

Back ground

The Alcohol and drug information centre, ADIC has been working with all media stations and Agencies since 2000.

The organizations media awareness programme objectives was to create awareness among media personal especially with regards to inappropriate use of media by the tobacco industry .

As a result of these activities ADIC was awarded a research study concerning media influence on health, funded by JICA and commissioned by the Ministry of Health of the Government of Sri Lanka.



It was evident from the results of the content analysis that movie contained the highest number of promotions.

Consequently, a series of activities were implemented. This includes posters to create literacy among the viewers, Cinema slide on industry involvement in movies. Issue of our periodical magazine devoted to the topic of tobacco and electronic media including cinema, followed by a media briefing of the same topic were carried out.



So the lobbying for an announcement of the international day for tobacco free movies was a much desired move.

So ADIC decide to call another media briefing to discuss the issue and invited all the media institutions and the film industry personal to participate.

Objective of the media briefing

To create a on going dialogue with movie makers in Sri Lanka in a public forum



There fore invitations were sent to nearly 200 personnel and followed up over the phone to establish the communication on motivating participation in the event. Although it was evident that all of them could not attend at such short notice the idea was to initiate a dialogue.

50 personnel including media and movie industries attended with well known movies makers and the actors in the field. There fore it was a good opportunity for us to



present the evidence and the scientific data collected from the Holly Wood together with our own data to them in a more organized manner,

The briefing was addressed by the Director Sri Lanka Sumitrayo a leading national level counseling and treatment rehabilitation centre and myself [as the programme officer media and information division and the researcher of the content analysis]



The Media briefing lasted for hours at the end of which two veteran actors also shared their own experiences in acting and smoking given the knowledge acquired during the briefing they pledge that they will not take such smoking action lightly in the future.

“Every frame of the popular movie named Dadayama I for filming was smoking and to keep the same length of the cigarette I used to smoke around two three packs of cigarette per day and I started smoking after the movie”



Follow up

Thank you letters to all participants were mailed and followed by telephone communication. This was done with the intention of strengthening their support after the event.

The support of the movies makers and film personalities were sought to promote an effective anti smoking advertisement to be shown before and after telecasting a movie which depicts smoking. .

The next meeting is being planned for the film personnel who could not attend the meeting due to their busy schedules.

