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The silent killer of the century

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NT Bureau

Chennai, Apr 3: 'King-size filter is a king-size killer,' said chairperson of Cancer Institute Dr V Shanta today.

Shanta was speaking at the inauguration of 'Regional Advocacy Workshop for Media Personnel On Tobacco Control and Health Warnings' at the Cancer Institute WIA, 'Adyar Chennai.

-She said, 'The media either makes you or mars you. However,

awareness on the ills of tobacco has to be highlighted by media.

Around 2,500 people die daily due to tobacco-related cancer, she said adding that secondhand smoking is another menace. Tobacco habit is preventable. The awareness should originate from home, school and media.



Cancer Institute chairperson Dr V Shanta inaugurating a 'Regional Advocacy Workshop for Media Personnel on Tobacco Control and Health Warnings' by lighting a traditional lamp in Chennai today.

With sustained effort, continuous and continuing tirade against tobacco should be carried out. A total of 5.4 million people are killed by tobacco and developed countries such as the USA, the UK, the death rate has lessened and in developing countries, it has increased. Around 8.9 lakh die in In-

dia, said Deputy Director (Research), Department of Health & Preventive Medicine Dr A Somasundaram, while speaking on national tobacco policies in the country.

Use of tobacco in any form, either smoking or chewing, caused short-term as well as long-term complications. And with

the efforts of the Centre and the State during the last five years had brought in growing awareness: The efforts included ban on smoking in public places, restriction of sale of tobacco-related items to minors and banning advertisements and sponsors by tobacco companies.

The workshop by Tobacco Cessation Centre, Cancer Institute (WIA), Press Information Bureau, Ministry of Information & Broadcasting, government of India, in association with Healis Sekhsaria Institute for Public Health, Mumbai, witnessed Cancer Institute (WIA) Associate Professor Department of Surgical Oncology Dr Arvind Krishnamurthy speaking on 'A silent killer of the century.'