



REPORT OF C3T MEDIA DIALOGUE IN YAOUNDE

(Wednesday 22nd March, 2017)

Introduction

In Cameroon, some 66,000 people die yearly from tobacco related causes. The 2013 Global Adult Tobacco Survey (GATS) Cameroon shows that approximately 1,100,000 adults are regular consumers of tobacco products in the country while the 2014 Global Youth Tobacco Survey (GYTS) reveals that at least 300,000 students between the ages of 13 and 15 consume tobacco products. The bad news here is that at least half of all these people are sure to die as a result of their tobacco consumption.

These frightening statistics serve as a reminder that it is imperative to voice out the dangers of tobacco consumption, and more importantly, adopt regulations that will control the production and consumption of tobacco products in the country.

In a bid to sensitize Cameroonians on the dangers of tobacco consumption and examine strategies that can be exploited by the media to lure decision makers to speed up action on their responsibility to protect citizens from the dangers of tobacco (by adopting and fully implementing tough regulations), the Cameroonians Coalition for Tobacco Control (C3T) organised a Media Dialogue in Yaoundé on Wednesday the 22nd March, 2017.

THE MEDIA DIALOGUE

The Media Dialogue took place at the Jouvence 2000 Hotel in Yaoundé. It primarily focused on getting the journalists exchange ideas on the dangers of tobacco consumption, and the importance of adopting a comprehensive ban on tobacco advertising, promotion and sponsorship (especially targeted at youths), as well as the importance of telling the truth hidden in current cigarette packages by adopting graphic health warning labels on packs of tobacco products. The journalists also exchanged ideas on the benefits having a smoke free Cameroon, and making cigarettes and other tobacco products less affordable through tax increases.

The following issues were discussed during the press talk;

- The general tobacco situation in the world, in Africa and in Cameroon.
 - ✓ The National Cancer Institute-WHO Latest Report: The Economics of Tobacco and Tobacco Control.
 - ✓ The 2014 GYTS Cameroon
- Tobacco and its health, economic, social and environmental consequences.
- Actions and Interference of the tobacco industry.

- ✓ The Tobacco Industry Accountability Project (TIA): A land mark study carried out in April 2016 by C3T in collaboration with the African Tobacco Control Alliance (ATCA). The study observed 20 schools in Yaoundé and identified that the tobacco industry effectively targets schools in its advertising, promotion and sponsorship activities.

The FCTC: Components of a good tobacco control law

- ✓ A comprehensive ban on Tobacco Advertising Promotion and Sponsorship.
- ✓ Graphic Health Warnings on Packs of Tobacco Products
- ✓ Smoke-free environments
- ✓ Taxation

The Yaoundé Media Dialogue was particularly different from others; it is the first C3T organized Media Dialogue that witnessed the participation of a blogger. Bloggers are known to have quite an audience and C3T hopes to see their impact on the tobacco control fight in Cameroon.

Attendance

The Yaoundé media dialogue was attended by 30 journalists from 21 media organs. The media organs that attended the deliberations include;

Television Stations

1. STV
2. Vision 4
3. Canal 24

Radio Stations

1. CRTV National Station
2. Royal FM
3. Radio Siantou
4. Radio Environnement
5. Radio Campus
6. CRTV FM 94

Written Press

1. Cameroon Tribune
2. The Sun
3. Echo Sante
4. L'Essentiel
5. Progres Infos
6. The Guardian Post
7. The Median
8. Mutations

Online Press

1. Yaoundeinfo.com
2. PME PMI Magazine.Info
3. LeBledParle.com

Bloggers

1. Achouka.MondoBlog.org





C3T Yaoundé Media Dialogue in Pictures

Word of thanks

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