The regional consultation was organized at Hotel Annapurna, Kathmandu Nepal on 23-24 September by TFI/PND, WHO SEARO. The meeting started with the inaugural session. Mr. Kunj Joshi, Actg. Director, National Health Education, Information & Communication Center (NHEICC), Ministry of Health & Population, Nepal made the inaugural address. Dr Roshan Pokhrel, Director-
General, Department of Health Services, Nepal delivered the key note address. HE highlighted the importance of TAPS in tobacco control with special reference to Nepal and urged the participants to utilize the platform of this consultation to enhance collaboration and cooperation for effective TAPS ban in the Region.

Ms Lungten Wangchuk, Team Lead CDS & Actg. WHO Representative to Nepal, delivered RD's message on behalf of her.
The message of Dr Poonam Khetrapal Singh, Regional Director is given below:

Hon’ble representatives, distinguished participants and partners, ladies and gentlemen,

Welcome to this regional consultation for strengthening tobacco advertising, promotion and sponsorship bans in the South-East Asia Region.

Although our Regional Director, Dr Poonam Khetrapal Singh, would have very much liked to attend this important meeting, she is unable to due to a prior commitment. I therefore take great pleasure in delivering this message on her behalf.

The Regional Director notes that tobacco is a major risk factor for the four major non-communicable diseases and is the cause of 9 million deaths every year globally, with 1.6 million lives being lost in South East Asia Region.

To counter this burden, the WHO FCTC provides an evidence-based framework to reduce the supply of and demand for tobacco, and to implement tobacco control measures at the national, regional and global levels.

Dr Khetrapal Singh observes that the FCTC defines tobacco advertising and promotion broadly as “any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly”. Furthermore, tobacco sponsorship is defined as “any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly”.

She notes that although the tobacco industry uses tobacco advertising, promotion, and sponsorship to increase consumption of tobacco products, comprehensive bans on TAPS activities have been shown to reduce tobacco use.

To that end, Article 13 of the FCTC addresses bans and restrictions on tobacco advertising, promotion, and sponsorship, which encompass a diverse set of activities that are delivered through many channels and require different assessment methods. Further to Article 13 of the WHO FCTC, the WHO MPOWER package also recommends enforcing bans on tobacco advertising, promotion and sponsorship. Notably, enacting and enforcing comprehensive TAPS bans is a “Best Buy” under the WHO Global Action Plan for the prevention and control of NCDs. Another recommended intervention is to ban cross-border advertising which often happens via modern means of communication.

Importantly, to be effective, bans must be complete and apply to all marketing categories. There is also a need to ensure that indirect forms of TAPS, such as brand stretching, the display of tobacco products at points of sale or surrogate advertisements among others are also addressed. The Regional Director is pleased to note that almost all the Region’s Member States implement a ban on TAPS. She nevertheless observes that while most Member States ban direct and indirect advertising in mass media, they allow advertising elsewhere, such as at the point of sale or on the internet.
The Regional Director also notes that the market in Electronic Nicotine Delivery Systems has grown rapidly in recent years, and that some e-cigarettes are being promoted as a lifestyle choice and a statement of identity. She says that E-cigarette companies are sponsoring sporting events and using the resulting promotional opportunities such as team kit advertising and free samples at various entertainment events. She urges you to act.

Distinguished participants,

The Dili Declaration on tobacco control, which was made at the 2015 Regional Committee, reiterated political commitment to accelerate the implementation of the WHO FCTC, the WHO MPOWER package and best buys to strengthen tobacco control in the Region.

The Regional Director is pleased that you have gathered for the first ever regional consultation to address TAPS, which will also help Member States meet corresponding SDG targets, as well as the NCD Action Plan target of a 30% relative reduction in tobacco use among persons aged 15 years and above by 2025.

Dr Khetrapal Singh welcomes the opportunity to review the progress made in TAPS bans at the country level, and to analyse present challenges with a view to finding practical solutions based on global and regional best practices.

She wishes you an engaging and informative meeting and looks forward to being apprised of its outcome.

I echo that sentiment and wish you a comfortable stay in Kathmandu.

Thank you.

Dr Jagdish Kaur, Regional Adviser, Tobacco Free Initiative at WHO SEARO shared the objectives and context of the meeting with participants and thanked the Government of Nepal and WCO for coordination and support for the meeting.
All Member States of Who South-East Asia Region except DPR Korea participated in the consultation. A round of introductions was followed by a group picture.

On day 1, technical sessions started with a presentation on "Understanding TAPS – guidance from Article 13 of FCTC and NCD Best Buys" by Dr Jagdish Kaur. This was followed by a presentation on the “Global Progress in implementation of TAPS ban and WHO’s response to improve monitoring of compliance” by Dr Kerstin Schotte, Medical Officer, WHO Hq/PND. Patrick L. Musavuli, Technical Officer, Development Assistance team, FCTC Secretariat made a remote presentation on “Article 13 existing guidelines - guidance on cross-border TAPS and the depiction of tobacco in the entertainment media” and provided an update on the related activities by the Convention Secretariat. Dr Jagdish Kaur, RA, TFI gave an overview of the situation of TAPS implementation and enforcement in South-East Asia Region. Dr Rana J Singh, from the SEA Regional Office of the UNION shared India’s experience of TAPS compliance and enforcement.

A video presentation on the glimpses on TAPS ban violations was shared with the participants for their understanding of industry’s tactics to undermine the ban provisions and promote tobacco use.

An open house discussion on the ground reality with respect to following types of TAPS ban violations was held:
- POS Advertisements
- TAPS in Sports
- CSR– Tobacco industry interference in implementing TAPS ban

This provided an opportunity to call countries to share their respective experiences and challenges at the ground level implementation.
A quiz was conducted to review the understanding of participants regarding the different forms of TAPS and violations giving country examples. All countries participated in the same with much enthusiasm.

Post-lunch, a symposium on “TAPS ban – Plugging the loopholes- civil society perspective” was conducted. SEATCA, Thailand, Lentera Anak Foundation, Indonesia, Cancer Council, Nepal and Grambangla Unnayan Committee (GUC), Bangladesh presented their respective perspectives of TAPS ban from the civil society point of view.

In the afternoon, a panel discussion on depiction of tobacco in the entertainment and mass media – relevance of Article 13 of the WHO FCTC, considering the technological advances over the past
decade was presented. Nepal, Thailand and India shared their respective experiences in the panel which was followed by a round of discussion.

Proceedings of Day 1 were summed up by Dr Jagdish Kaur.

Day 2 started with a remote presentation on “Can we STOP?” by Jono Polansky, Consultant, UCSF Center for Tobacco Control Research and Education, University of California, San Francisco, USA. Mr R Mahesh from Central Bureau of Film Certification, India shared Indian case study on “Tobacco Free Films”.

All SEAR countries shared their respective experiences in implementing TAPS ban and challenges faced at the ground level. The issue of cross border TAPS and TAPS in entertainment media were highlighted in detail by all countries. This was followed by the group work where all countries analyzed challenges to TAPS ban implementation and prepared country roadmaps for strengthening TAPS ban compliance and enforcement at the country level. This was done as per a pre-developed proforma shared by the TFI. Each country then presented their respective country action plans with timelines.

Dr Ryan Kennedy, Assistant Professor, Department of Health, Behaviour & Society, Johns Hopkins Bloomberg School of Public Health, USA also shared his experience regarding tobacco industry interference to undermine TAPS ban.

All participants filled in a feedback proforma. The main suggestion was to have the meeting for at least 3 days to cover more areas and scope for additional discussions.

The meeting was closed by Dr Jagdish Kaur, RA, TFI.
# Agenda and Programme

## Day 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda item</th>
<th>Speaker/Facilitator</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>Registration</td>
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<tr>
<td>9:00-10.00</td>
<td><strong>Inaugural session</strong></td>
<td>Mr Kunj Joshi Dr Lonim Dixit</td>
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<td>Opening address and RD’s message: WR Nepal</td>
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<td>Objectives: Dr Jagdish Kaur, WHO SEARO</td>
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<td>Address by Chief Guest: Secretary, MoHP, Nepal</td>
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<td>Address by Chairperson: DGHS, DoHS</td>
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<td></td>
<td>Round of introductions</td>
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<td>Group photo</td>
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<tr>
<td>10:00-10:30</td>
<td>Healthy break</td>
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<tr>
<td>10:30-10:45</td>
<td>Understanding TAPS – guidance from Article 13 of FCTC and NCD Best Buys – Dr Jagdish Kaur, RA, TFI, SEARO</td>
<td>Moderators: Dr Atul Dahal, WHO Mr Amit Katoch India</td>
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<tr>
<td>10:45-11:00</td>
<td>Global Progress in implementation of TAPS ban and WHO’s response to improve monitoring of compliance – Dr Kerstin Schotte, Medical Officer, WHO HQ</td>
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<tr>
<td>11:00-11:20</td>
<td>Article 13 existing guidelines - guidance on cross-border TAPS and the depiction of tobacco in the entertainment media - Patrick L. Musavuli Technical Officer, Development Assistance team, FCTC Secretariat</td>
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<td>11:20-11:45</td>
<td>TAPS implementation and enforcement in South-East Asia Region – Dr Jagdish Kaur, RA, TFI</td>
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<td>11:45-12:00</td>
<td>Glimpses of TAPS - video</td>
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<tr>
<td>12:00-12:20</td>
<td>TAPS compliance and enforcement – Experience sharing from India - Dr Rana J Singh, UNION</td>
<td>Moderators: Dr Mya Lay New, Myanmar Ms Anita Putri Bungsu, Indonesia</td>
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<tr>
<td>12:20-12:40</td>
<td>Open house – Ground reality</td>
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<td>• POS Advertisements</td>
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<td>• TAPS in Sports</td>
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<td></td>
<td>• CSR– Tobacco industry interference in implementing TAPS ban</td>
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<tr>
<td>12:40-12:43</td>
<td>Be Mobile – Three minutes for health</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Moderators</td>
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<tr>
<td>12:43-13:00</td>
<td>QUIZ on TAPS</td>
<td>Dr Kerstin Schotte, WHO HQ</td>
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<td>13:00-14:00</td>
<td>Healthy break and interactions on the table</td>
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<tr>
<td>14:00-14:45</td>
<td>Symposium: TAPS ban – Plugging the loopholes - civil society perspective</td>
<td>Mr Kunj Joshi, Nepal, Mr Tri Bunchua, Thailand</td>
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<td>Presentations by:</td>
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<td></td>
<td>1. Taps ban – compliance in ASEAN countries - Ms Worrawan Jirathanpiwat</td>
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<td>2. Keeping a check on TAPS in Indonesia - Ms Lisda Sundari – Lentera</td>
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<td>3. TAPS ban enforcement report from the field – a case study from Nepal</td>
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<td>4. Tobacco industry interference in implementing TAPS ban – Mr A K M</td>
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<td>5. President, Cancer Council, Nepal, Mr Rudra Lal Kadariya</td>
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<tr>
<td>14:45-15:00</td>
<td>Discussion</td>
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<td>15:00-15:03</td>
<td>Be Mobile – Three minutes for health</td>
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<td>15:03-15:30</td>
<td>Healthy break</td>
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<tr>
<td>15:30-16:30</td>
<td>Panel discussion on depiction of tobacco in the entertainment and mass</td>
<td>Dr Rana J Singh, India, Ms Mizna Abdul Kareem, Maldives</td>
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<td>media – relevance of Article 13 of the WHO FCTC, considering the</td>
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<td>technological advances over the past decade</td>
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<td>Panelists:</td>
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<td></td>
<td>1. Mr Kunj Joshi, Ag. Director</td>
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<td></td>
<td>National Health Education Information &amp; Communication Centre (NHEICC),</td>
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<td>Nepal – How modern media demeans TAPS ban in Nepal</td>
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<td>2. Mr Tri Bunchua, Division Director</td>
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<td>Broadcasting Consumer Protection Bureau, Thailand – Tobacco in TV and</td>
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<td>radio in Thailand</td>
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<td>3. Mr Amit Katoch, Director, Ministry of Information &amp; Broadcasting,</td>
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<td>Government of India – How surrogate ads undermine TAPS enforcement in</td>
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<td>India</td>
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<tr>
<td>16:30-16:45</td>
<td>Summing up day 1 proceedings</td>
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</table>
**Day 2**

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<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
<th>Moderators</th>
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<tbody>
<tr>
<td>8:40 – 8:45</td>
<td>Planning for the day</td>
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<tr>
<td>8:45 - 9:05</td>
<td><strong>Can we STOP?</strong> Jono Polansky Consultant, UCSF Center for Tobacco Control Research and Education, University of California, San Francisco, USA</td>
<td>Moderators: Mr Md. Khairul Alam Sheikh Bangladesh</td>
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<tr>
<td>9:05 – 9:15</td>
<td>Tobacco Free Films - case study from India – Mr R Mahesh, Central Bureau of Film Certification, India</td>
<td>Mr Ugyen Norbu Bhutan</td>
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<tr>
<td>9:15 – 10:30</td>
<td>Country experience sharing in implementing TAPS ban and challenges faced – All SEAR countries</td>
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<td>10:30 – 11:00</td>
<td>Healthy break</td>
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<tr>
<td>11:00 – 12:00</td>
<td>Group work – all countries to analyse challenges to TAPS ban implementation and prepare roadmaps for strengthening TAPS ban compliance and enforcement at the country level</td>
<td>Coordinated by WCO focal points</td>
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<td>12:30 – 12:33</td>
<td>Be Mobile – Three minutes for health</td>
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<tr>
<td>12:33 – 13:30</td>
<td>Healthy break and interactions on the table</td>
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<tr>
<td>13:30 – 14:30</td>
<td>Presentation of Country Action Plans</td>
<td>Moderators: Dr Jagdish Kaur WHO SEARO</td>
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<td>Mr Mario Sere Kai, Timor-Leste</td>
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<td>14:30 – 14:33</td>
<td>Be Mobile – Three minutes for health</td>
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<td>14:33 – 15:00</td>
<td>Healthy break</td>
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<tr>
<td>15:00 – 15:30</td>
<td>Closing</td>
<td>MoHP Nepal, and WHO</td>
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</tbody>
</table>
List of Participants

Bangladesh

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