DAM was awarded by Ministry of Health and Family Welfare in 2016 for its great contribution in Tobacco Control in Bangladesh.

DAM wins Tobacco Control Award 2018 for outstanding contribution in tobacco control from National Anti Tobacco Platform led by Polly Korma Shahayak Foundation (PKSF).
Country Situation

As one of the 10 countries of the world with a heavy burden of tobacco-related health problems, Bangladesh carries a double burden of high production and high consumption of tobacco products. As per Tobacco Atlas 6th edition, above 161,000 people lost their life prematurely as a result of tobacco use.

According to Global Adult Tobacco Survey (GATS) 2017, 35.3% of people (37.8 million) aged 15 years and above are using tobacco where the smokers 18% (19.2 million) and smokeless tobacco user 20.06% (22 million). Secondhand smoking rate is 42.7% in indoor workplaces; 44% in public transports; 49.7% in restaurants and 21.6% in government buildings/offices.

To combat the situation the Government of Bangladesh has been enacted ‘Smoking and Using of Tobacco Products (Control) Act’ in 2005 and amended it in 2013 and formulated regulation in 2015.
Who We Are....

Dhaka Ahsania Mission (DAM) is a leading humanitarian organization functioning for social and spiritual well-being of the community since 1958. It was established by the eminent educationalist, social reformer and spiritual leader, Hazrat Khan Bahadur Ahsanullah (Rm). DAM follows the motto of “Devine and Humanitarian Services”. DAM now works in a wide field of activities including Education, Health, Economic Development, Technical & Vocational Education and Training, Water, Sanitation and Hygiene (WASH), Agriculture, Rights and Governance, Climate Change and Disaster Risk Reduction (DRR). DAM has been establishing specialized organization such as Ahsania Mission Cancer & General Hospital, Ahsanullah University of Science and Technology, Ahsania Mission Drug Treatment & Rehabilitation centre (Gazipur, Jessore & Dhaka).

Health Sector is one of the core sectors of Dhaka Ahsania Mission. DAM has started its health program from 1990 through establishing Addiction Management & Integrated Care (AMIC). Its commitment is to bring a change and to ensure the support & care required for harmonious life. DAM Health Sector has been contributing to the health context in Bangladesh, in the perspective of Millennium and Sustainable Development Goals; specially to achieve the SDG Goal-3: Good Health and Well-being. Health sector is delivering primary health care services; offering services to prevent and manage communicable & non-communicable disease; health and nutrition program; tobacco control program and TB-control activities; establishing treatment and rehabilitation centers for drug addiction; organizing awareness programs against HIV/AIDS; and providing mental health support etc. DAM is a member of Framework Convention Alliance, World Federation against Drug, Vienna NGO Committee on Narcotics Drugs, National Taskforce Committee for Tobacco Control under Ministry of Health and Family Welfare, National Drug Prevention Board under Ministry of Home Affairs, STD/AIDS Alliance and Network for NCD Control & Prevention, National Anti-Tobacco Platform leader by PKSF. DAM is a Secretariat of SANJOG- a Network for Drug Treatment and Rehabilitation Centers in Bangladesh.
DAM Tobacco Control Program....

The founder of Dhaka Ahsania Mission Khan Bahadur Ahsanullah (R) mentioned in one of his teacher's manuals “Teacher will give two lessons on injurious effects of smoking in every class (1915)". Based on the philosophy and idea, DAM launched its anti-tobacco program in the decades of 90’s and it is continuing. “Advocacy for mainstreaming, sustainable implementation of Tobacco Control Law & increasing tobacco tax and campaign against TI tactics” is an initiative of DAM, funded by Campaign for Tobacco Free Kids (CTFK). The project aim is to protect people from secondhand smoking and protect children and youths from ill tactics of Tobacco Industries.

What We Do......

[Diagram showing the components of the DAM Tobacco Control Program: Awareness, Research, Advocacy, Mainstreaming & Sustainability, Capacity Development, Collaboration]
Major Initiatives...

Networking: In 1990, DAM formed 402 network committees comprising youths, club and NGOs throughout the country for highlighting the dangers of tobacco use. In 2012-2013, DAM formed 08 smoke free peoples forums in 08 constituency of Dhaka City, Headed by the MPs for creating mass awareness.

Awareness: DAM has undertaken many initiatives for increasing mass awareness; like- school/college based seminar, bus campaign, solidarity, events, road show, open air exhibition, musical concerts, letter campaign, IEC/BCC materials campaign, press conference etc. In Bangladesh DAM first time introduce smoke-free bus campaign. 13 large buses have cover with tobacco related messages so that Dhaka City dwellers have got messages on harmful effects of smoking and tobacco uses daily.

One of the major responsibilities of Satkhira Municipality is to provide health services to the city dwellers along with other services. Thus implementation of tobacco control Law for improving health condition of city dwellers is an obligation of Municipality. A MoU has been signed between Satkhira Municipality and Dhaka Ahsania Mission (DAM) for making Tobacco Free Satkhira which very innovative initiatives of DAM. I am strongly appreciate DAM for such kind of support to us for making city tobacco free and hopefully we will be able to achieve it in near future.

Taskin Ahmed Chisti
Mayor, Satkhira Municipality
Advocacy:

- In 2001, the Department of Posts and Telegraphs of the Bangladesh Government released a commemorative stamp and declared all Post Offices smoke free as a result DAM’s advocacy.

- DAM played an important role in advocacy with the members of Framework Convention Alliance (FCA) and provide support for developing Framework Convention on Tobacco Control (WHO FCTC) guidelines as was a board member of FCA and attends in all the conference of the parties (COP).

- DAM also played a very significant role in advocacy and lobbying with policy makers as the member of law drafting committee in 2005 and 2013. Finally, the law was passed in 2005 and amended it in 2013 and formulated the rules in 2015. DAM & BROA has sensitized the policy makers for incorporating restaurant as public place in the law and government has incorporated in the amended law.

- DAM conducted extensive advocacy with DSCC, DNCC and DC Office for the enforcement of the law. As result, DSCC, DNCC & DC Office operates mobile courts along with the other issue.
- NGO Affairs Bureau of Bangladesh has circulated a notice in 2014 to 2346 registered NGOs to maintain their office smoke free environment according to TC law.
- Ministry of Education has circulated a notice in 2015 to all educational institutes for keeping their institute smoke free and display ‘no smoking signage’.
- Department of Secondary and Higher Education circulated an office order in 2016 to all govt. and non govt. Schools, Colleges and Madrasas to form a 05 members committee to create awareness among the students on harmful effects of tobacco & drug use.
- Ministry of Home Affairs was circulated a notice in 2016 to all institutes under MOHA to incorporate TC issues in their existing work and training curriculum.

Smoking and smokeless tobacco has tremendous impact on human health from the public health point of view. Tobacco and smokeless tobacco has not only serious impact on human health, it has also negative impact on the economy of the individual as well as on the family. Creating awareness against harmful effect of tobacco of any form is very important. Government of Bangladesh has already enacted law in this regard. Dhaka Ahsania Mission (DAM) has been playing a very vital role in tobacco control field. I believe and hope that DAM will continue this social movement against tobacco.

Brig Gen (Dr) Md. Sharif Ahmed, BSP
Chief Health Officer, Dhaka South City Corporation
**Capacity building:** DAM organized a good number of capacity building workshops with govt. officials, authorized officers and other professionals. Like-

- DAM organized 02 batches of tobacco cessation trainings and NGO watchdogs training to prevent violation of law and developed two training manual on tobacco cessation and Watchdog Training Manual with the support of WHO.

- National Tobacco Control Cell under Ministry of Health and Family Welfare developed and adopted an enforcement guideline with the support of DAM and DAM also provided trainings total 350 authorized officers on it.

**Smoke Free Public Place:** DAM has been working with Dhaka North and South City Corporations (DNCC & DSCC). DSCC & DNCC developed smoke free guideline and incorporated TC issues in their other health program like-Urban Primary Health Care Program. They have published their 39 forms/formats and envelope with anti-tobacco messages. They have circulated notices to all public place owners for keeping smoke free and displaying No Smoking Signage and provide responsibility to DAM
for monitoring as taskforce committee member. LGD has formed a committee for developing a common guideline and monitoring the tobacco control progress in Local Govt. Institutes. LGD also circulated notices to all LGIs for allocating budget for tobacco control and displaying vigilance notice.

Local Government institutes in Bangladesh have been carrying out several activities to improve the life and living of people in our beloved country. One of its significant roles is to improve the health condition of Bangladeshi people. Bangladesh, being among the top 15 countries with very high tobacco-related health hazards, has been facing difficulties in prohibiting the tobacco use in its every societal level. Preventing tobacco use has become one of our primary concerns to achieve sound public health. In this endeavor, we are fortunate to have allies, and Dhaka Ahsania Mission has been one such ally in our pursuit. Their tobacco control activities are highly appreciable. Especially the success of DAM to mobilize relevant stakeholders for mainstreaming tobacco control issues in the existing programs is very noticeable.

I hope DAM will continue its endeavors to contribute alongside Local Government institutions for making a Tobacco-Free Bangladesh by 2040. With appreciation and acknowledgment, I sincerely hope for the success of DAM tobacco control initiatives.

Roxana Quader
Additional Secretary, Local Government Division
Ministry of Local Government, Rural Development and Cooperatives
Smoke Free Public Transport: DAM initiated a “Smoke Free Public Transports” campaign in 2007 with Bangladesh Inland Water Transport Authority (BIWTA) and transport owners. The water transport owners were displayed no smoking signage in launches to create awareness about the law. DAM also working with Bangladesh Road Transport Authority (BRTA) for smoke free public transport and BRTA incorporated the TC issues in their training curriculum in 2017. BRTA & BIWTA also displaying anti-tobacco messages through their website, facebook, LED display board, PVC board etc. in the terminals.

Tobacco Free Hospitality Sector: DAM worked with Ministry of Civil Aviation and Tourism (MoCAT) and Bangladesh Restaurant Owner Association (BROA) to create tobacco free hospitality sector. MoCAT has adopted a Tobacco Free Hospitality Sector Strategy and BROA developed smoke free guideline for restaurants. BROA has declared smoke free restaurants of 24 districts Bangladesh. As a result, secondhand smoking has reduced in restaurants from 79.7% to 49.7% (GATS 2009 & 2017).

Tobacco Free Savar & Satkhira City: DAM is implementing and organizing various activities for making Tobacco Free Model City- Satkhira & Savar with the support of DAM’s core fund. Memorandums of Understanding (MoUs) were signed between DAM and Savar & Satkhira Municipality.

Research: DAM conducted many studies and surveys regarding tobacco control issue in Bangladesh. ‘Big Tobacco Tiny Target in Bangladesh’, ‘Nationwide Survey on compliance with Bangladesh Tobacco Control Law in Restaurants’, ‘Compliance Survey at Hospitals’ are few among them.

IEC/BCC Materials Develop: To familiar the TC law and awareness raising of general people many IEC/BCC materials. Like- posters, stickers, brochure, flyers, one pagers, factsheet, leaflets, news bulletin, bill board and no smoking signage etc.

Tobacco displays

- 81.87% child’s eye level (1m)
- 64.19% beside candy, sweets or toys
- 82.17% POS advertised the tobacco products
Tobacco control has now become a national issue. Tobacco usage, especially the smoked form of tobacco, not only causes severe harm to the smokers, it also affects non-smokers through secondhand smoking. Hospitality sector, being a large sector for revenue generation in Bangladesh, constitute of so many facilities that are considered as public places. In order to achieve the Sustainable Development Goals (SDGs), and to make our hospitality sector more attractive to the world, tobacco use need to be contained in the fields. Restaurants, an important part of the sector, are now being transformed into smoke-free zones. It has become possible because of the contribution of Dhaka Ahsania Mission and Bangladesh Restaurant Owners Association (BROA). DAM has also been in pursuit to making other facilities of the hospitality sector smoke-free. Their initiatives are highly appreciable.

It is all of our responsibility to protect public health from tobacco-related harms. Making the hospitality sector smoke-free is a very significant step in achieving that. Our hope is that DAM will be with us in our endeavor to accomplish “Tobacco Free Bangladesh by 2040” goal.

I wish DAM’s success in tobacco control activities in Bangladesh.

Md. Mohibul Haque
Secretary
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DAM Tobacco Control Program

For Tobacco Free Generation

“Tobacco Free Environment Healthy Life Prosperous Country”