

02. Voice of Tobacco Victims (VoTV) - a campaign for policy change

Thursday, 19 March 2015, 09:00 - 10:30



Type	Symposium
Track	Civil Society
Topic	Advocacy and human rights
Description	It is a victims' led initiative with direct support from their treating physicians to sensitize policymakers, law enforcers, bureaucrats & media by conveying what tobacco use has done to them & its impact on their families. Victims are generally patients of mouth & throat cancer. Victims advocate for adoption & implementation of effective and topical tobacco control policies. The physicians and tobacco control advocates remain in the background with relevant research data and the evidence on the effectiveness of the policies demanded by the victims.
Target audience	Tobacco control advocates working at policy level; Policymakers, Bureaucrats; Media fraternity; Researchers.
Objectives	1. Sharing strategies of VoTV that has led to state tax increases & Gutka banned in India 2. Sharing an effective way to bring decision makers, policy enforcers & media on board for advancing tobacco control
Keywords	Tobacco; Campaign; Sensitization; Policymakers
Coordinator(s)	Ashima Sarin (India)
Chair(s)	Sandra Mullin (USA), L Swasticharan (India)
Presentations	09:00 - 09:05» Introduction Ashima Sarin (India) 09:05 - 09:20» What is the voice of tobacco victims? Prakash GUPTA (India) 09:20 - 09:40» Snapshot of activities of VoTV Pankaj Chaturvedi (India) 09:40 - 09:55» VoTV: An International Perspective Matthew Myers (USA) 09:55 - 10:10» Integrating implementation of the Indian tobacco control legislation within existing enforcement systems Sanjay Seth (India) 10:10 - 10:25» VoTV: Innovative ways & future directions Vishal Rao (India) 10:25 - 10:30» Summary and discussion Ashima Sarin (India)