



4<sup>th</sup>

# NATIONAL CONFERENCE ON TOBACCO OR HEALTH

---

8 - 10 February 2019, Mumbai, India



## INTRODUCTION

Tobacco is the foremost preventable cause of death and disease in the world today. Globally, approximately 5.4 million people die each year as result of diseases resulting from tobacco consumption. More than 80 per cent of these deaths occur in the developing countries. India is the second-largest producer and third-largest consumer of tobacco in the world. 28.6 per cent of adult population in India use tobacco in some form or the other.

India has a very strong tobacco control law since 2003. The central government has also introduced National Tobacco Control Programme since 2007-08 at National, State and District level. As a result tobacco prevalence in India has reduced to some extent. However, a lot of challenges and hurdles still exist. Tobacco industry interference, widespread violations of tobacco control law, promotion of tobacco products through various media forms viz., television, films, and social media are some of the major challenges which need to be tackled on the priority basis. Lack of research in substitutes for tobacco farming, labour involved in tobacco manufacturing and revenues generated by tobacco taxation are additional socio-economic factors which need attention while devising the tobacco control strategy for India.

In order to uproot the tobacco from the society the fight against tobacco must be engaged thoughtfully though forcefully. To achieve this, three National Conferences on Tobacco or Health have been organized in India with an objective to create a common platform for the government and non-government organizations, researchers, scientists and public health professionals who have been taking efforts for tobacco control, to discuss these glaring issues and to take steps on war footing to curb the tobacco use in India

4th National Conference on Tobacco or Health organized by Salaam Bombay Foundation, Tata Memorial Hospital, Healis – Sekhsaria Institute for Public Health and ACT India at Tata Memorial Hospital, Mumbai, India on 8-10 February 2019 was an effort to continue this trend to maintain the tobacco control momentum and to speed up the introduction of newer programmes, policies and amendments in existing tobacco control and allied laws to counter the tobacco promotion tactics of the industry especially among youth. The conference was successfully organized under the patronage, partnership and guidance of Union Ministry of Health and Family Welfare, Government of India, with support of Maharashtra Public Health Department and international organizations viz. World Health Organization (WHO), The Union, Vital Strategies, Campaign for Tobacco-free Kids (CTFK) etc.

The theme of the Conference was- ***'Tobacco Free Generation'***

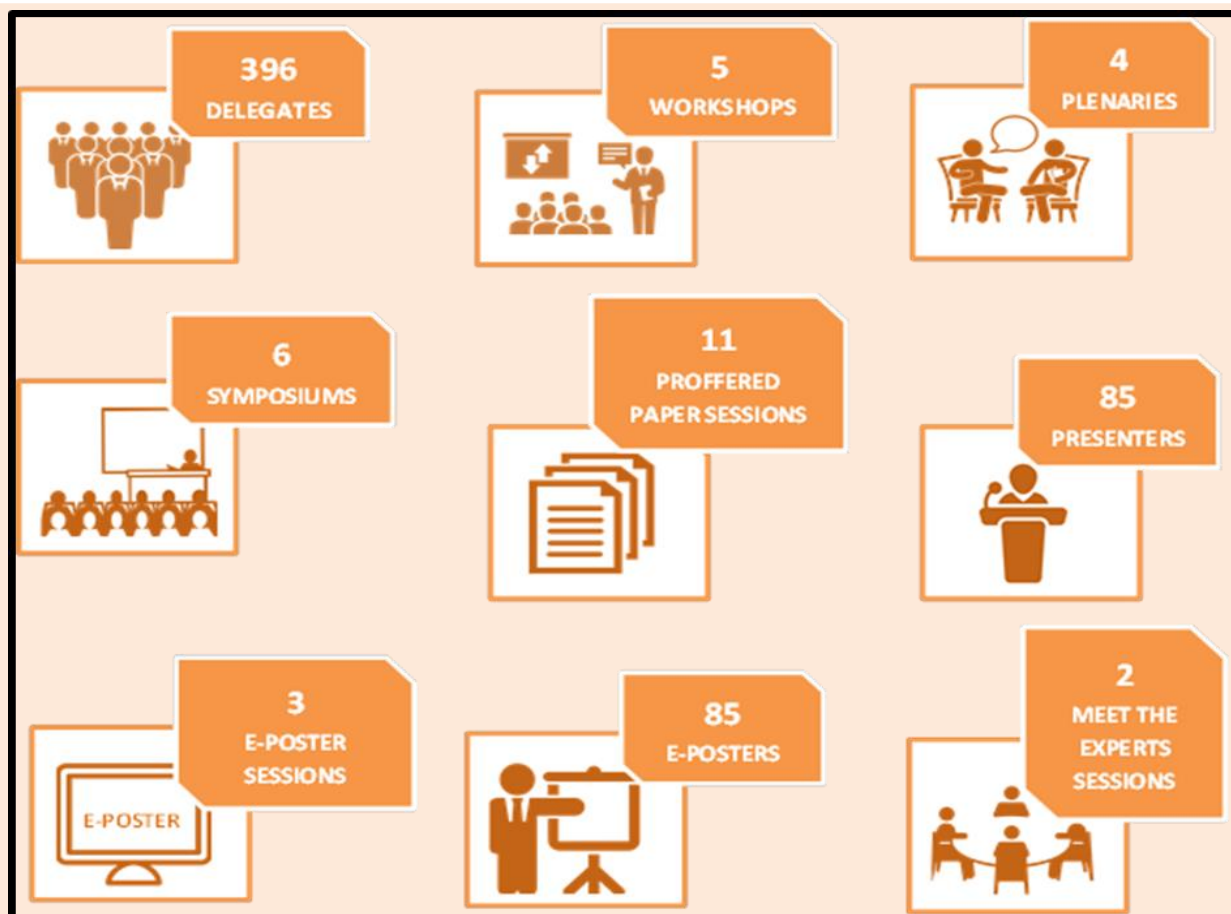
The mission of the Conference was to speed up the best tobacco control practices to create tobacco free environment for the upcoming generations in India. About 400 participants attended the Conference. All the important topics such as tobacco prevalence, tobacco control awareness campaigns, advocacy and public policies, addiction, cessation and other tobacco dependence treatments, tobacco economics and taxation, tobacco governance, tobacco industry tactics and counter measures, use of smokeless tobacco and areca nut etc. were covered in the conference through plenaries, symposia, paper presentations and e-poster presentations.

The conference provided a platform for the government and non-government organizations, researchers, scientists and public health professionals who have been taking efforts for tobacco control, to discuss these glaring issues and to take steps on war footing to curb the tobacco use in India.

About 220 abstracts were submitted by the delegates across India and abroad. The conference witnessed informative presentations and speeches of 75 stalwarts in tobacco control that included senior government officials, bureaucrats, researchers, scientists, doctors, public health experts, legal experts, senior state nodal officers in National Tobacco Control Programme and tobacco control advocates from civil society organizations added a great value to the conference.

5 pre-conference workshops, Photo-voice posters exhibition 85 paper presentations, 85 e-poster presentations and 2 'Meet the Experts' session were the other significant highlights of this conference.

HIGHLIGHTS OF 4TH NATIONAL CONFERENCE ON TOBACCO OR HEALTH  
**8-10 FEBRUARY 2019**



## CONFERENCE PROGRAMME

### PRE-CONFERENCE

FRIDAY, 8TH FEBRUARY 2019 (9:00 am to 1:00 pm)

TIMING	SESSION FORMAT	TOPIC	CHAIRS	SUB - TOPICS
<b>9:00 am to 1:00 pm</b>	<p style="text-align: center;"><b>WORKSHOP-1</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block</p> <p style="text-align: center;">By Salaam Bombay Foundation &amp; HRIDAY</p>	<p>Youth Workshop: NCDs and youth: Lessons from Tobacco Control</p>		<p><b>Voice of Tobacco Victims (Youth)- Dr. Kunal Oswal &amp; Dr. Upendra Bhojani</b></p> <p><b>Session 1: Knowledge exchange on global and local best practices in youth led tobacco control interventions</b> Introduction to India Network for NCDs and Youth (INNY) and youth exposure to NCDs risk factors- <b>Dr. Amrita Bahl, HRIDAY</b> Global best practices in youth led tobacco control campaigns and lessons for NCD movement in India- Using Sports as a medium to promote health: Success stories from Tobacco Control Programmes- <b>Kushal and Sejal, SBF Youth Leaders from Sports Academy</b> Harnessing youth energy from the National Service Scheme for tobacco control- <b>Mr. Bishal Deb, NSS Program coordinator, Assam University</b></p> <p><b>Session 2: Tobacco Epidemic: Youth as change makers</b> <b>Moderator- Dr. Monika Arora, Director HRIDAY-SHAN &amp; PHFI</b> Pledge for Life Campaign- <b>Ashima Sarin, Sambandh Health Foundation</b> Towards a Tobacco Free Generation: Empowering youth to understand the Law- <b>Mr. Ranjit Singh, Legal Expert (Supreme Court of India) Member Bar Council of Delhi</b> No More Tobacco in the 21st Century (NMT21C): Lessons from the field- <b>Dr. Gaurang Nazar, HRIDAY</b> Success stories of youth-led health activism in NCD and tobacco- <b>Dr. Aastha Chugh, HRIDAY Youth</b></p>

				<p><b>Health Advocate</b> Media and Youth icons as partners in tobacco control- <b>Anita Peter, Executive Director, Cancer Patients Aid Association</b></p> <p>Closing Remarks- <b>Dr. Upendra Bhojani</b></p>
	<p><b>WORKSHOP-2</b> Lecture Hall 2nd Floor, Golden Jubilee Block  By Vital Strategies</p>	<p>Strategic communication workshop</p>	<p><b>Chair</b> Dr. Swasticharan, CMO, MOHFW</p> <p><b>Co-Chair</b> Dr. Nandita Murukutla, Vice President, Global Policy and Research, Vital Strategies</p>	<p><b>Moderators</b> <b>1) Mr. Praveen Sinha, National Professional Officer, WHO India</b> <b>2) Ms. Vaishakhi Mallik, Associate Director, South Asia, Vital Strategies</b></p> <p><b>Topics</b> 1) Effective use of Media in Tobacco Control-Presentation and Discussion 2) Evaluation and Message testing with Presentation and Discussion along with an exercise 3) Developing effective messages- Exercise (Elevator pitch) 4) Social Media and Earned Media - How to integrate it in campaign pan-Presentation and Discussion</p>

	<p><b>WORKSHOP-3</b> Board Room 2nd Floor, Golden Jubilee Block  By The UNION</p>	<p>Identifying priorities and scaling-up research in tobacco control in India</p>	<p><b>Chair</b> Dr. Gan Quan Director Tobacco Control Department The UNION  <b>Co-chair</b> Dr. Mangesh Pednekar Director Healis-Sekharia Institute for Public Health</p>	<p>1) Introduction to Operational Research- <b>Dr. Sonu Goel</b> 2) Framing a Research Question- <b>Dr. Mangesh Pednekar</b> 3) Elements of a robust protocol- <b>Dr. P.C. Gupta</b>  <b>Hands on exercise on developing a research protocol (by participants)</b>  4) Using data for decision making- <b>Dr. Sitanshu Kar</b> 5) Ethics in research- <b>Dr. Upendra Bhojani</b> 6) From writing to successful submission of manuscript- <b>Mr. Pranay Lal</b>  <b>Discussion Session</b></p>
	<p><b>WORKSHOP-4</b> Lecture Room-1, 13th Floor, Homi Bhabha Block  By Narotam Sekhsaria Foundation</p>	<p>LifeFirst: Training on tobacco cessation</p>	<p>-</p>	<p><b>Introduction and Pre-test (LifeFirst team)</b>  1) Epidemiology and Prevalence of tobacco use- <b>Dr. Dinesh Jagiasi</b> 2) Tobacco control policy and laws- <b>Dr. Dinesh Jagiasi</b> 3) Health Effects of tobacco- <b>Dr. Himanshu Gupte</b> 4) Benefits of quitting tobacco- <b>Dr. Himanshu Gupte</b> 5) Tobacco dependence- A chronic disease- <b>Ms. Ratandeep Chawla</b> 6) Tobacco Treatment Model- Behaviour modification- <b>Ms. Ratandeep Chawla</b> 7) Motivational Interviewing- <b>Ms. Ratandeep Chawla</b> <b>Post- test and closing (LifeFirst team)</b></p>

	<p><b>WORKSHOP-5</b> HBB Auditorium 13th Floor, Homi Bhabha Block</p> <p>By Ministry of Health &amp; Family Welfare, Maharashtra</p>	<p>Strengthening NTCP Maharashtra</p>	<p><b>Registration</b></p> <p>Briefing and Introductory Session- <b>Dr. Sadhana Tayade, Joint Director(NCD), Directorate of Health Services, Mumbai</b> Tobacco Epidemiology-Global, National and State Specific burden- <b>Dr.Govind Tripathi</b></p> <p>Tea Break</p> <p>Enforcement of COTPA ACT 2003- <b>Mr. Devidas Shinde</b> Concept of Ideal Tobacco Cessation centre- <b>Dr. Himanshu Gupte</b></p> <p><b>Panel Discussion on Tobacco Control</b></p> <p>Moderator: Mr. Deepak Chhibba-Project Head &amp; Partner-Sambandh Health Foundation</p> <p>Participants: Dr.Sadhana Tayde, Joint Director (NCD) Dr.Pankaj Chaturvedi, TMH , Mumbai Dr.Govind Tripathi, Technical Advisor, The union Delhi. Dr. Hemant Kumar Borse , Deputy Director, Latur Dr. Anil Rudey, District Civil Surgeon, Gadchiroli Dr. Raghunath Bhoje District Civil Surgeon, Nandurbar Dr. Dr.Kanchan Vanire, District Civil Surgeon, Palghar</p> <p><b>Topics</b> How to tackle issues related to tobacco program implementation at district level Rehabilitation of tobacco/bidi workers Alternate farming for tobacco crops</p>
<p><b>1:00 pm to 2:00 pm</b></p>	<p><b>LUNCH TIME</b></p>		



## MAIN CONFERENCE

**FRIDAY, 8TH FEBRUARY 2019 (2:00 pm to 6:30 pm )**

TIMING	SESSION FORMAT	TOPIC	CHAIRS	SUB – TOPICS
2: 00 pm to 3:00 pm	<b>OPENING CEREMONY</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block			<p>Ganesh Vandana by Salaam Bombay Foundation Academy students</p> <p>Welcome address- Dr. Pankaj Chaturvedi, Deputy Director, CCE, Tata Memorial Centre</p> <p>Context of NCTOH- Dr. P.C. Gupta, President, 4th NCTOH</p> <p>Address by- Dr Swasti Charan, , Ministry of Health &amp; Family Welfare, Government of India</p> <p>Keynote Speaker-Dr. Pallavi Darade, Commissioner, FDA, Government of Maharashtra</p> <p>Vote of Thanks</p> <p>National Anthem</p>
3:00 PM to 3:30 pm	<b>TEA BREAK</b>			
3:30 pm to 5:00 pm	<b>OPENING PLENARY</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block	Tobacco Free Generation	Moderator Dr. Pankaj Chaturvedi	<p>Panelists:</p> <ol style="list-style-type: none"> <li>1) Dr. Gan Quan, Director of Tobacco Control, The Union</li> <li>2)Dr. Rajesh Dikshit, Director, Tata Memorial Center</li> <li>3) Ms. Vineet Munish Gill, National Professional Officer, WHO India country office</li> <li>4)Dr. P.C. Gupta, Director, Healis- Sekhsaria Institute for Public Health &amp; President, 4th NCTOH</li> <li>5)Ms. Nandina Ramchandran, Chief Executive Officer, Salaam Bombay Foundation</li> <li>6)Dr. K. Viswanath, Professor of Health Communication, Harvard School of Public Health (HSPH)</li> <li>7) Dr. Monika Arora, Director HRIDAY-SHAN &amp; PHFI</li> <li>8)Mr. Manish Hariprasad, Founder, Owllet Films</li> </ol>

5:00 pm to 6:30 pm	<p><b>SYMPOSIUM-1</b>  <b>Rustom Choksi</b>  Auditorium  2nd Floor, Golden Jubilee Block</p>	<p>Tobacco Cessation – The Current Scenario</p>	<p><b>Chair</b>  Dr Swasticharan  Chief Medical Officer,  Ministry of Health &amp; Family Welfare,  Government of India</p> <p><b>Co-chair</b>  Dr Pratima Murthy,  NIMHANS,  Bangalore, India</p>	<p>1) GoI Quit line No Policy, intervention &amp; implementation- <b>Mr.Ranjit Singh, Legal Expert (Supreme Court of India), Member Bar Council of Delhi</b></p> <p>2) Multi-dimensional approach: Importance and solutions offered by practitioners in sensitising patients to quit tobacco, for recovery of overall health.- <b>Dr. Gauravi Mishra, Professor, Preventive Oncology, Tata Memorial Centre</b></p> <p>3) Implementation of NRT at work place – Case Studies- <b>Dr. Rohan, Navicare and Dr. Anil Kumar Singhal, Chief Medical Officer, BEST</b></p> <p>4) Challenges &amp; practical considerations at North East TCC's- <b>Dr. Biman Natung, Nodal Officer TCC- Arunachal Pradesh &amp; Dr. Alisha Meitei, District Consultant, National Tobacco Control Programme, Arunachal Pradesh</b></p>
	<p><b>SYMPOSIUM-2</b>  Lecture Hall  2nd Floor, Golden Jubilee Block</p>	<p>Tobacco Economics and Taxation</p>	<p><b>Chairs</b></p> <p><b>Co-chair</b>  Shri Devesh Deval  Director  Ministry of Health &amp; Family Welfare GoI</p>	<p>1) Affordability of tobacco products in India- <b>Mark Goodchild</b></p> <p>2) Illicit Trade Protocol – Current status and next steps-</p> <p>3) Bidi Industry in India – Output, Employment &amp; Wages- <b>Dr.Gaurang Nazar</b></p> <p>4) GST and Civil Society Advocacy- <b>Ms. Nandini Verma</b></p>
6:30 pm to 8:30 pm	<p><b>WELCOME RECEPTION</b></p>			

**SATURDAY, 9TH FEBRUARY 2019 (9:00 am to 7:00 pm)**

<b>TIMING</b>	<b>SESSION FORMAT</b>	<b>TOPIC</b>	<b>CHAIRS</b>	<b>SUB - TOPICS</b>
	<p align="center"><b>SYMPOSIUM-3</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block</p>	<p align="center">Bidi : poor man's displeasure</p>	<p align="center"><b>Chair</b> Radhika Khajuria Campaign for Tobacco- Free Kids</p> <p align="center"><b>Co-chair</b> Nandini Verma Campaign for Tobacco Free Kids</p>	<p>1)Bidi Industry: Addressing Accountability to develop worker led strategies- <b>Dithhi Bhattacharya, Executive Director ,Centre for Workers Management, New Delhi.</b></p> <p>2) Exploitation of bidi workers: struggles for a Better Life- <b>Munni Begum, Community Leader of Bidi Workers &amp; Founder, Nari Chetna Foundation, Jaunpur, Uttar Pradesh</b></p> <p>3) Bidi-Political nexus: Emerging trends from an ongoing mapping study- <b>Pradeep Narayanan, Director, Partners in Change, New Delhi</b></p> <p>4)Health harms of bidi smoking- <b>Dr. P. C. Gupta, Director, Healis-Sekhsaria Institue of Public Health, Mumbai</b></p> <p>5) Alternate livelihood programme for bidi workers by the union ministry of labour &amp; employment- <b>Mr. Subrat Saha, Ex Welfare Commissioner, Kolkota</b></p>
<p align="center"><b>9:00 am to 10:30 am</b></p>	<p align="center"><b>PROFERRED PAPER-1</b> Lecture Hall 2nd Floor, Golden Jubilee Block</p>	<p align="center">Reveal the burden and impact of tobacco use</p>	<p align="center">Dr. Dhirendra Sinha Dr. Gopal Chauhan Dr. Vishal Rao</p>	<p>1) Socio-demographic determinants of tobacco use - An analysis of Global Adult Tobacco Survey (GATS) India 2016-17- <b>Dr. Rohini Ruhil</b></p> <p>2) Estimating the usage of Gul among adults visiting Delhi Government Dispensaries- <b>Dr. Rashmi Mehra</b></p> <p>3)Regional and socioeconomic disparity in dual burden of tobacco use in India during 2009-2017: Analysis based on Global Adult Tobacco Survey- <b>Dr. Prshanat Kumar Singh</b></p> <p>4) Intergenerational transmission of tobacco habits among third generation Indians: Findings from the 2012-13 TCP India Survey- <b>Dr. Manisha Pathak</b></p> <p>5) Tobacco use and Exposure to Secondhand Smoke among Older Adults in India- <b>Dr. Lazarous Mbulo</b></p> <p>6) Prevalence of tobacco use among the Juang tribe-a particularly vulnerable tribal group residing in Northern Odisha- <b>Dr. Diptajit Das</b></p> <p>7) Prevalence of tobacco consumption among rural women in Assam- <b>Dr. Surbhi Kapoor</b></p> <p>8) Prevalence of tobacco-use and its correlates in a rural population of Uttar Pradesh- <b>Dr. Gagan Garg</b></p>

	<p><b>PROFERRED PAPER-2</b> Board Room 2nd Floor, Golden Jubilee Block</p>	<p>Monitoring compliance and overcoming obstacles in implementing tobacco control law</p>	<p>Mr. Sanjay Seth Dr. Jane Ralte Ms. Leni Chaudhuri</p>	<p>1) How multi stakeholder engagement accelerated system and shown model of elimination of Tobacco by achieving comprehensive compliance of legislative provisions in Bhatinda,India- <b>Dr. Govind Kumar Tripathi</b> 2) How to prioritize tobacco control in agenda of the challenges-ridden state – A case study from the state of Bihar in India- <b>Mr. Deepak Mishra</b> 3) Need to tackle menace of Smokeless Tobacco in Punjab by strict implementation of Food Safety and Standards Act (FSSA)- <b>Dr. Rakesh Mahajan</b> 4)Compliance of Cab drivers and Reactions of the Commuters to the Smoke Free Cab Policy- <b>Ms. Vasundhara Kulkarni</b> 5) Didn't reach 13% in 13 years? : Compliance assessment of cigarettes and other tobacco products act (COTPA) in urban Puducherry- <b>Surbhi Tripathi</b> 6) Implementing tobacco-control legislations and beyond - An NGO case-study from Odisha State- <b>Md. Imran Ali</b> 7) Smoke Free Bengaluru: A social media campaign to strengthen the implementation of Section 4 of Cigarettes and Other Tobacco Products Act (COTPA) in Bengaluru- <b>Mr. Achyutha Nagara Gadde</b></p>
<p><b>10: 30 am to 11:00 am</b></p>	<p><b>E-POSTER SESSION-1</b> Lobby Area 2nd Floor Golden Jubilee Block</p>			
<p><b>11: 00 am to 11:30 am</b></p>	<p><b>NAROTAM SEKHSARIA FOUNDATION GRANTS 2018-19 FOR TOBACCO FREE INDIA</b></p>			
<p><b>11:30 am to 1:00 pm</b></p>	<p><b>PLENARY-2</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block</p>	<p>Control of Smokeless Tobacco and Areca Nut</p>	<p><b>Chair</b> Dr. S. Venkatesh, Direcorate of General Health Services, MoHFW, GoI</p> <p><b>Co-chair</b> Prof. Balram Bhargava, Secretary, Department of Health,</p>	<p>1) The Colossal Burden of SLT use in India: The Problem of Plenty- <b>Dr. P. C Gupta</b> 2) Need for Data Driven Policy Priorities: Understanding SLT Monitoring and Surveillance- <b>Dr. D. N. Sinha</b> 3) Smokeless Tobacco Dependence and Treatment: Prioritizing SLT Cessation Under Evolving Health System- <b>Dr. L. Swasticharan</b> 4) Chemical analysis of SLT and areca nut- <b>Dr. Irina Stepanov</b> 5) Areca nut and SLT control policies- <b>Mr. Ranjit Singh, Mr. Ranjit Singh, Legal Expert (Supreme Court of India), Member Bar Council of Delhi</b> 6) Addressing SLT Under the NTCP Umbrella Efforts: Enforcement is the Key- <b>Sh. Vikash</b></p>

			Research, Government of India	<b>Sheel</b>
<b>1:00 pm to 2:00 pm</b>	<b>MEET THE EXPERTS SESSION</b>	-	-	<b>Experts</b> <b>1) Dr. Suchitra Krishnan Sarin, Professor of Psychiatry , Yale University School of Medicine</b> <b>2) Dr. K. Viswanath, Professor of Health Communication, Harvard School of Public Health (HSPH)</b>
<b>2:00 pm to 3:30 pm</b>	<b>SYMPOSIUM-4</b> Lecture Hall 2nd Floor, Golden Jubilee Block	Vendors Licensing: The Next Frontier in Tobacco Control	<b>Chair</b> Narender Kumar, India State Program Lead Campaign for Tobacco- Free Kids  <b>Co-chair</b> Gaurav Gupta, State Program Manager Campaign for Tobacco- Free Kids	1)Vendors Licensing: An integral instrument to Reach MPOWER Goals- <b>Ashish Pandey, Senior Technical Advisor, The Union. New Delhi</b> 2) Implementing Vendors Licensing: Experiences from the Ground- <b>Ramesh Bhaiyya, Leader, Tobacco Free Lucknow</b> 3) Legal Basis for Tobacco Vendors licensing in India - <b>Ranjit Singh, Consultant, Tobacco Control, New Delhi</b> 4) Implementing Vendors Licensing: Government Perspective- <b>Mr. Indramani Tripathi, Municipal Commissioner, Lucknow</b>
	<b>PROFFERED PAPER-3</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block	Emerging young voices in tobacco control	Dr. Monika Arora Mr. Nirmalya Mukherjee Ms. Vaishakhi Mallik	1) Mobilizing National Service Scheme (NSS) Volunteers for Tobacco Control in India- <b>Mr. Sanjay Seth</b> 2) Vape under the Cape: Youth perspectives on Electronic Vaporizing Products- <b>Mr. Vikrant Mohanty</b> 3) “Pen-hookah” (E–cigarette) use among adolescent school students from urban slums of Mumbai, India- <b>Ms. Gauri Mandal</b> 4) Exploring Behavioral factors and perception towards Hookah smoking among Youth Smokers- <b>Dr. Charu Khurana</b> 5) Tobacco Free School Campaign in Nandurbar District- <b>Dr. Mallinath Kalshetti</b> 6) Youth Against Tobacco Campaign: A model for awareness generation among the youth- <b>Dr. Nirlep Kaur</b> 7) Capacity building of youth for advocacy with stakeholders in tobacco control- <b>Mr. Ajay Ghangale</b> 8) ENDS Social Media Marketing: Content analysis of Indian Facebook pages- <b>Dr. Puneet Chahar</b>

				9) Monitoring Disparities in Tobacco Use and Exposure to Secondhand Smoke among Young Adults in India- <b>Dr. Krishna M Palipudi</b>
	<b>PROFFERED PAPER-4</b> Board Room 2nd Floor, Golden Jubilee Block	Creative tobacco control campaigns and interventions in India	<b>Chairs</b> Dr. Vishal Rao Mr. Deepak Mishra Dr. L. Swasticharan	1) Rose campaign – a campaign for tobacco free educational institutions- <b>Mr. Prabhakara</b> 2) Green Line Campaign – Tobacco Free Schools A Study aiming for Tobacco Free Academic Year 2018-19- <b>Ms. Premaltha L.</b> 3) How a volunteer force of 23 doctors was increased to 400 doctors in 8 years and the Voice of Tobacco Victims (VoTV) campaign brought about major policy changes in tobacco control in India- <b>Ms. Ashima Sarin</b> 4) E-Resource Centre for Tobacco Control: One - Stop Solution- <b>Mr. Rajeev Kumar</b> 5) Exposing tobacco industry tactics in implementation of 85% GHW's through media advocacy- <b>Mr. Binoy Mathew</b> 6) Tobacco use among Taxi Drivers: Prevalence and Predictors- <b>Ms. Subhadra Gupta</b> 7) Freedom From Tobacco in Uttar Pradesh through “Yellow Line Campaign“- <b>Mr. Vivek Awasthi</b> 8) Evaluation of impact of ongoing anti tobacco campaigns on Central Indian population- <b>Dr. Stuti Bhargava</b> 9)Balparishad: An assembly of young tobacco control advocates demanding tobacco free environment for Youth- <b>Ms. Kalpana Phawde</b>
	<b>PROFFERED PAPER-5</b> HBB Auditorium 13th Floor, Homi Bhabha Block	Tobacco cessation: Existing treatment modalities and innovations	Dr. Ashok Dhoble Dr. Pratima Murthy Dr. Dinesh K. Daftary	1) Competence and Self-efficacy of Dentists in Tobacco cessation enrolled into a Tobacco Cessation Training Programme NIMHANS ECHO- <b>Ms. Bhavya Bairy</b> 2) Barriers for tobacco cessation advice among clinical students of dentistry: A cross sectional study- <b>Venkitachalam R</b> 3) EFFECTIVENESS OF BEHAVIORAL COUNSELLING WITH NICOTINE GUM VERSUS BEHAVIORAL COUNSELLING AMONG PATIENTS VISITING TOBACCO CESSATION CLINIC IN DELHI: A RANDOMIZED CLINICAL TRIAL- <b>Neetu Grewal</b> 4) Effectiveness of hospital initiated intervention for tobacco cessation- <b>Priyanka Dhawan</b> 5) Hookah use and its cessation among adolescent school students from urban slums of Mumbai- <b>Gauri Mandal</b> 6) Is long time abstaining from smoking due to the enforcement of smoke free laws and policies support/ help an individual to quit smoking? A Kerala Story- <b>Saju Itty</b>

				7) Behavioural interventions for smokeless tobacco cessation: results of a systematic review and meta-analysis- <b>Suzanne Nethan</b>
	<b>PROFFERED PAPER-6</b> Lecture Room 1 13th Floor, Homi Bhabha Block	Tobacco induced diseases: Diagnostic techniques and treatment	Dr. Samir Khariwala Dr. Sadhana Tayade	1) Patterns of use and cessation attempts in smokers developing oral cancer- <b>Dr. Samir Khariwala</b> 2) Flurescence Imaging of Oral Premalignant Lesions:Effective tool for Screening and Tobacco Cessation- <b>Dr. Ulhas Wagh</b> 3) Association between tobacco use and oral mucosal lesions in slum dwellers of Mohali, Punjab- <b>Sachina Rana</b> 4) Potential for Utilization of Non-Communicable Disease Clinics for Tobacco Cessation Services-Challenges and Opportunities- <b>Dr. Garima Bhatt</b> 5) Impact of Smoking cessation Project on Gastric cancer- <b>DS Pramod</b> 6) Addressing Cardiovascular Diseases Through Adaption Of The World Heart Federation (Whf) Tobacco Control Roadmap: A Situational Analysis In India- <b>Shalini Bassi</b> 7) Opportunistic screening for oral cancer and precancerous lesions in dental OPDs of Public hospitals of Punjab, India- <b>Dr Nirlep Kaur</b> 8) Awareness on tobacco among patients with cancer- <b>Mr. Odaiyappan</b>

**3:30 pm to 4:00 pm**

**E-POSTER SESSION 2**

**Lobby Area, 2nd Floor Golden Jubilee Block**

<b>4:00 pm to 5:30 pm</b>	<b>PLENARY-3</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block	Global Adult Tobacco Survey (GATS): Monitoring Tobacco Epidemic and Converting Data to Policy for a Tobacco Free Generation	<b>Chair</b> Vikas Sheel Joint Secretary MoHFW, GoI  <b>Moderator</b> Dr P C Gupta Managing Director Healis Sekhsaria Institute of Public Health	1) Global Perspective of Tobacco Surveillance- <b>Dr. Krishna Palipudi, CDC, Atlanta, USA</b> 2)GATS 2 India Survey key findings and policy perspectives- <b>Dr T Sundararaman, TISS</b> 3) Approaches to Data Dissemination: learnings from India- <b>Dr.Vineet M Gill, NPO, WHO, India</b> 4) GATS- Moving from Data to Policy- <b>Dr Manju Rani, WHO SEARO</b> 5) Strengthening communication activities utilizing GATs data for an enhanced tobacco control in India- <b>Mr Pranay Lal, The Union</b>
<b>5:30 pm to 7:00 pm</b>	<b>PROFFERED PAPER-7</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block	Prevalence of tobacco use and burden of diseases attributable to tobacco use	<b>Chairs</b> Dr. SonuGoel Dr. Krishna Palipudi Dr. Manju Rani	1)Low tobacco consumption among school teachers in Kerala, India - <b>Dr. G.K. Mini</b> 2) Tobacco use behavior among slum dwellers of Mohali, Punjab- <b>Sachina Rana</b> 3) Prevalence of factors associated with psychoactive substance use and practices among late adolescents schooling in Wattala Educational Division- <b>W.R.S. De Alwis</b> 4) Prevalence of Tobacco use among Patients

				<p>suffering from Non- Communicable Diseases in two districts of Punjab: A cross sectional study- <b>Dr. Garima Bhatt</b></p> <p>5) Is Tobacco burden impacting tribal communities in India? A Cross-sectional Study from West Bengal- <b>Dr. Biswajit Pal</b></p> <p>6) Pathways of Initiation in Tobacco Use among school going Adolescents in Mumbai- <b>Marina D'costa</b></p> <p>7) Prevalence of Tobacco use among Priests and their willingness to spread anti-tobacco messages among Devotees in Delhi- <b>Mr. Shekhar Grover</b></p>
	<p><b>PROFFERED PAPER-8</b> Lecture Hall 2nd Floor, Golden Jubilee Block</p>	<p>Tobacco industry's tactics and interference</p>	<p>Mr. Ashish Pandey Ms. Vinit M Gill</p>	<p>1) Social Media for Tobacco Control: A case study- <b>Mr. Vijay Bhasker</b></p> <p>2) Advertisement, Promotion And Sponsorships Related To Smokeless Tobacco In India – The Incidious Interference By The Tobacco Industry To Recruit Slt Users- <b>Dr. Amit Yadav</b></p> <p>3) Tobacco Industry Interference in schools- <b>Mr. Cyril Alexander</b></p> <p>4) Ban on Smokeless Tobacco (SLT) Advertisement, Promotion and Sponsorship (TAPS) as per Article 13 of WHO FCTC- <b>Mr. Shekhar Grover</b></p> <p>5) Replacing the Tobacco advertisement with Anti-tobacco news stories in print media- <b>Mr. Amit Bhatt</b></p> <p>6) Anti-tobacco awareness during Ganpati Festival in Mumbai- An innovative way to capitalize on public festivals to spread anti-tobacco awareness- <b>Mr. Mangesh Chougule</b></p> <p>7) A Real Story of Tobacco Lobby's interference on Government policies and how to counter it with planned strategies- <b>Mr.Saju Itty</b></p> <p>8) Countering Tobacco Industry Interference (TII) in implementation of 85% Pictorial Health Warnings (PHWs) on all tobacco products of India through policy and political advocacy- <b>Ms. Seema Gupta</b></p>
	<p><b>PROFFERED PAPER-9</b> Board Room 2nd Floor, Golden Jubilee Block</p>	<p>Tobacco control law: Challenges and measures for effective implementation</p>	<p>Mr. Praveen Sinha Mr. Ranjit Singh Dr. L. Swasticharan</p>	<p>1) Prohibition of tobacco sales near Educational Institutions may stop minors from accessing Tobacco products –A cross Sectional Study in Karnataka- <b>Ms. Jael Thomas</b></p> <p>2) Assessing implementation of ban on a smokeless tobacco product, gutka, in two large cities of Maharashtra and Madhya Pradesh states in India- <b>Mr. Sameer Narake</b></p> <p>3) What is the way forward for strengthening Tobacco Control in India? Critical analysis of tobacco control strategies in relation to GATS -2 report- <b>Dr.Gopal Chauhan</b></p> <p>4) Awareness About Anti-Smoking Related Laws</p>



				<p>and Legislation Among General Population in Slums of Delhi, India- <b>Tanu Anand</b></p> <p>5) Realist evaluation for COTPA implementation- <b>Dr. Upendra Bhojani</b></p> <p>6) Effective use of Legal Metrology Act (2009) to curb the sale of Smuggled/Illicit Cigarettes - a case study from Punjab, India- <b>Dr. Nirlep Kaur</b></p> <p>7) Seven Steps for a Comprehensive Tobacco Control in community setting – the example from Kerala, India- <b>Mr.Saju Itty</b></p>
7:00 pm onwards	<b>NETWORKING DINNER</b>			

**SUNDAY, 10TH FEBRUARY 2019 (9:00 am to 1:30 pm)**

<b>TIMING</b>	<b>SESSION FORMAT</b>	<b>TOPIC</b>	<b>CHAIRS</b>	<b>SUB – TOPICS</b>
<b>9:00 am to 10:30 am</b>	<b>SYMPOSIUM-5</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block	Ten years of India's National Tobacco Control Programme: A sustainable impact	<p align="center"><b>Chair</b>                      Mr Vikas                      Sheel                      Joint                      Secretary                      Ministry of                      Health and                      Family                      Welfare                      Govt of                      India</p> <p align="center"><b>Co-chair</b>                      Dr.Jamie                      Tonsing                      Regional                      Director                      The Union                      South-East                      Asia</p>	1) FCTC vis a vis India's Tobacco control framework- <b>Dr. Vineet Gill Munish,                      WHO India Country                      Office</b> 2) NTCP – Implementation –achievement and challenges- <b>Dr. Pooja                      Gupta, Consultant,                      NTCP, MoHFW, GoI</b> 3) Implementation of Film Rules: An effective strategy to stop tobacco advertisements- <b>Mr                      Praveen Sinha, WHO                      CO, India Dr.Nalin                      Singh Negi, Senior                      Research Manager,                      Vital Strategies</b> 4) Graphical Health Warnings: Progress and Challenges in implementation- <b>Mr.                      Ranjit Singh, Legal                      Expert (Supreme Court                      of India), Member Bar                      Council of Delhi</b> 6) Strengthening Tobacco Cessation and tobacco product testing in India- <b>Dr                      L Swasticharan, Chief                      Medical Officer,                      (NTCP), Dte.GHS, GoI</b>

	<p><b>SYMPOSIUM-6</b> Lecture Room 1 13th Floor, Homi Bhabha Block</p>	<p>Tobacco control: Health professionals &amp; AYUSH</p>	<p><b>Chair</b> Dr. Dilip Kumar Acharya Surgical Specialist, Indore</p> <p><b>Co-chair</b> Dr. Y.P. Muley, DDHS, Mumbai</p>	<p>1) 1) Health Hazards and Quitting Methods -<b>Dr. Dilip Kumar Acharya</b> 2) Role of general physicians in tobacco control- <b>Dr.Sanjay Dudhat</b> 3)Role of dentists in tobacco control- <b>Dr. Vinay Hazarey</b> 4)Role of nurses in tobacco control- <b>Dr. Rathi Bhalachandran</b> 5) Introduction: Vipassana- <b>Dr. Y P Muley</b> 6) Introduction: Anapana- <b>Mr. Digambar Dhande</b> 7)Significance of Vipasana in tobacco cessation- <b>Dr. Sandhya Shetty</b></p>
	<p><b>PROFFERED PAPER-10</b> Lecture Hall 2nd Floor, Golden Jubilee Block</p>	<p>Implementing good governance in tobacco control through multi stakeholder involvement</p>	<p>Dr. Rakesh Mahajan Ms. Nandini Verma Dr. Amit Yadav</p>	<p>1)A case study on engaging MLAs of West district in Delhi for Tobacco Control Activities- <b>Somil Rastogi</b> 2) When Members of Legislative Assembly (MLAs) &amp; Members of Parliament join hands for tobacco control, the outcomes are amazingly beneficial- <b>Vibhor Nijhawan</b> 3) Media advocacy for building support for taxation of all tobacco products at the highest rate under the new Goods &amp; Service Tax (GST) regime- <b>Mr. Binoy Mathew</b> 4) Advocacy for taxation of all tobacco products at the highest rate under the new Goods &amp; Service Tax (GST) regime through high level</p>

				<p>political &amp; policy advocacy-  <b>Bhavna Mukhopadhyay</b>  5) Politics of tobacco: elected leaders' concerns about tobacco in India- <b>Dr. Upendra Bhojani</b>  6) Empowering teachers to implement Tobacco Free school campaign in schools- <b>Mr. Sandeep Gawde</b>  7) Training on evidence-based brief advice for tobacco cessation interventions for health care professionals in Mumbai, India- <b>Dr. Himanshu Gupte</b>  8) Leadership development and Building capacity of officials for actions on tobacco control- <b>Mr. Vivek</b>  9) Building and activating sustainable enforcement mechanism of tobacco control laws in Police Department of Uttar Pradesh, India- <b>Ms. Sukriti Jain</b></p>
	<p><b>PROFFERED PAPER-11</b>  Board Room  2nd Floor, Golden Jubilee Block</p>	<p>Tobacco control awareness and advocacy: Innovative interventions</p>	<p><b>Chairs</b>  Dr. Sharmila Pimple  Dr. Mangesh Pednekar  Dr. Kunal Oswal</p>	<p>1) In-School Preventive Health program: Reducing Tobacco Addictions and Undernutrition in underprivileged children- <b>Mr. Narayan Lad</b>  2) Second and Third hand smoke exposure among rural women: A neglected Public health challenge in India- <b>Dr. Vijaya Hegde</b>  3) Digitization of Monitoring Process- <b>Mr. Dipesh Thakker</b>  4) Build supportive ecosystem to wean away</p>

				<p>Bidi rollers to Alternative Livelihoods and facilitate the implementation of WHO- FCTC- <b>Ms. Bhavna Mukhopadhyay</b></p> <p>5) School based tobacco and areca nut cessation program for adolescents in Mumbai- <b>Ms. Gauri Mandal</b></p> <p>6) Tobacco-free school and colleges: - A study of adoption and implementation of Tobacco free policies in the Punjab, India- <b>Mr. Karan Mehra</b></p> <p>7) Effects of tobacco control intervention on production workers at manufacturing worksites in Maharashtra- - <b>Dr. Prachi Kerkar</b></p> <p>8) Tobacco use and the impact of school based awareness programmes in improving the knowledge on tobacco hazards among adolescent students in rural Kerala- <b>Dr. Radhakrishnan Jaykrishnan</b></p>
<p><b>10:30 am to 11:30 am</b></p>	<p><b>E-POSTER SESSION-3</b> Lobby Area, 2nd Floor Golden Jubilee Block</p>			

<p><b>11:30 am to 1:00 pm</b></p>	<p><b>PLENARY-4</b> Rustom Choksi Auditorium 2nd Floor, Golden Jubilee Block</p>	<p>Tobacco Industry Interference</p>	<p><b>Chair</b> Dr Gan Quan, Director, Tobacco Control Department, The Union</p> <p><b>Co-Chair</b> Dr. Monika Arora, Director, Health Promotion &amp; Tobacco Control PHFI, Gurgaon &amp; HRIDAY-SHAN</p>	<p>1)What is Tobacco Industry and TII?- <b>Dr.Sonu Goel</b> 2) Tobacco industry Interference in control of SLT use and Policy response in India- <b>Dr.Amit Yadav</b> 3) Protecting public policies from industry interference: challenges and opportunities- <b>Dr Upendra Bhojani</b> 4) Tracking activities of Foundation for a Smokefree World (FSFW) and need for national policy on FCTC Article 5.3- <b>Mr Pranay Lal</b> 5) Policy, Advocacy and Communication Anticipating and Countering Tobacco Industry Arguments- <b>Ms. Vaishakhi Malik</b></p>
<p><b>1:00 pm to 1:30 pm</b></p>	<p><b>CLOSING CEREMONY</b></p>			<p><b>4th NCTOH at a glance</b> Tshering D Bhutia, Vice President, Preventive Health &amp; Nutrition, Salaam Bombay Foundation</p> <p><b>Conference Declaration</b> Dr. Monika Arora, Co-chair, Declaration Committee, 4th NCTOH</p> <p><b>Announcement of 5th NCTOH Bidding Results</b> 4th NCTOH Organizing Committee</p>

## MESSAGE FROM THE PRESIDENT



Dear Delegates,

On behalf of the Organizing Committee, I would like to thank you fellow colleagues and delegates for your participation in 4th National Conference on Tobacco or Health held at Tata Memorial Hospital, Mumbai from February 8<sup>th</sup> – 10<sup>th</sup> 2019.

The Conference got a huge response of the delegates from India and abroad with about 400 participants gathered at one place. The conference provided the platform for the delegates to discuss the glaring issues as well as achievements in tobacco control which would definitely help to speed up the implementation of

best practices of tobacco control in India, advances in advocacy, latest researches and ongoing efforts with regards to tobacco control. All important topics such as awareness, public policy, addiction, cessation, secondhand smoke, taxation, smokeless tobacco etc were also covered in this 3-day Conference through various session formats. New topics that have gained importance in recent years like environmental effects of tobacco, divestment from tobacco industry, productivity losses, new emerging tobacco products etc. were also covered. The conference provided a platform for sharing of experiences and achievements by the participants in the field of tobacco control. The conference also provided opportunity to the delegates to collaborate with other colleagues/ institutions with exchange of views, experiences and innovations.

The Conference helped to raise our collective voices which would have a profound impact on drawing attention of the policy makers to this staggering public health menace.

We thank you again for your active participation, for adding value to the conference

See you at 5th NCTOH at Chandigarh in September 2020!

Dr Prakash C Gupta  
President, 4th NCTOH

## **4TH NCTOH COMMITTEES**

### **SCIENTIFIC COMMITTEE**

**Chair**

**Dr. Rana J Singh**

**Co-chair**

**Dr. Sonu Goel**

**Members**

**Dr. Vikrant Mohanty**

**Dr. Amit Yadav**

**Dr. Sitanshu Kaur**

**Dr. L. Swasticharan**

**Ms. Vineet M Gill**

**Dr. Sharmila Pimple**

**Ms. Jaspreet Kaur Pal**

**Dr. Krishna Palipudi**

### **STAKEHOLDERS & ENGAGEMENT COMMITTEE**

**Chair**

**Dr. Govind Mantri**

**Co-chair**

**Ms. Anita Peter**

**Members**

**Dr. Atul Budukh**

**Dr. Madhu Oswal**

**Ms. Ashima Sarin**

**Dr. Vinay Hazarey**

**Ms. Madhura Talegaonkar**

### **SCHOLARSHIP COMMITTEE**

**Chair**

**Dr. Surendra Shastri**

**Co-chair**

**Dr. Himanshu Gupte**

**Members**

**Dr. Gauravi Mishra**

**Dr. E Vidhubala**

**Ms. Vandana Gupta**

**Dr. Abhishek Shankar**

**Adv. Farida Poonawala Tata**



**ABSTRACT COMMITTEE****Chair****Dr. Thankappan****Co-chair****Mr. Pranay Lal****Members****Dr. R. Jayakrishnan****Dr G.K. Mini****Dr S. Aswathy****Dr B Unnikrishnan****Dr J.S. Thakur****Mr. Ashish Pandey****Mr. Rijo M John****COMMUNICATIONS & MEDIA COMMITTEE****Chair****Mr. Binoy Mathew****Co-chair****Mr. Rajendra Sen****Members****Mr. Amit Karnik****Mr. Manish Pant****Mr. Praveen Rao****LOGISTICS COMMITTEE****Chair****Ms. Tshering D Bhutia****Co-chair****Ms. Rajashree Kadam****Members****Mr. Narayan Lad****Mr. Deepak Patil****Dr. Abhiram Mehendale****Ms. Geeta Anil Kumar****PRE-CONFERENCE COMMITTEE****Chair****Dr. Kunal Oswal****Co-chair****Dr. Upendra Bhojani****Members****Mr. Sanjay Seth****Mr. Prashant Tripathi****Mr. Abhishek****Ms. Ajita Singh**

**DECLARATION COMMITTEE****Chair****Dr. Rakesh Gupta****Co-chair****Dr. Monika Arora****Members****Mr. Cyril Alexander****Mr. Ranjit Singh****Ms. Arzoo Dutta****Ms. Radhika Shrivastav**

## **HEALIS**

HEALIS Sekhsaria Institute for Public Health conducts population-based epidemiologic research especially related to tobacco control and has published numerous seminal research results in international scientific journals. The Institute takes lead in preparing state-of-the-art reports on problems that are unique to India. It works towards converting research into policies that promote public health

The Institute has several ongoing research projects in international collaborations with prominent institutions. To name a few: Harvard School of Public Health, Boston; University of Michigan, USA, and the University of Waterloo, Canada.

For more information, please visit [www.healis.org](http://www.healis.org)

## **Action Council against Tobacco – India (ACT – INDIA)**

Action Council against Tobacco – India (ACT – INDIA) is a registered non-profit (NGO) established in 1993. Its goal is to create a ‘Tobacco Free Society’ in India by preventing non-users of tobacco particularly adolescents from getting addicted to tobacco and stopping the use of tobacco among those who have the habit by introducing appropriate cessation strategies.

ACT-India has undertaken numerous activities at the local and national levels to further its goals. Public information and education programs, advocacy and lobbying with policy makers for increased taxation and strong legislative controls for tobacco, conducting workshops for training and developing large number of tobacco control advocates in India are some of these activities. ACT-India provides scientific support to individuals and organizations for fighting the tobacco menace through legal means. Advocacy Forum for Tobacco Control (AFTC) was born out of an ACT-India advocacy initiative that was supported by the American Cancer Society, Atlanta GA; Centers for Disease Control, Atlanta, GA and Advocacy Institute, Washington DC. The “SMOKEFREE MUMBAI CAMPAIGN”, spearheaded by ACT-India, has dramatically reduced the incidence of exposure to passive smoking in public spaces in Mumbai, including restaurants and public transport.

For more information, please visit [www.smokefreemumbai.org](http://www.smokefreemumbai.org)

## **TATA MEMORIAL HOSPITAL**

The Tata Memorial Hospital was initially commissioned by the Sir Dorabji Tata Trust on February 28, 1941 as a centre with enduring value and a mission for concern for the Indian people. In 1952 the Indian Cancer Research Centre was established as a pioneer research institute for basic research. Today the Tata Memorial Hospital (TMH) and the Advanced Centre for Treatment Research and Education in Cancer (ACTREC) come under the ambit of Tata Memorial Centre (TMC) which is a grant-in-aid organization of the Department of Atomic Energy, Government of India. Training courses at the Tata Memorial Centre are governed by the Homi Bhabha National University. Every year over 70,000 new patients visit the TMH from all over India and neighbouring countries. Over 70% patients are treated almost free of any charges. Over 1000 patients attend the OPD daily for medical advice, comprehensive care or for follow-up treatment. Cancer prevention (including tobacco control) and early detection are a priority at Tata Memorial Centre.

For more information, please visit [www.tmc.gov.in](http://www.tmc.gov.in)

## **SALAAM BOMBAY FOUNDATION**

Salaam Bombay Foundation (SBF) is dedicated to keeping children tobacco-free by empowering them to refuse tobacco and become change agents in their communities. To make this vision a reality, SBF works at the individual, community, and policy levels. SBF adopts a holistic approach to designing its programs based on an understanding that tobacco addiction is a result of multiple factors: low self-esteem, lack of refusal skills, inability to deal with peer pressure, alongside societal norms, industry practices, and tobacco control policies. With this understanding, SBF's work focuses on four program areas:

- Empowering children to refuse tobacco and become change agents
- Engaging policymakers and administrators to support tobacco control policies
- Increasing public awareness on the harms of tobacco via mass media campaigns
- Building capacity of local leaders to join the tobacco control movement

A Child In School Has A Future.

*For more information, please visit [www.salaambombay.org](http://www.salaambombay.org)*