

Guidelines for selection of NGOs under the National Tobacco Control Programme (NTCP)

Introduction

Tobacco is the most common preventable cause of death in the country. As per NFHS-3 (2005-06) the percentage of women in the age group of 15-49 years who use any kind of tobacco is 10.8 and men is 57.0. North Eastern states like Mizoram has high prevalence of tobacco usage among women which is 61%. Diseases like cancer, cardio vascular and lung disorders are directly attributable to tobacco consumption. The high consumption of tobacco in the country is a matter of serious Public Health concern.

National Tobacco Control Programme has been implemented with a view to contain tobacco use in the country.

The main components of the National Tobacco Control Programme are as follows :

1. Setting up of State/District Tobacco Control Cells
2. District Tobacco Control Programme.
3. IEC & mass media campaign
4. Training & Capacity building of health workers, school teachers etc.
5. Capacity building of Labs
6. Monitoring and Evaluation

Role of the NGOs

Under the National Tobacco Control Programme, NGOs would be involved in carrying out the following activities, as a component of District Tobacco Control Programme:

- (a) Awareness generation campaigns - For creating awareness about ill effects of the tobacco among school teachers, health workers, law enforcers etc.
- (b) Training and Capacity building program for the school teachers, health workers, law enforcers, Women Self Help Groups and other civil society organizations etc. about Anti Tobacco Law, and other state specific tobacco related issues.
- (c) To carry out School Programmes for Tobacco Control e.g. "Tobacco Free Schools" initiatives and other activities including awareness about provisions under Anti Tobacco Law, ill effects and health hazards of tobacco use.

However it is up to the respective state governments to decide whether the above stated activities are to be carried out in collaboration with NGOs or by the available appropriate state infrastructure.

Criteria for School Programme under NTCP :

- School programme would be conducted in the schools in the selected districts under National Tobacco Control Programme.
- The States could take as many schools under the school programme. Effects and health hazards of tobacco should be made part of school health programme. School teachers and students must be made aware of the provisions under Anti Tobacco Law e.g. prohibition of smoking at public places, sale to and by minors, prohibition of sale of tobacco products within 100 yards of educational institutions etc.
- District Tobacco Control Cells would select the schools in their respective districts for inclusion in the school programme.

Eligibility Criteria for selection of NGOs : The State / UT Government will be responsible for selecting as well as monitoring the work of NGOs as per the following criteria :

1. NGO should be registered under the Indian Societies Registration Act / Indian Trust Act /Indian religious and Charitable Act for more than three years.
2. Working experience in the health / social sector for 3 years.
3. Availability of well-trained staff in health care to organize and carry out various activities under the scheme.
4. Agreeing to abide by the guidelines and the norms of the programme.
5. The NGO should not have been black listed by any Government agency in the past.

Release of Grants:

- Extant guidelines of Government / NRHM is to be followed (e.g.the funds will be released to State Health Society/District Health Society).

Monitoring and Evaluation

- The District level NGO will submit Quarterly Progress Report to the District Tobacco Cell/ District Health Society.

- The District Tobacco Cell will certify the satisfactory work of the NGO on a Quarterly basis and provide written statement for deficiencies noticed with suggestions for improvement to the State Tobacco cell.
- States/UTs Governments will keep Centre Government informed about the selected NGOs working for NTCP and will send quarterly report to State Tobacco Cell which in turn would send it to National Tobacco Control Cell.

Memorandum of Understanding

Memorandum of Understanding will be signed between State Tobacco Cell and participating NGOs giving detailed terms of reference and obligations of NGOs and the Programme authorities to perform the above stated activities under NTCP.

Budgetary allocation

The budgetary allocation for school programme per district is Rs.4 lakhs per year per district.

Suggested Format for NGOs for submission of proposal for financial assistance under NTCP (to be submitted to the Nodal Agency) :

1. Details of the organization:
 - a. Name of the organization:
 - b. Address for correspondence: (include all details including email, fax no.)
 - c. Name of the Nodal Officer in the NGO:
 - d. Year of establishment:
 - e. No. of years of work in the field of health:
 - f. Specific areas of work in health. Details are to be provided.
 - g. Activities undertaken in the field of health: (IEC, training, Tobacco cessation centre)

2. Proposed activities:
 - a. Name of the districts for the proposed activity:
 - b. Details of activities proposed:
 - c. Proposed follow-up mechanism:
 - d. Financial outlay: (Details of cost break-up)
 - e. Plan of Action: (Time-bound activity plan)

Signature

(To be signed by the Head of the NGO)

Suggested Activities under School programme

1. The target groups should include both students and teachers. It is important to start with young children especially from the primary school level. The messages for tobacco control would vary according to the target group (i.e. level of understanding/intelligence according to the target age group and will be separate for primary, middle, and secondary level).
2. Involvement of the NSS cadre, NCC cadre and Red Ribbon and Eco Clubs in the school programme- These groups are already established in schools and their assistance could be taken in school programme.
3. Following are the areas in which training can be imparted to teachers and students:
 - Ill effects of tobacco use.
 - Provisions of various statutes.
 - Their role & responsibilities.
 - Methodology to train students.
 - Identification of the peer leaders/students.
 - Various activities to be done by them at classroom level
 - Counseling of the students against usage of tobacco in collaboration with District Tobacco Cessation Centres.
4. School level policy initiatives-
 - a) The teachers and students should take initiatives to make their school campus smoke and tobacco free by not allowing any school staff, students, parents and visitors smoke or consume any tobacco product in the school / college premises.
 - b) They will also make sure that there are no vendors, kiosk owners and shopkeepers selling any tobacco products within a radius of one hundred yards of the school.
 - c) Boards should be displayed outside the school and within prominent places inside the schools with the message that smoking is prohibited and is an offence.
 - d) Schools should also undertake number of activities like drawing competition and award students with suitable incentives, if need be.

5. Health corner in the school- there could be a health corner in every school where tobacco and health related material could be displayed for the information of the students.

6. Tobacco Focal Point for the School – A trained teacher may be identified as focal point for guidance and supervision of tobacco control related activities. She/he may also invite suggestions for anti-tobacco activities from other teachers and students on regular basis.

