



Team- Kidwai Institute of Oncology and Research Centre



Awareness drive by the students

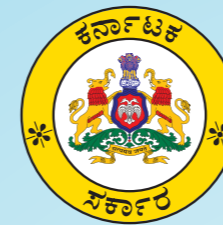


**Signature Campaign in Social Media**

Scan QR Code for Video Signature Campaign

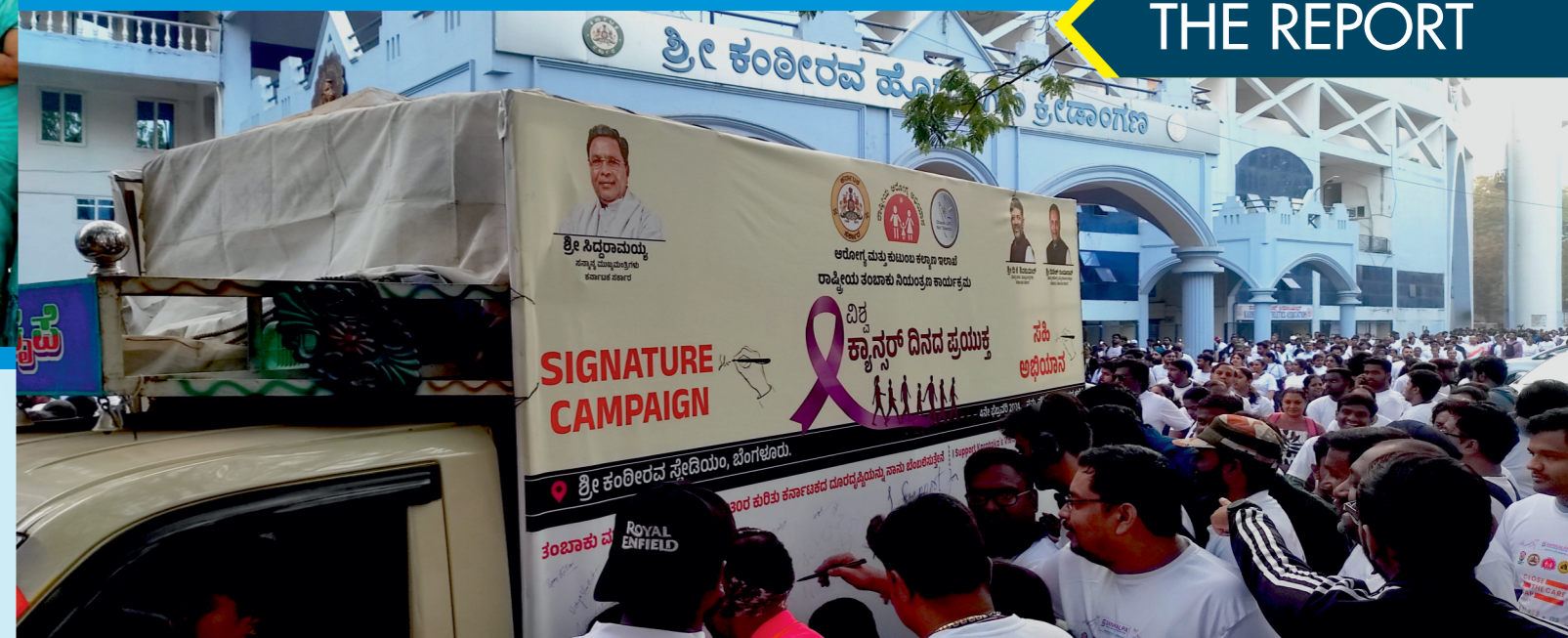


Campaign Creative: Shwetha Initiative Bangalore, Mob: 9964677010



Directorate of Health and Family Welfare Services  
State Tobacco Control Cell

THE REPORT



# Signature Campaign

**Introduction**

Tobacco usage poses a significant public health challenge in Karnataka, India with approximately 22.8% of adults, roughly equivalent to the entire population of Australia. This contributes to major health issues like Cancer and COPD. It is also alarming to the Government that many individuals start tobacco use as young as 19 years old as per WHO GATS 2016-17 report which leads to a loss of productive population and impacts the country's economy.

Recognizing the urgency to address this issue, the Government of Karnataka is planning to introduce 'Tobacco Free Generation-2030 policy to stop new tobacco consumption by young minds of Karnataka.



Hon'ble Minister for Health and Family Welfare Sri Dinesh Gundu Rao at signature campaign

**Concept of 'Tobacco Free Generation', Karnataka -2030**

Prohibiting and ensuring no access and consumption of tobacco products by a person who is born on and after 2009 even after he/she reaches legal age in Karnataka by 2030. The government to ensure that no new initiation or experimentation with tobacco products takes place among the new generation of children and young adults in Karnataka after 2030.

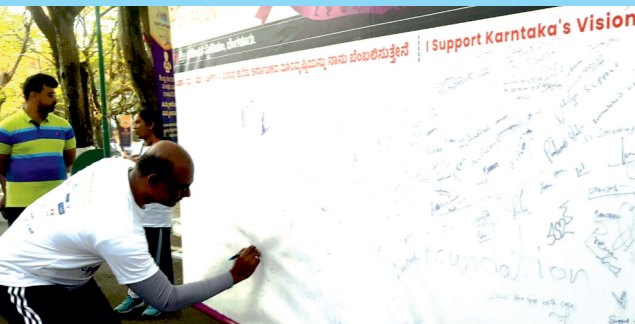
To garner support for this initiative, STCC Karnataka with assistance from Vital Strategies organized a Signature Campaign on World Cancer Day February 4th, 2024. The campaign held at Kanteerva Stadium was inaugurated by dignitaries including Hon'ble Health Minister Sri. Dinesh Gundu Rao. Over 5000 youths participated, advocated for the adoption of the Tobacco Free Generation Policy 2030 to safeguard the health of future generations in Karnataka.

Directorate of Health and Family Welfare Services  
State Tobacco Control Cell

Arogya Soudha, Magadi Road, Bengaluru 560023



Tata Ace vehicle decorated with Signature Campaign banners



D. Randeep IAS, Commissioner, Health and Family welfare services signing at the campaign.



Dr. Naveen Y. Bhat IAS, Mission Director, National Health Mission signing on the banner



Dr. Rajani M. Joint Director Medical with JD Medical section team



Dr. Rajani P., Deputy Director (Mental Health and NTCP) Signing at the campaign

## Format of Signature Campaign

It was decided to go with the Can Walk 2024 rally after official launching of a campaign by Hon'ble Health Minister. Tata Ace vehicle decorated with Signature Campaign banners on both sides, traveled from Kanteerava Stadium to MG Road, Chinnaswamy Stadium, Cubbon Park(almost 5 km) and ended at Kanteerava Stadium. Students walked with 200 placards with moving signature campaign vehicle with slogans that attracted the public also.

Project team along with the signature campaign participated in Kidwai Institute of Oncology and Research Centre organized Jatha program from 11.00 am onwards. We addressed 500 more crowd in Kidwai Hospital campus and collected signatures in support of the Tobacco Free Generation 2030 policy.

## Some of the questions and responses from Youths are as below

- Why is the Government not banning tobacco products in Karnataka?
- Why Government is so silent when millions of people are dying due to Tobacco Use?
- Tobacco Industries are targeting students in schools and colleges by offering free cigarettes to students, but authorities are not taking any action.
- "Sir, you are talking about tobacco now, you are so late, students are taking drugs and opium. Anyway, something is better than nothing. We support the tobacco-free generation policy. Tobacco is a gateway for drug and other substance use."



Vital Strategies team at Kanteerava stadium

## Key Outcome

- Reached more than 5000 youths directly.
- Created visibility on the Tobacco Free Generation - 2030 policy.
- Showcased a high-level political commitment by the Hon'ble Health Minister to advance the tobacco control program in Karnataka.
- Got the contact numbers of Cancer Survivors (a few are celebrities too) who are willing to share their personal experiences on the ill effects of tobacco use in future.



Jatha at Kidwai Institute of Oncology and Research Centre



Programme at Kidwai Institute of Oncology and Research Centre

