



# T**OBACCO**-FREE *Times*

www.rctcpgi.org

Issue XIV : May-June, 2021

## A DISTINCTIVE PLATFORM FOR TOBACCO CONTROL

The E-Resource Center for tobacco Control, a joint initiative of PGIMER and The International Union against Tuberculosis and Lung Diseases (The Union), has become increasingly engaged with various tobacco control advocacy activities along with systematically organizing technical resource material for capacity building of program implementers, academia and researchers for multistakeholder engagement and networking. Additionally, the portal is facilitating strategic planning at state and national level with governments; academic and civil society advocates for overall enforcement of comprehensive tobacco control legislation and protect the public from the exposure of tobacco. It facilitated tobacco control professionals and advocates to combat the appalling strategies used by the tobacco industry to undermine public health. The information from the portal is being increasingly used for broad range of research, education, and public service activities related to tobacco control from the last 3 years and sensitizing the next generation of tobacco researchers to carry out rigorous and relevant research that reaches policymakers and the public.

### Official Launch of the 3-month Online “Basics Course on Tobacco Control”



The official launch of 3 month online “Basics Course on Tobacco Control” was organized by Resource Centre for Tobacco Control on May 3, 2021. The course was launched by Dr. Amarjeet Singh, Dr. Rana J Singh, Dr. P.C. Gupta, Dr. Jagdish Kaur and Dr. Suneela Garg. 50 participants from around 20 states of the country who have enrolled for the course attended the program. Some of the course faculty members viz. Dr. Ravi Mehrotra, Dr. Ravindra Khaiwal, Dr. Rakesh Gupta, Dr. Sonu Goel and Dr. Amit Yadav; attended the launch and explained the needs and benefits of the course to the participants.

## EDITOR'S SPEAK



Tobacco use is emerging as one of the biggest public health threats which has led to almost billion lives in last century and has been continuing heavy social and economic costs to human mankind. Keeping this in view and with an ambitious aim to achieve a tobacco free world, E-RCTC has been galvanising public support for tobacco control policies across the globe, particularly in India. The current bi-monthly newsletter published by E-RCTC focuses upon the theme of World No Tobacco Day i.e. 'Commit to Quit'. Besides highlighting the benefits of quitting and good practices, the current 14th edition showcase the World No Tobacco Day activities across the country by various government and non-government organizations. With this, I urge tobacco users to quit this habit and policy makers to strengthen the cessation efforts for attaining Tobacco Endgame in India.

- Dr Sonu Goel

Director, E-RCTC & Professor, PGIMER Chandigarh

## EXPERTS SPEAK



“Resource centre for tobacco control” realises that the tobacco industry by its pseudoscience, transfiguration of product and fallacious advertisements and marketing has obscured the users and the policy makers. Awareness, implementation of laws, tax policies are a must to sustain and promote effective intervention to reduce usage of tobacco.”

- Dr. Ravindar Singh,

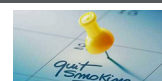
National President,  
Indian Dental Association



“E-RCTC is an excellent online portal that provides authentic and reliable information about the latest initiatives, policies, updates and resources in tobacco control from across the country to all its users from various backgrounds whether a grass root level worker or an academicians. This endeavour is a positive step towards strengthening National Tobacco Control Program and its activities in India.”

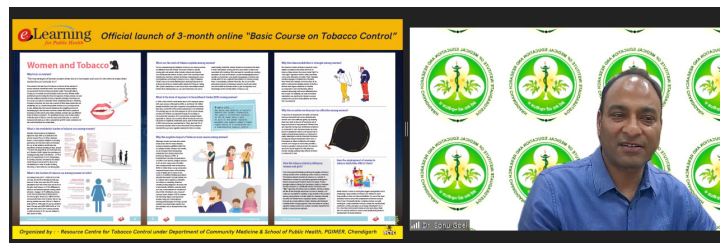
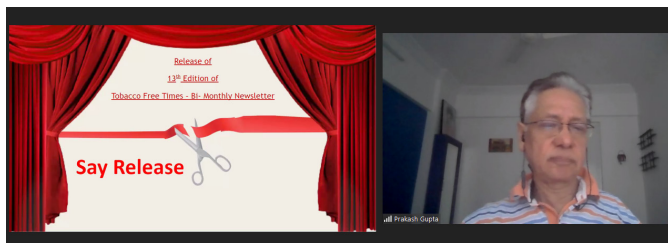
- Dr. Kavita Vasudevan,

HOD & Professor, Department of Community Medicine, Indira Gandhi Medical College & Research Institute



# Tobacco Free Times 13th Edition Released

The 13th edition Tobacco Free Times feature the concept of “Women and Tobacco”. It was successfully released during the official launch of the 3 month online “Basics Course on Tobacco Control” by Dr. Dr. Amarjeet Singh, Dr. Rana J Singh, Dr. P.C. Gupta, Dr. Jagdish Kaur and Dr. Suneela Garg , (Guest of Honors) and many other eminent resource faculty members of the course viz., Dr. Ravi Mehrotra, Dr. Ravindra Khaiwal, Dr Rakesh Gupta, Dr. Sonu Goel and Dr. Amit Yadav.



## PROJECT UPDATES

### National Consultation on Commit to Quit-A Road Towards Tobacco Endgame in India

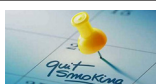
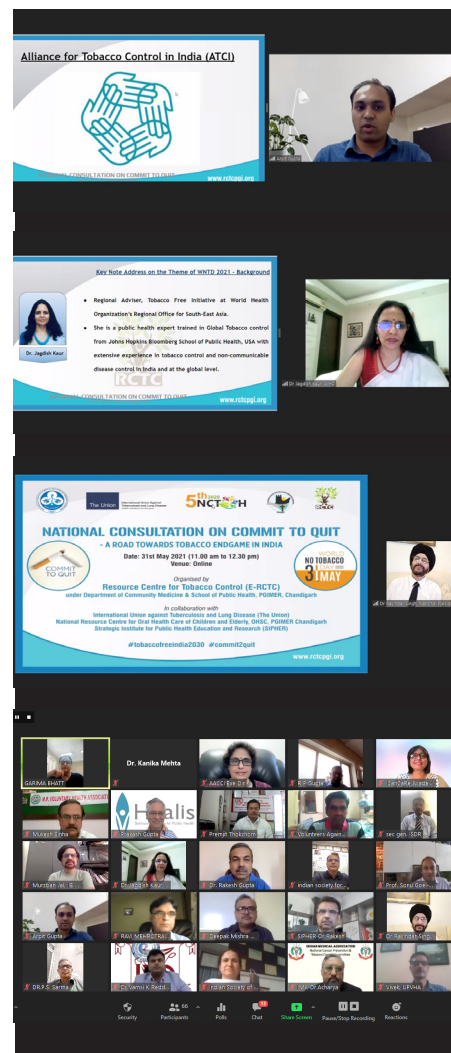
On the Occasion of World No Tobacco Day, a National Consultation on ‘Commit to Quit A Road Towards Tobacco Endgame in India’ was held on 31st May 2021 virtually by Resource Centre for Tobacco Control under Department of Community Medicine and School of Public Health, Post Graduate Institute of Medical Education and Research (PGIMER), Chandigarh in collaboration with the International Union Against Tuberculosis

and Lung Diseases (The Union), National Resource Centre for Oral Health Care of Children and Elderly OHSC, PGIMER Chandigarh and Strategic Institute for Public Health Education and Research (SIPHER).The presidents and secretaries of 50+ national level organizations from country participated in the consultation. Dr. Jagdish Kaur and Dr. P.C. Gupta graced the occasion by being the guest of honors of the consultation.

The following organizations took part in the consultation:

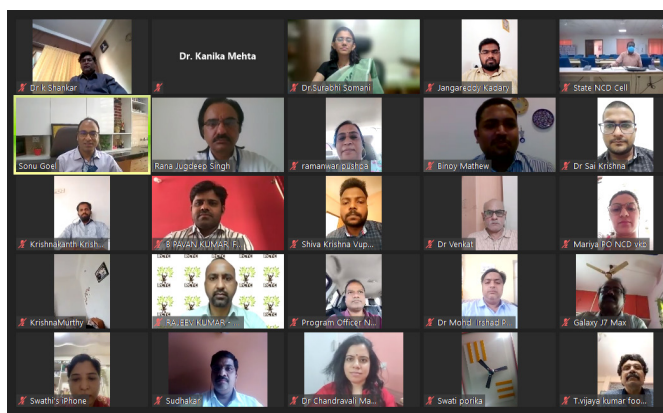
Associations/Societies	
1. Association of MD Physicians	
2. Cardiological Society of India	
3. Socio Economic and Educational Development Society (SEEDS)	
4. Association of Professional Social Workers & Development Practitioners	
5. Association of Adolescents and Child Care in India	
6. Indian Medical Association	
7. Cancer Foundation of India	
8. Association of oral and Maxillo facial surgeons of India	
9. U P Voluntary Health Association	
10. MP Voluntary Health Association	
11. Voluntary Health Association of Tripura	
12. Integrated Association of Medical, Basic and Social Scientists (IAMBSS)	
13. Society of midwives, India	
14. Indian Association of Clinical Cardiologists	
Dental Associations/Societies	
15. Indian Association of Public Health Dentistry	
16. International college Dentists	
17. Indian association of public health dentistry	
18. Indian Dental Association	
19. Indian Prosthodontic Society	
20. Indian Orthodontic Society	
21. Institute of Dental Studies and Technologies Modinagar	
22. Indian Society for Dental Research	
23. Indian Society for Dental Research (IADR-India Division)	

24.	Indian Society for Dental Research
25.	South Asian association of pediatric dentistry
26.	Subbaiah dental college. Shivamogga
NGO's	
27.	Nada India Foundation
28.	CHIP Foundation
29.	Volunteers Against Smoking and Tobacco
30.	SANGAI YOUTH TOBACCO FREE AND EDUCATIONAL ORGANISATION
31.	Hriday
32.	Balajee Sewa Sansthan
33.	ICanCaRe
34.	Igesia Health
35.	Center for Health Innovation and Policy Foundation
36.	CHD Group - India's leading public health organization
Institutes:	
37.	Strategic Institute of Public Health and Research
38.	Giri Institute of Development Studies, Lucknow, INDIA.
39.	A N Sinha Institute of Social Studies Patna
40.	Institute for Social and Economic Change (ISEC), Bangalore.
41.	D.A.V Dental College and hospital Yamunanagar
42.	Pierre Fauchard Academy
43.	Indian Institute of Education
44.	Dakshayani and Amaravati Health and Education





## State Level Sensitization Workshop for Policy Makers, Officials of Different Stakeholder Departments and Other Key Stakeholders: Telangana



A state level sensitization workshop for policy makers, officials of different stakeholder departments and other key stakeholders organized by Resource Center for Tobacco Control, PGIMER, Chandigarh and Department of Health and Family Welfare,

Government of Telangana in collaboration with The International Union Against Tuberculosis and Lung Diseases (The Union) was successfully held on 31st May, 2021. Around 100 participants from varied backgrounds participated in the workshop.

Various eminent dignitaries attended the workshop viz. Shri Jagannath Reddy, State Program Coordinator NCD; Dr. Surabhi Somani Ladda, Founder Toxin Taxation; Ms. Bhavna Mukopadhyay, Chief Executive Officer ,VHA; Mr. Binoy Mathew, National Program Manager, VHA; Dr. K Anusha Reddy, Assistant Program Officer, NCTP; Dr. Sonu Goel, Professor, PGIMER, Chandigarh; Dr. Amit Yadav, Senior Technical Advisor, The Union; and Mr. Rajeev Chaudhary, Project Coordinator, PGIMER Chandigarh. Dr. Rana J Singh, Deputy Regional Director, The Union (SEA); Dr. R Pushpa, additional Director, NCD; Dr. M. Madhavi, State Nodal Officer; Dr. K Shankar, Director Food and Safety; Vakati. Karuna, IAS Commissioner of Health and Family Welfare graced the occasion by being the guests of honor of the workshop.

## World No Tobacco Day 2021 Observations Across the Project States

### 1. 'No Tobacco' Pledge on World No Tobacco Day 2021: Puducherry

Hon'ble Lieutenant Governor of Puducherry Tamilisai Soundarajan administered 'No Tobacco' pledge to government functionaries on the occasion of World No Tobacco Day to take necessary steps to create tobacco-free environment in government offices. Raj Nivas, Lt. Governor's residence was notified as the first tobacco-free premise. Health Secretary Dr. T. Arun and State Health Project Director G. Sriramalu were also present on this occasion. The project team assisted the government in organization of the function.



### 2. IEC material Developed for World No Tobacco Day 2021: Odisha and Telangana

The IEC and promotional materials on tobacco control for celebration of World No Tobacco Day was successfully developed by the project team in the state of Odisha and Telangana. In addition to this, five(5) video spots(voice-over) on tobacco control themes in Odia language has also been developed.

### 3. Webinar-cum-State Level Observation of World No Tobacco Day 2021: Odisha

A Webinar-cum-State Level Observation of World No Tobacco Day-2021 for the theme "Commit to Quit" was organized by National Tobacco Control Programme Cell and Government of Odisha. Representation from all stakeholder departments including project partners from AIIMS Bhubaneswar participated in the webinar along with CDMOs, DPHOs and District Officials from other departments, and 107 participants joined the session.

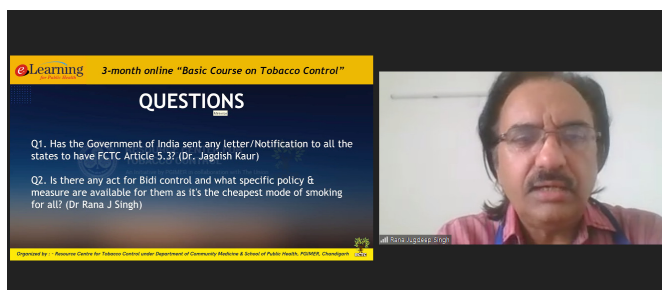
### 4. Sensitization of Staff Members at Community Health Center and Residential Orphan Girl Child Hostel: Odisha

Sensitisation of all the staff, visitors, in and out patients for vaccination for COVID 19 along with a pledge to stay away from tobacco was successfully done at Community Health Center, Mendhasal, district Khurdha, Odisha. In addition to this, a sensitisation programme was organised at a residential orphan girl child hostel along with a pledge to quit tobacco products was done. A drawing competition was also organised among the residents of the orphan hostel on the theme of tobacco control, the winners to be awarded with a prize (a memento - a printed mug, commemorating the WNTD with theme). The project team and the state organized these events in collaboration with the government.

# PROJECT UPDATES

## Live Interactive Sessions of Basic Course on Tobacco Control held Successfully

A total of four (4) live interactive sessions of Basic Course on Tobacco Control were successfully organized on every Saturday by Resource Center for Tobacco Control. All the participants of the course actively participated in the session and put forward the queries faced during the learning of the modules of the course. The queries were addressed by the respective module faculty members of the course.



## Short Communication Entitled "Pricing of Tobacco Products: Pre and Post GST Implementation" Submitted: Puducherry

A short communication entitled 'Pricing of tobacco products: pre and post GST implementation' was successfully submitted by state of Puducherry to Indian Journal of Tuberculosis.



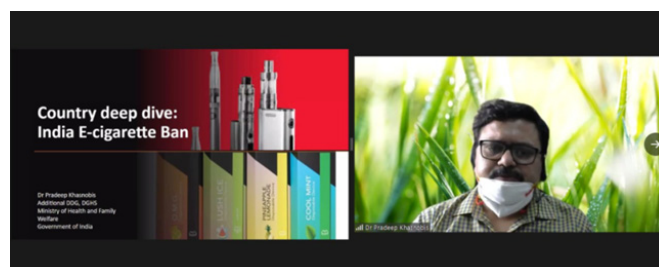
## One-to-One Meetings

A total of twenty one (21) meetings were held during the month with various high level officials viz. State Nodal Officer, State Consultant - NTCP, Communication / IEC, NHM, Odisha, Deputy Drugs Controller-cum-Licensing Authority, Odisha, Deputy Secretary, Higher Education Department, Officials at CHC - Mendhasal and few other stakeholders, Commissioner of Health), Director, FSSAI, Officer – Tobacco Control, The Union to discuss the project activities, conduct of virtual SLCC/DLCC, conduct of virtual workshop/webinar on activities to be undertaken for observing World No Tobacco Day-2021 and state level sensitization NTCP workshop.



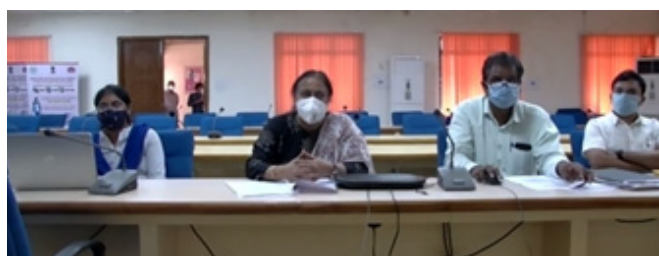
## National Consultation on Enforcement of ENDS ban in India held on 16th June, 2021

A national consultation on enforcement of ENDS ban in India was successfully organized by Resource Center for Tobacco Control and Strategic Institute of Public Health and Research in collaboration with The International Union Against Tuberculosis and Lung Diseases. Various eminent dignitaries shared their experiences during the consultation viz. Mr Pranay Lal, Dr Ashok R. Patil, NLSIU, Bengaluru ; Mr Ranjit Singh, Legal Adviser; Dr. Amit Yadav; Dr Pankaj Chaturvedi ; Mr Amroz Singh, DSP Punjab Police. Dr. P.C. Gupta, Dr Jagdish Kaur and Dr Pradeep Khasnobis graced the occasion by being the guest of Honours of the event.



## District Level Sensitization Workshop for policy makers: Telangana

A district level sensitization workshop for policy makers, officials of different stakeholder departments, and other key stakeholders in Medchal was organized by department of health and family welfare, Telangana and Resource Center for Tobacco Control, PGIMER Chandigarh. Officials from various departments took part in the workshop viz. Dr. Shravan, State Program Officer, Telangana; Dr. Shravan Reddy, Cardio Vascular Health Officer, WHO; Dr. Anusha Reddy, APO, NTCP; Dr. Jagadeeshwar, Prof, Osmania Dental College, Hyderabad; and Dr. Jagannath Reddy, SPC, NHM. Dr. Mallikarjun, DMHO and Dr. R. Pushpa, Additional Director, NCD graced the workshop by being the chief guests.



## Technical assistance provided for live discussion on "Commit to Quit:: Meghalaya

Technical support and assistance were provided in the form of preparation of materials for SNO-NTCP for the live discussion on the theme "Commit to Quit on T7 News through Facebook and YouTube on 31st May, 2021– Danger of Smoking in Covid Times". The panelist in this live discussion were Dr. Lana E. Lyngdoh Nongbri, State Nodal Officer-NTCP, NHM-Meghalaya, Dr. Anisha Mawlong, specialist cum HoD, Dept. of Oncology, Civil Hospital Shillong and Dr. S. Pala, Associate Professor, Dept. of Community Medicine, NEIGRIHMS.



# COMMIT TO QUIT



## Tobacco quit status GLOBALLY:

Studies have revealed that most of the tobacco users are well aware of the ill effects of tobacco use and brief advice from health professionals can increase quitting success rates by up to 30%, while intensive advice increases the chance of quitting by 84%. Without cessation support only 4% of attempts to quit tobacco will succeed. Despite the existence of substantial evidence on the need for tobacco cessation services worldwide, only 23 countries provide comprehensive cessation services with full or partial cost-coverage to assist tobacco users to quit. Currently, over 70% of the 1.3 billion tobacco users globally lack access to the tools they need to quit successfully. (WHOreport)

In accordance with WHO's Framework Convention on Tobacco Control (FCTC), countries are required to treat tobacco use and dependence. WHO provides capacity

building and training packages to help governments establish or strengthen their national tobacco cessation systems including integrating brief tobacco interventions into their primary care systems, developing national toll-free quit lines and mCessation projects. "Offering help to quit" is also one of the six key interventions in the MPOWER package of technical measures and resources which was introduced by WHO in 2007.



### Why Quitting is beneficial?

**IMPROVES** health and **INCREASES** life expectancy.

**LOWERS** risk of 12 types of cancers.

**LOWERS** risk of chronic obstructive pulmonary disease (COPD).

**LOWERS** risk of some poor reproductive health outcomes.

**BENEFITS** people who have already been diagnosed with coronary heart disease or COPD.

**BENEFITS** people at any age-even people who have smoked for years or have smoked heavily will benefit from quitting.

## IN INDIA:

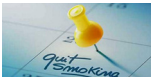
The proportion of current tobacco smokers planning to quit tobacco use has seen a rise from 46.6% in GATS 1 to 55.4% in GATS 2 survey. However, this increase in the intention to quit was lower, 38.5 to 33.2% (4.4%) among the current users of smokeless tobacco. Further, about 38.5% smokers and 33.2% users of smokeless tobacco have made a quit attempt in the last one year in our country. Furthermore, 48.8% of smokers and 31.7% smokeless tobacco users were advised to quit tobacco use by a health care provider in the last 12 months. Several cessation methods have been offered under the National Tobacco Control Program by Government of India viz. pharmacotherapy in the form of nicotine replacement therapy or other prescription medications; counseling; support through helpline call centers

(1800 112 356) or through mobile—the latter is known as m-Cessation(011-22901701). However, a modest (4.1%) users took the support of pharmaco-therapy while almost twice as many (8.6%) took counselling support.

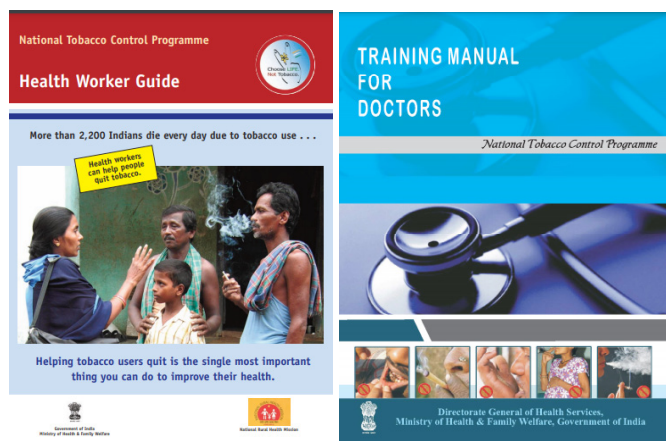
In 2002, acknowledging the importance of tobacco cessation services for the tobacco users who intend to quit, Ministry of Health and Family Welfare, Government of India set up 13 tobacco cessation clinics (TCCs) with the support of the World Health Organization India Country office. Subsequently, six more TCCs were established to provide tobacco cessation interventions. Currently, Tobacco Cessation Centres are active in more than 487 districts in the country.

## Provisions for quitting tobacco-Global and India

Article 14 of WHO-FCTC	Each Party shall develop and disseminate appropriate, comprehensive and integrated guidelines based on scientific evidence and best practices, taking into account national circumstances and priorities, and shall take effective measures to promote cessation of tobacco use and adequate treatment for tobacco dependence.
"O"- (Offer help to quit) component of MPOWER strategy	Strengthen health systems so they can make tobacco cessation advice available as part of primary health care. Support quit lines and other community initiatives in conjunction with easily accessible, low cost pharmacological treatment where appropriate.
National Tobacco Control Programme (NTCP), India	A district level tobacco cessation centre (TCC) is being established in each district hospital and shall be provided with staff, equipment, training and outreach services



## National Tobacco Control Programme Quit Provisions



Dedicated State Tobacco Control Cells and District Tobacco Control Cells are established at State and District level for effective implementation and monitoring of tobacco control initiatives including Training; IEC activities; School awareness programme and Setting-up and strengthening of cessation facilities including provision of pharmacological treatment facilities at the district

### SOME MILESTONES IN TOBACCO CONTROL IN INDIA

The journey began in 2001. It can be categorized into following heads:

#### A. Tobacco Cessation Clinics-

- i. These are the outpatient-based services in various health facilities under their clinical settings. Tobacco cessation clinics (TCCs) project by the Ministry of Health and Family Welfare, Government of India (MoHFW) in collaboration with World Health Organization, SEARO and India Offices- It was launched in January 2001 through TCCs established in 13 Tertiary Care Centers countrywide; another 6 centers were added in next phase. Reporting on the feasibility of tobacco cessation services in India through a report it published in 2012, it opined that “integration of TCCs into the healthcare system remains a challenge” as managing 34,741 patients in first 5 years, over follow-up over six weeks, only 14% (3255 patients) had quit.
- ii. Establishing TCCs in every district of India “to help people to quit” has been the fourth of the five objectives of the National Tobacco Control Program of India (NTCP) that was launched in year 2007-08 under 11th 5-year plan. Its objectives at the State and District levels are to (1) train the healthcare providers and (2) set up and strengthen the cessation facilities including provision of pharmacological treatment facilities respectively. Till date, it has established these in over 500 districts. This objective is also getting fulfilled through the convergence under National Health Mission of other national health programs along with NTCP, such as NPCDCS, RNTCP, NOHP, NMHP, etc. wherein their clinics also assist in quitting tobacco. Their results, either collectively or under each head are yet to be known.
- iii. Tobacco cessation is also delivered through the deaddiction services provided by the psychiatry departments/units of the medical colleges and apex national mental health institutes such as NIMHANS, IBHAS, etc., ~1120 clinics run by the dentists

level. Tobacco Cessation Centres (TCCs) exist almost in every State/Union Territory apart from the hospitals providing cessation facilities. One who wants to quit tobacco may visit these centers for counseling and/or pharmacological therapy. Any health care professional with some training can provide tobacco cessation services that include Doctors, Psychologists, Social Workers, Nurses, and Dentists.

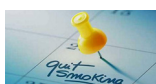


trained under the TII of the IDA and the specific TCCs run by a few private and corporate health facilities.

- iv. In the preceding twelve years, the country also had publication of some tobacco cessation specific studies. These have reported a quit rate which varied from a low of 12.5% at 2 months follow-up to the highest of 42% at 42 months

**B. Quitlines-** These services counsel tobacco users to quit telephonically on calling at a specified telephone number post-registration. After an initial “intensive intervention” through the trained counselors, further assistance is provided, usually proactively by the follow-up calls that are prescheduled. Globally, this service with an average quit rate around 30% is mostly provided at “no fee”.

- i. American Cancer Society (ACS) under its India Cancer Initiative between October 2006 to December 2010 launched the ACS Quitline for its Indian workplace partners in December 2008. It was established in collaboration with Wipro India at New Delhi. Winding up its operation, its offer to MoHFW to take over did not materialize. But MoHFW coordinated for the intent of ACS with some agencies interested to provide quitline service in India.
- ii. Johnson and Johnson, India Office at Mumbai launched its “national tobacco cessation toll-free quitline on World No Tobacco Day (WNTD) 2012. Its status stays unreported.
- iii. Population Services International (PSI) India with its expertise in social marketing, established its quitline in Chennai, Tamil Nadu “Wish to Quit” in September 2011. It intended to serve the workplaces in Tamil Nadu and Karnataka as well as the State of Tamil Nadu. As the internal funding exhausted, it wound up in August 2013 as neither of the proposed collaborative partners could be engaged optimally.





iv. Rajasthan Cancer Foundation, Jaipur has worked informally, as a volunteer with the State Medical Helpline (Toll-free no. 104) through its private partners, Piramal Swasthya and GVK EMRI from April 2013 onwards. In September 2014, it reported an overall quit rate of 19.93% for total abstinence in 1525 callers; for those who could be followed-up for 6 months to 1 year, the self-reported quit rate was 58.01%.

v. The MoHFW launched the toll-free National Tobacco Quitline Service (NTQLS) at 1800-11-2356 on WNTD 2016. It is established at Patel Chest Institute, New Delhi. For the 5179 callers registered out of 16,548 inbound calls and 60,222 IVR hits, it reported a quit rate of 38.81% at the end of the fourth proactive call made between 4- 8 weeks.

vi. The strengthen the NTQLS delivery, the MoHFW extended it regionally through 3 regional quitlines (all serving through the toll-free calls at 1800-11-2356 ) based out of BB Cancer Institute, Guwahati, Assam, Tata Memorial Center, Mumbai and

NIMHANS, Bengaluru in September 2018. At the end of 1-year, the NIMHANS- based regional quitline reported that out of over 5 lac calls received, ~75% from Southern India, it could attend 69,000 calls and assist 19,000 callers for a quit success of around 40%.

vii. All the NTQLS services, both nationally and regionally, have observed a need for upscaling the resource to be able to serve all their callers promptly and effectively.

**C. mCessation-** This short text-message based mobile health program, India mCessation program to help tobacco users quit through 011-22901701 is a collaborative outcome between WHO and International Telecommunication Union (ITU) with the MoHFW and the Ministry of Telecommunications. Launched in 2015, at the end of 1-year, it reported a quit rate of 19% for total abstinence in last 30 days among 12,502 subscribers out of nearly 2 million registered for the service delivery.

## Why should you quit?

1. 180 million tobacco-related deaths averted if the adult tobacco consumption reduces by half.
2. Quitting before 50 years of age reduce the risk of dying in the next 15 years to half.
3. Smoking cessation causes an immediate decline in the blood carbon monoxide levels, normalization of pulse rate, blood pressure, and restoration of sense of taste and smell.
4. In the long run quitting reduces the risk for lung cancer, coronary heart disease and chronic obstructive pulmonary disease.
5. Even among pregnant women who quit smoking later in pregnancy, infant birth weights are higher than among women who continue to smoke.
6. Smoking cessation also promotes favorable changes in the lipid profile and body fat deposition.
7. It also prevents the diseases due to inhalation of secondhand smoke among non-users of tobacco.
8. Cessation of smokeless tobacco use is associated with reduced risks of oral cancer and precancerous lesions, cardiovascular diseases, and dental problems.
9. In addition to all the health benefits, quitting tobacco use saves a huge sum of money.
10. Some immediate to long term benefits have been recorded by quitting smoking:
  - **20 minutes:** heart rate, blood pressure drop
  - **12 hours:** carbon monoxide in the bloodstream drops to normal
  - **2 weeks–3 months:** circulation, lung function improves; heart attack risk begins to drop
  - **1–9 months:** cough less, breathe easier
  - **1 year:** risk of coronary heart disease cut in half
  - **2–5 years:** risk of cancer of mouth, throat, esophagus, bladder cut in half; stroke risk is reduced to that of a nonsmoker
  - **10 years:** half as likely to die from lung cancer; risk of kidney or pancreatic cancer decreases
  - **15 years:** risk of coronary heart disease same as non-smoker's risk.



# ROADMAP FOR CESSATION IN INDIA



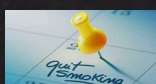
These are proposed in view of the currently unsatisfactory status of the tobacco cessation and the existing challenges and barriers that are being observed and discussed among the tobacco control community during its academic interactions online or through the various national meets held prior to the COVID pandemic:

- i. People:** All current tobacco users and their family should be made aware of the benefits of quitting through government-run mass communication campaigns for motivating them to quit through the existing toll-free services (NTQLS and/or mCessation) or the TCCs that are easily accessible, preferably at “no fee” or supported duly by whichever health insurance plan they have bought for all consultations as well the complete course of the primary cessation medications (Nicotine Replacement Therapy[NRT] with or without Varenicline or Bupropion) prescribed by their doctor or even bought over-the-counter as admissible for the NRT.
- ii. Healthcare Workers:** Every healthcare worker should be empowered suitably as per their role in their assigned patient care; and ,should also be made accountable to deliver tobacco cessation to all tobacco using patients s/he is encountering at each and every clinical encounter. Their biannual accreditation should be mandated through the respective State Medical or Nursing Councils and/or their parent medical or nursing associations.
- iii. Health Facilities:** All health facilities at all levels of healthcare countrywide, both in the government, private and any other health sector such as missionary, civil society, etc. should be encouraged, empowered, and enabled to provide the cessation services optimally and in a sustainable manner through a Systems Approach and by coding the tobacco using patients as per the latest International Classification of Diseases (ICD- 11). Further, these should be regulated both at the national and the State levels respectively, to observe a regularity in reporting and with an absolute transparency, preferably through a national real-time grid or an App accessible easily and for free.
- iv. Workplaces:** Quitting all forms of tobacco use should be made compulsory at all workplaces within a timeline; and, through a policy and workplan concurred in-house after thorough communication among all their functional cadres at all levels. Those quitting successfully should be monitored for their maintaining the quit status and recognized and rewarded socially to establish quitting as “the Norm”. Those who fail to quit, or relapse should be supported suitable to be “A Former User”. Those who fail despite these efforts should be penalized as per the existing disciplinary guidelines of the respective workplace.
- v. Women and Youth Specific Measures:** Both groups need specific as well as priority attention: (1) **Women** because

of their additional suffering during the reproductive phase of life and when elderly; and, also, because of (a) their obvious need to preserve the confidentiality and (b) inability afford and/or access the cessation portals due to their multi-factorial limitations in the male-dominated communities; (2) **Youth** because of their highest degree of susceptibility to experiment with tobacco products including ENDS and get addicted; and, also because of (a) different messages and (b) solutions they prefer vs. adults to quit and stay quit. Making access free and easy to both groups and raising age of tobacco purchase to 25 years along with a decision at an earliest on the cut-off date for tobacco-free generation in India appear most useful.

- vi. Communities:** The time has come now that an Inter-Ministerial body under the joint leadership of Social Welfare Ministry and MoHFW generates a policy that will effectively denormalizes tobacco use in any community countrywide by empowering them for integrating “Saying NO to tobacco” or “Quit Now” in their daily lives; proposing the use of mass communication appears a doable action to clear myths, stigmas and beliefs as well eliminate comraderies in tobacco use.
- vii. Governance:** Ensuring adequate resources for an optimal delivery of tobacco cessation and monitoring, evaluating, and reporting it on a regular basis should be prioritized under the continuum of NTCP. Besides, the governance also have an onus to facilitate, supervise and regulate all other stakeholders to benefit and strengthen the quality as well as growth of tobacco cessation delivery overall everywhere in the country. The smooth and timely coordination of the MoHFW and the State Medical and Health department needs no emphasis.
- viii. Strengthen Tobacco Control Measures (MPOWER):** The strategies being used to implement WHO MPOWER measures optimally needs no emphasis in view of their evidence-based efficacy. Specifically, the measures related to raising the tobacco tax until the unaffordability of tobacco products is obvious, introducing a wider spectrum of pictorial warnings along with one benefit of quitting with each of these and efficient and easy-to-implement enforcement of COTPA can be prioritized.

Lastly, it is important to remember that “O” in MPOWER is “Not an Orphan” but an “Opportunity” for both health system and tobacco users and, also, an “Onus” and “Obligation” on health managers to deliver “optimal” tobacco cessation services.





# World No Tobacco Day 2021

## Activities across the Country

The International Union Against Tuberculosis and Lung Diseases organized a TweetChat in which Dr. Omara Dogar led the discussion on “Smoking cessation prioritization and Dr. Sonu Goel led the discussion on “Tobacco Endgame”

The Union  
International Union Against  
Tuberculosis and Lung Disease

**World No Tobacco Day 2021 TweetChat**  
**Monday 31 May, 15:00-16:00 CEST**

- Discussion 1 - Smoking cessation prioritisation  
Led by Dr Omara Dogar
- Discussion 2 - Tobacco endgame  
Led by Dr Sonu Goel

@TheUnion\_TBLH #UnionTC

The Union

International Union Against  
Tuberculosis and Lung Disease

World No Tobacco Day 2021

Join our TweetChat

15:30-16:00 CEST

Tobacco endgame discussion

Led by Dr Sonu Goel


@TheUnion\_TBLH

#UnionTC




## Webinars Conducted By:


1. The **Assam** Care Foundation and the district tobacco control cell in support of Inspector of Schools, department of education, Kokrajhar
2. National Health Mission, **Meghalaya**; Sarva Shiksha Abhiyan and Pledge for life (tobacco free youth) on tobacco free educational institutions.
3. All India Institute of Medical Sciences, **Rishikesh** with the theme of this year “Commit to Quit”.
4. Uttaranchal University, **Dehradun**, on dangers of tobacco among the students.
5. Indira Gandhi Institute of Dental Sciences in association with NSS unit and National Tobacco control program, **Pondicherry** state health mission on ill effects of tobacco.
6. SRM University, **Andhra Pradesh** on ill effects of tobacco.
7. **Nehru Yuva Kendra Sangathan** on Tobacco Free Young Generation
8. Life First, **Salaam Bombay Foundation and Narotam Sekhsaria Foundation** on Tobacco Cessation in India: Policies, Practices and Challenges.
9. **Diseases, Rajasthan Cancer Foundation, Jaipur and Shikshit Rojgar Kendra Prabandhak Samiti** on Tobacco Cessation.
10. Maulana Azad Institute of Dental Sciences, **New Delhi** on Technological Interventions in Tobacco Cessation in India: Evidence to Practice and Road Ahead
11. Manipal College of Dental Sciences, **Karnataka**, on Adolescent and young adult sensitization on risks at Hookah Café.
12. State Tobacco Control Cell, Department of Health, Government of **Gujarat** on Commit to quit: Cessation a Vital Component of Tobacco Control
13. Bareilly International University, **Uttar Pradesh** on Dentists brief Tobacco Cessation Intervention: A call to Action.
14. National Health Mission, **Maharashtra**; Atoms in the Service of Nation and Vital Strategies on Commit to Quit.
15. Cancer Aid Society, **Delhi** on Commit to Quit
16. Strategic Institute of Public Health Education and Research, **Chandigarh**; Indian Medical Association, Chandigarh and Resource Center for Tobacco Control Chandigarh on Commit to Quit.



DEPARTMENT OF HEALTH AND FAMILY WELFARE  
GOVERNMENT OF KARNATAKA




TOBACCO FREE ALLIANCE  
KARNATAKA




Invitation for  
ZOOM webinar on  
**Tobacco Free Educational Institutions  
(ToFEI)**


**Date: May 20, 2021**  
**Time: 2:00 - 4:00 PM**




Dr. Anand Kumar, Director, Health,  
Government of Karnataka  
Joint Project Director, ToFEI



Dr. Anand Kumar, Director, Health,  
Government of Karnataka  
Joint Project Director, ToFEI



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Government of Karnataka  
Joint Project Director, ToFEI



Dr. Anand Kumar, Director, Health,  
Government of Karnataka  
Joint Project Director, ToFEI

**[Link for registration:](https://peg4life.org/2Ra1Bp)**

**<https://peg4life.org/2Ra1Bp>**

Registration free. Attendance will be recorded. All participants will get a certificate.



Join us for a National Webinar on  
**Tobacco Cession in India:  
 Policies, Practices and Challenges**

May 29<sup>th</sup> 2021 | 3:00 pm onwards

Panelists

 <p><b>Dr. A. Sankaranarayanan</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Dr. Pradeep C. Gupta</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Dr. Pratima Marthy</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Dr. Upendra Bhargava</b>        Director General, Directorate General of        Tobacco Cessation, India</p>
 <p><b>Dr. Maheshwar Prasad</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Sh. Anant Kumar Singh</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Ms. Manjima</b>        Director General, Directorate General of        Tobacco Cessation, India</p>	 <p><b>Dr. Maheshwar Prasad</b>        Director General, Directorate General of        Tobacco Cessation, India</p>

jointly organized by





National Tobacco Cessation Foundation

**EXPERTS** के साथ बातचीत

**तम्बाकू का सेवन क्यों छोड़े ?**

23 मई, 2021 | रविवार  
साथ 4 बजे

डॉ. रमेश कुमार, अध्यक्ष  
राजस्थान केसर फाउंडेशन (RCF)

विश्व तम्बाकू निषेध दिवस 2021

**COMMIT TO QUIT**

राजन चौधरी, SRKPS

Jaipur

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**BAREILLY INTERNATIONAL UNIVERSITY**  
 DEPARTMENT OF PUBLIC HEALTH DENTISTRY  
 INSTITUTE OF DENTAL SCIENCE & TECHNOLOGY

INVITES YOU TO WEBINAR

**DENTISTS BRIEF TOBACCO  
 CESSATION  
 INTERVENTION  
 A CALL TO ACTION**



WEBINAR DETAILS  
 DATE: 03/06/2021  
 4:00PM TO 4:45PM  
 MEETING LINK WILL BE SENT  
 ON 03/06/2021

Prof. (Dr.) ARJUN A. D.  
 BDS, MSc (Public Health Dentist), PGD in Health  
 Communication, TDS Specialist,  
 NIMHANS (National Institute of Mental Health and  
 Neuro Sciences) Bangalore  
 Certificate course in Basics of Addiction Management







Interested participants can drop their details  
 through contact no. or email address.

Dr. Swati : [+91812690543](tel:+91812690543) and /or [swati\\_naidu@bareillyuniversity.edu.in](mailto:swati_naidu@bareillyuniversity.edu.in)

For more information contact in this webinar is compulsory

**Bareilly**

## National Health Mission, Meghalaya

	<b>MANIPAL COLLEGE OF DENTAL SCIENCES</b> MANIPAL (An institution of MDCS, Manipal)	
	<p>Department of Public Health Dentistry</p> <p><b>MANIPAL, MANIPAL, MANIPAL</b></p> <p>on the eve of "World No Tobacco Day 2017" inviting you to the  <b>Address and young social communication workshop on</b></p> <p><b>Smoks at the Hoshang call</b></p> <p>Dr. Rakesh Kogekar MD, President and Director, SUPHR, Chandigarh and          Dr. Chandra Choudhary, Prof of Community Medicine and School of Public          Health, PGIMER, Chandigarh.</p> <p><b>Date: 28<sup>th</sup> May 2017, Friday</b>  <b>Time: 11:00 am to 12:30 p.m.</b>  <b>Venue: on: Manikesh Tents</b>  <b>Link: <a href="#">Link WhatsApp</a></b></p>	
	<p>Dr. Rameshwar V P          Prof and Head          Dept of Public Health Dentistry,          MDCS, Manipal</p> <p>Dr. Kaverishree M Pai          Head          MDCS, Manipal</p>	

# #WNTD2021

Theme: Commit To Quit

State Tobacco Control Cell, Dept. of Health, Govt. of Guizhou  
 In collaboration with Guizhou Cancer Society  
 Organizes this online Webinar on

## Commit To Quit - Cessation is a Vital Component of Tobacco Control

**28 May 2021**  
**11:00 AM** (GMT+8)

Chair of Honor	Sponsor	Moderator
 <b>MR. ZHANG YUXING</b> Mr. Zhang Yuxing	 <b>DR. YAN JUN</b> Dr. Yan Jun	 <b>MS. LIANG JIE</b> Ms. Liang Jie
 <b>DR. ZHANG YUXING</b> Dr. Zhang Yuxing	 <b>DR. YAN JUN</b> Dr. Yan Jun	 <b>MS. LIANG JIE</b> Ms. Liang Jie

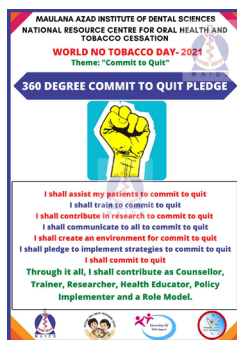
**Technical Support:**  
 The Union-Deeds, Faith Foundation-Guizhou

[www.wntd2021.com](http://www.wntd2021.com)  
[meeting@wntd2021.com](mailto:meeting@wntd2021.com)  
 Meeting ID: 861 428 2011 | Password: 861511

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## Oath Taking Ceremony conducted by:

1. Various medical institutions in Rewari, Haryana
2. Manipur University, Canchipur.
3. National Institute of Technology (NIT) Srinagar
4. Maulana Azad Institute of Dental Sciences, Karnataka took 360 Degree Commit To Quit Pledge.
5. Chandigarh administration Health Department



## Campaigns conducted by:

6. Goacan, NGO launched a fortnight long drive campaign to curb tobacco use by asking people to take a No Tobacco Pledge.
7. Department of Mental Health Education in collaboration with the National Tobacco Quitline, CAM, Department of Psychiatry, and Department of Psychiatric Social Work, Bengaluru organized a campaign "Own your Power" to share "quit tobacco" stories to inspire other tobacco users to quit.
8. Tobacco free generation conducted a week long (24th to 31st May 2021) creative content creation to make people aware of the benefits they can experience in their life by "Quitting Tobacco".
9. The tobacco control committee and Girls College, Kurukshetra in support of N.S.S. has organized an online awareness campaign in which the teaching staff of the college sensitized the participants on the varied components of tobacco and its harms amid covid 19.

## Poster Competitions Conducted By:

1. The Haryana state college in collaboration with youth redcross unit had successfully organized an online poster making competition to aware the participants about the ill effects of tobacco especially in youth.
2. MDSD girls college Ambala, Haryana and Association of Haryanavi Australia organized an international poster making competition.
3. Manipal Academy of Higher Education conducted E poster competition.
4. Tobacco Free Generation and Generation Saviour Association, Punjab



## Sports stars pledge to protect youth from tobacco addiction

*"On World No Tobacco Day, let's pledge to spread awareness on the risks of tobacco consumption and protect our younger generation from the menace of tobacco products"*

**V.V.S Laxman, Former Cricketer**

*"Tobacco Use not only harms our health but it is also a threat to the health of our friends and family. Additionally, tobacco users also have a greater risk of developing severe cases of Covid 19. I want all of you to break free from dependence on tobacco and stay healthy."*

**P.V. Sindhu, Ace Shuttler**

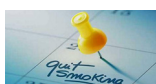
## National Consultations

A National Consultation on Tobacco Cessation: A pillar of Tobacco Free Generation was organized by Generation Savior Association, Punjab and The International Union Against Tuberculosis and Lung Diseases in which the components of tobacco free generation and tobacco cessation were discussed.



## Others

6. DAV college Pundiri, Ambala, Haryana had organized an inter college debate competition virtually on zoom platform and students debated on various emerging topics of tobacco. Besides, all the students took "No Tobacco Pledge" during the event.
7. A World No Tobacco Day Contest was organized by Mary Anne Charity Trust, The Union, Cancer care India and Indian Dental Association, Madras
8. Tobacco Monitor organized a 10 day long online contest to mark the World No Tobacco day 2021.
9. Manav Rachna Dental College, Chandigarh, Department of Public Health Dentistry and Research and Innovation Catalyst organized a CDE program on Tobacco Cessation
10. Assam care foundation organized an online art competition for school students.
11. Indira Gandhi Mahila MAHavidyalaya, Kaithal, Haryana organized a National level online competition.
12. Inauguration of "World's First Virtual Cessation Clinic" by IcanCare.
13. Health Department, Bihar placed tobacco awareness signages across the state.
14. IEC material on "World No Tobacco Day 2021" theme was developed by Strategic Institute for Public Health Education and Research (SIPHER), Voice of Tobacco Victims, Ministry of Health and Family Welfare, Government of India
15. Cancer Foundation of India and HCL Foundation organized an E Discussion on "Role of Behavioral Management in Quitting Tobacco"
16. The Rajasthan Cancer Foundation, Jaipur has developed and shared 10 short duration videos on various aspects on tobacco cessation and specific focus on women, youth and environment to mark World No Tobacco Day in collaboration with different organizations viz. Rajasthan Patrika, the biggest inter-state media house, facilitated by SRKPS, Jhunjhunu; Mahatma Gandhi Medical Institute and its Sri Ram Cancer Center; Bharat Vikas Parishad, South Rajasthan; Cancer Aid Society, Lucknow, U.P.; Medical Practitioners Society, Udaipur, Rajasthan; and, SRKPS, Jhunjhunu and The Union.





## License needed to sell tobacco products in Uttar Pradesh

The Union Ministry of Health and Family Welfare sent an advisory letter to all the state governments recommending the licensing of tobacco vendors to the municipal corporation. In view of this, this system has been implemented in UP.



## World No Tobacco Day: Jharkhand government imposes ban on 11 brands

On 'World No Tobacco Day' the Jharkhand government extended a previously imposed (May, 2020) ban on manufacture, storage, distribution, and sale of 11 brands of packaged and unpackaged pan masala in the state in the interest of public health.



## FDA proposes menthol cigarette ban citing addiction, future of youth smokers

The U.S. Food and Drug Administration proposed a ban on menthol cigarettes as it makes the nicotine highly addictive, to reduce the number of tobacco-related diseases and to prevent youth from becoming smokers.



## Congratulations

### World No Tobacco Day 2021 Award Winners

1. WHO Director-General Special award Dr Harsh Vardhan, Hon'ble Minister, Ministry of Health and Family Welfare, Govt. of India

South-East Asia Region awardees

1- Madhya Pradesh Voluntary Health Association, India

2- State Tobacco Control Cell, Uttar Pradesh, India



## GST Council urged to increase compensation cess on tobacco products

On the occasion of World No Tobacco Day, the public health groups along with doctors have urged the GST Council to increase compensation cess on all tobacco products which could significantly contribute to the increased need for resources during the pandemic including vaccinations to generate additional revenue for the government and to aid the COVID-19 vaccination drive.



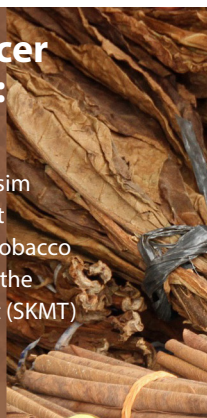
## Western Railway's Jagjivan Ram Hospital observes 'No Tobacco Week'

On the occasion of World No Tobacco Day, Western Railway's Jagjivan Ram Hospital had conducting a week-long social awareness initiative among patients, caregivers, hospital staff and doctors. The event comprises of various awareness activities like displaying of slogans, taking the pledge to quit tobacco, audio-visual display, short films, virtual poster exhibition with special emphasis on oral cancers, tobacco related diseases, including informative and engaging brief talks from renowned faculty members.



## SKMT CEO proposes cancer tax on tobacco products: Lahore

On the eve of World No Tobacco Day, Dr. Aasim Yusuf, CEO, Shaukat Khanum Memorial Trust (SKMT), proposed to impose cancer tax on tobacco consumption as nearly 40% of the adults at the facilities of Shaukat Khanum Memorial Trust (SKMT) have cancers linked with tobacco use.



## 42% Covid Deaths Linked To Tobacco Consumption: Meerut

Meerut, the western city in Uttar Pradesh, has so far reported 77 Covid- related deaths from which 320 (42%) of the victims were consuming tobacco products. The 320 people include those who either used smoke cigarettes or consume tobacco in other ways.



## Virtual Conference 5th National Conference on Tobacco or Health (NCTOH)

Multisectoral convergence for tobacco-Free India by 2030:  
Leading the way towards SDGs

**25th – 27th September 2021**

**PGIMER, Chandigarh**

**Register at:  
[www.nctoh2021.com](http://www.nctoh2021.com)**

 @nctoh2021  @nctoh2021

## Over 1 million Chinese people die of tobacco-related diseases every year

According to a report on the "health hazards of smoking 2020" jointly released by China's National Health Commission and the World Health Organization (WHO) China Office, over 1 million people die of tobacco-related diseases in China every year, and this number might rise to 2 million per year by 2030 and 3 million by 2050. In addition to this, it lists the most recent global research evidence on the relationship between smoking and secondhand smoke exposure and four chronic diseases: chronic respiratory diseases, malignant tumors, cardiovascular diseases and diabetes.



## Tobacco-Free Kumbh Mela to mark WNTD 2021: Haridwar, Uttarakhand

The International Union Against Tuberculosis and Lung Diseases, (The Union) South East Asia and in closed coordination with state partner Balajee Sewa Sansthan and Uttarakhand Tobacco Free Coalition along with the Department of Health, Uttarakhand has organized a Tobacco Free Kumbh Mela to mark world no tobacco day 2021. During the event multi-hierarchical capacity building programs were organized for Law enforcement agencies, police/enforcement officials, liaising with government stakeholders for the effective implementation of Tobacco control laws (TCL) i.e. Cigarettes And Other Tobacco Act, 2003 (COTPA), mass awareness generation through IEC materials etc.

## Smoking in early puberty in boys may affect the health of future generations, study shows

According to "a three-generation study using a causal modeling approach" recently published in the European Respiratory Journal, smoking in young people (defined as before 15 years of age) results in potential damage on lung function in future generations. It also suggests that the smokers not only jeopardize their own health, but also the health of their children and possibly their grandchildren.



Send us your feedback, comments and suggestions at [rctcupdates@gmail.com](mailto:rctcupdates@gmail.com),

**Editorial Team :** Chief Editor - Dr Sonu Goel, Professor, PGIMER Chandigarh, Associate Editor - Dr Rana J Singh, Deputy Regional Director, International Union Against TB and Lung Diseases (The Union), Assistant Editors - Dr Rakesh Gupta, President, Rajasthan Cancer Foundation, Jaipur, Mr Rajeev Choudhary, Project Coordinator, PGIMER Chandigarh, Dr Kanika Mehta, Program Officer – RCTC Dr Neema Joseph, State Programme Officer & Dr Garima Bhatt, PhD Scholar, PGIMER Chandigarh

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