



Fazl announces 'united opposition' after meeting Achakzai, Qaiser



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Governor Kundi urges youth to follow Seerat-un-Nabi (PBUH), promote peace, unity



Rare Jinnah photographs remind youth of Pakistan's struggle and sacrifices': Aurangzeb Khichi

Youth and Parliamentarians call for stronger tobacco control in Pakistan



FG 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." The session brought together parliamentarians, health experts, tobacco-control representatives, youth mentors, civil society and the Aurat Foundation (AF) team to discuss stronger measures to protect Pakistan's young population from tobacco and emerging nicotine products.

The session was attended by Ms. SyedaAmnah Batool, MNA and Focal Person, Prime Minister's Youth Programme (PMYP); Ms. SabheenGhouri, MNA and Parliamentary Secretary, Ministry of Information and Technology; Mr. Jamal Ahmed Khan Raisani, MNA; and Mr. Tanveer Aslam Raja, MPA. Mr. Aftab Ahmed from the Tobacco Control Cell (TCC), Prof. Dr. Mati-ur-Rehman, Senator Faisal Javed Rana and Mr. Anees Ahmed from the Campaign for Tobacco-Free Kids (CTFK) also participated, along with youth mentors and the Aurat Foundation team including CEO Mr. Naeem Ahmed Mirza, Mr. Syed Safdar Raza Team Lead Anti-Tobacco Project, Ms. Mumtaz Mughal Director Programs and Ms. Fatima Jafry Program Officer Anti-Tobacco Project.

During the session, participants stressed that tobacco control must remain a public-health priority, particularly given the increasing exposure of young people to tobacco and new nicotine products. The participants emphasized the need to move beyond awareness towards concrete policy and legislative action.

A key demand emerging from the session was to increase Graphic Health Warnings (GHWs) on tobacco product packaging from the existing level of 70% to 85%. Participants highlighted that larger and more prominent health warnings can

strengthen public awareness about the harmful consequences of tobacco use and help discourage initiation among young people.

The participants also called for stronger and regular increases in taxes on tobacco products as an effective public-health measure. Higher tobacco taxes can make tobacco products less affordable, particularly for young people, while contributing to reducing tobacco consumption. The session emphasized the importance of ensuring that tobacco taxation policies are effectively implemented and regularly reviewed.

Parliamentarians highlighted the critical role of legislation, oversight and effective implementation of tobacco-control measures. They also emphasized the importance of engaging young people in policymaking and advocacy so that their voices and experiences are reflected in national and provincial tobacco-control strategies.

Health experts underscored the harmful effects of tobacco and nicotine and stressed that prevention among young people must be strengthened through evidence-based policies, awareness campaigns and effective enforcement.

The session further recognized youth mentors as potential change-makers and tobacco-control advocates who can take accurate information to their peers, educational institutions and communities. Participants agreed that empowering young people with knowledge and advocacy skills is essential for building a sustained movement for a tobacco-free Pakistan.

The participation of the Parliamentarians, Tobacco Control Cell, Campaign for Tobacco-Free Kids and Aurat Foundation provided an important platform for strengthening coordination among government, civil society, health experts, parliamentarians and youth.

The session concluded with a collective call for stronger tobacco-control policies, an increase in Graphic Health Warnings to 85%, effective tobacco taxation, stronger enforcement and meaningful youth engagement. Increase Tax on Tobacco and Nicotine products were emphasized.

The participants reaffirmed their commitment to working together to protect Pakistan's young generation and advance the vision of a Tobacco-Free Pakistan.