds spend to support or oppose candidates for elected office? If yes, what amount of grant funds was used?**

No. YPSA did not spent any funds to support or oppose candidates for elected office

## **Moving Forward**

### **15. Sustainability**

One of the major objectives of the project is to adopt the smoke free guideline for local government. Adoption of smoke free guideline and its successful implementation is the major tool to sustain the project's impact in the working areas. During the project period 11 local governments adopted 11 SF guideline for their own areas by which smoke Free guideline became the part of institutional policy of local government. Now they are taking some initiatives gradually to enforce the guideline. Stronger enforcement at the local level shall definitely contribute more to reduction in exposure to secondhand tobacco smoke due to large population size residing and working in local towns. It is also key matter to mainstream tobacco and smoking issue as a major issue within local government agenda. At the beginning of the project Smoking/tobacco issue was the less priority issue within local government and even they did not want to discuss these issue in their meeting agenda. But they discussed this issue at their monthly meeting and if they allocate budget for enforcement of TC law and SF guideline then the smoke free issue will merge with their prior list. Number of administrative structures, institutions, public places and public transport directly effected through adopting and implementing the smoke free guideline.

The practices of guideline could be replicated in other parts of Chittagong Division or in country by which best practice or result of the project could be spread out countrywide. Membership in the taskforce committee in different areas is also a mechanism to sustain the activities and YPSA will follow up their meeting as a member of the taskforce.

YPSA formed 11 civil society coalitions in 11 areas who are now equipped with skills and knowledge and capable enough to continue the momentum of the project. These coalition members are very much effective and dynamic and gave a tremendous effort for achieving the goal of the existing project. The coalitions are very much enthusiastic to continue the movement of tobacco control in their respective areas. They also will continue their support to local authority in implementing and ensuring the enforcement and monitoring of tobacco control law and guideline.

Awareness among the target populations about harmful effects of smoking and exposure to secondhand smoke, tobacco control law is one of the biggest tools to be sustained with little effort from the coalition members and taskforce committee in respective areas. YPSA initiated many awareness building campaigns by which many people informed the tobacco control issue.

Capacity development is another component to sustain the project's activities. Advocacy skills and knowledge among sections of the coalition members on developing strategy, planning, developing messages are improved. Most of who now actively participate and share the information in both smoke free project activities and other anti smoking and tobacco events are very much active to keep the smoke free activities to carry on in future.

## **TFK Grants Program Feedback**

### **16. Improvement of the grant negotiation process**

The negotiation process of the grant between YPSA and TFK is very resourceful effective. TFK is very much flexible and encourages for new and creative initiatives based on needs. But Sometimes YPSA could not take some initiatives due to fund limitation. In that case we hope that TFK will consider increasing budget limit based on the justification and logic.

### **17. Changes of format, agenda, etc. during the site visit**

YPSA always give importance on to share and discuss the project status, learning, challenges and new ideas came from field experiences with TFK. Based on the field findings, YPSA wishes to get feedbacks and suggestions from TFK and also expect support from TFK for new interventions. YPSA also expect the written suggestions, feedback and appreciation from TFK. And YPSA always have gotten support from TFK as per YPSA's expectations.

But YPSA feels a need of more field visit by TFK to assess, monitor and give more feedback on YPSA's work and its progress in all working areas.

### **18. Description of interactions with your TFK program officer, grants administrator and/or finance compliance officer**

YPSA always interacts with TFK program Officer, grant administrator and/or finance compliance officer when needed. YPSA always tries to share updates of the project with TFK through e- mail. And YPSA always take opportunity to share ideas and suggestions with Mr. Taifur Rahman, Media and advocacy coordinator in Bangladesh. YPSA also get resource and capacity support from TFK. YPSA also shared with TFK, USA by mail or telephone. And TFK provided support accordingly. YPSA also submits monthly report to TFK Bangladesh by which TFK inform about the progress and present status of YPSA's smoke free initiatives. So it can be said that the interaction between YPSA and TFK is very much effective.

### **19. Additional feedback on the overall management of, and services provided.**

During the project period, YPSA has gotten different assistance from TFK. TFK has visited YPSA, met with YPSA project team members and interacted with stakeholders. During this period, TFK Financial Compliance Officer Ms. Bintou Camara, Program Officer - Anuradha Khanal, and Media and Advocacy Coordinator in Bangladesh Taifur Rahman visited YPSA. They reviewed YPSA's financial management system, work plan status and progress on the project, future work-plan, YPSAs internal control, budget and accounting systems, YPSA's budget and project financial management. TFK Financial Compliance Officer Ms. Bintou Camara, reviewed different financial documents like YPSAs accounts, bank statements, audit reports, contract, receipts for expenses on the TFK grant BANGLADESH RI4-21. After that TFK provided suggestions and feedback in improvement of the project initiatives.

TFK also provided capacity support to YPSA like sub national workshop, law amendment workshop, advocacy workshop etc. YPSA also get support from TFK for developing new future plan and resource support to arrange some national events.

YPSA feels that more field visit by TFK will provide more feedbacks to improve YPSA's initiatives. TFK can play role to coordinate other organizations and YPSA regionally and globally by which YPSA could be the part of global network, and also can share global experiences with YPSA.

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**Annex- 1:**

**Case Study - 1**

***11 local government adopted Smoke Free Guideline and declared smoke free by the Mayors***

*YPSA has taken an initiative to promote smoke free public places and local government through developing, enacting, adopting and enforcing smoke free guideline with the aim to protect the non smoker from exposure to secondhand tobacco smoke, ensure the proper implementation of national smoking and tobacco control Act 2005, promote a culture of non smoking so that smokers have least chances to smoke and continuously move to quit and ensure the participation of all people in tobacco control initiatives.*

*With the involvement of Smoke free coalitions YPSA organize number of workshop, meeting and conduct follow up with local government and able to motivated them about the importance of smoke free environment, enforcement of TC law and SF guideline. As a result continuous linkage and advocacy, the Mayors of all 11 Municipalities approved and signed SF guideline for their own areas. Besides that the Mayors also declared smoke free local governments. They gave responsibility to chief executive/health department of local government for enforcing the smoke free guideline. They also took some decisions to implement the smoke free local government. As a result of it many public places like local government offices, health centre or institutions, education institutions, market places, restaurants became smoke free and the rate of smoking in public places are reducing than before and non smoker are protecting from second hand smoking.*

## **Case Study - 2**

### ***Students of 4059 education institutions are protected from smoking***

*Smoke Free coalitions in 11 areas actively involve with Smoke Free initiatives. They continuously conduct advocacy and follow up with local government, public transport authority, local administration and different government and non government organizations. As a result of it, a number of public place and public transport became smoke Free besides local governments. As a result of continuous advocacy by YPSA and smoke free coalition, district education officer (Including secondary school, collage, madrasa and others) circulated a notice to all secondary school and collages in Comilla district to ban tobacco smoke in education premises. As a result of it a total 938 schools, collages, and mardasas became smoke free.*

*District primary education officer (DPEO) of Comilla district circulated a notice to all primary schools in Comilla district to ban tobacco smoke in school premises and sent this letter to 16 Upazilla education officers, and 2002 primary school became smoke free.*

*Another District primary education officer (DPEO) of Cox's Bazar district circulated a notice to all primary schools in Cox's Bazar district to ban tobacco smoke in school premises. Through the circulation a total of 1119 schools (376 Government primary school, 224 non government schools and 519 Community primary school) became smoke free.*

*As a result of it a total 4059 primary school, secondary school, collage, and mardasa became smoke free in two districts. And the students of all the education institutions are protected from the secondhand smoking and harms of tobacco smoke.*

**Case study – 3**

***CCC placed no smoking messages in 70000 rickshaw license plates***

*Chittagong City Corporation declared smoke free by the Mayor on 6<sup>th</sup> December 2010 in a sharing meeting. In this meeting Mayor declared some steps for ensuring smoke free local government which Chittagong City Corporation will implement gradually. Place no smoking messages in the rickshaw license plat was one of them.*

*Chittagong City Corporation has places No smoking messages with sign in 70000 rickshaw license plats. After distributing all the license plat a huge number of rickshaws (around 70000) will be involve with anti smoking campaign. People of Chittagong City Corporation and people who will come from outside of CCC will know that information.*

**Case study – 4**

***Participation of Smoke Free youth group “Dhumpan Mukta Projonmo” in Tobacco control movement***

*A youth group formed consists of 31 members who are working with the aim to protect non smoker rights and protect people from harms of tobacco smoke and use. The group actively involve with YPSA’s smoke free initiatives. They participate in smoke free campaign like distribute stickers, leaflet in different places on the occasion of different national and international day.*

*The group produced a theatre on the harms of tobacco use and TC law for raising awareness among the people named “Ashoni Sonkate”. They performed theatre shows in different open spaces. They want to involve themselves with smoke free initiative for protecting the next generation from smoking.*

**Case study – 5**

***Tobacco control Issue is discussing with the grassroots women  
by the Coalition members in Cox's Bazar***

*Ms. Helenaz Tahera, former panel Mayor of Cox's Bazar municipality, she is also the president of gender committee of municipality and Ms. Shamima Akter, officials of Municipality and secretary of gender committee of smoke free municipality. Both of them are the active coalition members.*

*Local government is implementing a project namely "UGIIP" where they organize court yard meeting for urban women. The gender committee is involved with the project. Since Ms. Helenaz Tahera and Ms. Shamima Akter are motivated in ensuring smoke free environment so they incorporated the tobacco control issue with their project's court yard meeting. As a result of it huge number of women can be informed about the harms of smoking and tobacco use. In different meetings women participants said that they will never take chewing tobacco and do not hospitalize guest by the smokeless tobacco.*

### **Case Study - 6**

#### ***Local government are willingly engaged themselves with message dissemination process***

*Most of the local government in the smoke free project working areas are involve with anti smoking messages at their own area which is very significant in tobacco control initiatives. Chittagong City Corporation has placed no smoking messages in 70000 rickshaw license plat.*

*Cox's Bazar Municipality placed again no smoking messages in rickshaw and tom tom license plat. No smoking and anti tobacco messages are displaying daily in local TV cable network in Brahman Baria municipality. Khagrachari municipality is disseminating no smoking messages through keeping information in 5000 Tax bill. Chandpur municipality published no smoking messages in their holding tax bills (almost 40 thousand holding tax payers) and water supply (almost 10 thousand) bills.*

*Through all these initiatives local people are informed about anti smoking issue and their awareness level are increasing.*