The Human Cost of Addiction

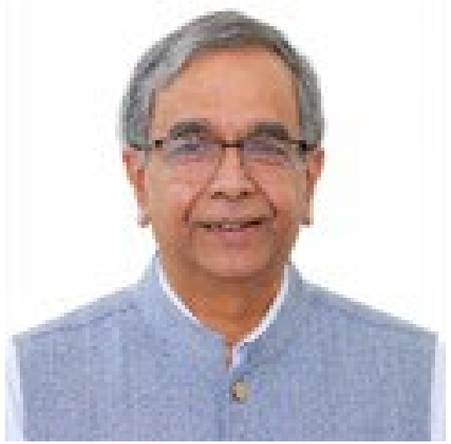
November 18, 2026

ASH
ACTION ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

Disclaimer: The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the views or positions of ASH.

SPEAKERS



Dr. K Srinath Reddy

Chancellor of PHFI Institute of Public Health Sciences·Honorary Distinguished Professor of Public Health Foundation of India



Dr. Rama V. Baru

Professor at the Jindal School of Public Health and Human Development·OP Jindal Global University



Sampath De Seram

Executive Director·Alcohol and Drug Information Centre (ADIC), Sri Lanka

Sri Lanka’s Journey Towards The Tobacco Endgame

ADIC’s role in advancing the Tobacco-Free Generation policy, current progress, and tobacco industry lobbying efforts

Sampath De Seram

Executive Director – ADIC Sri Lanka

ADIC…

ADIC is a non-profit organization founded in 1987 that addresses health, social, and environmental issues related to alcohol, tobacco, and other drug use through **health promotion and policy advocacy**

Our vision is to create a world where every person realizes that the use of whatever drug at whatever level is an impediment to happiness.

Our mission is to prevent drug use through social change and effective education.



The Tobacco Burden in Sri Lanka

Smoking in Sri Lanka

9.1% overall

(1.5 million adults),

19.7% of men, and < 0.1% of women currently smoked tobacco.

Global Adult Tobacco Survey (GATS) 2020

20,000+

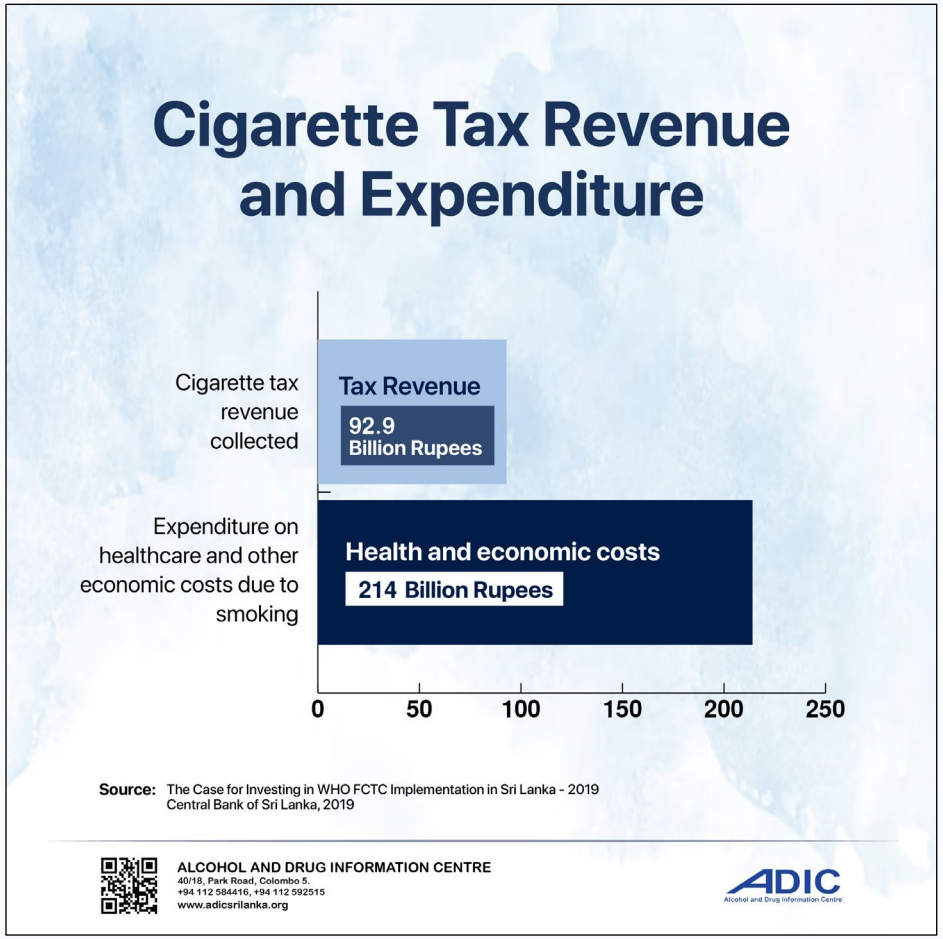
Annual Tobacco-Attributable Deaths

1 in 2 long-term users dies prematurely from non-communicable diseases.

Rs. 214+ Billion

Annual Economic Losses

Massive drain on healthcare expenditure and national productivity.



SRI LANKA: TOBACCO POLICY SITUATION

POLICY & LAW

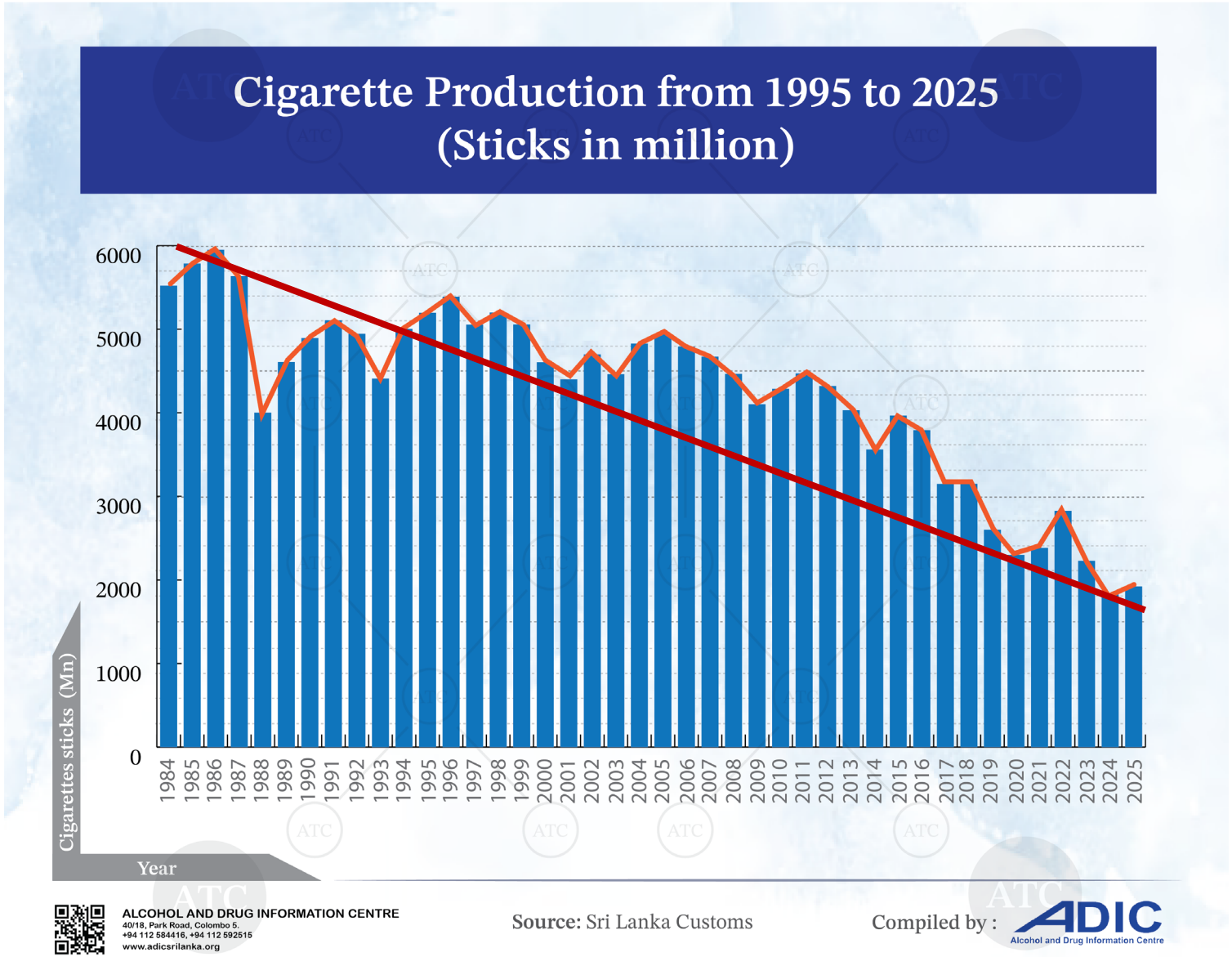
- WHO FCTC ratified in 2003; in force from 2005
- National Authority on Tobacco and Alcohol (NATA) Act enacted in 2006; amended in 2015
- Restrictions on tobacco advertising, promotion and sponsorship
- Minimum legal purchase age: 21 years
- Smoking in an area to which the public have access to be an offence.

KEY CONTROL MEASURES

- Pictorial health warnings cover 80% of both main sides of cigarette packs
- Smoke-free restrictions in specified public places
- Tobacco taxation used to reduce affordability and consumption
- Acceded to the Protocol to Eliminate Illicit Trade in Tobacco Products in 2016
- E-cigarettes are banned

REMAINING CHALLENGES

- Tobacco-Free Generation Policy has not been signed
- Single-stick cigarette sales are not prohibited
- Plain packaging has not been implemented;
- Smokeless tobacco persists through informal markets
- NATA Act amendments have not been approved
- Sri Lanka ranks 17th in the Global Tobacco Industry Interference Index.



Behind the decline in cigarette production and usage lies, not a one-time effort, but two decades of relentless advocacy, policy reform, and community action...

ADIC
Alcohol and Drug Information Centre

Towards the Tobacco End-Game:
Tobacco-Free Generation Policy Proposal in Sri Lanka

Sri Lanka's proposed Tobacco-Free Generation policy

2010

Birth-year threshold

1 January 2010 onward

2024

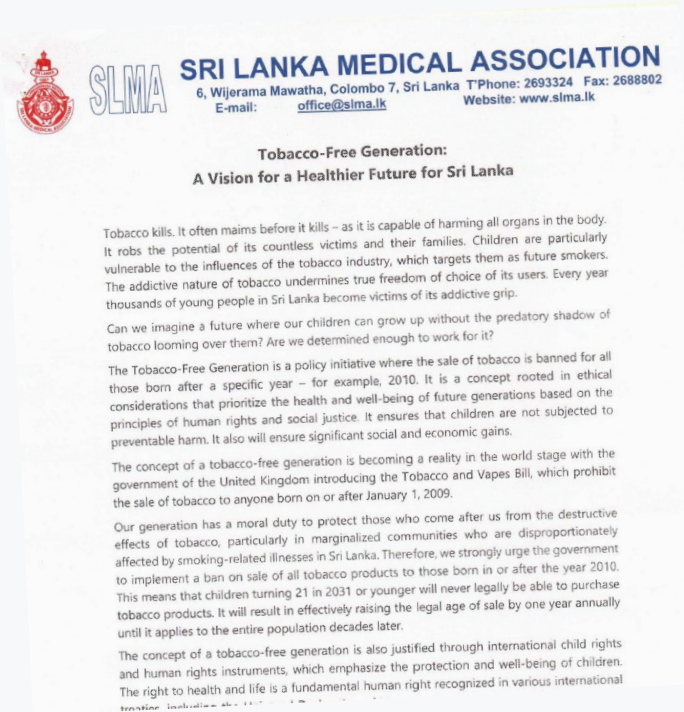
SLMA submits proposal

2025

SLMA + NATA resubmit

2026

Resubmitted; Cabinet step pending



SLMA SRI LANKA MEDICAL ASSOCIATION
6, Wijerama Mawatha, Colombo 7, Sri Lanka T'Phone: 2693324 Fax: 2688802
E-mail: office@slma.lk Website: www.slma.lk

Tobacco-Free Generation:
A Vision for a Healthier Future for Sri Lanka

Tobacco kills. It often maims before it kills – as it is capable of harming all organs in the body. It robs the potential of its countless victims and their families. Children are particularly vulnerable to the influences of the tobacco industry, which targets them as future smokers. The addictive nature of tobacco undermines true freedom of choice of its users. Every year thousands of young people in Sri Lanka become victims of its addictive grip.

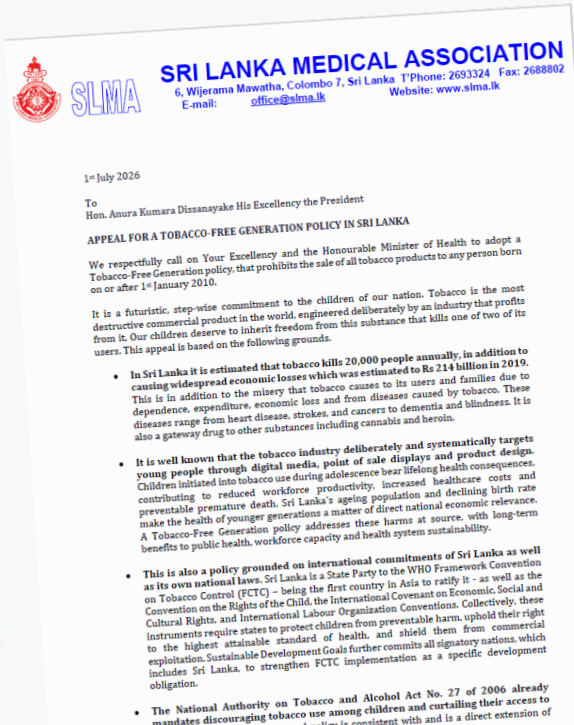
Can we imagine a future where our children can grow up without the predatory shadow of tobacco looming over them? Are we determined enough to work for it?

The Tobacco-Free Generation is a policy initiative where the sale of tobacco is banned for all those born after a specific year – for example, 2010. It is a concept rooted in ethical considerations that prioritize the health and well-being of future generations based on the principles of human rights and social justice. It ensures that children are not subjected to preventable harm. It also will ensure significant social and economic gains.

The concept of a tobacco-free generation is becoming a reality in the world stage with the government of the United Kingdom introducing the Tobacco and Vapes Bill, which prohibit the sale of tobacco to anyone born on or after January 1, 2009.

Our generation has a moral duty to protect those who come after us from the destructive effects of tobacco, particularly in marginalized communities who are disproportionately affected by smoking-related illnesses in Sri Lanka. Therefore, we strongly urge the government to implement a ban on sale of all tobacco products to those born in or after the year 2010. This means that children turning 21 in 2031 or younger will never legally be able to purchase tobacco products. It will result in effectively raising the legal age of sale by one year annually until it applies to the entire population decades later.

The concept of a tobacco-free generation is also justified through international child rights and human rights instruments, which emphasize the protection and well-being of children. The right to health and life is a fundamental human right recognized in various international



SLMA SRI LANKA MEDICAL ASSOCIATION
6, Wijerama Mawatha, Colombo 7, Sri Lanka T'Phone: 2693324 Fax: 2688802
E-mail: office@slma.lk Website: www.slma.lk

1st July 2026

To
Hon. Anura Kumara Dissanayake His Excellency the President

APPEAL FOR A TOBACCO-FREE GENERATION POLICY IN SRI LANKA

We respectfully call on Your Excellency and the Honourable Minister of Health to adopt a Tobacco-Free Generation policy, that prohibits the sale of all tobacco products to any person born on or after 1st January 2010.

It is a futuristic, step-wise commitment to the children of our nation. Tobacco is the most destructive commercial product in the world, engineered deliberately by an industry that profits from it. Our children deserve to inherit freedom from this substance that kills one of two of its users. This appeal is based on the following grounds.

- **In Sri Lanka it is estimated that tobacco kills 20,000 people annually, in addition to causing widespread economic losses which was estimated to Rs 214 billion in 2019.** This is in addition to the misery that tobacco causes to its users and families due to dependence, expenditure, economic loss and from diseases caused by tobacco. These diseases range from heart disease, strokes, and cancers to dementia and blindness. It is also a gateway drug to other substances including cannabis and heroin.
- **It is well known that the tobacco industry deliberately and systematically targets young people through digital media, point of sale displays and product design.** Children initiated into tobacco use during adolescence bear lifelong health consequences, contributing to reduced workforce productivity, increased healthcare costs and preventable premature death. Sri Lanka's ageing population and declining birth rate make the health of younger generations a matter of direct national economic relevance. A Tobacco-Free Generation policy addresses these harms at source, with long-term benefits to public health, workforce capacity and health system sustainability.
- **This is also a policy grounded on international commitments of Sri Lanka as well as its own national laws.** Sri Lanka is a State Party to the WHO Framework Convention on Tobacco Control (FCTC) – being the first country in Asia to ratify it - as well as the Convention on the Rights of the Child, the International Covenant on Economic, Social and Cultural Rights, and International Labour Organization Conventions. Collectively, these instruments require states to protect children from preventable harm, uphold their right to the highest attainable standard of health, and shield them from commercial exploitation. Sustainable Development Goals further commits all signatory nations, which includes Sri Lanka, to strengthen FCTC implementation as a specific development obligation.
- **The National Authority on Tobacco and Alcohol Act No. 27 of 2006 already mandates discouraging tobacco use among children and curtailing their access to**

What the proposal means

A person born in or after 2010 would never become legally eligible to purchase tobacco under the proposed rule.

Tobacco-Free Generation Policy



- Ban the sale of all tobacco products to anyone born in or after 2010. Children turning 21 in 2031 would never legally be able to purchase tobacco.
- Proposed and submitted to the Minister of Health by the Sri Lanka Medical Association (SLMA) in 2024.
- Resubmitted to the Minister of Health by SLMA and NATA in 2025 and 2026.
- The proposal remains to be submitted for cabinet approval.



Common Arguments Raised Against the Tobacco-Free Generation Policy by Industry Allies

“Growth of Illicit Trade & Criminal Networks”

Argues the restrictions will create a larger illegal market, empowering criminal networks and increasing smuggling.

“Loss of Government Tax and Excise Revenue”

Warns that the policy will reduce tobacco tax and excise revenue, which the government relies on for public services.

“Two Classes of Adults / Constitutional Inequality”

Claims the policy unfairly creates two groups of adults (those born before and after a certain year), leading to unequal treatment and discrimination.

“Constitutional and Civil Liberty Infringements”

Argues the policy violates constitutional rights and individual civil liberties, including the freedom to choose legal products.

“Retail Compliance Burden”

Claims the policy will be difficult and costly for retailers to implement and monitor, especially in small shops.

“Lack of Real-World Evidence of Success”

Argues there is insufficient long-term evidence from other countries to prove that a TFG policy effectively reduces tobacco use.

“The “Forbidden Fruit” Effect”

Suggests that a ban may make tobacco more attractive to young people, creating curiosity and a stronger desire to try it.

“Tobacco Harm Reduction (Vapes etc.)”

Promotes alternative nicotine products such as vapes and e-cigarettes as a “safer” option, claiming they can reduce harm instead of a generational ban.

“Banning reduces supply, not demand”

Claims the policy will limit legal supply of tobacco but will not reduce people’s demand for it, especially among young people.

Examples of Industry Reactions

Daily FT

Will the tobacco ban backfire?



"The goal of a tobacco-free generation is not wrong. It is the method that requires deeper scrutiny. Sri Lanka has an opportunity to lead, not by copying a policy that has already been abandoned in the country that invented it, but by designing a comprehensive, systems-aware tobacco reduction strategy that addresses stocks and flows, that closes the doors to illicit trade before opening new ones, that funds cessation seriously, and that changes culture rather than simply changing the law.

The recent announcement that Sri Lanka's National Authority on Tobacco and Alcohol (NATA) has submitted a concept paper proposing to ban tobacco sales to everyone born after 2010 will, understandably, be welcomed by many. Tobacco kills. NATA's chairman noted that around 13,000 Sri Lankans die every year from tobacco-related causes. The health case is undeniable. Nobody disputes that.

But good intentions, combined with incomplete thinking, have a habit of producing bad outcomes. Before Parliament moves on this proposal, Sri Lanka would benefit enormously from applying a discipline that the world's most progressive policymakers are increasingly turning to: systems thinking. Our world is a complex, interconnected, ecological, social, and economic system, but often, we treat it as if it were not.

Banning cigarettes for an entire generation is the kind of intervention that looks clean on paper but complex in practice. History shows us why.

Guest Column



By Dr. Vindhya Weerasinghe

The iceberg beneath the policy

A Tobacco-Free Generation Sounds Good in Theory – is it right for Sri Lanka?

October 5, 2026 at 12:33 AM

NEWSWIRE



Right Ambition, Wrong Policy: The Case Against Sri Lanka's Generational Cigarette Ban

September 23, 2026 at 2:32 PM

NEWSWIRE



Tobacco-Free Generation policies face legal and practical challenges





Colombo, May 22 (Daily Mirror) - The concept of creating a Tobacco-Free Generation (TFG) through legislation that bans tobacco sales to people born after a specified year is facing increasing scrutiny globally, with critics pointing to legal, economic and practical challenges experienced by countries attempting to introduce such measures.

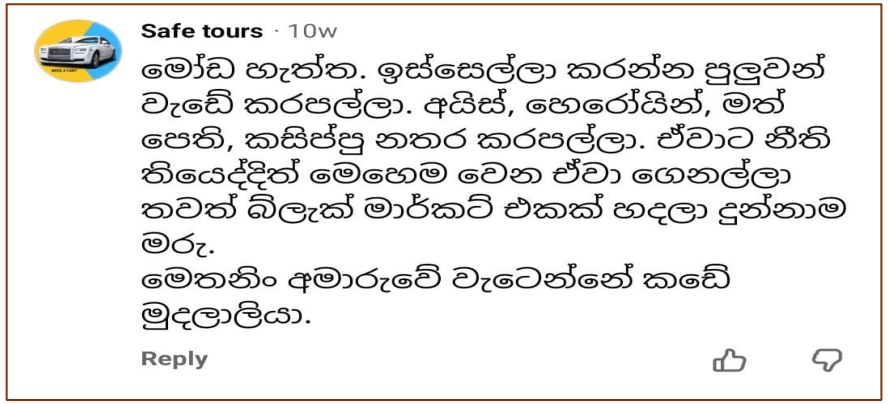
Consultant Chest Physician Dr. R. S. Mirajkod said that while tobacco control advocates have promoted TFG policies as a long-term solution to reduce smoking rates and improve public health, recent developments in countries such as New Zealand and Malaysia have raised questions about their viability and sustainability.

“INCREASED ILLEGAL TRADE”





“They are trying to create a black market. Let’s see what happens.”



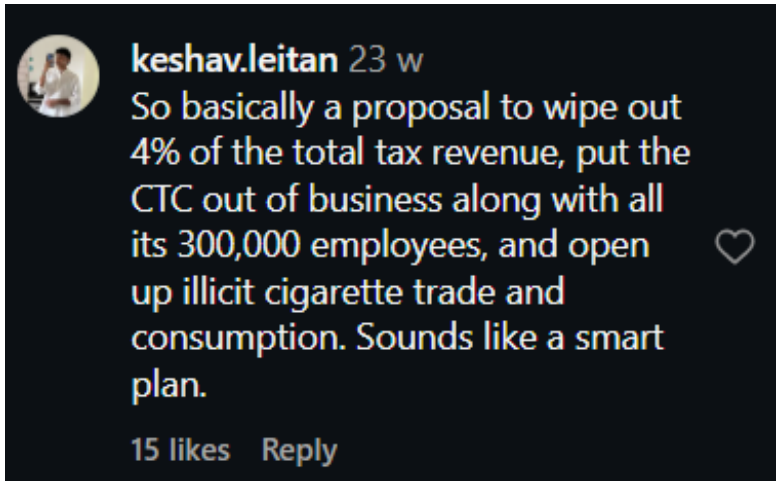
“Stupid fellows. First do what you can do and take steps to prevent ice, heroine, kasippu. Putting restrictions while we already have a law will only create a black market. This will put shop owners in trouble”



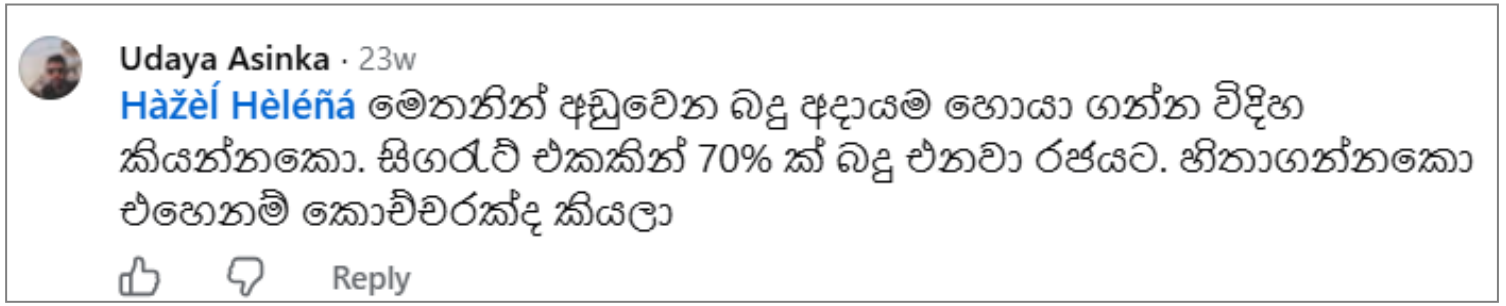
ECONOMIC IMPACT: “GOVERNMENT WILL LOSE TAX REVENUE”

[A Tobacco-Free Generation Sounds Good in Theory – is it right for Sri Lanka?](#) -

The economic implications are equally important. Tobacco taxation contributes revenue that governments use to fund public services. If legal sales are displaced by illicit trade, tax revenues decline while enforcement costs increase. Legitimate retailers lose business, while criminal operators gain market share.



[Smoking Ban For People Born After 2010 in Sri Lanka - Instagram](#)



“How can we recover the tax revenue lost through this? The government gains 70% of tax revenue from one cigarette, so imagine how much is earned”

[Smoking Ban For People Born After 2010 in Sri Lanka - Facebook](#)

“DISCRIMINATION / VIOLATION OF FREEDOM”

Newswire's Post





David Blacker · 23w

This can be overturned easily in court. You can't sell something legally to one group of adults while making it illegal for others. That would be discriminatory.

Reply Edited 51

View 22 replies



Ranga Sri Peiris · 23w

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Reply 9

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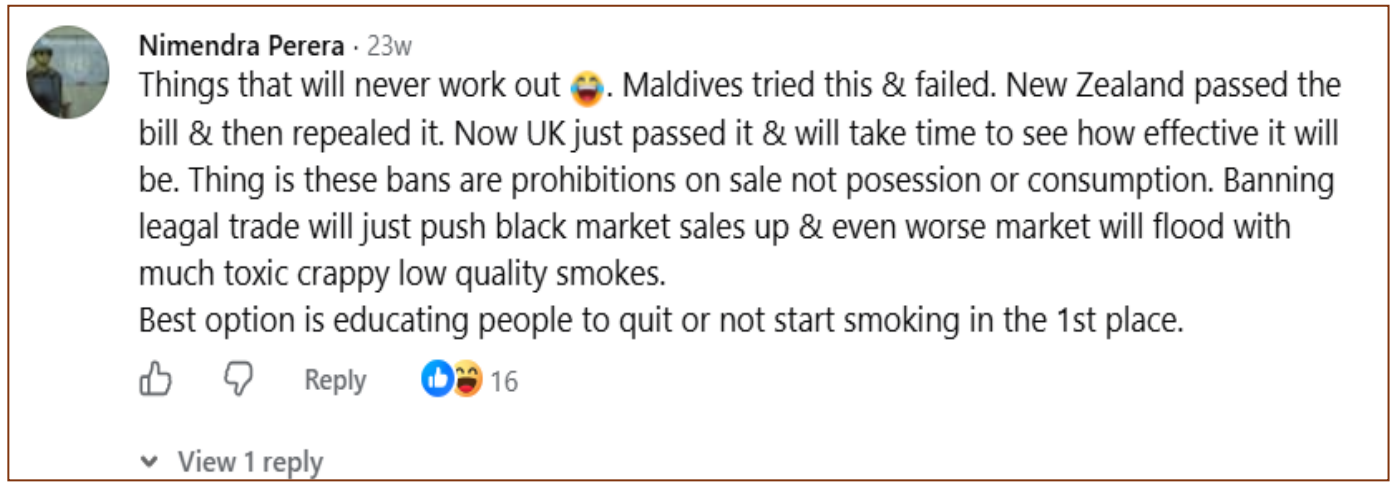
“this is a violation of basic human rights”

“FAILURE OF POLICY PRECEDENTS”



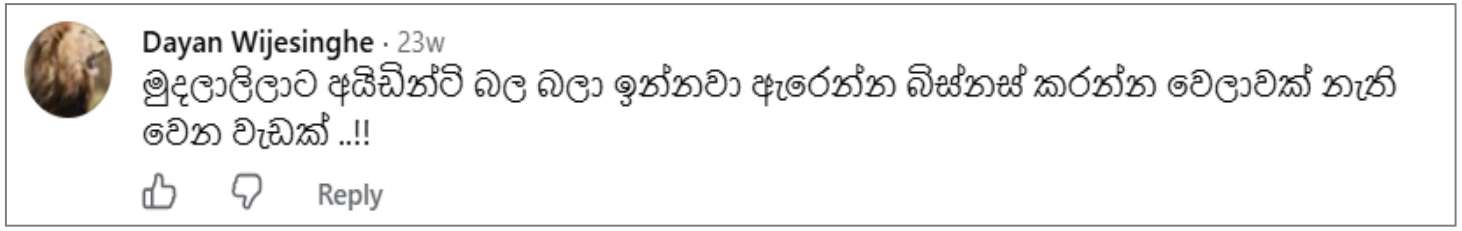


Perhaps the most important concern is that no country has yet demonstrated that a TFG policy works in practice. International experience remains limited and far from conclusive. Malaysia ultimately reversed its stance on the proposed generational endgame policy. New Zealand repealed its Tobacco-Free Generation legislation before implementation. The Maldives has yet to demonstrate meaningful long-term outcomes. Meanwhile, the United Kingdom has only recently legislated for a similar approach and is already facing questions about enforceability and legal challenges.

[A Tobacco-Free Generation Sounds Good in Theory – is it right for Sri Lanka?]

“RETAILER CONFUSION & INCONVENIENCE”





“Shop owner will have no other work than checking the IDs!”



Right Ambition, Wrong Policy: The Case Against Sri Lanka's Generational Cigarette Ban - Newswire

Sri Lanka is, depending on one's perspective, either preparing to take a historic step toward a tobacco-free

www.newswire.lk

There are also practical enforcement challenges that should not be underestimated. Retailers already carry responsibilities such as age verification and regulatory compliance. A generational sales ban would add a new layer of complexity. Retailers would need to verify not only whether a customer is an adult, but also whether they belong to a specific birth-year cohort that is permanently excluded from purchasing tobacco products.

This creates a uniquely complicated compliance burden. Over time, enforcement becomes increasingly difficult as the restricted population grows older. The risk of confusion, mistakes and inconsistent application across thousands of retail outlets becomes significant. Regulators would need to dedicate substantial resources to monitoring and enforcement, diverting attention from more effective tobacco control measures.

ADIC’s role: turning the idea into public action

Evidence & monitoring

Track tobacco industry interference and bring documented tactics into public discussion.

Policy advocacy

Work with health and civil society partners to keep the TFG proposal on the policy agenda.

Public communication

Explain the policy in accessible language and respond to claims that may confuse or discourage support.

Youth & community

Connect the endgame vision with children’s health and future generations.

Coalition building

Support coordinated engagement among civil society, health professionals, researchers, and decision-makers.

Accountability

Call for transparent, evidence-based, health-led decision-making and safeguards against vested interests.

Building National Commitment to Sri Lanka's Tobacco-Free Generation Policy

- NATA and SLMA convened a pledging ceremony and press conference to advance the proposed Tobacco-Free Generation policy.
- Stakeholder support: Medical and dental associations, professional colleges, and civil society representatives pledged their support for the initiative.
- Leadership commitment: NATA and SLMA representatives emphasized the importance of protecting future generations from tobacco-related harm.
- ADIC's role: Represented civil society and reaffirmed its commitment to nationwide community mobilization and grassroots action.







Garnering public support









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Collecting Public Signatures and Submitting Them to the President and the Minister of Health

- On two occasions, 15,000 public signatures each, totalling 30,000 signatures, have been submitted to the Presidential Secretariat.
- To date, approximately 10,000 additional signatures have been collected.


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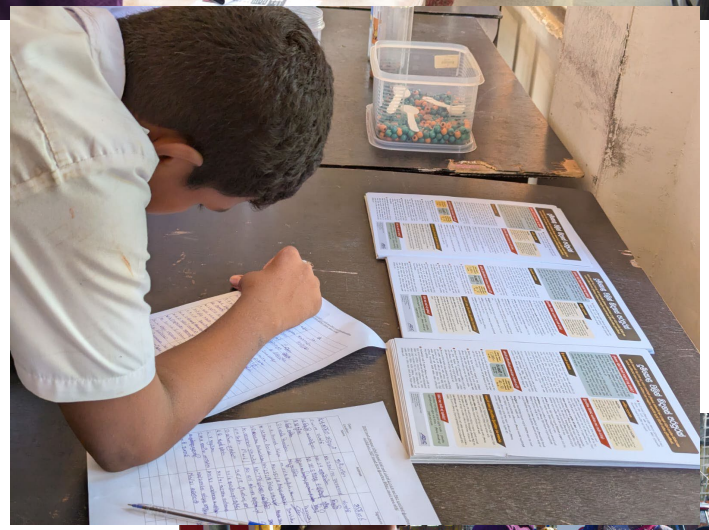
BELIEVE YOURSELF

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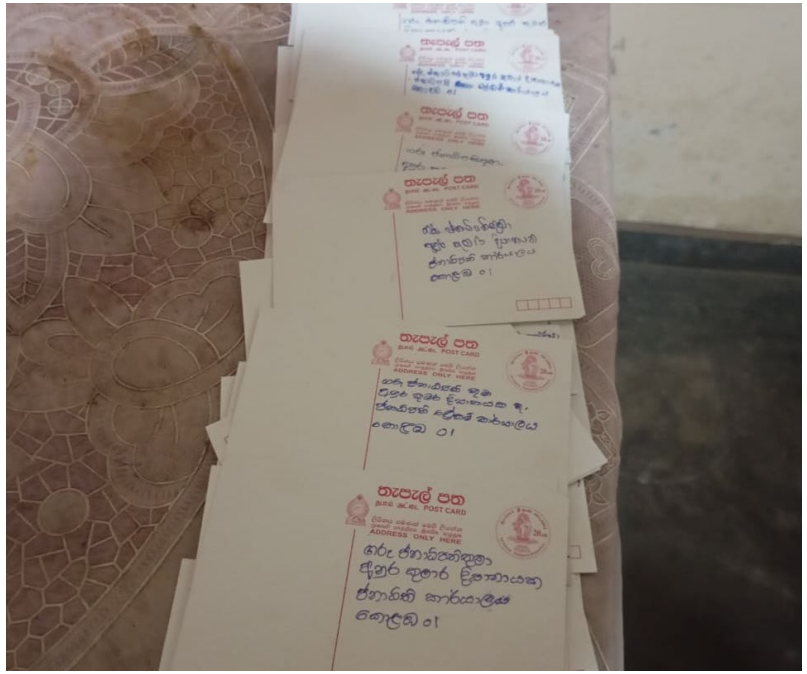
Tobacco Free Generation
TOGETHER FOR A TOBACCO FREE GENERATION
Colombo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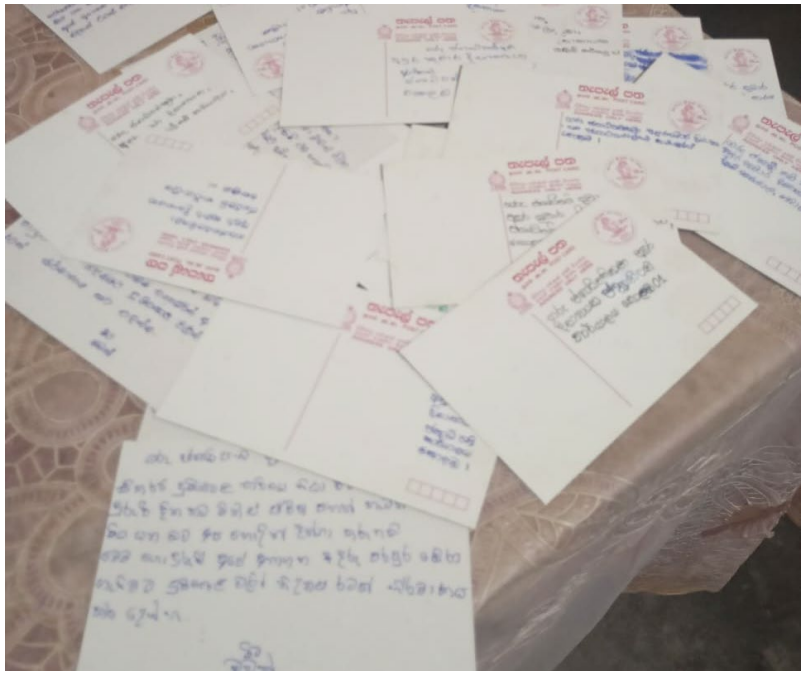
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Pressure from Community Groups

Tobacco free Generation) වෙනුවෙන් දිස්ත්‌රික්ක
යෝ... See more





















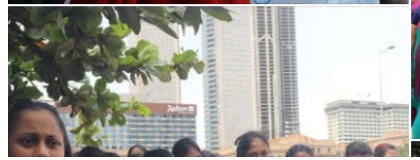


ADIC
September 25 at 17.01 ·

හම්බන්තොට කාන්තාවන් දුම්කොළවලින් නිදහස් පරපුරක් වෙනුවෙන් කොළඹදී රැස්වෙයි ... See more



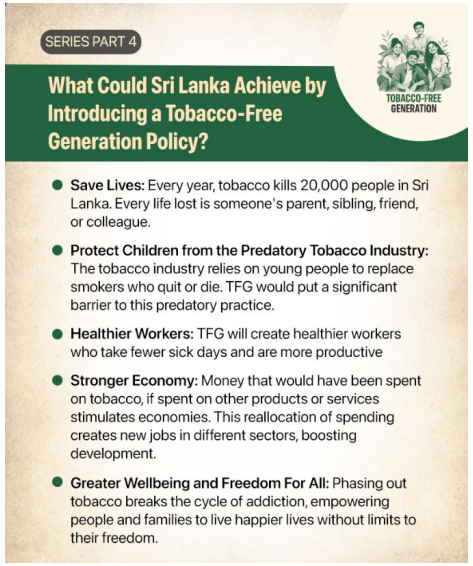






Social Media Campaigns



















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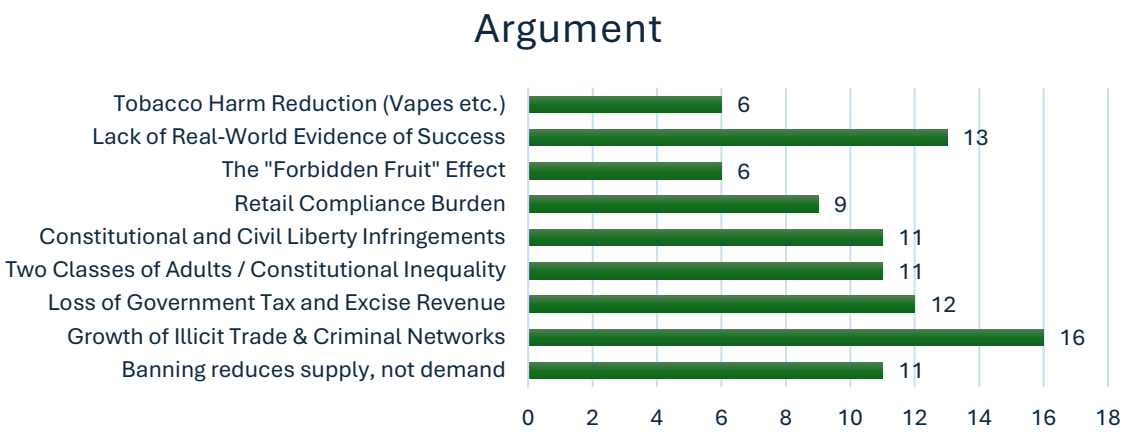
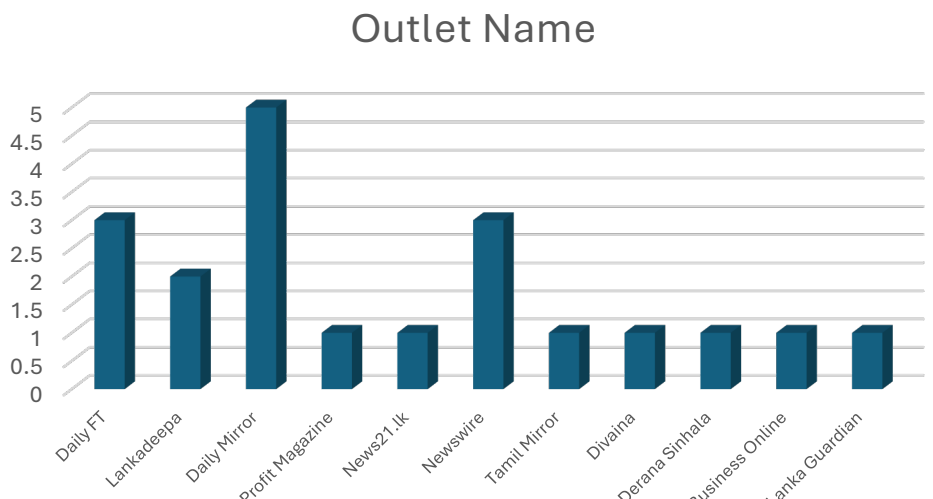
A1 Outlet Name

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	**Outlet Name**	**Count**		**Author**	**Count**		**Code**	**Argument**			**Count**		**Wave**	**Count**		
2	Daily FT	3		Kumar Ranaweera	2		ARG-01	Banning reduces supply, not demand			11		Wave 0	1		
3	Lankadeepa	2		Vimukthi S. Rodrigo	1		ARG-02	Growth of Illicit Trade & Criminal Networks			16		Wave 0/2	1		
4	Daily Mirror	5		Dr R.S. Maujood	1		ARG-03	Loss of Government Tax and Excise Revenue			12		Wave 1	8		
5	Profit Magazine	1		Sri Lal Somaweera	2		ARG-04	Two Classes of Adults / Constitutional Inequality			11		Wave 2	2		
6	News21.lk	1		Chathuranga Pradeep	1		ARG-05	Constitutional and Civil Liberty Infringements			11		Wave 2/3	1		
7	Newswire	3		J.A. George	1		ARG-06	Retail Compliance Burden			9		Wave 3	8		
8	Tamil Mirror	1		Dr. Vindhya Weeratung	1		ARG-07	The "Forbidden Fruit" Effect			6					
9	Divaina	1		Anonymous	7		ARG-08	Lack of Real-World Evidence of Success			13					
10	Ada Derana Sinhala	1		Varadh Kulatunga	1		ARG-09	Tobacco Harm Reduction (Vapes etc.)			6					





Creating Informative Resources

දුම්කොළ වලින් නිදහස් පරපුරක්

2010 වසරෙන් පසු උපත ලද සෑම දරුවෙකුම දුම්කොළ සමාගමේ කූට උපතුම වලින් ආරක්ෂා කිරීමට සහ තරුණ පරම්පරාව අතර දුම්කොළ භාවිතය සහ අලෙවිය සඳහටම තුරන් කිරීමේ ජාතික ප්‍රතිපත්තියක්.

දුම්කොළ වලින් නිදහස් පරපුරක් යනු කුමක්ද?

තෝරාගත් මහිමිති වසරකින් පසු (නිදසුනක් ලෙස, 2010 න් පසු) උපන් සියලු දෙනාට දුම්කොළ විකිණීම තහනම් කිරීම වෙනුවෙන් දියත් වන මහජන සෞඛ්‍ය වැඩපිළිවෙළකි. මෙමඟින් නව පරපුර මවුපියන්ගේ පීවිත කාලය පුරාම දුම්කොළ හානිවලින් ආරක්ෂා කර ගැනීමට රජය බලාපොරොත්තු වේ.

මෙහිදී, නම් කරන ලද දිනට පසුව උපන් කිසිදු පුද්ගලයෙකුට තම පීවිත කාලය තුළ කිසිදා නීතානුකූලව දුම්කොළ නිෂ්පාදන මිලදී ගැනීමට අවස්ථාව ලැබෙන්නේ නැත. සාමාන්‍යය වයස් සීමා කිරීම් මෙන් නොව, මෙම ප්‍රතිපත්තිය ජනගහනයේ ව්‍යවහාරයන් සමඟ ඉදිරියට ඇදෙයි. ඒ අනුව ආරක්ෂා වන පිරිස වසරින් වසර පුළුල් වන අතර, දැනට කිහිපයක් යහපීව එය මුළු මහත් සම්පාජයම ආවරණය කරනු ඇත.

- සිගරට් ඇතුළු දුම්කොළ ආශ්‍රිත නිෂ්පාදන පුද්ගලයන්ගේ සතුට, නිදහස සීමා කරයි. මෙම යෝජනාව මඟින් පුද්ගලයන්ව නිදහසෙන් සතුටෙන් තැබීමට ඉඩ සලසයි.

ගෝලීය උදාහරණ

මාලදිවයින
දුම්කොළ වලින් නිදහස් පරපුරක් ප්‍රතිපත්තිය ලොව ප්‍රථම වරට ක්‍රියාත්මක කළ රටයි. ඒ අනුව 2007 ජනවාරි 1 වැනිදා හෝ ඉන් පසුව උපන් කිසිදු පුද්ගලයෙකුට දුම්කොළ නිෂ්පාදන මිලදී ගැනීම, භාවිතය හෝ මිලදාම් විකිණීම තාවකාලිකව තුළ පදුරා තහනම් කර ඇත.

එක්සත් රාජධානිය
මෑතකදී 'Tobacco and Vapes Bill' යන නමින් නීතියක් සැලසීන් දුම්කොළ වලින් නිදහස් පරපුරක් නිර්මාණ ප්‍රතිපත්තිය වඩාත් ශක්තිමත් කිරීමට සහ ඉලෙක්ට්‍රොනික සිගරට්, සුරුට්ටු, දුම්කොළ, දුම් රහිත දුම්කොළ හෝ විදුහල් සිගරට් නිෂ්පාදන අළුලී කිරීම සදහාම තහනම් කර ඇත.

ශ්‍රී ලංකාවේ යෝජනාව

2024 වසරේදී, ශ්‍රී ලංකා වෛද්‍ය සංගමය විසින් මෙම ප්‍රතිපත්තිය ශ්‍රී ලංකාවට හඳුන්වා දෙන ලෙස අධ්‍යක්ෂ අමාත්‍යවරයාගෙන් ඉල්ලීමක් කරන ලදී. මෙම යෝජනාවට අනුව, 2010 වසරේදී හෝ ඉන් පසුව උපත ලැබූ කිසිඳු අයෙකුට දුම්කොළ නිෂ්පාදන අලෙවි කිරීම සපුරා තහනම් වේ. එනම්, 2031 වසරේදී වයස අවුරුදු 21 සම්පූර්ණ තරුණ දරුවන්ට කිසිදා නීතානුකූලව දුම්කොළ මිලදී ගැනීමට හොතකිව වනු ඇත. මෙම යෝජනාව 2025 දී ශ්‍රී ලංකා වෛද්‍ය සංගමය විසින් යළිත් සෞඛ්‍ය අමාත්‍යවරයා වෙත ඉදිරිපත් කරන ලද අතර, 2026 වසරේදී නව්‍යතන් දුම්කොළ හා මදුසාර පිළිබඳ ජාතික අධිකාරිය (NATA) සහ ශ්‍රී ලංකා වෛද්‍ය සංගමය (SLMA) එක්ව මෙම යෝජනාව සෞඛ්‍ය අමාත්‍යාංශයට ඉදිරිපත් කරන ලදී.

2006 අංක 27 දරන NATA පනතේ අන්තර්ගතයන් ද මෙම සංසල්පයේ ආරම්භ ඉඩ්ගිමින් කරන අතර, මාගම සෞඛ්‍යය සහ ජීවන්තිමේ අයිතිය සූරකින 'මාගම අයිතිවාසිකම් පිළිබඳ විශ්ව ප්‍රකාශනය' වැනි ජාත්‍යන්තර මාගම තිර්ණම් රාමුවලට ද මෙය මහාව අනුකූල වේ.

මෙවැනි ප්‍රතිපත්තියක් අත්‍යවශ්‍ය වන්නේ ඇයි?

දුම්කොළ නිෂ්පාදන වසරකට ශ්‍රී ලංකිකයන්	ශ්‍රී ලංකාව තුළ ළිසඳහා රෝගාබාධ නේතුවෙන් දිනකට ශ්‍රී ලංකිකයන්
15,000+ මරා දමයි.	**රු.කෝටි 56** සිගරට් සඳහා වියදම් කරයි.	**40 - 50** මිය යයි.

- දුම්කොළ යනු හාවිත කරන්නන් දෙදෙනෙකුගෙන් එක් අයෙක් මරා දමන ලොව එකම නිෂ්පාදනයයි. මෙලෙස අකාලයේ මිය යන්නේ අපේ පියවරුන්, සහෝදරයන් සහ රටේ ශ්‍රම බලකායට දායක විය හැකි විවිධ තරුණ පරපුරයි.
- දුම්කොළ නිසා සිදුවන රෝගාබාධ වෙනුවෙන් රජය වාර්ෂිකව රුපියල් බිලියන ගණනක මහජන මුදලක් වැය කරයි. තරුණයින් දුම්පානය ආරම්භ කිරීම වැළැක්වීම මඟින් කාලයන් සමඟ මෙම දැවැන්න ආර්ථික බර සැලකිය යුතු ලෙස අඩු කරනු ඇත.
- දුම්කොළ සමාගම් පීවිධ කූට උපතුම යොදාගනිමින් දරුවන් ඇඳා ගැල සිටීම මඟුන්ගේ පාරිභෝගිකයන් කිරීමට උත්සාහ කරයි."දුම්කොළ වලින් නිදහස් පරපුරක්" ප්‍රතිපත්තිය ක්‍රියාත්මක කිරීම මෙම සදාචාර විරෝධී ක්‍රියා වැළැ බාධාකාරී වේ.
- දුම්පානය කරන්නන් සෙසඹ ගැටලු කෙතුවෙන් තිතර අසනීප තිවාදු වුවා ගැනීමට පෙළඹෙන අතර, සේවා ස්ථානය තුළ මඟුන්ගේ ඵලදායිතාව ද අඩු වේ. මෙම නව ප්‍රතිපත්තිය මඟින් ඵලදායී සෙඹය සම්පන්න ශ්‍රම බලකායක් නිර්මාණ අතර, එය පවුල් ආර්ථිකයට, ව්‍යාපාරවලට මෙන්ම සමස්ත ජාතික ආර්ථිකයටම විශාල ශක්තියකි.
- ඒවායේෂණවලින් හෙළි වී ඇත්තේ දුම්කොළ සඳහා හාස්කි කරන මුදල්, වෙනත් අත්‍යවශ්‍ය භාණ්ඩ හෝ සේවා සඳහා යොමු කළහොත් එමඟින් රටේ ආර්ථිකය තවදුරටත් උත්තේජනය වන බවයි. මෙලෙස මුදල් සංසරණය වීම හරහා විවිධ ක්ෂේත්‍රයන්හි නව රැකියා අවස්ථා නිහිවන බවත්, දුම්කොළ ඛර්මාන්තය වැසී යාමෙන් අහිමි වන රැකියා සඳහා වඩාත් හොඳ විකල්ප ඉඩමම නිර්මාණය වේ.

ක්‍රියාත්මක කිරීමට යෝජනා කර ඇති රටවල්:

ප්‍රංශය: දුම්කොළවලින් නිදහස් පරපුරක් ඇති කිරීම සඳහා පනත් කෙටුම්පතක් පාර්ලිමේන්තුවට ඉදිරිපත් කර ඇති අතර, එය මේ වන විට සලකා බලමින් පවතී. එමෙන්ම 2040 වන විට දුම්පානයේ ප්‍රතිශතය 5%කට වඩා අඩු කිරීමේ ප්‍රතිපත්තියේ ද අනුකූලතාය කරයි.

එක්සත් ජනපදය (ප්‍රාන්ත හා ප්‍රාදේශීය මට්ටමින්): ඔබායි සහ මැසචුසෙට්ස් වැනි ප්‍රාන්තවල පරම්පරාගත දුම්කොළ තහනමක් සඳහා පනත් කෙටුම්පත් ඉදිරිපත් කර ඇත. මීට අමතරව, මැසචුසෙට්ස් සහ කැලිෆෝනියා වැනි ප්‍රාන්තවල නගර 20කට වැඩි සංඛ්‍යාවක් දුම්කොළවලින් නිදහස් පරපුරක් කිරීමට සඳහා ප්‍රාදේශීය මට්ටමේ නීති හඳුන්වා දී ඇත.

නෝර්වේ: දුම්කොළ වලින් නිදහස් පරපුරක් කිරීමේ (2026) සපෝර්ට් කිරීමට අලෙවිය නතර කිරීමට සැලසුම් කර ඇත.

ඩෙන්මාර්කය: ශ්‍රේෂ්ඨ සංගමයේ දුම්කොළවලින් නිදහස් සමාජයක් ඇති කිරීමේ ඉලක්කයට අනුව දුම්කොළ වලින් නිදහස් පරපුරක් හඳුන්වාදීම පිළිබඳව අවධානය යොමු කර ඇත.

ස්පාඤ්ඤය: ශ්‍රේෂ්ඨ සංගමයේ ඉලක්කයවලට අනුව දුම්කොළවලින් නිදහස් පරපුරක් කිරීම සඳහා අරමුණ ක්‍රියාත්මක කෙරෙහි අවධානය යොමු කර ඇත.

ඕස්ට්‍රේලියාව: නිකොටින්වලින් නිදහස් පරපුරක් කිරීම සඳහා වන පනත් කෙටුම්පතක් සලකා බලමින් පවතී.

කැනඩාව: ෆෙඩරල් මට්ටමින් පරම්පරාගත දුම්කොළ තහනමක් හඳුන්වාදීමේ අදහස පිළිබඳව සලකා බලා ඇත.

අයර්ලන්තය: දුම්පානය අවම කිරීම සඳහා පරම්පරාගත දුම්කොළ තහනමක් හඳුන්වාදීම පිළිබඳව රජය සලකා බලමින් සිටී.

කාලයත් සමඟ ප්‍රතිපත්තිය ක්‍රියාත්මක වන ආකාරය

වර්තමානය | බලධාරීන්, විද්වතුන් සහ සිවිල් සංවිධාන එක්ව 'දුම්කොළ වලින් නිදහස් පරපුරක්' ප්‍රතිපත්තිය රජයට ඉදිරිපත් කිරීමත් කළ යෝජනා කරයි.

ප්‍රතිපත්තිය සම්මත කිරීම | 2010 හෝ ඉන් පසු උපත ලැබූ සැමට දුම්කොළ නිෂ්පාදන අලෙවිය නීතිමය වශයෙන් සදිරීවම තහනම් කෙරේ.

2031 වසරේ සිට | එම වසරේදී වයස අවුරුදු 21 සපුරන දරුවන්ට සහ ඉන් පසුව වලුණින සැම පරම්පරාවකටම කිසිදා නීතානුකූලව දුම්කොළ මිලදී ගත නොහැකි වේ. මේ අනුව ආරක්ෂිත පරම්පරාව වසරින් වසර විර්ධනය වේ.

දැනට කිසිපයකට පසු | මෙම ප්‍රතිපත්තිය රටේ සමස්ත ජනගහනයම ආවරණය කරයි. ශ්‍රී ලංකාව දුම්කොළ උවදුරෙන් මුළුමනින්ම නිදහස් වූ දේශයක් බවට පත්වේ!

ඔබට කළ හැකි දේ කුමක්ද?

ප්‍රතිපත්තියේ වාසි පිළිබඳව අන් අයව දැනුවත් කරන්න | ප්‍රතිපත්තිය හඳුන්වාදීම වෙනුවෙන් සක්‍රීයව හෙතී සිටින්න | දුම්කොළ සමාගමේ කූට උපතුම හෙළි කරන්න

Alcohol and Drug Information Centre
41/18, Park Road, Colombo 5
+94 112 584416, +94 112 592515
www.adicsrilanka.org

ADIC

Tobacco-Free Generation

A policy to permanently end tobacco sales for younger generations, protecting every child born after 2010 from legally purchasing tobacco products.

What is Tobacco Free Generation?

Tobacco-Free Generation (TFG) is a public health initiative and social movement aiming to phase out tobacco sales to people born after a specified date, such as 1 January 2010, thereby protecting younger generations from tobacco across the life-course. Under this policy, people born after a designated cut-off date can never legally purchase tobacco products. Unlike a simple age restriction, TFG grows with the population. The protected group expands every year until, decades later, it covers everyone.

Sri Lanka's Proposal

In 2024, the Sri Lanka Medical Association (SLMA) formally proposed to the Minister of Health, to introduce the TFG policy in our country. The proposal would ban the sale of all tobacco products to anyone born in or after 2010. This means children turning 21 in 2031 would never legally be able to purchase tobacco. This proposal was resubmitted to the Minister of Health by the SLMA in 2025, and in 2026, the National Authority on Tobacco and Alcohol (NATA) together with the Sri Lanka Medical Association (SLMA) re-submitted the proposal to the Minister.

The wording of the NATA Act (2006) supports the objectives of this concept, and it is consistent with international human rights frameworks, including the Universal Declaration of Human Rights, which recognises the right to health and life.

Why is This Needed

15,000+	Rs. 560M	40 - 50
Sri Lankans die from tobacco each year	Spent on cigarettes daily in Sri Lanka	Deaths per day from tobacco-related illness

- Tobacco is the only product that kills up to half its users. The people who die are our fathers, brothers, and the productive youth of this country.
- Healthcare costs from tobacco run into billions of rupees annually. Preventing new smokers will significantly reduce this burden over time.
- The tobacco industry deliberately targets children as "replacement smokers", viewing them as a loyal starting demographic. TFG would put a significant barrier to this predatory practice.
- Smokers tend to take more sick days and may experience decreased productivity while at work due to health issues related to smoking. TFG will create healthier workers who take fewer sick days and are more productive, benefiting families, businesses, and the national economy.
- Research shows that money that would have been spent on tobacco, if spent on other products or services stimulate economies. This reallocation of spending creates new jobs in different sectors countering any job losses in the tobacco industry.
- Tobacco and nicotine products limit people's happiness and freedom. TFG policy will help create a future where more people can live happily, without limits to their freedoms.

Global Examples

Maldives
The first country ever to implement the policy. Persons born on or after 1 January 2007 are prohibited from purchasing, using, or being sold any tobacco product.

United Kingdom
Recently signed the 'Tobacco and Vapes Bill', which brings in the Tobacco-Free Generation policy, ending the sale of tobacco — cigarettes, cigars, loose tobacco, chew, and heated tobacco, to anyone born after 2008.

Countries With Active Proposals or Considerations:

France: A draft Tobacco-Free Generation bill has been submitted to the National Assembly and is under review; the country is pursuing TFG targets in line with the EU's <5% smoking prevalence goal by 2040.

United States (subnational): Generational tobacco ban bills have been filed in states such as Hawaii and Massachusetts, and over 20 municipalities (mostly in Massachusetts and California) have enacted local TFG ordinances.

Norway: Intends to phase out cigarette sales by 2035 to create a smoke-free generation.

Denmark: Considering a generational ban in alignment with EU tobacco-free goals.

Spain: Also pursuing tobacco-free generation targets aligned with EU objectives.

Australia: A Nicotine-Free Generation bill is pending.

Canada: Has entertained the idea of a generational ban at the federal level.

Ireland: The government is evaluating a generational tobacco ban as part of its endgame strategy to reduce smoking prevalence.

How it Works Over Time

Present Day | Authorities and civil society formally proposes TFG policy to the Government.

Policy enacted | Tobacco sales permanently banned for all born in 2010 or later.

2031 onwards | Children turning 21 that year, and every year after, will never legally buy tobacco. The protected generation grows annually.

Decades later | The policy covers the entire population. Sri Lanka reaches the tobacco endgame!

What you can do

Raise Awareness | Actively Advocate | Expose Industry Interference

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+94 112 584416, +94 112 592515
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A Guide to Identifying and Compiling Tobacco Industry Interferences

Towards protecting public health policies from tobacco industry interference

Key Facts: Tobacco Harm

Tobacco-related illnesses claim the lives of more than	40-50	Rs. 560 Million	214 Billion
15000+ Sri Lankans every year,	deaths per day from tobacco related illnesses	spent on cigarettes daily in Sri Lanka	annual healthcare costs due to tobacco, far outweighing tax revenue

Major tobacco control policy battles in Sri Lanka

1. Tobacco-free generation (TFG)

Purpose: Protect future generations by permanently prohibiting the sale of tobacco products to people born on or after a set date. The Sri Lankan proposal uses 1 January 2010. Unlike a minimum-age rule, this protection does not end when a young person reaches a certain age—it stays with them for life. Over time, it ends the industry's supply of new young customers without taking tobacco away from today's adult smokers. [1]

Possible industry argument

"It will increase illegal trade."

Counterargument

- Illegal trade is a reason to enforce the law—not a reason to keep recruiting young people into tobacco use.
- The TFG is gradual. It does not stop sales to any current adult smoker, so there is no sudden loss of supply that could drive a large illegal market.
- Industry figures on illegal trade are often exaggerated. A systematic review found that tobacco industry data on illegal trade are not transparent, cannot be independently verified and tend to overstate the problem. [2]
- The answer to illegal supply is stronger enforcement—licensing, tracking and tracing, and penalties—as set out in the WHO FCTC Protocol to Eliminate Illicit Trade in Tobacco Products. [3]

Capacity Building for Identifying and Documenting Tobacco Industry Interferences: Strengthening Grassroots Tobacco Control through Authorised Officers

- On 14 October 2026, the Alcohol and Drug Information Centre (ADIC), in collaboration with the National Authority on Tobacco and Alcohol (NATA), successfully conducted a workshop on Identifying and Documenting Tobacco Industry Interference (TII).
- The workshop saw the participation of Public Health Inspectors representing all districts in Sri Lanka. The current opportunities and challenges of tobacco control in Sri Lanka and the grass-root level TII undermining the advancement of the Tobacco-Free Generation (TFG) policy, plain-packaging and other key tobacco control policies were discussed during the workshop.













Positive Media Coverage

Hambantota Women Hold Protest in Front of Presidential Secretariat

26-Sep-2026



Members of the Hambantota Women's Development Federation staged a protest in front of the Presidential Secretariat on 25 September 2026, urging the immediate implementation of the proposed policy for a "tobacco-free generation", taking into consideration the welfare of children and young people.

The Sri Lanka Medical Association first formally submitted a comprehensive proposal to the Minister of Health in 2024 for the introduction of a "tobacco-free generation" policy in the country. Subsequently, in 2025, and again in 2026, the National Authority on Tobacco and Alcohol and the Sri Lanka Medical Association jointly submitted a proposal to the Ministry of Health.

A key provision of the proposal is the complete prohibition on the sale of any tobacco-related product, including cigarettes, to anyone born in 2010 or thereafter. Under the proposal, a person who reaches the age of 21 in 2031 would never have been legally entitled to purchase tobacco during his or her lifetime.

'දුම්කොළවලින් නිදහස් පරපුරක්' ප්‍රතිපත්තිය කඩිනමින් නීතියක් කරන්න - තරුණ තරුණියෝ කොළඹට

ඉරෝෂා දිපානි

අනාගත පරපුර දුම්කොළ භාවිතයෙන් සහ දුම්කොළ කර්මාන්තයේ බලපෑම්වලින් මුදාගැනීම අරමුණු කරගත් 'දුම්කොළවලින් නිදහස් පරපුරක්' (Tobacco-Free Generation) ප්‍රතිපත්තිය කඩිනමින් නීතියක් බවට පත් කරන ලෙස බලධාරීන්ගෙන් ඉල්ලා සිටිමින්, දිවයිනේ දිස්ත්‍රික්ක 25ම නියෝජනය කරමින් තරුණ තරුණියෝ විශාල පිරිසක් ඊයේ (12) කොළඹදී එක්රැස් වූහ.



Youth Action Network Sri Lanka (YAN Sri Lanka) සංවිධානය විසින් මෙම වැඩසටහන සංවිධානය කර තිබූ අතර, පෙරවරු 10.30ට පමණ කොළඹදී ආරම්භ වූ මෙම හමුව සඳහා ශ්‍රී ලංකාවේ විසලුම දිස්ත්‍රික්ක ආවරණය වන පරිදි තරුණ නියෝජිතයෝ එක්ව සිටියහ. මහජන සෞඛ්‍යය සුරක්ෂිත කිරීම උදෙසා තරුණ ප්‍රජාව සතු සාමූහික වගකීම සහ කැපවීම මෙහිදී මැනවින් ප්‍රදර්ශනය විය.

යෝජිත 'දුම්කොළවලින් නිදහස් පරපුරක්' ප්‍රතිපත්තියට අනුව, 2010 වසරේදී හෝ ඊට පසුව උපත ලැබූ කිසිදු පුද්ගලයකුට දුම්කොළ නිෂ්පාදන අලෙවි කිරීම සම්පූර්ණයෙන්ම තහනම් කිරීමට අපේක්ෂා කෙරේ.

මෙම පෙළහාසික ප්‍රතිපත්තිය මුල්වරට 2024 වසරේදී ශ්‍රී ලංකා වෛද්‍ය සංගමය (SLMA) මඟින් සෞඛ්‍ය අමාත්‍යවරයා වෙත යෝජනා කරන ලද අතර, අනතුරුව 2025 වසරේදී ද යළි ඉදිරිපත් කෙරිණි. මෑතකදී, එනම් 2026 අප්‍රේල් මාසයේදී දුම්කොළ හා මද්‍යසාර පිළිබඳ ජාතික අධිකාරිය (NATA) විසින් ද මෙම ප්‍රතිපත්තිමය යෝජනාව සෞඛ්‍ය අමාත්‍යවරයා වෙත ඉදිරිපත් කරමින් එය කඩිනමින් බලාත්මක කිරීමේ අවශ්‍යතාව අවධාරණය කර තිබිණි.

සෞඛ්‍ය සම්පන්න අනාගත පරපුරක් බිහිකිරීම සුළුදෙක ප්‍රකාශයකට පමණක් සීමා නොකර, එය ප්‍රතිපත්තිමය හා නීතිමය රාමුවක් තුළ හසුවුරු කළ යුතු බව මෙම වැඩසටහනට එක්වූ තරුණ නියෝජිතයෝ පෙන්වා දුන්හ. අනාගත පරපුරේ නිදහස සහ සෞඛ්‍යාරක්ෂාව වෙනුවෙන් මෙම යෝජනාව කඩිනමින් පාර්ලිමේන්තුවට ඉදිරිපත් කර පනතක් ලෙස සම්මත කරගත යුතු බවට ඔවුහු මෙහිදී රජයට බලකර සිටියහ.

'දුම්කොළවලින් නිදහස් පරපුරක්' ප්‍රතිපත්තිය කඩිනමින් නීතියක් කරන්න ජනපතිට ලිපියක්

සුජීව තන්සර

'දුම්කොළවලින් නිදහස් පරපුරක්' (Tobacco Free Generation) ප්‍රතිපත්තිය කඩිනමින් නීතියක් බවට පත් කරන ලෙස ඉල්ලා ඊයේ (12දා) 'ශ්‍රී ලංකාවේ තරුණ ක්‍රියාකාරීන්ගේ සංසදය' ජනාධිපතිවරයාට ලිපියක් යොමු කළේය.

දිවයිනේ දිස්ත්‍රික්ක 25ම නියෝජනය කරමින් තරුණ තරුණියන් දස දහසකට ආසන්න පිරිසක් ඊයේ (12දා) කොළඹදී පිකටිං වාහාපාරයක නිරතවීමෙන් අනතුරුව අස්සන් දස දහසකින් සමන්විත ලිපිය ජනාධිපති ලේකම් කාර්යාලය වෙත භාරදෙන ලදී. මෙරට අනාගත පරපුර දුම්කොළ භාවිතයෙන් ආරක්ෂා කරගැනීම සඳහා ශක්තිමත් තරුණ හඬක් ගොඩනැඟීම වෙනුවෙන් තමන් ක්‍රියාකාරීව පෙනීසිටින බවත් 'දුම්කොළවලින් නිදහස් පරපුරක්' සිය අපේක්ෂාව බැවින් ඊට අදාළ ප්‍රතිපත්තිය කඩිනමින් ක්‍රියාත්මක කරන ලෙසත් ඉල්ලා ජනාධිපතිවරයා වෙත මෙම ලිපිය ඉදිරිපත් කළ බව 'ශ්‍රී ලංකාවේ තරුණ ක්‍රියාකාරීන්ගේ සංසදයේ' ප්‍රකාශකයෙක් සඳහන් කළේය.

Hambantota Mothers Rally in Colombo Demanding a 'Tobacco-Free Generation'

| HOT NEWS |

AUTHOR: CN24 | September 26, 2026 | Less than 1 min. read



retariat yesterday morning (25) to

ation commenced around 10:30 of the policy to protect Sri

දුම්කොළවලින් නිදහස් පරපුරක් හදන්න ඇම්බන්තොට්ටින් කාන්තාවන් 300ක් කොළඹට

තිස්සේ 10,000කට ආසන්න පෙත්සමක් ජනපතිට භාරදෙයි!

3 September 2026 in අදහස, සුද්දෝ



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ලංකාවේ "දුම්කොළවලින් නිදහස් පරපුරක්" (Tobacco-Free Generation) ඇති කිරීම සඳහා යෝජිත වැවිලිකළමිණ ක්‍රියාත්මක කර නීතියක් බවට පත්කරන ලෙස ඉල්ලා සම්බන්ධතාව කාන්තා සංවිධාන මහා සංගමය නියෝජනය රන කාන්තාවන් සහ මවිවරුන් 300කට අධික පිරිසක් කොළඹ ජනාධිපති ලේකම් කාර්යාලය ඉදිරිපිටදී රැස්ව සිටියහ. මීඛන්තොට දිස්ත්‍රික්කයේ විවිධ ප්‍රදේශවලින් පැමිණි කාන්තාවන් සහභාගී වූ මෙම සාමකාමී රැස්වීමේදී දැරිවන් සහ අනාගත රපුර දුම්කොළ භාවිතයෙන් ආරක්ෂා කිරීම සඳහා යෝජිත පුනිසන්ධිය කඩිනමින් ක්‍රියාත්මක කරන ලෙස ඉල්ලීම් ඉදිරිපත් ර කරයි. එම ඉල්ලීම් සහිතුණත් සංඥයෙන්ද ජනාධිපති ලේකම් කාර්යාලයට භාරදී ඇත.

යෝජිත Tobacco-Free Generation වැවිලිකළමිණ යටතේ 2010 ජනවාරි 1 වෙන් පසුව උපත් පුද්ගලයන්ට දුම්වැටි ඉඳුල් දුම්කොළ නිෂ්පාදන නීතියානුකූලව අලෙවි කිරීම තහනම් කිරීමට යෝජනා වී තිබේ. එම පුනිසන්ධිය ක්‍රියාත්මක

දුම්කොළ විරෝධී නීතියක් ඉල්ලා කාන්තා විරෝධයක්



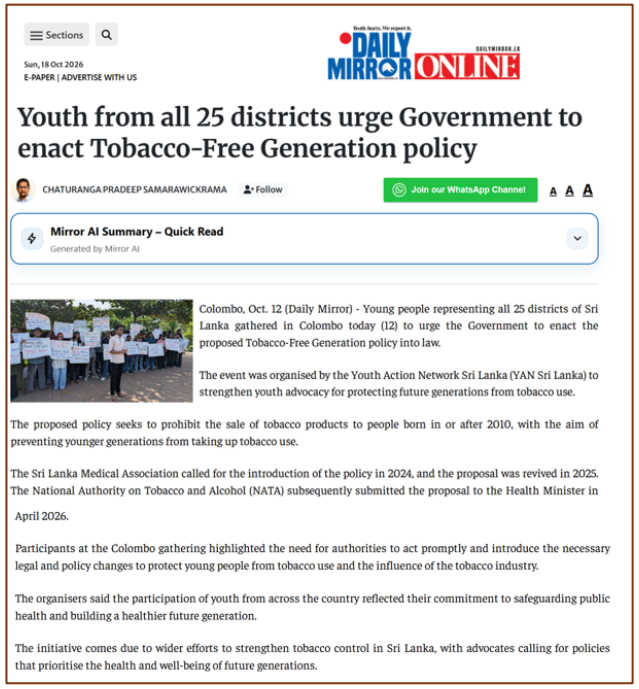
முன்பாக அம்பாந்தோட்டை பெண்கள் கவனயீர்ப்பு போராட்டம்

ublished By: VISHNU

6 SEP, 2026 | 01:39 AM



Media Coverage



Sections

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DAILY MIRROR ONLINE

Youth from all 25 districts urge Government to enact Tobacco-Free Generation policy

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Mirror AI Summary – Quick Read
Generated by Mirror AI

Colombo, Oct. 12 (Daily Mirror) - Young people representing all 25 districts of Sri Lanka gathered in Colombo today (12) to urge the Government to enact the proposed Tobacco-Free Generation policy into law.

The event was organised by the Youth Action Network Sri Lanka (YAN Sri Lanka) to strengthen youth advocacy for protecting future generations from tobacco use.

The proposed policy seeks to prohibit the sale of tobacco products to people born in or after 2010, with the aim of preventing younger generations from taking up tobacco use.

The Sri Lanka Medical Association called for the introduction of the policy in 2024, and the proposal was revived in 2025. The National Authority on Tobacco and Alcohol (NATA) subsequently submitted the proposal to the Health Minister in April 2026.

Participants at the Colombo gathering highlighted the need for authorities to act promptly and introduce the necessary legal and policy changes to protect young people from tobacco use and the influence of the tobacco industry.

The organisers said the participation of youth from across the country reflected their commitment to safeguarding public health and building a healthier future generation.

The initiative comes due to wider efforts to strengthen tobacco control in Sri Lanka, with advocates calling for policies that prioritise the health and well-being of future generations.







Countering the Industry Narratives…

Through the information provided by ADIC, several newspaper articles have been published to bust the myths related to opposing the TFG policy

Tobacco industry stands to lose from proposed tobacco-free generation – Dr. Bandara

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Mirror AI Summary – Quick Read
Generated by Mirror AI



Colombo, Oct. 7 (Daily Mirror) - The tobacco industry could be the biggest financial loser if Sri Lanka introduces the proposed tobacco-free generation policy, as the measure would gradually prevent tobacco companies from accessing new generations of consumers, Dr. Dineth Bandara has argued.

Responding to criticism of the proposed policy, Dr. Bandara said the measure should be viewed in the context of the long-term impact of tobacco use on Sri Lankan society, rather than through concerns about an immediate disruption to the tobacco market.

The proposal would prohibit the sale of tobacco products to anyone born on or after January 1, 2010.

Dr. Bandara said that the measure would place the responsibility on sellers and would not criminalise young people for

Who's afraid of a tobacco-free generation?

Published 1 week ago on 2026/10/11



by Dr. Dineth Bandara

Something curious happens whenever someone proposes keeping cigarettes away from children. The cigarette suddenly acquires defenders. They seldom defend the product. Instead, they defend the country. Its legal system, its economy, its institutions, all of which the proposal will supposedly put at risk. The method, we are told, is too risky, too simple, too likely

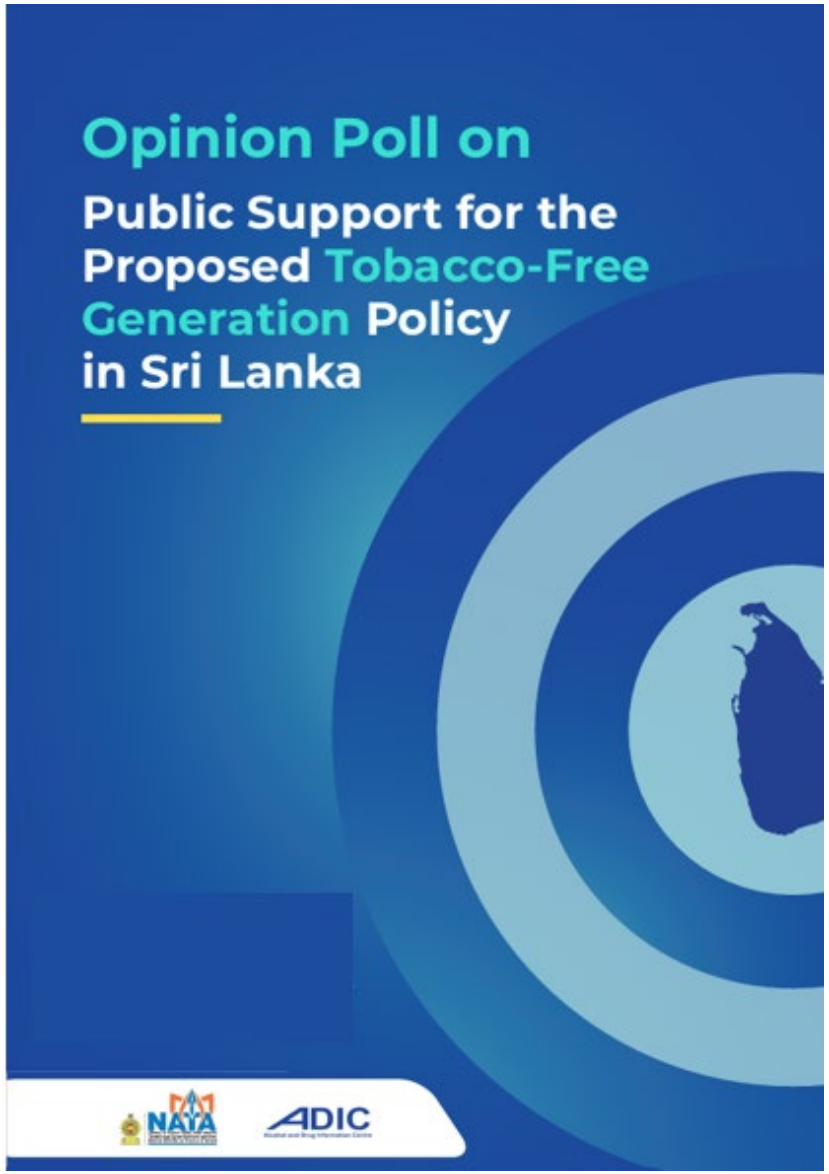
Push for a tobacco-free generation

Stronger laws, higher taxes and a proposed tobacco-free generation policy aim to reduce smoking and protect future generations

October 4, 2026 1:07 am | 0 comment | 157 views

By Nimal Wijesinghe (Anuradhapura Additional District Group Correspondent)





To support this pending legislative process, ADIC conducted a nationwide opinion poll with the technical and administrative support from NATA, to gauge public support for the TFG policy and to assess public knowledge regarding the importance of the proposed policy. A descriptive cross-sectional survey using a street-intercept approach was administered to 1300 adults across all 25 districts of Sri Lanka.

What Needs to Be Done Next?

Keep the issue visible.

Monitor industry interference.

Communicate evidence clearly.

Support collective advocacy.



Thank you

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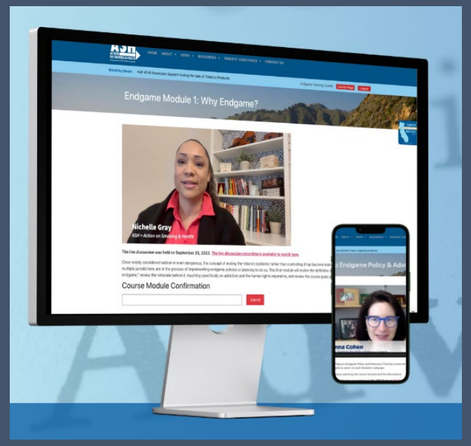

Tobacco Endgame Policy and Advocacy Training Course

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