

“85% SAVES LIFE”CAMPAIGN-TOBACCO CONTROL

Indian Association of Public Health Dentistry, Indian Dental Association Madras Branch, Cancer Institute, Tamilnadu People’s Forum for Tobacco Control joined together and organised a human chain formation as a part of ‘85% SAVES LIVES ‘ Campaign welcoming the Government rule on implementing 85% pictorial warning on the tobacco pack as per section 7 of COTPA – 2004 on 30th April , 2016 at Marina Beach ,Chennai at 7 am. All dental students formed a human chain near the Gandhi Statue holding the placards which were insisting on the topic. It was honoured by the presence of Dr.Shantha the founder of Adyar Cancer Institute. Many public health dentists, members of cancer institute and students of various dental colleges participated in the campaign. All students enthusiastically participated in forming the shape 85% in the seashore. Sands sculpture denoting the pictorial warning of tobacco usage was sculpted in the seashore by the volunteers.