

## FFC convenes Anti Tobacco Session to Curb Tobacco Usage

FFC in collaboration with Shaukat Khanum Cancer Hospital (SKCH) organized an awareness session on curbing growing tobacco usage in Pakistan. Top management and employees were part of this interactive session delivered by Dr Madiha Baig from SKCH. The session included an overview on growing tobacco usage in Pakistan, its implications, alarming statistics on cancer cases in Pakistan related to tobacco usage and means to quit smoking. The session also included Q&A session where the team from SKMH including Dr Mehwish Baig and Mirza Rizwan Baig comprehensively addressed queries from audience related to tobacco usage.



It is worth mentioning that FFC Head Office (Sona Towers, Rwp) is a non-smoking facility to discourage our valuable employees from this practice. It is estimated that every year around 60 to 80 thousand lives are lost in Pakistan in tobacco related disease, with coronary and cancer being the foremost. Also, statistics reflect a sharp increase in the teenage and underage smokers in the recent past. For this, it is highly imperative that efforts are made to spread awareness among masses. As a responsible corporate citizen, FFC has undertaken this initiative at its organization level and in the coming future as per need these initiatives will be spread to other spheres as well.