

EDITORIAL

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Ensuring progress in health sector

The health sector of the country as it observed the World Health Day sometime ago, presents a mixed picture of significant progress, some unattained objectives and cases of back sliding. The incumbent government had presented a great deal in its previous election manifesto and must be credited for having worked considerably to keep its promises.

For example, it was stated in the election manifesto of the Awami League five years ago that in order to expand and strengthen health services at the grassroots level in the country, some 10,000 community clinics would be established at ward level under a new health policy. Some 10,000 of these community clinics have been set up throughout the country. Some more of these clinics at upazila and union levels are being planned to be integrated under the community clinic framework.

This could be accepted as a very laudable achievement but for the fact that in most cases these clinics are not delivering quality health services consistent with their potentials. A dearth of doctors, nurses, technicians and medical equipment are noted in these clinics in many cases. Thus, the challenge remains to provision these clinics adequately and run them efficiently. The vision of a doctor must be addressed, specially, through a proper accountability procedure so that such doctors are only obligated to discharge their duties with due sincerity at their places of posting.

Many doctors on the government's health services in conformance with unscrupulous officials in the Health Ministry are usually able to avoid serving in the rural areas. Many of them remain in Dhaka month after month and drive their salaries and other benefits without doing adequate work at their properly designated places where the health services in the rural areas suffer very seriously from absence of doctors. Prime Minister (PM) Sheikh Hasina warned such absentee doctors for their dereliction of duty time and again.

However, like in all other cases of the taste of the pudding coming from eating it, the tough words from the PM will count for something only after the actual taking of the steps that would be required to ensure that the doctors do indeed feel obligated to serve in the rural areas. This is no easy task for as the one hand there are involved problems of psychology and character and, on the other, the doctors can point to the disincentives that keep them away from rural areas. The solution lies in psychologically curing the doctors of their inordinate fascination for working in urban areas as much as also providing them with further incentives, as far as would be truly justified, to have peace of mind to serve with dedication in the rural areas. For the greatest stress will have to be put on strict enforcement of rules and regulations to make it very difficult for them to go on so unconscientiously avoiding their duties in rural areas.

This section includes some reactions to various news stories.

'Debi - Misir Ali Prothombar' violates tobacco use rules

WALI NOMAN

In my childhood, I watched many movies. There is an invisible power in a film, which can influence a viewer's mind. The influence of the mind character of a movie can be seen in oneself. From that, I realised that the influence of the movie in society is pretty big. The 'Debi - Misir Ali Prothombar' has attracted huge number of audience, probably the biggest reason is that 'Debi - Misir Ali Prothombar', which is a psychological thriller, directed by Asim Bhawan, is based on a hugely popular novel by late author Humayun Ahmed. Misir Ali is an evil-minded character among the readers, is appeared for the first time in short screen through this movie. Added by the government of People's Republic of Bangladesh, this movie is co-produced by Jazm Multimedia, from web (Cinema), 2018, it has been showing at different cinema halls in Bangladesh and abroad.

Star Cinemas, Bangladesh, at Dhanmondia City, Media and Marketing Department shared their information regarding the film and respected audience. Every show has been successful from day one. VIP Hall tickets cost more than double but even the audience did not reduce and viewer's feedback is quite good. The 5th week of cinema show is running on 9 cinema halls. The movie has run in a hall in 3rd week, and in 2nd and 1st week it ran on 8 halls. If we count only Star Cinemas, which ran 12 shows per day and 100-150 people in average watched each show, therefore 12,000-20,000 people have seen this movie till 17th November. In which 90 percent are young and teenagers. In social media, there are 17,555 followers of 'DebiMisirAliMovie' fan page and 15,612 people like the page.

young people of the age group of 18-29, 640 have been given ratings, which is far more than the other age group so far. Indeed tobacco companies target teenager to start smoking. We have an average life expectancy of 73, tobacco companies will be able to sell their cigarettes for another 35-44 years after starting smoking in the age of 18-29. So tobacco companies are always campaigning for smoking in this age group. The movie is a powerful media, where they choose character in cinema for tobacco selling and not only in Bangladesh, they play this game worldwide.

Misir Ali, one of the main characters in the movie 'Debi - Misir Ali Prothombar', was seen smoking for 12 times for few seconds, and at the end of the movie when the main focus was on Misir Ali, we saw that Misir Ali picked a cigarette from his pocket and then stored cigarette packet inside his shirt's pocket. The cigarette company name is Dhaka Tobacco, brand Winston. cigarette. It is understood that the film is advertising a particular cigarette brand. Not only in the movie, has trailer of Misir Ali also had smoking scenes, which was uploaded on Facebook page and YouTube official page. We use such advertisements in many movies around the world. According to a report by World Health Organization on the basis of a research on Europe-based film which was published at The Guardian On February 1, 2016, 90th scene published in the newspaper. When tobacco advertising and promotion are closed in a country, cigarette companies choose the film to attract the new generation. A study of the 15 most commercially successful films in the UK between 1998 and 2008 found tobacco in 70% of all films.

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tobacco products, a health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following:

"Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues; (b) In case of a movie telecasted in the television which has scenes of tobacco consumption, while showing such scenes in between two advertisement breaks, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full screen for at least ten (ten) seconds in white letters against a black background, in Bengali with the following:

"Smoking/consuming tobacco causes death", and (c) In case of a movie shown in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie. For health warning shall be displayed in full screen for at least 20 (twenty) seconds in Bengali with the following words:

"Smoking/consuming tobacco causes death". If any person contravenes the provisions of this section he shall be punished with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.

Humayun Ahmed's popularity and Misir Ali is an exemplary character among young generation. Effective steps should be taken to keep our young generation safe from according to tobacco control products used in the 'Debi - Misir Ali Prothombar'. By the year 2020, the Prime minister wants to achieve tobacco-free Bangladesh, would the 'Debi - Misir Ali Prothombar' perform any significant role on tobacco control issue?

**Media Manager
Tobacco Control Project
Dhaka Akshara Mission**

<https://thebangladeshtoday.com/2018/11/28/e-paper-28-11-2018/>



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OPINION

'Debi - Misir Ali Prothombar' violates tobacco use law

Wali Noman

In my childhood, I watched many movies. There is an invisible power in a film, which can influence a viewer's mind. The influence of the main character of a movie can be seen in oneself. From that, I realized that the influence of the movie in society is pretty big. The 'Debi - Misir Ali Prothombar' has attracted a huge number of audience, probably the biggest reason is that 'Debi - Misir Ali Prothombar' which is a psychological thriller, directed by Anam Hossain, is based on a hugely popular novel by late author Humayun Ahmed. Misir Ali is an acclaimed character among the readers, it appeared for the first time in silver screen through this movie. Aided by the government of People's Republic of Bangladesh, this movie is co-produced by Jazza Multimedia. From 19th October, 2018, it has been showing at different cinema halls in Bangladesh and abroad.

Star Cineplex Bangladesh at Bashundhara City, Media and Marketing Department shared their information regarding the film and respected audiences. Every show has been houseful from day one. VIP Hall tickets cost more than double but even the audience did not reduce and visitor's feedback is quite good. The 5th week of cinema show is running on 9 cinema halls. The movie has run in 2 halls in 3rd week, and in 2nd and 1st week it ran on 8 halls. If we count only Star Cineplex, which ran 12 shows per day and 100-150 people in average watched each show, therefore 52,200 people have seen this movie till 17th November. In which 50 percent are young and teenagers. In social media, there are 117,555 followers of 'DebiMisirAliMovie' fan page and 115,612 people like the page. Facebook Fan page and YouTube page uploaded Misir Ali's trailer, where Misir Ali is smoking at several times. Facebook fan page and Jazza Multimedia official YouTube page viewer is increasing every day. In the post of 'DebiMisirAliMovie' fan page, we can see a young adult named Arifa appeared in 'Debi' costume for Halloween. This film has an influence in our young and adolescent society because of the organizers of this 'Debi' theme. So Misir Ali smoking has influenced our teenagers to smoke. As a film it can also influence the formation of a society.

Now let's see the trend of watching this movie among young people. Internet Movie Database (IMDb) is an online-based database where movies, television shows and video games, actors-actresses, crafts, fiction characters, biographies, short stories, various information and reviews are preserved. The site is operated by the IMDb.com is a company of Amazon.com. A statistic from the Internet Movie Database website is presented: among the 1,666 users, 'Debi - Misir Ali Prothombar' got a rate 8.6 out of 10. And among the teenagers and young people of the age group of 18-29, 640 have been given ratings, which is far more than the other age group so far. Indeed tobacco companies target teenager to start smoking. We have an average life expectancy of 73, tobacco companies will be able to sell their cigarettes for another 55-44 years after starting smoking in the age of 18-29. So tobacco companies are always campaigning for smoking in this age group. The movie is a powerful media, where they choose character in cinema for tobacco selling and not only in Bangladesh, they play this game worldwide.

Misir Ali, one of the main characters in the movie 'Debi - Misir Ali Prothombar', was seen smoking for 12 times for few seconds, and at the end of the movie where the main focus was on Misir Ali, we saw that Misir Ali picked a cigarette from his pocket and then stored a cigarette packet inside his shirt's pocket. The cigarette company name is Dhaka Tobacco, brand Winston cigarette. It is understood that the film is advertising a particular cigarette brand. Not only in the movie, has trailer of Misir Ali also had smoking scenes, which was uploaded on Facebook page and YouTube official page. We see such advertisements in many movies around the world. According to a report by World Health Organization on the basis of a research on Europe-based film which was published at The Guardian On February 1, 2016, 1989 news published in the newspaper. When tobacco advertising and promotion are closed in a country, cigarette companies choose the film to attract the new generation. A study of the 15 most commercially successful films in the UK between 1989 and 2008 found tobacco in 70% of all films, 92% of which were rated for children aged younger than 18. Specific brands appeared in 9% of films and were nearly twice as likely to occur in films originating wholly or in part in the UK.

Let's take a closer look at Tobacco Control Act. Smoke and Tobacco Products (Control) Act 2005 (Revised 2013) cannot be shown in any movie. If there is a necessity for the story in the film, then the written warning about the effect of the use of tobacco products can be shown on the screen, in the manner prescribed by the rules.

According to the Smoking and Tobacco Products (Control) Act 2005 (Revised 2013), 5 Rules to control displaying of usage of tobacco products in movies - (1) To meet the objectives of article (e) of sub-section (1) of section 5 of the Act, if it is necessary to display any scene containing the usage of tobacco products, the scene can be displayed in the following way accompanied by a written warning about the harmful effects of consuming tobacco products, such as: (a) While displaying the usage of tobacco products, a health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues, (b) In case of a movie telecasted in the television which has scenes of tobacco consumption, while showing such scenes in between two advertisement breaks, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full-screen for at least 10 (ten) seconds in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death"; and (c) In case of a movie showed in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie, the health warning shall be displayed in full screen for at least 20 (twenty) seconds in Bengali with the following words "Smoking/consuming tobacco causes death." If any person contravenes the provisions of this section he shall be punished with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.

Humayun Ahmed's popularity and Misir Ali is an exemplary character among young generation. Effective steps should be taken to keep our young society smoke-free, according to tobacco control products used in the 'Debi - Misir Ali Prothombar'. By the year 2040, the Prime minister wants to achieve tobacco-free Bangladesh, would the 'Debi - Misir Ali Prothombar' perform any significant role on tobacco control issue?