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Doctors to initiate awareness drive against tobacco

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Pune: The Pune branch of the Association of Otorhinolaryngologists of India has taken the initiative to appeal to youths and schoolchildren to restrict themselves from chewing of tobacco and smoking. To this end, the association is producing a short film which will be screened at schools in the city to spread awareness about the harmful effects of addiction and substance abuse. For the purpose, the association has also organised a musical programme titled 'Let's Act' on September 26 at Tilak Smarak Mandir. Addressing a press conference on Saturday, Jagdish Hiremath said, "We have asked well known filmmakers Sumitra Bhawe and Sunil Sukthankar to make a short, story-based feature-film. It would be an emotionally appealing film along with effective powerpoint slides and we will show it in all schools in the city and adjoining areas. It is important to emphasise the importance of this issue among parents and teachers as well. The film will reach over 50,000 children in the next two years. We will be happy even if 100 vulnerable children do not succumb to these habits." TNN