

The Province

Saturday August 22, 2026 | Peshawar | Volume: 27 | Issue: 213 | Pages: 8 | Price: 20

Youth, Parliamentarians push for tobacco-free Pakistan

PROVINCE REPORT

ISLAMABAD: An orientation session with youth mentors and parliamentarians was held in Islamabad under the theme "Youth for a Tobacco-Free Pakistan: From Awareness to Action," bringing together lawmakers, health experts, tobacco-control representatives, civil society and the Aurat Foundation to discuss measures to protect young people from tobacco and emerging nicotine products.

The session was attended by MNA and Prime Minister's Youth Programme Focal Person Syeda Amnah Batool, MNA and Parliamentary Secretary Sabheen Ghoury, MNA Jamal Ahmed Khan Raisani and MPA Tanveer Aslam Raja. Representatives of the Tobacco Control Cell, Campaign for Tobacco-Free Kids and health experts also participated.

Participants stressed that tobacco control should remain a public-health pri-



ority and called for stronger legislation, effective enforcement and greater youth participation in policymaking.

A key demand was to increase Graphic Health Warnings (GHWs) on tobacco product packaging from the existing 70 percent to 85 percent. Participants said

larger health warnings would improve public awareness about the harmful effects of tobacco and discourage young people from starting tobacco use.

The participants also called for stronger and regular increases in taxes on tobacco and nicotine products, emphasizing that

higher taxes can make these products less affordable, particularly for young people, and help reduce consumption.

Parliamentarians highlighted the need for effective implementation and oversight of tobacco-control laws, while health experts stressed the importance of evidence-based awareness campaigns and prevention measures.

Youth mentors were recognized as important advocates who can spread accurate information among their peers, educational institutions and communities. Participants emphasized that meaningful youth engagement is essential for building a sustained movement for a tobacco-free Pakistan.

The session concluded with a collective call for 85 percent Graphic Health Warnings, higher tobacco and nicotine taxes, stronger enforcement and meaningful youth engagement to protect Pakistan's young generation.