

Government of Pakistan

Ministry of Health

Islamabad, the 30, June, 2003.

NOTIFICATION.

SRO 655 (I) / 2003. - In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to constitute the Committee on Tobacco Advertisements Guidelines, consisting of the following members, namely:-

Director General Health	Chairperson, ex-officio,
One representative of tobacco industry	Member
One representative of Consumer Association	Member
Two representatives representing public and private sector media	Members
One representative of Cardiac Association	Member
Health Education Adviser, Ministry of Health	Member, ex officio
Health Education Consultant, Ministry of Health	Member, ex officio
Representatives of UNICEF and WHO	(to be co-opted on invitation)

2. The Health Education Consultant shall act as Secretary of the Committee on Tobacco Advertisements Guidelines.

3. Functions:

The Committee on Tobacco Advertisements Guidelines shall -

- a. prepare, plan and implement guidelines for the advertisements of tobacco and tobacco products;
 - b. monitor the implementation of the guidelines; and
 - c. evaluate effectiveness and in the light of data so collected improve upon the guidelines from time to time.
4. The Committee shall conduct proceedings under procedures to be established with the approval of the Federal Government.