

## New Delhi

### Youth for curbing tobacco danger

Staff Reporter

NEW DELHI: Youth activists from across the globe have conveyed their support for depiction of pictorial warnings on tobacco product packages to governments of various countries.

An appeal signed by 140 of them was presented to the Union Health and Family Minister here recently. The group, brought together by Delhi-based NGO Health Related Information Dissemination Amongst Youth (HRIDAY), is now working at seeking global support for early implementation of pictorial health warnings.

"In their appeal, the youth activists expressed concern about the adverse impact of the tobacco epidemic on the health of their generation. They said policy-makers should consider how policies can be cast to curb the epidemic and promote health," said HRIDAY in a statement.

"Scientific evidence has highlighted the dangers of tobacco use. However, few tobacco users are aware of its health risks. The extreme addictiveness of tobacco and health dangers have not been adequately explained to the public. People need to associate tobacco with its dangerous health consequences and to see it as socially undesirable," it added.

The salient features of the appeal include urgent enforcement of the pictorial health warnings on all tobacco products, adequately informing tobacco users about its ill effects, and enforcing stringent public health measures to curb the global tobacco epidemic.

HRIDAY director Monika Arora said: "Our experience around the world has taught us that warning message given in small print on the side of the packs remains unnoticed. Use of pictures with graphic depictions of diseases and other negative images have greater impact than words alone. Warnings increase consumers knowledge of the deadly health effects of its consumption, encourage cessation and discourages uptake."

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