



Assessing compliance to smoke - free legislation in public places of Jaipur City, Rajasthan

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ABSTRACT

Aims and objectives: The objective of the study was to assess the current level of compliance to section 4 of COTPA in Jaipur city and assess the preparedness of Jaipur city for declaring it as a smoke free city.

Methodology: It was a cross sectional study conducted from 20 February 2013- 20 March 2013 in Jaipur city, with use of an observation checklist developed by the "International Union against Tuberculosis and Lung Disease". This survey was conducted using the cluster sampling; hence the 1.3 was taken as design effect. A total of 494 public places were observed and in each clusters, total 164 public places (of all seven categories) surveyed

Results: Out of the 494 public places in Jaipur city, only 199 (40%) places have displayed 'No Smoking' signage, out of which only 49 (25%) are the places which follow the COTPA of having signage at both the entrance and other conspicuous places. But 80 (40%) places had these signage at the entrance while 119 (60%) had these displayed at other conspicuous places. The places which displayed 'No Smoking Signage' only 11% (56) matched the size of the signage of 20 x 40 inch, 6% (32) followed the text of the signage, 11% had a design similar to COTPA and only 2% gave contact details of the reporting person. When we take a look at the evidences of smoking in Jaipur city, we find that at 95 (19%) places people were found actively smoking in the public places while smoking aids – facilitating smoking as ashtrays, match-sticks etc were found at 85 (17%) places and 131 (26.5%) places shows the availability of cigarette butts and beedi stubs.

Conclusion: A majority of the places were not complying to the COTPA presently, and those who were following the norms are not abiding completely to the specifications as per notification of the act.

KEYWORDS : Compliance, COPTA, Tobacco, Smoking, Signage

Introduction

Tobacco use is the single most preventable cause of death in the world. Tobacco use kills over 10 lakh Indians every year but about 5500 youth take up tobacco consumption every day. Tobacco consumption imposes high health-care and productivity costs across India. In 2004, direct healthcare costs attributable to tobacco reached 1.2 billion USD, 4.7 % of India's total national healthcare expenditure. In the same year, approximately 411 million USD was lost in income due to tobacco-related work absenteeism. (**Tobacco Burden Facts-Feb. 4, 2004**)

In the interest of public health, The Ministry of Health & Family welfare had issued a detailed notification dated 30th May, 2008 making rules under the Cigarettes and other Tobacco products (prohibition of Advertisement and Regulation of Trade and Commerce, production, supply and Distribution) Act, 2003 for the prohibition of smoking cigarettes and other tobacco products.

Under the Cigarettes and Other Tobacco Products Act (COTPA) 2003 smoking in public places is prohibited in order to protect non-smokers. The law mandates that a specific signage which informs people about the smoke free status of a public place must be placed prominently. Anyone found smoking can be fined by an authorised officer, including the person in charge of the premises. The Department of Health & Family Welfare, Government of Rajasthan have carried out several capacity building programs for all stakeholders and law enforcers; sensitised the public and created massive awareness through various forms of media

The study was taken up by SIHFV after the approval on the technical and financial proposal was received from "The Union South-east Asia office of International Union against Tuberculosis and Lung Diseases".

Objective of the Study

- To assess the current level of compliance to section 4 of COTPA in Jaipur city.
- To assess the preparedness of Jaipur city for declaring it as a smoke free city

Methodology

A cross-sectional study was conducted in the public places of Jaipur City from Feb to March 2013. There are total eight zones in Jaipur city; these considered as eight clusters for survey, three zones (clusters) were shortlisted for the survey. These are **Hawa Mahal East, Moti Dungari and Mansarovar**. In each selected cluster, a list of all category wise possible public places by consulting local contacts, exploring various websites, and telephone directory. This category wise final list was the sample frame for the study. Subsequently, in each clusters, total 164 public places (of all seven categories) surveyed.

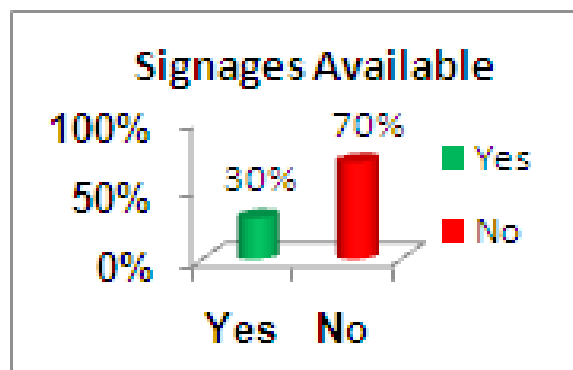
For the purpose of study, all the potential public places in Jaipur city were divided into **7 broad categories:**

1. **Accommodation facilities** (Hotels, rest houses, sarai, guest house, Dharamshala, rain basera etc.)
2. **Eating facilities** (standalone restaurants, standalone canteens, bars, dhabas, ahata, street food vendors, food court etc.)
3. **Offices and workplaces** (both in Government and private sector)
4. **Educational institutions** (both in public and private sector)
5. **Health care facilities** (both in public and private sector)
6. **Most frequently visited places** (Railway stations, market, bus stations, airport, shopping mall, parks and tourist places etc.)
7. **Public Transport service** (Bus/Taxi/Maxi/Auto Rickshaws)

Using scientific survey methods, in February 2013, total 494 public places across Jaipur city were visited at specific hours by the team of investigators and observation were made. Public places like offices, hotels, restaurants, hospitals, banks, bus stands, railway stations, mall, markets, shops and other public places were selected using simple randomised sampling methods. Each public places were assessed for five indicators 1) presence of signage 2) presence of active smoking 3) presence of cigarette butts or bidi ends as litter on the ground 4) presence of any smoking aids such as ashtrays, matchboxes and lighters etc and 5) whether observers smelt tobacco smoke within public premises

Results and Discussion

Figure-1 Signages available



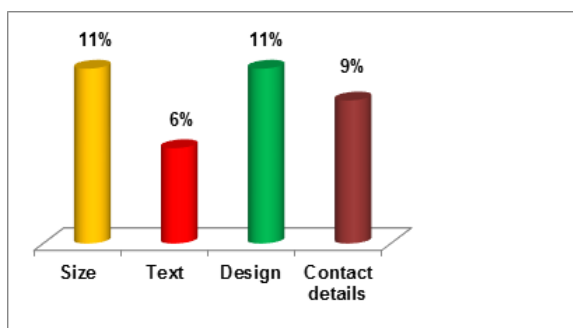
Total 494 public places visited in different zones of Jaipur, 30 % (150) public places had prominent signage warning against public smoking and informing public of their rights and SF act.

. Out of these 30% places, where signage was available, at 31 places (21%) it was visible at entrance while 70 (47%) had these displayed at other conspicuous places to attract the attention of the visitors. There were 49 (33%) such places where signage were seen at both the entrance and other conspicuous places suggesting the initiative to abide by the law.

Comparing among the seven categories of public places, it was seen that 'no smoking' signage at entrance were available more in the educational institutes (25%) and health care facilities (24%) also, while the most frequently visited places (8%) and public transport facilities (3%) displayed them the least.

Out of the 119 public places where 'No smoking' signage was found at conspicuous areas in the premises, 49 public places (41%) complied with the size specifications as per COTPA while the remaining 70 (59%) used varied sizes as per their own choices.

Figure - 2 Compliance of No smoking signage to the specifications laid under the law

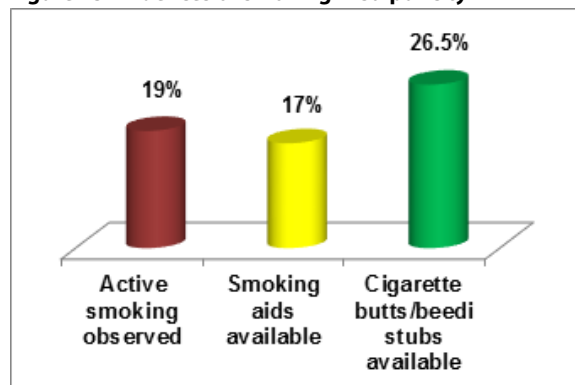


With reference to compliance to COTPA signage, out of 494 public places visited in Jaipur city, only 11% (56) matched the size of the signage of 60 cm x 30 cm, 6% (32) followed the text of the signage i.e. No Smoking Area- Smoking Here is an Offence", 11% had a design similar to COTPA i.e., It contain a circle of no less than 15 cm outer diameter with a red perimeter of no less than 3 cm wide with a picture, in the centre, of a cigarette or beedi with black smoke and crossed by a red band and the width of the red band across the cigarette shall equal the width of the red perimeter and only 9% gave contact details of the reporting person.

Those places where signage were available, irrespective of the place of display, 101 (51%) had English language used in the signage, while 46 (23%) used Hindi language.

Remaining 26% did not use any language but had displayed only the symbol.

Figure - 3 Evidences of smoking in Jaipur city



Evidence for active smoking : Out of 494 public places visited, active smoking was found in 95 (19%) of the places at the time of visit. Out of these maximum was found in eateries (31%) and most frequently visited places (29%). Active smoking has been found to be more at those places where specifications given by COTPA in the signage have not been followed.

Ashtrays, matchboxes and lighters – aids of smoking - were found at 85 (17%) of the total places visited. These 85 places fall under the categories of eateries, most frequently visited places, and Public transport.

Evidences of smoking in form of smell of smoke or ashes were seen in 20% (98) of the public places at the time of visit. These evidences were found more in places falling under the most frequently visited places (31%), eateries (28%) and public transport facilities (15%). Offices, Education establishments and health care facilities showed the least evidences, implying that these facilities follow the no smoking rule in Public places.

Further evidences of smoking in form of Cigarette butts and beedi stubs were found in 131 (27%) of the places at the time of visit. Eateries (30%), Most frequently visited places (24%) and Public transport facilities (18 %) once again proved that these are the most common places where smoking is done.

Conclusion

Even after 5 years of implementation of COTPA majority of the places are not complying to the COTPA presently, and those who are following the norms are not abiding completely to the specifications. It was found that only 23% complied with the signage specifications of COTPA and the rest used the signage as per their available information or feasibility.

Compliance to COTPA specifications for signage in terms of availability, size, text, design and contact details of reporting person were seen more in education establishments, Offices & workplaces and Health care facilities as compared to places falling under other categories covered, though nowhere the figures reached a promising place. Active smoking was observed only at 19% of the places. Evidences of smoking were below 27%. It needs to be noted that places where display of signage were prominent the number of active smoking or evidences of smoking was less while those places which failed to comply to the norms also showed more evidences of smoking. Thus it was found that only 27% complied with the signage specifications of COTPA and the rest used the signage as per their available information or feasibility.

As per COTPA the compliance should at least be 80% to consider a place tobacco free. Jaipur city does not comply with this extent and needs to make more efforts in this direction. Though the percentage of smoking was found to be low, yet it is not as low to declare Jaipur a tobacco free city.

Collaborative efforts are required on part of awareness building and capacity building regarding COTPA signage and reporting person.

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