Introduction

May 31st WHO World No Tobacco Day is celebrating worldwide every year. Celebrations tobacco day by NPSS include anti-tobacco events and campaigns that discourage all people mainly youth from getting hooked on nicotine. The theme for World No Tobacco Day 2012 is “Tobacco Industry Interference” Nepal. Pharmacy Students’ Society had conducted the World No Tobacco Day Campaign 31st May, 2012.
NPSS Activities in World No Tobacco Day Campaign

Nepal Pharmacy Students’ Society in collaboration with WHO-Nepal and Nepal Cancer Relief Society participated in the Anti-tobacco Rally: start from Basantapur Durbar Square, alongwith New Road, Mahankal, Jamal, Asan and finally end to Basantapur Darbar Square, a Round trip in the centre of the capital city of Nepal.

World No Tobacco Day has ensured a great opportunity to focus whole one day in “No Tobacco Use” Worldwide. This year World No Tobacco theme “Tobacco Industry Interference”. The theme primarily encloses to tell truth about tobacco effects on public and industries activities to enrol public. So, Nepal Pharmacy Students’ Society participated in Rally program: for public awareness that the public will interest to be involved against tobacco use. We had distributed the pamphlet to the general public during the rally with the aim of exploring the effects on the human health. Tobacco Awareness program was conducted for the person who are dependence on tobacco interest by other. At that time, we suggest people for quitting tobacco habit. Many of them, we found there are not known any other effects of tobacco but they have been used tobacco yet.

Task to be carrying out:

Although more and more is known about tobacco control, a systematic, comprehensive guide is needed to assist regulators and policy-makers in combating against promotion to use tobacco. Besides this program, there should be implementation of the policy against the tobacco industry for banning on all forms of tobacco advertising and promotion; vivid health warnings on tobacco products.
**Inside the Campaign:**

Nepal Pharmacy Students’ Society wanted to aware public about tobacco and its hazardous effect on human life and how it does social and family problem; want to pressurize to the tobacco industry within our country by countering their idea of marketing and the belief of general public to those marketing strategies.

The campaign was conducted at TUTH Hospital premises near OPD ticket counter. We had recorded in the copy that the persons who were attended in our campaign which counts 650. Nepal Pharmacy Students’ Society mainly focuses on the persons who were interested by other to exist in tobacco habit and beside these general public including patient’s visitors and also health professionals. 35 students were participated in Awareness campaign program, the other students are leave in summer vacation May 28th to Jun 12th 2012 in accordance of our University vacation schedule. The program was run smoothly throughout a day by enthusiastic active and dedicated volunteers.

**Point to be notice: comments**

1. Need to organize such pressurizing activities that will create pressure in the policy level.
2. To control tobacco use, you should enforce government for the implementation of tobacco related rules, regulations and law.
3. Should be conducted on remote area also.
**Conclusion:**

Rally was started from 7:00 am and had finished by 8:20 am and awareness campaign was started at 8:30 am and end at 3:00 pm. We were dedicated and worked actively in the rally. That’s why all other organizations were impressed by us. We had managed the Rally so all admired our activity. Awareness Campaign meets the people interest, curiosity and other part it was good motivation for them. They knew effects of smoking which causes severe disease, and expenses to resolve effects from tobacco. Those who attended the program encourage us to continue such type of awareness activities within their community. Many of them are tobacco users and they were involved in the tobacco to fruits exchange program as well as they had committed to quit tobacco with signature on white curtain. We had succeeded to create a negative image of smoking towards general public and the activities of the tobacco industries. Though it was a one day awareness campaign, we found positive compliments from visitors.