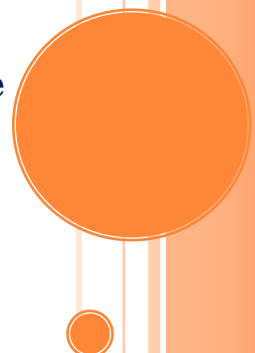


# TRAINING OF TRAINERS UNDER NATIONAL TOBACCO CONTROL PROGRAMME (NTCP)

*Concept Note*

National Tobacco Control Programme



## TRAINING OF TRAINERS UNDER NATIONAL TOBACCO CONTROL PROGRAMME (NTCP)

The Government of India launched the NTCP in the year 2007-08, with the aim to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions under “The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA) (iv) help the people quit tobacco use, and (v) facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control. The key thrust areas under NTCP include:

- Trainings of health and social workers, NGOs, school teachers, and enforcement officers;
- Information, education, and communication (IEC) activities;
- School awareness programmes;
- Monitoring of tobacco control laws;
- Coordination with Panchayati Raj Institutions for village level activities;
- Setting-up and strengthening of cessation facilities including provision of pharmacological treatment facilities at district level

Capacity building of the States/UTs is desirable for proper implementation and monitoring of the programme. Training of health and social workers, NGOs, school teachers and enforcement officers is one of the components of NTCP. In this regard, it is required to have a team of trainers who can further provide training to social workers, NGOs, school teachers and enforcement officers etc. As such, Ministry of Health and Family Welfare, WCO in partnership with National Institute of Health & Family Welfare (NIHFW), an Apex Training Institute of the Ministry of Health & Family Welfare and under the overall guidance of National Tobacco Control Cell, developed structured training modules for NTCP programme managers. These modules were developed through rigorous exercise involving the NTCP focal points & Consultants at National and State level; Civil Society organizations and experts. The modules were launched by Hon’ble Union Minister of Health and Family Welfare during the National Consultation organized by MOH to commemorate World No Tobacco Day in 2017.

**The training module contains 22 chapter/topics and the key contents inter alia include the following:**

- Introduction & History of tobacco use-An overview
- Epidemiology of tobacco use
- Tobacco control policies– FCTC/MPOWER
- National Tobacco Control Programme - An overview
- National Tobacco Control Policy, legislation and COTPA
- Section - 4, 5,6 & 7 of COTPA
- Overview of other laws/legislations related to tobacco control
- Social behavior change communication and information education communication
- Prevention and control of tobacco use in schools and educational institutions
- Developing synergy with other health/developmental programmes
- Capacity building under NTCP & tobacco cessation
- Supervision, monitoring and reporting under NTCP
- Challenges of tobacco control and combating industry interference

The cascade mode of training shall be adopted wherein the Master Trainers from states trained at Central level shall become the trainers at State level and facilitate the State/District Tobacco control Cell for organizing training for NTCP staff.

**Strategy:**

The training shall be organized in three phases. Each phase will be executed in two batches. In the first two phases, Master Trainers from large States with high prevalence of tobacco use (as per GATS2) shall be trained. In third phase Master Trainers from NE States and other small States/UTs shall be trained. Total **204** Master trainers shall be trained from all the 36 States/UTs.

SI No	Name of the States/UTs along with number of master trainer to be trained from that State	Total number of States /UTs	Total number of Master Trainers
<b>Phase - 1</b>			
1	Chhattisgarh (8), Jharkhand (8), Karnataka (6), Madhya Pradesh (8), Odisha (8), Rajasthan (8), Tamil Nadu (6), Uttar Pradesh (8), West Bengal (8)	09	68
<b>Phase- 2</b>			
2	Andhra Pradesh (6), Delhi (6), Gujarat (6), Himachal Pradesh (6), Jammu & Kashmir (6), Kerala (6), Maharashtra (8),	11	66

	Punjab (6), Telangana (4), Uttarakhand (6), Bihar (6)		
Phase - 3			
3	Arunachal Pradesh (6) Assam (6), Manipur (6), Meghalaya (4), Mizoram (4), Nagaland (4), Sikkim (4), Tripura (4) Andaman & Nicobar (4), Chandigarh (4), Dadra Nagar & Haveli (4), Daman & Diu (4), Goa (4), Haryana (4), Lakshadweep (4), Puducherry (4)	16	70
	<b>GRAND TOTAL (Phase - 1 + 2 + 3)</b>	<b>36</b>	<b>204</b>

**Note: Numbers in bracket against each State/UT denote number of Trainees**

The Central level trainings shall be organized in batches comprising 30-35 participants.

The duration of training would be **five days** per batch.

The master trainers shall be identified & nominated by the States. A broad list of trainers can be identified from the following programmes / institution(s) for training:

1. State Nodal officer (NTCP)
2. State Consultant (NTCP)
3. Legal Consultant (NTCP) or Finance Consultant (NTCP)
4. One person from Medical/Dental Colleges (Community Medicine)/ Public Health Institutes (to be suggested by State/UT)
5. One person from SIHFW/ Collaborating Training Institutes of NIHFW in the State/UT (to be suggested by State/UT)
6. One person from Civil Society/Other Experts (as per suggestions from state) (to be suggested by State/UT)

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