

**Submitter Database ID:** 19

**Submitter Name:** Dr Sandra Mourelle

**Country:** URUGUAY

**Paper Number:** 10

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Tobacco Cessation program in Carmelo city-Uruguay

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

**BACKGROUND:** The available scientific evidence, has made OMS to declare that the Tobaquism is the main morbidity and mortality cause to prevent in the world. In 2006, Uruguay became the first Latin American country to adopt 100% smoke- free. In Uruguay the illnesses related to tobaquism are linked with the 17,26 % of annual deaths. Nowadays we have effective treatments to quit smoking that integrate conductual and pharmacologic treatments.

**OBJECTIVES:** Analyze the results of abstinence with the Integral Tobacco Cessation Program in Carmelo city , since the beginning March 2002 until March 2014

**METHODS:** Base of facts: 1838 people without previous selection. \_ Age distribution : 30 years or less 30-39 y 40-50 and more than 50y \_ sex distribution : female (55%) and male (45%). \_ Cardiovascular illness: without CV illness (87%) and with CV illness( 13 %) . \_ Use co-tester \_ We used Cognitive- conductual techniques and were the pharmacologic treatments individually analized ( Nicotine support and Bupropion).

**RESULTS:** 1)We verified 30% of Tobacco cessation ;2) Obtained tobacco cessation: 74%; 44% relapsed; 30 % in abstinence at the moment; 26% never quit 3) gender and abstinence: 62% males and 38% females 4) with CV illness 69% are smoking and 31% are in abstinence.

**CONCLUSION:** The integral programme of tobacco cessation based by using cognitive conductual technics and pharmacologic treatment with nicotincs and non- nicotincs substitute is very effective as the percentage of achieve abstinence was 30% compared to 3% of spontaneous quit according to international literature. - It was more important tobacco cessation after the Control Tobacco Law in 2008. ( Law 18256)

**Submitter Database ID:** 21

**Submitter Name:** Mr Md.Farid Ahmed

**Country:** BANGLADESH

**Paper Number:** 12

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Innovation in Tobacco Control Strategies and Interventions: A Case Study of Bangladesh

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

### **Abstract Text**

#### Introduction

Tobacco use is a widespread phenomenon in Bangladesh. According to the World Health Organisation (WHO) report on the Global Tobacco Epidemic 2008, nearly two-thirds of the world's smokers live in 10 countries including Bangladesh. Two in five people aged 15 years or more use tobacco in one way or another. A WHO study estimated that, in 2004, 57000 people lost their life prematurely as a result of tobacco use and 382000 people became disabled.

#### Methodologies

The first approach is an "information deficit or rational model" in which the programme provides information about the health risks and negative consequences of tobacco, most often in a manner intended to arouse concern or fear. The second major approach to tobacco prevention is an "affective education model" in which the programme attempts to influence beliefs, attitudes, intentions, and norms related to tobacco use with a focus on enhancing self esteem and values clarification. The third approach to tobacco prevention is based on a "social influence resistance model".

#### Results

The results of many individual evaluations and meta-analyses of tobacco and other drug prevention programmes in Bangladesh strongly suggest that programmes based on the social influence resistance model are the most effective of the three approaches.

#### Conclusion

One of the main behavioural health risks for a host of chronic illnesses in Bangladesh is the use of tobacco and related products. Awareness is the key to fight tobacco. Interventions to reduce or quit smoking in Bangladesh should be directed towards the poor, young, and people with lower education, and women should be targeted for prevention of the use of smokeless tobacco products.

**Submitter Database ID:** 30

**Submitter Name:** Mr S Pramod

**Country:** INDIA

**Paper Number:** 13

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** supportive care issues of Tobacco control in Rural India

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Studied influence of counselling on reduction in tobacco-smoking eventually reducing lung-cancer-incidence. 218 deaths/year due to lung-cancer. Crude-Tobacco-smoking socially accepted in rural/tribal India. From May 2007 our NGO conducts project “ BIDI [Locally made crude-Indian-tobacco] OR HEALTH”. Aims to reduce tobacco-products-consumption & provide de-addiction guidance/counselling.

**Objectives:** to Study influence of counselling on reduction

**Methods:** 11 villages from rural India included. n=511, age 14-24. Counseling-effect monitored for four-months. counseled for cause tobacco-use, educational/social factors. conducted 20 follow-up-sessions during course of study.

**Results:** Of 511 tobacco-users 493 continued to participate. [18 dropouts]. 32% COPD & respiratory disorders, 12% Tuberculosis. 8 healthcare personals from rural-Govt-clinics trained in counseling with community-leaders. 431 participants showed positive-attitude towards quitting tobacco use. Of these 431, 410 smokers quit habit of tobacco. 21 able to abstain for short-period but eventually restarted habit. Post-project-surveillance showed need for community help & Rehabilitation. Of 431 who responded positively majority [394] adolescents started using tobacco due to peer-pressure [84%], imitation of tobacco-advertising on media/films/TV [11%]. **Conclusion:** NGO-activists with scientific knowledge/expertise are only available resource for influencing cancer incidence in India. NGOs should utilize this approach to reduce cost-factor in cancer-control-strategies & better de-addiction-facilities in rural/tribal areas where qualified Oncologists are rarity.

**Recommendations:** Developing-nations have little manpower/resources/technologies in de-addiction. nicotine replacement therapies are expensive & available in metro-cities only. Government must carry out supportive-care-programmes with NGO-counsellors to bring down mortality/morbidity of lung-cancer. Anti-tobacco-activists trained in counseling provide better cancer care with reduced cost.

**Submitter Database ID:** 31

**Submitter Name:** Mr S Rana

**Country:** INDIA

**Paper Number:** 15

**Theme:** Track 07 Population Based Surveys

**Paper Title:** NGO initiatives for tobacco control

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: In resource-poor-nations Tobacco-induced-cancer care-services are non-existent. Primary-Health-Care is backbone of rural/tribal india. Tobacco-cessation programs inaccessible to rural/tribal communities. Objectives: NGO's cater to this vast gap, but have limited resources/training. Young people are potentially vulnerable to tobacco-risk. Vulnerability of youth results from lack of literacy and knowledge, inadequate protection by adults at home/school/workplace as well as peer/ social/early-marriage pressures. Our NGO devised model of peer-education-pattern since November-2003. Especially those vulnerable young-people who make choices out of lack of parental-support and ignorance of crude tobacco consumption. Methods: NGO-workers reduce burden of existing healthcare-system. Youth oriented programs achieve more effective results. Lack of skill-building services for youth is reflected in number of youth who are addicted to tobacco . But despite their vulnerability, young people are also force for fighting tobacco-menace. Results: Launching youth's Peer program with training from NGO's increases awareness on Tobacco-control. Establishing care and counseling centers and handing over peer-education-programs to local communities is best suited to resource-poor-developing nations. Our model graphically shown at NCTOH-14 conference venue. Our approach provide opportunities for reaching youth by integrate sustainable Tobacco-induced-diseases awareness education programme. Conclusion: Challenge of distance/isolation/poor-infrastructure can be overcome through committed/trained NGO-Peer-Education-Model. BUT we need to provide regular hands-on training at field level. we needs to support/train such NGO-Initiatives in rural/tribal india where crude locally-made-tobacco is consumed by adolescents. skills and knowledge gained at NCTOH 2014 conference forum will provide us tools to make impact on future tobacco-induced COPD/lung-cancer control projects.

**Submitter Database ID:** 32

**Submitter Name:** Mr S Rohan

**Country:** INDIA

**Paper Number:** 16

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** QUIT-TOBACCO MOVEMENT : Lessons learned by community NGOs

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Indian Farmers/Adolescents using crude-tobacco leading to high incidence of Inflammatory airway-diseases. Priority issue due to high mortality/morbidity. Developing-nations less expertise in tobacco-deaddiction. we used community-volunteers to reduce tobacco-consumption de-addiction [QUIT-tobacco movement].

**Objectives:** Cigarette smoking single biggest avoidable cause of death and disability in developing countries. Smoking cessation programs non-existent in Indian healthcare system. Smoking behavior multifactorial. Motivation is fundamental-aspect in smoking cessation. Smoking behavior multifactorial. Motivation is fundamental-aspect in smoking cessation

**Methods:** 5 villages from rural-India included. n=320, age 14-37. Tobacco-addicts graded clinically. 16 months project. users counseled for tobacco consumption, educational/social factors. Traditional faith-healers community-leaders incorporated for better impact.

**Results:** 16 dropouts. volunteers from our NGO trained in counseling. 289 participants showed positive attitude towards quitting tobacco. Of these 250 subjects quit tobacco. 39 subjects able to abstain for short period but eventually restarted habit. Post project surveillance showed need for community help/Rehabilitation. Of 289 who responded positively majority [261] adolescents started using tobacco due to peer pressure [84%], imitation of tobacco advertising on media [14%], Influenced by films. TV [58%]

**Conclusion:** Community-NGO volunteers cost-free NGO resource. They are channel to implement tobacco-control program. NGOs should utilize our approach to reduce cost in tobacco control better impact in rural/tribal areas where qualified Oncologists are rarity. Abstinence more difficult in men, smokers with depression, young. Counseling/Motivation highly effective in reducing incidence of thoracic-cancers in long term. Our experience/data suggest combined efforts by scientific community & NGO's working in tobacco control field. NCTOH conference must expedite such initiatives in resource-poor-nations  
**Recommendations:** Developing nations have little manpower/resources/technologies for tobacco control. Government/NGOs has to carry out lung cancer control interventional programs with available resources with above approach. We intend to form Umbrella group of NGO activists with conference participants to workout planned approach to this issue at NCTOH 2014 conference

**Submitter Database ID:** 33

**Submitter Name:** Prof Rahul Salgokar

**Country:** INDIA

**Paper Number:** 17

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Analysing attitudes, knowledge of nurses working for tobacco induced lung cancer care

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Background: [1] assess knowledge, perception/attitudes of nurse on nursing care of tobacco induced Lung-cancer-patients. [2] improve Lung-cancer-care. cancer nurse is key in promoting both patient/family coping and adaptation through interventions of 1) patient education, 2) symptom management, and 3) therapeutic support. Objectives: [1] assess knowledge, perception/attitudes of nurse on nursing care of Lung-cancer-patients. [2] improve Lung-cancer-care. cancer nurse is key in promoting both patient/family coping and adaptation through interventions of 1) patient education, 2) symptom management, and 3) therapeutic support. Methods: From October 2010 : Questionnaires based study consisted of two sections. 1] Information about Respondents. 2] Methods to elicit nurses' knowledge perception and attitudes in care of cancer patients. All questionnaires were returned and analyzed using simple statistical method. We also designed framework for orientation/CME that would novices to experts in providing nursing care. This presentation outlines role of cancer nurse, impact on patient-outcomes and education

Results: N=23 nurses aged between 20-35 years enrolled from District hospital & rural catholic mission in rural/tribal india . 18 females, 5 males. knowledge, perception and attitudes of nurses towards cancer care is minimal with only 10 showing special skill, perception and good attitudes towards caring for cancer patients as opposed to 9 with little knowledge and low perception to caring for cancer patients and the remaining 4 with no specific knowledge and perception towards nursing care of cancer patients.

Conclusion: Oncology-nursing is important specialty. limited training centers in India. Resources are scarce. Trained-nurses can improve QOL of cancer-patients. Oncology training programs and motivation will improve the knowledge perception and attitudes of nurses in the cancer patient's care. This presentation will describe role of cancer-nurses, impact on patient-QOL, and education required for competent-clinical-care

**Submitter Database ID:** 47

**Submitter Name:** Dr Neha Gupta

**Country:** INDIA

**Paper Number:** 71

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Enforcement and Compliance of Tobacco Control Law in a Medical College in Delhi, India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** To counter the pandemic of tobacco, India notified a comprehensive tobacco control law known as Cigarettes and Other Tobacco Products Act (COTPA) in 2003. As recommended by WHO and guidelines to article 8 of WHO Framework Convention on Tobacco Control (FCTC), 100% smoke free environment is imperative to address the problem of secondhand smoking. Section 4 of COTPA prohibited smoking in indoor public places. However, enforcement of the provisions under the law is still a matter of concern.

**Objective:** To assess the compliance to section 4 of COTPA in a leading medical college in Delhi.

**Methodology:** A cross-sectional study was conducted at 50 different venues viz. Health facility, educational facility, offices, market place, recreation parks, cafeteria, residential places etc. within the medical college. An observational checklist containing variables to assess compliance in this study includes active smoking in public places, display of signages, evidence of recent smoking etc.

**Results:** Evidence of active smoking was observed in 82% (41 out of 50) venues. Signages displaying health warnings were either inadequate or absent at 37.2% (22 out of 35) entrance gates, 17.% (6 out of 35) lifts & 40% (20 out of 50) staircases of public buildings in the campus. The name of the reporting officer was also absent in 92% signages. Moreover, the size as per the specification given under COTPA was also significantly inadequate at majority of places.

**Conclusion:** Our study clearly suggests a weak enforcement of provisions of COTPA. Recognizing the urgent need to curb the tobacco epidemic and to strengthen enforcement of COTPA, sensitization workshops are to be planned by all stakeholders.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 48

**Submitter Name:** Dr Rohini Ruhil

**Country:** INDIA

**Paper Number:** 18

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Tobacco use in rural areas of North India (with special reference to Ghaziabad district)

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background - According to GATS India 2009-2010, percentage of current tobacco users in rural areas was 38% as compared to 25% in urban areas of India. Percentage of current tobacco users in Uttar Pradesh was 34% which was almost similar to national average of 34.6%. Objective - To study the prevalence and determinants of tobacco use in rural areas of Ghaziabad district. Methods - It was a descriptive study design. The sampling design adopted was multistage random sampling. Various stages were selection of blocks, villages, households and individuals. Sample size was calculated to be about 200 individuals. Tools of data collection was semistructured questionnaire that was used in the form of schedule. Data analysis was done using SPSS. Results - The prevalence of tobacco use in rural areas of Ghaziabad district was found to be 44%. Bidi was most frequently used tobacco product (49%) followed by Khaini (20%) and Hukka (16%). The tobacco use was found to be varied with sex of individual, education level and awareness level of individual. According to study 90% of tobacco users were willing to quit and 24% made a quit attempt in the past one year and 59% of current tobacco users received some kind of help for quitting. Conclusion - A large proportion of rural people in villages of Ghaziabad district use tobacco ( specially Bidi, Khaini and Hukka). The tobacco use is low among people with higher educational level and high awareness level. Majority of current tobacco users want to quit but a small proportion really made a quit attempt and few of them received any kind of help for quitting.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 50

**Submitter Name:** Mr Seye Omiyefa

**Country:** NIGERIA

**Paper Number:** 20

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** ROLE MODELS "A TOOL FOR EFFECTIVE TOBACCO CONTROL CAMPAIGN"

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background:** Each day, nearly 6,000 children under 18 years of age start smoking; of these, nearly 2,000 will become regular smokers. That is almost 800,000 annually. Approximately one half of continuing cigarette smokers will die prematurely from tobacco use; this is mostly after several years or more of excess disease and disability.

**Objective:** This paper will try to educate participants on strategic ways to involve role models in developing countries in effective smoke-free campaign

**Method:** Experience has showed that adolescent and youths all over the world especially Nigeria are attracted to media of any form. Role Models will be used through the help of the media and the entertainment industries to give a tobacco control sensitization talk for two minutes each on a video that will be televise. This video will also be uploaded on "Facebook", Twitter, Whatsapp and "YouTube" for a wider viewing of this campaign; these role models are mentors to many other youths in Africa.

**Result:** These methods will creatively increase the awareness level of young people in Nigeria and Africa on the harmful effect of tobacco smoking and promote the campaign against tobacco smoking. The methods will also reduce the rate of youth smoking in Nigeria and Africa, as some of these role models are also models to many youths in other African countries.

**Conclusion:** Evidence has showed that some of these role models are used as a campaign tool by the tobacco industry in Nigeria and other countries. It is therefore systemic and appropriate to use the same method to reduce the current upsurge in youth smoking and cancer related disease in Nigeria and Africa.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 53

**Submitter Name:** Mr John Vianney Amany

**Country:** UGANDA

**Paper Number:** 21

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Assessing Implementation of WHO FCTC, Article 8; "Protection from exposure to Tobacco Smoke"™ in Uganda, 2013

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background:** Lack of a comprehensive policy affected the enforcement of 100% smoke free environments as provided for by WHO FCTC art.8 in Uganda. The draft Tobacco control bill (2012) currently in its enactment process provides for comprehensive protection against exposure to second hand smoke.

**Objective:** To assess the level of compliance and implementation of WHO FCTC article 8 , increase awareness on tobacco effects and, advocate for a comprehensive national tobacco control policy and law in Uganda  
**Methodology:** Three major cities; were selected from central, western and northern Uganda where smoking is expected to be high. Observational walking tours in 10 busy streets, selected 5 entertainment places and 10 interviews from each place, 3 focus group discussions and desk review of existing data were conducted. Results: Enforcement of 100% smoke free environments as provided by art.8, remains the biggest challenge for agencies mandated to do so. Due to non appreciation of public health, environment and development dimensions of tobacco control seem unpopular and are outcompeted by other development priorities.

**Conclusion:** The glaring gaps in the implementation of FCTC with regard to art 8 pose challenges in implementing WHO FCTC and the absence of comprehensive tobacco control has created complacency on both the part of government and the general public on observing the rights and obligations under art.8.

**Recommendation** Enact comprehensive tobacco control policies that are compliant with principle (3) of the FCTC, "Legislation is necessary to protect people from exposure to tobacco smoke" is recommended

**Submitter Database ID:** 54

**Submitter Name:** Ms Firoja Begum

**Country:** BANGLADESH

**Paper Number:** 22

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Tobacco Control Movement in Bangladesh: Social and human rights perspective

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Since commencement tobacco control in Bangladesh as a whole has achieved a painstaking and noticeable level of advancement claiming a bountiful appreciation and criticism globally over the years. The advancement of tobacco control in Bangladesh showed a varied kind of strategic approaches adopted by multiple tobacco control advocates to mainstream the movement with idiomatic entitling of social justice and human rights. The formation of several alliances and groups by civil society and media has strengthen and motivate GoB to take tangible measures like enacting law-2005 and amendment of law-2011, framing regulations-2006 or forming National Tobacco Control Cell (NTCC) and publishing time based tobacco control strategy. It is however external entity i.e. World Health Organization (WHO) playing roles with obviously humane objectives. Though a strong base for tobacco control has been laid by our predecessors, tobacco control is yet to get a color of social movement with spontaneity failing to humanize the appeal made through some pioneers in 1980s. The advanced scientific findings on tobacco issues, government initiatives more through a mysterious rapport between govt. agencies like National Board of Revenue or Ministry of Finance or others, the increasing use of social media are taking roles of human to be present as advocates of tobacco control. Let all indicators to speak in own way and make tobacco control as a spontaneous social movement; to free this as a discourse enabling everyone to be engage and take part in tobacco control as universal leaving behind the trades and taxes or sometimes shadow of tobacco company.

**Submitter Database ID:** 55

**Submitter Name:** Dr Arunkumar Kulkarni

**Country:** INDIA

**Paper Number:** 23

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Deforestation due to Tobacco curing in India: Need for Institutional Intervention

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Karnataka in India produces some of the best Flue Cured Virginia tobacco in the world, which is cured with fuelwood. This large scale use of fuelwood is causing widespread deforestation and environmental degradation in the state. This paper tries to present the extent of deforestation due to tobacco curing and discusses the feasibility of using alternative biomass sources to fuelwood in curing of tobacco leaves.

**Methods:** The paper is based on an empirical study carried out in FCV tobacco growing region of Karnataka covering a sample of 610 households. Cost-benefit analysis of improved technologies was worked out taking the actual costs of installation, discounted benefits from fuel saving and then arriving at net present value (NPV) of adopting fuel efficient technologies.

**Results:** In recent years tobacco growers have been experimenting with the use of biomass/agricultural waste viz. coffee/paddy/coconut husk, coffee roots, coconut halves/fronds, maize pods, cashew kernels, briquettes, etc, as alternative sources to fuel wood and coal. Coffee husk is found to be relatively cheaper to wood. Tobacco curing in Karnataka requires around 690840 tons of fuel wood every year, which represents more than 5000 ha of wood land. As 5.5% of the wood used for curing tobacco is collected from forests, tobacco curing directly involves the loss of more than 300 ha of forest land per season. Increased demand for fuelwood has resulted in private energy plantations resulting in replacement of food crops.

**Conclusions:** In the long run, if fuelwood plantations continue to increase to meet the demand, there may be threat to food security due to replacement of food crops by plantations. Large variations in fuel consumption as against savings made by those who use improved technology indicate scope for improving fuel efficiency through institutional intervention by creating awareness, training and assistance until tobacco is banned literally.

**Submitter Database ID:** 56

**Submitter Name:** Mr Jitendra Dwivedi

**Country:** INDIA

**Paper Number:** 24

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Gorakhpur city has implementing Article Section 4 a. b successfully

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

We have already inform the shopkeepers not to sell any tobacco products near to any educational institutes. Due to the strict warning and instruction the tobacco products were not easy getting to all the students. that decreases the number of students getting in to this hobbit as they need a hidden pleases for intake. We also made a list of places where we can get a large number of youth using tobacco. we inform their parents about the hobbit of those young kids. that help us decreasing the number of youths in those areas. We also made sure that they are aware about the harm of those products. We educate everyone about the FCTC act section 4a & b. So that anyone who opposes this hobbit can inform the shop keepers if they are selling any kind of tobacco products. We have also made sure that all the tobacco shop owners are aware of the fact that they cannot sell any kind of tobacco product to a youth under the age of 18 years. Gorakhpur has made modest progress implementing Article 4 a&b through these initiatives: Advocacy through news story & discussion and petitions to parliamentarians which led to the signing and ratifying of the WHO FCTC; Awareness creation activities undertaken in line with World No Tobacco Day, Quit Sensitization activities for parliamentarians, schools, media, health professionals, non-governmental organizations on the health risk of tobacco use and exposure to tobacco smoke and the need for strong tobacco control legislation

**Submitter Database ID:** 57

**Submitter Name:** Mr Regunathan Venkatachalam Pillai

**Country:** INDIA

**Paper Number:** 25

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** 'End-Game for Cigarettes' - Every Year increase the 'Length of the Filter' by 5% .

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** To save millions of present-day Smokers and the billions of the future-generations from the evil and ill effects of Tobacco-Smoking, we have to strike an END-GAME for Tobacco at the earliest. Hence, to urge all Countries to come together and introduce the following 'Tobacco-End-Game-Structure' by uniformly 'Regulating the Length of the Cigarette-Filters' - following scheme is proposed.

**Design/Methods:** To achieve an “END-GAME for TOBACCO” - with the initiative of WHO, the 'Length of the Cigarettes Filers' - shall have to be uniformly regulated as follows - in all the member-countries of WHO across the Globe.

**Assumptions :** a. 'YEAR-2015' shall be treated as the Base-Year in all Countries. b. 'Length of Cigarette-Filters' prevailing in the Year-2015 - in the respective Country - shall be taken to a 'Base of 100'. c. 'Length of Cigarette-Filters' shall be uniformly-INCREASED by 5 to 10% - in every consecutive year – keeping the length of the Cigarette as constant.

Depending upon the local conditions, the percentage of increase in length of the Cigarette-filters - may be fixed between 5 and 10%..

**Results:** Above minimum-increase of 5% of Cigarette-Filter-length every-year – shall surely result in 'decrease in consumption of Tobacco products' - especially among the Youth and Poor - who form the vulnerable segment of the Society largely affected by the Tobacco products.

**Conclusion:** With the uniform implementation of above 'Uniform increase in Length of Cigarette-Filters', END-GAME of CIGARETTES shall surely be achieved within a decade.

**Submitter Database ID:** 59

**Submitter Name:** Mrs M. Pervin Tuba Durgut

**Country:** TURKEY

**Paper Number:** 28

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Public Campaign Against Waterpipe (Hookah) Tobacco Smoking in Turkey

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background In Turkey, the prevalence of tobacco consumption as narghile (water-pipe) smoking has significantly increased especially among young people recently. In 2014 April, Turkey has launched an public ad campaign against waterpipe tobacco smoking. The purpose of the campaign is to create awareness about the risks and health effects of waterpipe smoking. Methods: Prior to the ad campaign, two surveys were carried out: a qualitative survey aiming to test and develop the public ad concepts (each ad concept focusing on a different aspect of waterpipe smoking – sharing, flavor and myths about waterpipe smoking) and a pre-campaign quantitative survey aiming to understand the perception toward waterpipe smoking and to measure the attitude about the key messages of the campaign. Qualitative survey was conducted in March 2013; six focus groups among women and men/ aged between 18-44, were held in Istanbul. Pre-campaign quantitative survey was conducted in-person household survey method to reach samples of “frequent – 2 times or more frequently in a month- water-pipe smokers”, “cigarette smokers” and “tobacco non-users” in Turkey aged 18 – 64 years (Total sample size= 1,282). The campaign messages and materials has been developed based on quantitative ad qualitative survey results. All campaign ads are tested using focus groups. (The original campaign materials are Turkish but we also produced English, Arabic and French version of the TV spots. Since it is a growing public health issue globally, we want to share our materials with other countries without expecting copy write fees.) Results: The results of pre-campaign quantitative survey mainly showed that the awareness about the health effects of waterpipe smoking is not as high as those of cigarette smoking. The awareness about the negative health effects of smoking waterpipe is low. At least one third of people believe at the myths about smoking waterpipe.

**Submitter Database ID:** 61

**Submitter Name:** Dr Shyamkant Joshi

**Country:** INDIA

**Paper Number:** 30

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Prevalence of Tobacco consumption in Coal based Power Generation Plant.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

This study conducted at a Coal based electric generation power plant which has 600 megawatt generation capacity near Chandrapur. Approximately 4000 to 4500 workers are working here as helpers, welders, electricians, fireman, rigger, technician, painter, drivers, engineers, operators, security guards, painters, offices boys etc. Coal burning and the ash created after that are major health hazards in such power plants. Many cases of Bronchial Asthma, Pneumoconiosis, deafness, stress induced psychosomatic disorders reported from here. The workers are coming from different parts of the country like Bihar, Zarkhand, UP, MP, West Bengal and locals from Maharashtra etc. are working in and living in very unhygienic conditions. Above all, to add the Insult to the Injury most of the workers are succumbed to the addiction of Tobacco Chewing. It is called as Kharra. Though it is banned in the state, it is rampantly being used in the state. The survey is being conducted while doing the workers medical examination prior to recruitment. It was observed that young recruited were more habitual of Kharra chewing than the elder ones. Out of 1200 kharra 750 were users and most of them developed Sub mucous oral fibrosis. Some cases of Leucoplakia also observed.



**Submitter Database ID:** 62

**Submitter Name:** Mr Md Masood Alam

**Country:** INDIA

**Paper Number:** 31

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Section 5 of COTPA-2003: Complete ban on TAPS

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: The tobacco epidemic is a serious threat to the health of the global population. In India, more than 90% oral cancers are related to tobacco use. The Global Youth Tobacco Survey-2009, reveals that nearly 15% of youth in India use tobacco and they are influenced by the different kinds of tobacco advertisements. As per Global Adult Tobacco Survey 2010, 66.2% of man and 40.1% of female are using tobacco in either smoking or smokeless form in the state. The Cigarette and Other Tobacco Products Act 2003 (COTPA 2003) are designed essentially to protect people from the hazards of tobacco use. Section 5 of COTPA enforces ban on direct or indirect advertisement, promotion and sponsorship of tobacco products. To comply with the Indian Tobacco Control Law, this intervention aimed to successful enforcement of TAPS ban. Intervention: Intervention as a part of the project included capacity building; multi-sectoral advocacy; institutionalizing enforcement mechanisms; violations reporting by NGOs/youth and wider media engagement to create an enabling environment for strengthening policies which prevent Point of Sale (PoS) advertisements. Subsequently different kind of violations has been observed in the urban area of Patna district especially at PoS and various enforcement modalities has been applied to remove the tobacco advertisements. Results: Post Intervention: State wide instruction, multi-prong interventions and advocacy for TAPS ban by the Government of Bihar. The Govt. has taken the lead on TAPS enforcement resulted into that the shops, market areas and streets of Patna district has become 100% PoS advertisement free. Conclusions: Effective implementation and joint effort of Multi-sectoral approach resulted into removal of PoS advertisements in the street of Patna district. Capacity building, Government-NGO partnership and engagement with youth/media are recommended for a sustainable model for preventing PoS and thereby reduce tobacco use amongst youth.

**Submitter Database ID:** 63

**Submitter Name:** Ms Anita Chopra

**Country:** INDIA

**Paper Number:** 32

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Tobacco and other substance use among children- results from a nationwide study in India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background & objectives: Substance use among children has been recognised as a serious problem wherein child rights for a better drug free life are impacted. A first large scale, multi-site survey on substance use (including tobacco) among child population in India has been conducted. The present communication informs on tobacco and other substances, their age of initiation and compares sub sets of school going/ out of school and street children. Methods: Using an innovative method, NGOs working in the area of substance use and NGOs working for the street children recruited 4,024 children between 5-18 years, both sexes using multiple methods from 29 states/UTs and 135 sites in cities / towns in India. There were 27% school going, 50.8% out of school and rest street children. Information was collected on a questionnaire designed to the objectives. Results: Any tobacco use (ever) was reported by 86.6% school going, 82.7% out of school and 83.2% street children. Tobacco was the first substance used by school going and out school children while inhalant use preceded tobacco use among street children. Tobacco initiation was lowest for street children at 10.9 ± 2.7 (range 4-17 yrs) followed by out of school at 12.3 ± 2.5 (range 4-18 yrs) years and school going at 13.0 ± 2.2 (range 5-18 yrs). Correlates and use of other substances would be discussed. Interpretation & conclusions: The early age of initiation underscores the urgent need to intervene and protect this vulnerable age group from not initiating as well as progressing to other drug use. Stricter implementation of laws for access restriction for minors is imperative for child health and their rights to a healthy life.

**Submitter Database ID:** 63

**Submitter Name:** Ms Anita Chopra

**Country:** INDIA

**Paper Number:** 114

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Tobacco and other drug use among adolescent girls – need for protection of rights to a healthy environment

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background and objectives-** Adolescent substance use is a global issue. A multi-site survey on pattern, profile, and correlates of substance use (including tobacco) among children using substances was commissioned by NCPDR. The present communication informs on tobacco and other substance using behaviour among girl sample.

**Methods-** Using a innovative methodology, NGOs working in the area of substance use and NGOs working for the street children recruited sample, girls comprised 4.2% (n=169). Information was collected on a questionnaire designed to the objectives.

**Results –** Girls had a mean age 14.8 ± 2.8 years (range 6-18 ) and could be recruited from specific states. Of these, 75.7% were living at home and 24.3% living on the streets (16% with family and 7.1% alone on the streets) . Last month tobacco use was reported by 72.8%. Contrary to general belief tobacco was not the gateway drug and had initiated tobacco use (11.93 ± 2.6 years ) after inhalants ( 11.3 ± 3.6 years) and opium (11.8 ± 4.1 years). The use of alcohol by 51.5%; inhalant by 37.3%; pharmaceutical opioid by 25.4%; sedative by 11.2%; cannabis by 17.2%, injection by 32.5% girls was also reported. Details of help seeking by them would be discussed.

**Discussion and Recommendations –**Findings convey that the girls using substances no longer are a hidden population. State governments, policy makers, other stakeholders need to be sensitised for making available interventions and specialized treatment services for children using substances which are child, gender sensitive, safe and taking care of the needs of the children.

**Submitter Database ID:** 64

**Submitter Name:** Dr Bram Pradipta

**Country:** INDONESIA

**Paper Number:** 33

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Effect of Smoking to Advanced Stage Cervical Cancer Patient Survival in Cipto Mangunkusumo General Hospital

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: Cervical cancer is still one of the leading causes of mortality in cancer patient. Its prognosis are determined by multiple factors. There are still no data of cervical cancer survival in Indonesia generally and in CiptoMangunkusumo General Hospital especially. Indonesia is the third biggest country in term of number of smokers worldwide. Smoking has long been known as one of the risk factor of cervical cancer. This study was undertaken to evaluate smoking and other prognostic factors for cervical cancer patients survival. Material and Methods: The medical records of 270 patients with International Federation of Gynecology and Obstetrics stage IIB-IVB who were treated at Ciptomangunkusumo General Hospital between January 2011 and June 2014 2011 were reviewed and analyzed. Results: Using bivariate analysis, stage ( $P = 0.01$ ), tumor size by physical examination ( $P = 0.04$ ) and ultrasound ( $0.002$ ) had a significant effect on overall survival. Smoking either active or passive smoking has no significant effect ( $p = 0.606$  and  $p = 0.119$ ). Though using multivariate analysis, we found that only stage ( $p= 0.001$ ) and tumor size by physical examination ( $p=0.032$ ) has significant effect statistically. Using Kaplan Meier Plot we also did not find any correlation between smoking and the patient survival. We find the same result with bivariate analysis where stage ( $p=0.001$ ), tumor size by physical examination ( $p=0.03$ ) and usg result ( $p=0.001$ ) are the one that statistically significant, eventhough the Breslow and Treslonware result show no significance for the tumor size with physical examination showing no effect for survival in later time after diagnosis. Conclusions: In our study, smoking is not statistically significant as a prognostic factor in advanced case cervical cancer patient. Further research must be done with more sample. Stage, and tumor size both by physical examination and ultrasound can be used as the prognostic factor.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 66

**Submitter Name:** Ms Arzoo Dutta

**Country:** INDIA

**Paper Number:** 35

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Knowledge and Practices of School-going Adolescents Use of Smokeless Forms of Tobacco, Assam, India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background: Assam has one of the highest prevalence rates of tobacco related cancers in India. It is arguably attributable to high consumption of smokeless tobacco. Tobacco use pattern among adolescents is comparable at 36.1% current users out of which 25.3% use the smokeless form (GYTS2006). Objective: To facilitate effective evidence based interventions to reduce tobacco associated NCDs, it is imperative to find out the dynamics behind smokeless tobacco use – knowledge and practices that lead to addiction among adolescents. Design/Methods: Cross sectional study conducted among school-going adolescents through self-administered questionnaires in Kamrup & Jorhat districts of Assam. Separate results have been generated for 10 -13 and above 14 year olds. Results: Television is the most common medium through which adolescents are exposed to smokeless tobacco – 74.70% and 77.37% against 31.66% and 49.71% from parents for 10 – 13 and above 14 year olds respectively. Regarding associated health hazards, 50% and 86% of 10 – 13 and above 14 year olds cited lung cancer; 20% and 58% of 10 – 13 and above 14 year olds identified heart attacks. Oral cancers are not cited as caused by smokeless tobacco use. 30.20% of 10 – 13 year olds stated that their friends eat pan masala with tobacco, 46.54% of above 14 year olds cited the same. 24.64% and 34.82% of 10 – 13 year olds and above 14 year olds are current users of gutkha. Conclusion: Information, education and communication (IEC) activities need to be scaled up to counter pro-tobacco messages that adolescents are exposed to over and above censorship. It is clear that health hazards of smokeless tobacco use such as oral cancers are not well appreciated and efforts must be scaled up to improve IEC activities through coordination with other departments such as education and law enforcement etc.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 67

**Submitter Name:** Prof Brij Mohan Shrivastava

**Country:** INDIA

**Paper Number:** 36

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** OUT OF THE BOX Initiatives can accelerate Tobacco Control Control-some experiences

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Variations in geopolitical, economical and sociocultural in different parts of the world are enormous. Tobacco use is a common habit in the world beyond consideration of these variations. W.H.O. efforts need to be supplemented with innovative ideas for communication and consolidation of tobacco harms information to masses in a given locality. The region-specific ways, means and the methods have to be developed within limits of available local resources and support. Imaginative and innovative can take us to our goal of sustainable, effective and (Permanent) Tobacco control. The author deals with some experiments in this field.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 68

**Submitter Name:** Prof Anju Dhawan

**Country:** INDIA

**Paper Number:** 37

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco and other drug use among pre teens – evidence for child rights to tobacco control

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background and objectives-** Adolescent smoking and substance use is a global issue and affects all subsets of adolescents. A multi-site survey on pattern, profile, and correlates of substance use (including tobacco) among child population in India was commissioned by National Commission of Protection of Child Rights (NCPCR). The present communication informs on tobacco and other substance using behaviour among pre teens (below 13 years).

**Methods-** Using a innovative methodology, NGOs working in the area of substance use and NGOs working for the street children recruited sample of 4024 substance using children, 358 were below 13 years (girls 9.5%) .Information was collected on a questionnaire designed to the objectives.

**Results –** mean age 10.8  $\pm$  1.4 years (range 5-12) and recruited from most states in the country. Of these, 58.1% were living at home 41.9 % living on the streets, 78.8% were out of school, 60% working. Tobacco was the gateway drug reported by 75% , initiated at 8.75 $\pm$ 1.9 years followed by inhalants at 9.04  $\pm$ 1.8 years ,Cannabis-9.3  $\pm$ 2.3 years, Alcohol- 9.8  $\pm$ 1.9 years. Details of help seeking by them would be discussed.

**Discussion and Recommendations –** Child rights to a healthy environment need protection. FCTC implementation of sale to minors requires still further stringent measures. State governments, policy makers, other stakeholders need to be sensitised for making available interventions and specialized treatment services for children using substances which are child and gender sensitive, safe and taking care of the childrens' needs.

**Submitter Database ID:** 69

**Submitter Name:** Dr Dhananjay Kumar Singh

**Country:** INDIA

**Paper Number:** 38

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Prevalence of tobacco consumption in school going adolescent boys in urban slum.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

ABSTRACT TITLE- Prevalence of Tobacco consumption in school going adolescent boys in Urban Slum. Authors- Dr. Dhananjay Kumar Singh, Dr. Y.B. Chavan, Dr. R.R. Shinde BACKGROUND- Abuse of drugs is one of the biggest curses that modern society has come across. It is not confined to any one country or region alone, but has widely afflicted the globe Of the various drugs abused, the most widely distributed and commonly used drug in the world is 'Tobacco'. Many social, economic and political factors have contributed to the global spread of tobacco consumption. OBJECTIVES- 1) To study the prevalence of tobacco consumption in school going adolescent boys in urban slum. 2) To determine the epidemiological factors influencing tobacco consumption behavior in adolescent boys. 3) To find out the pattern of tobacco consumption in adolescent boys of urban slum. METHODOLOGY- Study Design: Cross sectional study Study Duration: 3 month. Study Area: Study was conducted in school of urban slum of Mumbai. Sample Size: 183 Sampling Technique: Universal sampling. RESULTS- In the present study mean age was 15 years and majority of the study participants were hindu 43.7%. Most of the study subjects belonged to Other caste 47.5%. Most of the subjects were from nuclear families 61 %. Prevalence of tobacco use was found to be 17.5%. 6.6% subjects were regular user. 59.3% of the study subject father and 14.8% of their mothers were using tobacco. 65.6% of study subject had tobacco related ailments. Smokeless form of tobacco use was higher 11.5%. CONCLUSIONS Prevalence was higher among Hindu's,Other caste, high literacy level of parents in urban area, nuclear families and among those who had tobacco using friends or families.



**Submitter Database ID:** 70

**Submitter Name:** Mrs Antonina Fonari

**Country:** MOLDOVA

**Paper Number:** 39

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** The contribution of the civil society on the approval of the Tobacco Control Law by the Parliament of Moldova

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

At present, promoting and ensuring a healthy living environment is one of the priorities of humanity. In this context, I want to mention that it is very important the development of tobacco control strategies in order to reduce considerably the consumption of tobacco. An especially important tool for tobacco control is the Framework Convention on Tobacco Control of World Health Organization, which was ratified by Moldova on May 11, 2007, and a major contribution in this regard has had the civil society, which has developed a series of activities that conditioned the ratification. Currently, civil society remains to be one of the most important factors that influence development and adoption of tobacco control strategies, and its main objective is the approval of the Tobacco Control Law by the Parliament of Moldova. In this regard were made lobbying and advocacy activities. Specifically, they conducted several meetings with parliamentary factions and political leaders to argue the pressing need of the package of laws on tobacco control. Also, civil society representatives were present at the meetings of four reporting committees, to monitor and intervene with strong arguments in this regard. The success has been achieved by the public shares entitled: Smoking shortens the office and Breathes cleaner air. So, the approval of the draft law according tobacco control was succeeded in its first reading. In conclusion, I can say that civil society will continue lobbying for approval of the bill in the second reading, to ensure a healthy living environment for the citizens of the Republic of Moldova and also to reduce considerably tobacco consumption.

**Submitter Database ID:** 71

**Submitter Name:** Dr Sheetal Kulkarni

**Country:** INDIA

**Paper Number:** 40

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Tobacco Cessation in Women in Urban Slum Community of Mumbai, India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Abstract:** Background: There is high prevalence of tobacco use, particularly smokeless tobacco in women belonging to low socio-economic status. Tobacco is addictive; hence, tobacco users need support in quitting. Aims: Identifying factors associated with initiation, quitting and continuation of tobacco use, delivering tobacco cessation services, tailored to the expediency of women in community, and documenting the processes involved, to establish a replicable model tobacco cessation programme. Methods: Tobacco-user women who participated in cancer screening services, were recruited for a novel tobacco cessation intervention involving awareness, interactive games and cessation support (counseling). The interventions were conducted over nine months involving three contacts with the participants at three monthly interval. Pre and post intervention data was compared with reference to tobacco consumption habits and quitting. Results: Average compliance in three interventions was 95.24%. Mean age at initiation of tobacco was 17.31 years. Tobacco use among family members and in community were prominent reasons for initiation, addiction for continuation, while health education and counseling for quitting tobacco habits. Shockingly, almost 90.00% women reported consuming tobacco even during pregnancy. Final quit rate was 33.46%. Multivariate logistic regression analysis demonstrates older women and women consuming tobacco at multiple locations are less likely to quit tobacco. Conclusions: Smokeless tobacco consumption is very high in low socio-economic women. Even with simple cessation support involving group discussions and innovative low-cost interventions, we were able to observe a 33.46% quit rate. This process is easily replicable and affordable and should be adopted by community health services for women. Key words: health education, counseling, tobacco cessation, tobacco quit rates.

**Submitter Database ID:** 72

**Submitter Name:** Mrs Parishii Majmudar

**Country:** INDIA

**Paper Number:** 41

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Improvement in tobacco related attitudes and practices among women from urban low socio-economic population

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Methods Women living in low socio-economic housing clusters in Mumbai were interviewed using a structured questionnaire regarding their tobacco consumption, attitudes and practices by Medical Social Workers. This data was entered into an electronic data base and analyzed for baseline information on the above subject. Three tobacco cessation interventions comprising of health education and counseling were provided over nine months. Three months after the last intervention, the same questionnaire was introduced. The difference, if any, in the attitudes and practices with reference to the tobacco consumption was analyzed. Results: There was statistically significant improvement in the knowledge of women, following the intervention, with particular reference to poor oral hygiene and tobacco use being main cause of oral cancer (p value 0.007), knowledge of ill effects of second hand smoke (p value 0.0001), knowledge about possibility of early detection of oral cancer(p value 0.0001), perception of pictorial and written warnings on tobacco products (p value 0.0001) and availability of help for quitting tobacco (p value 0.024). Conclusion: The consumption, particularly smokeless tobacco is very high among women from lower socio-economic strata. Therefore there is need for tobacco awareness programmes and tobacco cessation services.

**Submitter Database ID:** 73

**Submitter Name:** Dr Gk Mini

**Country:** INDIA

**Paper Number:** 42

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Can change in perceptions and knowledge of harm of smoking on diabetes affect quit rate of smoking among diabetes patients? Finding from a randomized controlled trial in Kerala, South India.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### Abstract Text

**Background:** Studies reporting linkages between perceptions and knowledge of harm of smoking with quit rates are limited from low and middle income countries.

**Objective:** To find whether positive change in knowledge on smoking related diabetes complications was associated with increased quit rates among diabetes patients.

**Methods:** The study was based on a randomized controlled trial among 224 diabetic smokers in Kerala, India. We randomized the patients into two groups, intervention group 1 and intervention group 2. Both groups received a standard diabetic specific smoking cessation message from a doctor and education materials on smoking and diabetes. Intervention group 2 additionally received 30 minutes diabetic specific smoking counseling session by a trained non-doctor health professional. Both groups of patients were followed up at six months. We compared the positive change in knowledge and the quit rates between the two groups.

**Results:** Positive change in knowledge in the intervention group 2 was significantly (OR 1.19, 95% CI 1.04-3.05) higher than that in the intervention group 1. The odds of quitting among patients who reported a positive change in knowledge was 2.65 times higher compared to those who reported no positive change in knowledge (OR 2.65, 95% CI 1.35-5.19)

**Conclusions:** Increasing the knowledge of persons with diabetes about the risks of developing severe complications if they continue smoking leads to significantly higher quit rates. Employing basic motivational interviewing in counseling sessions supplements and reinforces knowledge retention about tobacco related diabetes complications and doubles quit rates.

**Submitter Database ID:** 74

**Submitter Name:** Prof Kr Thankappan

**Country:** INDIA

**Paper Number:** 43

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Biochemical confirmation of self reported non-smoking status among diabetes patients in South India: Verification using salivary cotinine

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** There are no studies of tobacco cessation reported from low and middle income countries that have tested cotinine against self report in a patient population.

**Objective:** In the present study, we sought to confirm the accuracy of self report of smoking cessation by matching self reports against salivary cotinine test.

**Methods:** As part of a randomized controlled trial among 224 male diabetes patients in Kerala, we measured salivary cotinine level of 35 patients who reported themselves as non-smokers. Biochemical analysis of salivary cotinine was done using the Enzyme-Linked Immunosorbent Assay kit from Salimetrics. Cotinine value of >15 ng/ml was used as the cut-off point.

**Results:** The mean age of the sample was 54 years. Out of the 35 patients, 26 (74%) were found to have a saliva cotinine level <15 ng/ml in the cotinine test result, which indicated confirmation of self reported non-smoking status. Among the remaining nine patients, four reported being routinely exposed to secondhand smoke in their household or work place prior to cotinine testing. If those patients were considered to be negative for tobacco smoking the confirmation rate was 86%. The 12% variance between self report and the cotinine test results was attributable to routine exposure to second hand smoke.

**Conclusions:** Self report of non-smoking by diabetes patients in India was fairly reliable when compared with a salivary cotinine test. Larger clinical trials are warranted to further evaluate the validity of self reported non-smoking status in different patient populations.

**Submitter Database ID:** 75

**Submitter Name:** Prof S Aswathy

**Country:** INDIA

**Paper Number:** 44

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Assessing the Feasibility of Developing a Smoke Free Homes Initiative: Findings From A Pilot Study In Kerala, India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** Formative research carried out in rural Kerala suggests a higher level of exposure to second hand smoke (SHS) in the home.

**Objective:** This study describe a proof of concept study followed by the piloting of a method for implementing smoke free homes in two communities, one having a history of activism and the second that was identified as challenging.

**Methods:** A survey was conducted to assess the prevalence of SHS exposure in households. Next, a proof of concept study was conducted to develop and test the feasibility of a community-wide smoke free homes initiative. Educational materials were developed and pretested in focus groups. After feasibility was established, the initiative was implemented. Six months post intervention surveys were also conducted.

**Results:** At baseline, between 70-80% of men regularly smoked inside the home. Over 80% of women had asked their husband not to do so. Most women felt powerless to change their husband's behavior. Eighty eight percent women supported an intervention to promote homes as smoke free spaces, but many expressed doubt that their husbands would comply. Educational meetings focusing harms of SHS were held in each community. Community leaders signed a declaration that their community was part of the smoke free homes initiative. After intervention between 34%-59% of men no longer smoked in their home.

**Conclusions:** Recognizing the difficulty for individual women to effect change in their household, the movement establishes a smoke free community mandate backed by a declaration signed by local leaders.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 76

**Submitter Name:** Prof B Unnikrishnan

**Country:** INDIA

**Paper Number:** 45

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** The Process of Developing a Fully Integrated Tobacco Curriculum in South Indian Medical Colleges

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background:** Current curriculum for undergraduate medical education in India and other Asian Countries does not adequately address tobacco cessation.

**Objective:** This paper presents the first modular tobacco curriculum developed in Asia for undergraduate medical education.

**Methods:** In-depth interviews were conducted with administrators and faculty in five medical colleges to determine interest in and willingness to fully integrate tobacco cessation into the college curriculum. Current curriculum was reviewed for present exposure to information about tobacco and cessation skill training. A modular tobacco curriculum was developed, pretested, modified, piloted, and evaluated by faculty and students. Qualitative research was conducted to identify challenges to future curriculum implementation.

**Results:** Fifteen modules were successfully developed focusing on the public health importance of tobacco control, the relationship between tobacco and specific organ systems, diseases related to smoking and chewing tobacco, and the impact of tobacco on medication effectiveness. Culturally sensitive illness specific cessation training videos were developed. Faculty and students positively evaluated the curriculum as increasing their competency to support cessation during illness as a teachable moment. Students conducted illness centered cessation interviews with patients as a mandated part of their coursework. Systemic challenges to implementing the curriculum were identified and addressed. A fully integrated tobacco curriculum for medical colleges was piloted in five colleges and is now freely available online.

**Conclusions:** The curriculum has been adopted by the state of Kerala as a first step to gaining Medical Council of India review and possible recognition.

**Submitter Database ID:** 77

**Submitter Name:** Dr Sonali Jhanjee

**Country:** INDIA

**Paper Number:** 46

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Tobacco use in opioid dependent users

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background Prevalence rates of tobacco use among drug use population are nearly three times higher when compared to the general population and contributes to the staggeringly high rates of morbidity and mortality. Hence it is imperative to study tobacco use characteristics in this population in order to plan intervention. Objectives This study aims to examine the pattern and severity of tobacco use, readiness to quit, perceived personal health risk susceptibility of tobacco and importance of intervention, among patients on treatment for opioid dependence (mostly on Heroin) at a clinic run by National Drug Dependence Treatment Centre, AIIMS, New Delhi Materials & methods Thirty males on treatment for opioid dependence were assessed using Tobacco Use Characteristics, Fagerstrom Test for Nicotine Dependence (smoker and smokeless tobacco user)(FTND), Readiness to Change questionnaire (RCQ), Smoker's Perceived Health Risk Evaluation (SPHERE), Importance of Intervention scale. Results All patients were males and predominantly smokers(93. 4%). Mean age of starting tobacco use was very early i.e 13±2.3 years. Most were chronic users(15±5 years) and mean number of bidi/day was 18.8±10. Mean FTND ( measuring severity of dependence) score was 5.4 ± 2.3 among smokers. Perceived personal health was poor and 75% subjects had never made an attempt to quit tobacco in the past. 40% were not interested in quitting. Conclusions The severity of nicotine dependence, low perception of harm from tobacco warrants immediate attention. Education regarding the grave risks of continued tobacco use, Motivation enhancement therapy and provision of Pharmacotherapy for tobacco cessation are important.



**Submitter Database ID:** 78

**Submitter Name:** Prof Raka Jain

**Country:** INDIA

**Paper Number:** 47

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Development and Evaluation of Dried Urine Spot Method for Detection of Cotinine among Tobacco users

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: Assessment of cotinine, a major metabolite of nicotine in body fluids is an important approach for validating self-reported tobacco use, in both clinical and population based studies. The storage and transportation of urine specimens is a major concern for remote areas which lack the facilities for drug testing. Objectives: The aim of the present pilot study was to develop an efficient method for testing cotinine in dried urine spots (DUS) and evaluating its clinical applicability. Methods: This involved optimization of conditions for extraction, recovery and applicability for detection of cotinine from dried urine, spotted on filter paper. ELISA was employed for screening whereas confirmation was achieved by Gas Chromatography. Primary screening was achieved by 2 punches taken from a 20 µl (diameter 1.3 cm) spotted urine samples and confirmation by 5 complete circles each of 20 µl sample volume. For clinical applicability, 20 urine samples of tobacco users attending the OPD of the Centre were tested. Results: Water was found to be a suitable extracting solvent as compared to carbonate-bicarbonate buffer (pH 9.2) and saline. The recovery was found to be 97% in water. Detection limit via ELISA and GLC was 50ng/ml and 10ng/ml respectively. All the urine samples of tobacco users were found to be positive by conventional method as well as corresponding dried urine spots. Conclusions: DUS samples are a useful alternative for biological monitoring of nicotine use especially in developing countries where sample logistics could be an important concern. Supported by NDDTC, AIIMS, New Delhi.

**Submitter Database ID:** 79

**Submitter Name:** Ms Gayatri Ganesh

**Country:** INDIA

**Paper Number:** 48

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Teaching practices, attitudes and current tobacco control policies among schools in New Delhi , India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: School teachers are role models for children in the microcosm of schools and play an important role in establishing positive attitudes at an early age. Tobacco use is one of the leading preventable causes of premature death, disease and disability around the world. Majority of the users started their consumption at a very young age; mostly during school. Teachers act as conveyors of tobacco prevention curricula, and key opinion-leaders for school tobacco control policies. Aim: The study assessed the school teacher attitudes, status of resource materials and tobacco control policies in schools in Delhi, India. Methodology: Close ended questionnaire was circulated among 160 school teachers selected randomly from 21 schools of an administrative block of Delhi, India. Results: The teachers exhibited highly positive attitude towards tobacco control in schools. Parents and Teachers should not use tobacco as they serve as role models for the children. More than half the schools had enforced tobacco related policies and included tobacco use in their school curriculum but the teachers felt that they had limited access to training and resource materials. Most of the respondents believed that supplementary targeted interventions among children and youth is needed with medical support. Conclusion: This study implies that the current tobacco control policies in Indian schools will only be only effective if they are supplemented with adequate resources and training. There is an urgent need to analyse the gaps and review to integrate tobacco control strategies at this level.

**Submitter Database ID:** 80

**Submitter Name:** Mrs Cecily Ray

**Country:** INDIA

**Paper Number:** 49

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Social influence on women's tobacco use: Findings from the TCP India survey

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: Tobacco is used by one sixth of women in India. A better understanding of social influences for tobacco use could improve tobacco control. Associations between individual tobacco use and its use by parents and friends have been shown in other studies, but not gender-wise. Objectives: We aimed to detect and quantify gender-wise associations between current tobacco use and that by close social contacts. Methods: Wave I of the International Tobacco Control Project (TCP) in India asked individuals aged &#8805;15 years about their own tobacco use and that by close associates (father, mother, close friends and spouse). In four states, a stratified multistage cluster sampling design was used to survey parts of one major city and one near-by rural area: 9,780 respondents (including 4244 women) who either used smoked or smokeless tobacco (SLT) or did not use tobacco were included in this study. Odds ratios for smoking or SLT use were calculated gender-wise for tobacco use in the same form by close associates. Results: Tobacco use by women was strongly associated with its use in the same form by both parents, especially their mothers. The strongest association with women's smoking (as well as men's) was mother's smoking, especially, of bidis. SLT use by women was also strongly associated with close friends' and spouse SLT use, especially gutka, khaini, plain chewing tobacco, zarda and snuff. Conclusions: Women appear highly influenced by close associates who use tobacco: for smoking, especially their mothers, for SLT, their mothers, close friends and spouse.

**Submitter Database ID:** 81

**Submitter Name:** Dr Simon Barraclough

**Country:** AUSTRALIA

**Paper Number:** 50

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Secular restraints on the Islamic regulation of smoking in Malaysia: consequences for tobacco control of the non-implementation of a national fatwa prohibiting smoking

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Simon Barraclough

Abstract

The nature of the fatwa in Islam, its place in Malaysia's legal and constitutional system and the grounds for the prohibition of smoking by the National Fatwa Council are established. The dynamics of the fatwa declaration in the Malaysian political and constitutional context are explored. It is argued that the ramifications of the fatwa were so radical and posed policy contradictions so potentially damaging to the Malaysian government that they were excluded from the tobacco control agenda. This is despite the obvious potential of the ruling to make radically reduce the uptake and continuation of smoking amongst the majority Muslim population. It is further argued that this episode raises continuing doubts about the efficacy of appeals to religious sanctions against smoking, despite the attempts of the World Health Organization to mobilise Islamic and other religious authorities against the use of tobacco.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 82

**Submitter Name:** Dr Irina Stepanov

**Country:** UNITED STATES

**Paper Number:** 51

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Pilot international collaborative study on smokeless tobacco product characteristics and constituent levels

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background. A wide variety of smokeless tobacco products are in use worldwide involving different ingredients and methods of manufacture. These products are associated with a spectrum of health risks and present a daunting challenge for coordinated global tobacco efforts. However, limited data is currently available on the toxic and carcinogenic constituent content of smokeless tobacco products in use around the world. Goal. The goal of our project was to apply a standardized protocol for collection and analysis of smokeless tobacco product samples in India and Africa. These sites were chosen because they are characterized by the high rates of oral tobacco use and a diversity of marketed smokeless tobacco products. Methods. For each product to be tested, we obtained samples from vendors at three different locations. Samples were transported to the University of Minnesota for analyses, where standard analytical procedures were applied to measure nicotine and tobacco-specific N-nitrosamines (TSNA). Analyses of other constituents are underway. Results. A total of 93 samples were obtained from both sites. There was a wide variation across products in the unprotonated nicotine content: from 0.05 to 16.2mg/g tobacco. The levels of TSNA also varied widely, from 0.1 to 100µg/g tobacco. In some cases, samples of the same product brand purchased in different locations contained different amounts of these constituents. Conclusions. Smokeless tobacco products vary greatly in their toxic and carcinogenic constituent content. Systematic data collection on tobacco product characteristics and composition is critical to inform global tobacco policies and programs, and to educate consumers and health professionals.

**Submitter Database ID:** 83

**Submitter Name:** Ms Jyoti Choudhary

**Country:** INDIA

**Paper Number:** 64

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** First Smoke Free District of Rajasthan

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

With efforts of SRKPS, and support of District Administration, Jhunjhunu became the first city in India to be declared smoke free on 31st May 2007 and became the 1st district in Rajasthan to be declared smoke free on 31st May 2012.

The efforts included District and block level sensitization & training workshop with administrative officials, principals, elected representatives, Formation of District level coordination committee under the chairmanship of District collector, Continuous DLCC meeting at regular interval, release of important orders, Formation of Task forces at district and block level for monitoring the compliance of the COTPA.

Lot of advocacy programs, sensitization programs, nukkad natak, was conducted in the all Panchayats of Jhunjhunu district. All schools were covered through signature campaign where students were motivated to take oath for tobacco control. Well oriented volunteers from CBO, SHG, grassroots health workers like AWWs, ANMs, and ASHAs etc were trained and sensitized to take initiative and prolong the tobacco control program at grassroots level.

Regular Reporting of the violations to the tobacco control cell and concerned officials were made Ensuring the action against the illegal practitioners. RTI applications were filed at different departments/ authorities and using it for strengthening of implementation process.

For the first time in Rajasthan Challan were introduced to fine against individuals found violating the COTPA Act, which was drafted by SRKPS and was provided to all line departments in Jhunjhunu, Rajasthan. Today it is adopted within the Health system and continuous follow up is being done by District Administration.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 84

**Submitter Name:** Dr Pratibha Pawar

**Country:** INDIA

**Paper Number:** 52

**Theme:** Track 09 Tobacco taxation and pricing

**Paper Title:** The relation between price and daily consumption of cigarettes and bidis: Findings from TCP India wave 1 survey

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background: In India, 14% of the population use smoked tobacco products. Increasing prices of these products is one of the measures to curb their consumption. Objectives: This study analyzes 'unit price' and 'daily consumption' of cigarettes and bidis and investigates their relation with each other. Methods: A cross sectional survey was conducted in four states of India (Bihar, West Bengal, Madhya Pradesh and Maharashtra) as a part of the International Tobacco Control Policy Evaluation Project (the TCP India Project) during 2010-11. Information was collected from adult (aged 15) daily exclusive smokers of cigarette /bidi regarding a) last purchase (purchase in pack/loose, brand and price) and b) daily consumption. Average unit price and daily consumption was calculated for different brands and states. Regression model was used to assess the impact of price on daily consumption. Results: Bidis were much less expensive (0.39) than cigarettes (3.1). The daily consumption was higher (14) among bidi smokers than cigarette smokers (8). The prices and daily consumption of bidis (0.33 to 0.43; 12 to 15) and cigarettes (2.9 to 3.6; 5 to 9) varied across the four states. The unit prices of bidis and cigarettes did not influence their daily consumption. Smokers purchasing bidis in packs paid substantially less per unit and purchase of bidis and cigarettes in packs influenced their consumption positively. Conclusions: Cigarettes although more expensive than bidis, seem very cheap if compared internationally. Hence, prices of both cigarettes and bidis do not influence their consumption.

**Submitter Database ID:** 86

**Submitter Name:** Dr Mira Aghi

**Country:** INDIA

**Paper Number:** 54

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Concept testing--Smoke free homes in India – extending efforts of protecting non-smokers beyond public places

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background It is often conjectured that ban on smoking at public or work place will result in smokers smoking much more at home. Global evidence shows secondhand smoke (SHS) known to cause lung cancer and exacerbate a wide range of adverse health effects like cancer, respiratory infections, and asthma among passive smokers. Therefore there is a need to regulate the smoking behavior of those who smoke at home.

The Indian legislation includes no protection against harms from SHS at home or in private venues. Tobacco control experts and some astute policy makers like the Health Minister of Himachal Pradesh are keen to make homes smoke free.

The challenge is to motivate and persuade people to quit smoking by involving them in a dynamic process of negotiation based on sound knowledge and skill building to change their behavior on their own.

Objective: To investigate the best practice to achieve smoke free homes.

Methods By a rigorous formative research with 25 male smokers from a cross section of population both urban and rural discover the cues which can be used to alter the attitudes and practices of smokers at home.

Results Based on the commonalities that emerge suggest to the policy makers a cross sectional piece of research to validate the findings to a level of generality.

Conclusion: We can find elements on which to build upon a strategy to be utilized to change behavior of communities to achieve smoke free homes.



**Submitter Database ID:** 87

**Submitter Name:** Mr Bobby Ramakant

**Country:** INDIA

**Paper Number:** 55

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** A decade of tobacco news aggregation, analysis and dissemination for increasing accountability, monitoring, evaluation and vigilance

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background information: There was a clear need of consistent tobacco news monitoring on a daily basis for enhancing informed advocacy and have a watch on tobacco industry and government activities. Objectives: (i) to keep tobacco control advocates on top of information in regard to tobacco control; (ii) be alerted on news of significance for informed advocacy; (iii) increase accountability through unbiased news scanning; (iv) access an online archive of issue-specific news; (v) Tobacco Industry news monitoring for increasing vigilance on tobacco industry interference. Design/Methods: CNS engaged a team to scan and aggregate tobacco-related news from health, business/ financial, world/nation and local pages of daily English and Hindi newspapers and online editions, along with monitoring special hashtags on social media (Twitter/Facebook/Blogs) from across the country. These news were analysed and summarized in easy-to-read snapshots in text-format, and were then disseminated daily through electronic forum, Facebook, twitter and posted via email to over 300 tobacco control advocates nationally and internationally. Results: In an evaluation of tobacco news monitoring report conducted in January-February 2013, 96% of the recipients said that the reports helped them in their tobacco control advocacy, and influenced them to take action wherever possible. There are many specific examples when tobacco news monitoring has helped tremendously to expose tobacco industry interference time to time. Conclusion/Lesson learnt: Daily tobacco news monitoring keeps all tobacco control advocates in government and non-government sector on top of information in tobacco reporting; alerts them on news of significance for informed advocacy. The online archive of daily tobacco news monitoring has become a source of information for tobacco control activists and others.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 88

**Submitter Name:** Ms Shobha Shukla

**Country:** INDIA

**Paper Number:** 56

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** 5-years of learnings on fostering youth leadership in tobacco control implementation, monitoring and evaluation

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background information:** Young are more vulnerable population for the initiation of tobacco use. So it important to empower them to make an informed choice. Subtle marketing strategy of tobacco industry and lack of incorporation of youth focused agenda into National Tobacco Control Programme, are resulting in increasing incidences of tobacco use among younger population.

**Objectives:** Sensitizing youths for adopting practice of health seeking behavior and empowering them to use existing laws and tools for monitoring and improving the compliance of tobacco control law in the state.

**Methods:** Conduct a series of school based interaction programmes, workshops and orientations on tobacco hazards, NCDs and lung health among others, throughout the year. Identify and select the interested youths to fortnightly long 'Rights and Responsibilities Training Programme' for further strengthening social responsibility among them, in the lead up to World No Tobacco Day every year. Youth participants were trained on citizen journalism, photo-journalism, tobacco laws and Right to Information (RTI) Act 2005, among others. During the training youth filed RTI applications, documented photographic evidence of violation of tobacco control laws and produced a Report Card on the salient features of COPTA 2003 which was release to the media and submitted to law enforcement officials demanding action.

**Outcomes:** With consistent reporting of violation, documented by youths have pressurized the UP State Tobacco control Cell to form a District Enforcement Squad Team to act upon violators. Many times after submitting Report Card to UPSTCC and DIG of police, tobacco retail shops were removed from the vicinity of educational institutions.

**Conclusion:** Trusting in youth competence and empowering them with knowledge and skills brought the difference beyond our expectation. Using laws other than the tobacco control that help complement salient features of tobacco control law was helpful in improving implementation.

**Submitter Database ID:** 89

**Submitter Name:** Mr Rahul Dwivedi

**Country:** INDIA

**Paper Number:** 57

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Improving compliance of tobacco control law using Right to information (RTI) Act 2005

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background information:** The Right To Information (RTI) Act 2005 empowers Indian citizens to seek information from all public departments of government of India. In terms of implementing existing tobacco law, the realization of the powers that RTI Act grants every citizen to demand information from public officials of why laws are not being enforced is part of a very empowering process.

**Objective:** Give hands on training to youths, of drafting and filing RTI applications for demanding specific information on the implementation of tobacco control law.

**Methods:** Conducted a series of school based capacity building and orientation workshops for youths to aware them on writing and filing application under RTI Act 2005. Interested youth were further trained through a week long orientation on; what is, and how to use RTI Act, what are existing tobacco control policies in India (COTPA 2003 & WHO FCTC), photo journalism; and hands-on experience of using RTI to improve implementation of existing tobacco control laws in India.

**Result:** Youths filed applications under RTI Act, 2005, demanding information on: Why tobacco retail shops exist within 100 yards of educational institutions when the Indian tobacco control law prohibits it? -Many times within one month of filing RTI applications tobacco retail shops were removed from vicinity of educational institutions. -Due to consistent reporting of violations, UPSTCC has constituted a district level enforcement squad to monitor the compliance -A recent RTI application response received from Ministry of Health and Family Welfare, revealed that- NTCP and NPCDCS should have a common state/district Nodal Officer.

**Lessons Learnt:** RTI application has help tremendously in increasing accountability of government officials. This experience realized us that it is possible to use other existing legal mechanisms to improve implementation of tobacco control laws and also raise awareness, public consciousness and ownership within communities.

**Submitter Database ID:** 90

**Submitter Name:** Dr Rama Kant

**Country:** INDIA

**Paper Number:** 58

**Theme:** Track 12 Tackling the tobacco industry

**Paper Title:** Encouraging implementation of WHO FCTC Article 5.3 to prevent tobacco industry interference

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background information: UP state government seems to be working under the influence of tobacco industry. For example government it has not only given less priority to tobacco control interventions, but also made policy decisions that are favourable to the tobacco industry, such as reducing taxes on cigarettes, cigars, and un-manufactured tobacco.

Objective: To prevent tobacco industry interference in various government departments, other than health, by using WHO-FCTC Article 5.3 in line with Cigarette and Other Tobacco Product Act (COTPA) 2003.

Methods: CNS signed a Memorandum of Understanding (MOU) with UP State Tobacco Control Cell to work jointly for this initiative. CNS coordinated with many government departments, including those of health and education among others, along with civil society partners from across the state, to organise a day long advocacy and training workshop on WHO-FCTC Article 5.3.

Result: WHO FCTC Article 5.3 training workshop was a great success. More than 60 participants, including 20 government representatives from different departments, participated in the programme. Identifying opportunities and challenges to use WHO FCTC Article 5.3 in their local context, the participants agreed upon the following: (i) Respond to the misleading advertisements of nicotine chewing gums issued by ITC; (ii) State Level Coordination Committee should also act as an Article 5.3 Committee and communication platform; (iii) constituting District Level Task Force Committee to conduct monitoring and vigilance; (iv) a toll free number to report violations to be announced by UPSTCC.

Conclusions/ lessons learnt: Orientation of government officials/ law enforcement officials on the use of WHO-FCTC Article 5.3 in line with COTPA 2003 is likely to thwart the vested interests of the tobacco industry to some extent in the state, but for prolonged benefit we need to incorporate WHO-FCTC Article 5.3 into the national tobacco programme agenda as well.

**Submitter Database ID:** 91

**Submitter Name:** Ms Arpita Singh

**Country:** INDIA

**Paper Number:** 59

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Gutka Ban in India: Advocacy efforts leading to change with special focus on Maharashtra

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** Smokeless tobacco has been a public health issue for a very long time. Public policy measures to deal with the problem have been undertaken in the past but have been unsuccessful due to various reasons until now. Through continued advocacy efforts by the civil societies and judicial intervention, the State of Madhya Pradesh took a lead and banned gutka in the State under Food Safety and Standard Act. Following suit all the States and Union Territories have banned gutka in their jurisdictions among which Maharashtra has extended the ban on pan masala as well.

**Objective:** The objective of this study is to highlight existing laws regulating smokeless tobacco in India and to assess the role of effective advocacy for implementation of the laws.

**Methods:** The methodology in the research paper is both analytical and descriptive. It involves analyzing primary data such as legislations, international treaties, reports and case law.

**Result:** Analysis of gutka ban history since 2002 and recent developments revealed the importance of litigation and the continued advocacy by the tobacco control advocates. Strategies like involving tobacco victims in the campaign and making use of evidence based scientific research publications on tobacco health impacts in judicial intervention have proved successful in banning Gutka.

**Conclusion:** In case of failure on the part of legislature and/or executive to perform their duties, members of civil society with their continued advocacy efforts and court interventions; can help in achieving an effective legislation and play pivotal role in their implementation.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 93

**Submitter Name:** Mr Vijay Bhasker Yetapu

**Country:** INDIA

**Paper Number:** 60

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco Free Workplaces: A CSR approach for Tobacco Control in India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### Abstract Text

**Background:** Looking after the well-being of the employees is an essential and indispensable part of any organization. An organization is responsible for the development of the community at large and the environment surrounding it.

**Objectives:** By encouraging employees to focus on key health behaviours such as reducing stress, and ceasing tobacco use.

**Methods:** Conducted "Healthy and Happy Living" workshops under CSR activity for GSECL - "Gujarat State Electricity Corporation Limited" covering seven Power Plants. Delivered 66 Sessions during 2013 – 14 on Tobacco & Alcohol Awareness for the Employees, Family members, Students and Villagers. Awareness through Creative videos & posters along with effective presentation in regional language has helped in achieving a better outcome.

**Results:** Out of 6700 people who attended the sessions, we could see instant response from more than 240 employees who have quit their addictions on the same day and many other have decided to give away their addictions at the earliest.

Family members who attended the workshop have decided to keep their homes Tobacco Free for protecting other family members from SHS and THS.

The Plant Heads have released circulars to all employees and the Shop Owners to ban the sale of Tobacco products and Prohibition of smoking in public places in all the power plants.

**Conclusion:** Banning tobacco use at workplaces has resulted in reduce of toxin exposure and carcinogens such as carbon monoxide and benzene along with clean and safe worksite for non-tobacco users.

New joiners will appreciate a clear company policy on smoking at work place.

**Submitter Database ID:** 95

**Submitter Name:** Dr Radhakrishnan Jayakrishnan

**Country:** INDIA

**Paper Number:** 63

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Smoking patterns, quit attempts and nicotine dependence of current daily smokers among males in rural Kerala – early results of a community intervention trial

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: The current smoking prevalence among males (27.9%) in Kerala is higher than the reported 24.3% for the whole of India. Integrating smoking cessation in tobacco control programmes could prevent mortality associated with smoking. A trial was initiated in a rural community in Kerala to assess the effectiveness of smoking cessation intervention. Objectives: To determine the smoking pattern, quit attempts and nicotine dependence of 'current daily smoker's recruited in the study. Methods: Using multistage sampling technique, 11 clusters were identified from 4 Community Development Blocks for a smoking cessation intervention trial. Besides collecting information on smoking and quit attempts, nicotine dependence using the 6 item Fagerstrom Test for Nicotine Dependence (FTND) scale was also assessed by trained volunteers. Results: 928 daily smokers (28%) were identified from 3304 subjects interviewed (mean age 44.4, SD 9.2). More than 50% smoked cigarette, 14% smoked bidi and 28% used both forms. A significant association was found between age and smoking ( $p < 0.0001$ ). The overall FTND score of current daily smokers was 5.04 (SD: 5.05). The FTND scores increased with age and decreased with higher literacy and socioeconomic status. While 19.2% reported quitting at least for 24 hours in a span of one year, 28.4% reported reduction in habit during this period. Conclusion: Other than high smoking prevalence among males, the study reported moderate nicotine dependence among smokers in rural Kerala. In addition to strengthening tobacco control, tobacco cessation strategies could prove successful if a baseline assessment of nicotine dependence could be completed before smoking cessation intervention.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 96

**Submitter Name:** Ms Kalpana Bhende

**Country:** INDIA

**Paper Number:** 65

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco Control Program to bring awareness about ill effect of tobacco consumption at school level and village

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Compressive efforts of ACF to make the village Tobacco free The Tobacco control program has been implemented by Ambuja Cement Foundation, (ACF) in 60 villages of Chandrapur Dist. of Maharashtra. The efforts is being made since 2011 in a very focus way. The program is being carried out in technical collaboration of by Salam Mumbai Foundation , and with the financial assistance of Naorattam Sekhseria Foundation . The total population covered under the program is 48882 in three blocks of Rajura, Korpana and Jiwati. The aim of the program was to spread the awareness at village and school level about ill effects of tobacco and make them tobacco free. The activities have been carried out Meeting with pregnant women, Adolescent girls, youth, SHG women, Sarpanch and Police patil etc. Awareness session held with Police department, GP members and Govt. servant also as per demand by them. The training had conducted for master trainers, teachers, sakhis to upgrade the knowledge about ill effect of tobacco. Organized various awareness program like poster show, TV show, Rally, role play and school level competition as well as cultural program to understood the people about disadvantage of tobacco chewing. The focus efforts were made with active involvement of PRI members, GPs to make Apart from all the prescribed activities got good result as 4 villages come forward and tobacco free totally by effort of villagers. Schools premises of 10 Z. P. Schools were made tobacco free. Through the one to one counseling 375 peoples left tobacco. Organized oral check up camp by specialist doctor and treated 75 suspected patients out of that 7 patients diagnosed for oral cancer.



**Submitter Database ID:** 97

**Submitter Name:** Prof Oxana Semyachkina-Glushkovskaya

**Country:** RUSSIAN FEDERATION

**Paper Number:** 66

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Long-term effects of tobacco on adaptation to chronic social stress and hormonal activity of reproductive system: gender aspect and mechanisms

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

We tested in chronically stressed people (social isolation due to loss of job) serum levels of cortisol, adrenocorticotrophic hormone (ACTH), adrenaline, noradrenaline, beta-arrestin-1, testosterone, estradiol using immunoassay method. The smoking group included middle age women (n=73) and men (n=64) who smoked at least 20 cigarettes per day during more than 10 years, non-smoking group – women (n=85), men (n=67). The study has been performed according to the Declaration of Helsinki.

Results have shown that levels of stress hormones were higher in smoking group vs. non-smoking people. Notice, stressed smoking women demonstrated greater activation of glucocorticoid system hile male smokers – adrenergic system ( $1015 \pm 23$  pg/ml vs.  $250 \pm 17$  pg/ml,  $p < 0.05$  – adrenaline and  $673 \pm 18$  pg/ml vs.  $124 \pm 12$  pg/ml,  $p < 0.05$  - noradrenaline). The concentration of beta-arrestin-1 – molecular indicator of disadaptation to stress was elevated in smoking group vs. non-smoking group. These changes were more pronounced in smoking female than in male ( $1,37 \pm 0.06$  ng/ml vs.  $0.32 \pm 0.03$  ng/ml – women and  $0.93 \pm 0.04$  ng/ml vs.  $0.35$  ng/ml,  $p < 0.05$  - men) that is associated with suppression of secretion of estradiol but not testosterone ( $77 \pm 3$  pg/ml  $\pm$   $157 \pm 9$  pg/ml,  $p < 0.05$  – estradiol;  $562 \pm 19$  ng/dl vs.  $572 \pm 21$  ng/gl - testosterone).

Conclusion. Our result suggest that long-term smoking of tobacco increases hormonal stress-reactivity, predominantly due to hyperactivation of glucocorticoid system in women and adrenergic system in men that is accompanied by more pronounced elevation of molecular marker of disadaptation to stress (beta-arrestin-1) in women vs. men and suppression of hormonal activity of reproductive system in women.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 98

**Submitter Name:** Mr Mohan Gupta J

**Country:** INDIA

**Paper Number:** 67

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Tobacco-Free Planet: An Innovative and Creative approach for Tobacco Control Initiatives

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background:** Littered cigarette butts are causing environmental contamination and also causing health hazard to humans and animals. Tobacco causes destruction of forests by cutting of trees to create a space for tobacco farming and tonnes of paper is used every year for wrapping cigarettes. Tobacco farming drains large amount of sub-soil water and tonnes of paper is used every year for wrapping cigarettes.

**Objectives:** We need to raise awareness on tobacco environment pollution since tobacco epidemic is more than a matter of individual concern. Smoking not only affects the smoker's health, it also greatly influences the surrounding atmosphere. Smoke and cigarette butts affect the environment the most, resulting into air, water and land pollution.

**Methods:** Created multiple Posters highlighting how Tobacco causes Health and Environmental damage. Produced Creative Animated short films focused on Health & Environmental damage caused by Tobacco. Conducted Tobacco Awareness Sessions in various Schools, Colleges, universities, and Companies along with public events.

**Results:** We could make bigger impact among youth by explaining the facts that tobacco industry is one of the major contributors of global warming. Gathered over 3000 student volunteers and 2000 volunteers from different walks through multiple awareness camps.

**Conclusion:** Banning Tobacco is not just for us, but for this world and for everyone who has to live in this world after us. Need to produce more Creative Animated short films, Posters, and Anti-Tobacco slogans for effective Tobacco Awareness focusing on Health and Environmental concerns. Mass media campaigns should include environmental impact caused by tobacco.

**Submitter Database ID:** 99

**Submitter Name:** Ms Pradnya Brijmohan Bhattad

**Country:** INDIA

**Paper Number:** 68

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Evaluation of the Factors Provoking Addiction, especially Tobacco Addiction & Runaway Behavior in Street Children of Mumbai.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Authors :- 1) Pradnya B. Bhattad, IIIrd MBBS, 9TH Semester, Grant Government Medical College & Sir J J Group of Hospitals, Mumbai-08.

2) Dr. Chavan Y. B., Associate Professor, Department of Preventive & Social Medicine, Seth G.S. Medical College & K. E. M. Hospital, Mumbai. Email ID: pradnyabhattachad20@gmail.com

**INTRODUCTION** There will be 800 million street children globally, by 2020, as per UNHCHR (United Nations High Commissioner for Human Rights). They have poor hygiene, poor diet, various addictions; emotional and social deprivation. Homelessness leads them to criminal behavior, addiction, prostitution, begging, violence, drug abuse, etc. Stringent measures must be taken to prevent street children turning into street adults.

**AIMS AND OBJECTIVES:-** 1) To assess prevalence of tobacco addiction in street children. 2) To correlate causes of runaway and addiction amongst street children.

**MATERIALS AND METHODS** Study type: - Cross sectional study. Study period: - May, 12 to July, 12. Sample size: - 90, Universal sampling technique used. Pre-designed semi-structured questionnaire was used with personal interview technique. Data analysis: - Frequency tables & by chi-square test.

**RESULTS** 55.6% children were between 10-12 years. 80% were males. 46.7% children were educated below 1st standard, 20% were totally illiterate. 75.6% children earn >Rs. 1500/- month. 71.1% children spend money on addictions. Among them, 51.8% were addicted to tobacco smoking, followed by 37.78% street children were addicted to drinking whitener solution, closely followed by alcoholism (35.56%), tobacco chewing (31.1%). 51.8% of Street Children opted to runaway from their homes due to family break-up, followed by physical abuse by parents (31.1%), overcrowding (17.8%), employment (17.8%) etc.

**CONCLUSION** Need for proper school education, behavioral changes and communication for the prevention of addictions in children and alleviating poverty in families.

**Submitter Database ID:** 100

**Submitter Name:** Mr Cyril Alexander

**Country:** INDIA

**Paper Number:** 69

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Challenging Section 5, COTPA violations of the Film Fraternity

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

**BACKGROUND AND CHALLENGES TO IMPLEMENTATION** In October 2013, Teaser of the Tamil movie “All in All – Azhaguraja” mocked the anti tobacco advertisement for tobacco control ie., “Story of Mukesh”,. Tamil nadu people’s forum for tobacco control (TNPFTC) challenged the violation and succeeded in banning the teaser and removing the scene from the movie.

**INTERVENTION** The method used to challenge the violation was by lobbying with the State Public Health Officials and the Central Board of Film Certification.

The forum demanded that the teaser be banned, scene be removed from the movie and the Director to apologize to the public.

**RESULT** By Oct 21, 2013 the violating scene was removed from the movie. The teaser had also stopped being played. With regards to the apology, the Director mentioned in an interview with Deccan Chronicle mentioned that his lead actors would not smoke henceforth in his film and that his intention was not to hurt anyone.

**LESSONS LEARNT** The movie industry is unaware of the tobacco control measures relating to its field.

Through mass media coverage, it is possible to expedite the process of taking action against the violators and ensure that tobacco control measures are known to many.

**CONCLUSION** Even though, the violation was reported and action was taken, the film fraternity is still oblivious of their responsibilities towards tobacco control. The fraternity does not know the latest tobacco control policies. This lack of awareness is clearly reflected through the violations that take place in their products ie., the movies.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 101

**Submitter Name:** Mr Ibrahima Sory Cisse

**Country:** GUINEA

**Paper Number:** 70

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** sensibilisation de la population contre le tabagisme et le cancer

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

campaign awareness against smoking, cause of death Conakry and in the prefectures of guinee. la awareness is through the media.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 103

**Submitter Name:** Mr Ramesh Gandhi

**Country:** INDIA

**Paper Number:** 34

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Rampant ads of Tobacco Products Paralysing Tobacco Control Program.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background: India signed the FCTC in 2003. Article 13 of FCTC mandates a comprehensive Ban on Tobacco Advertisements, Promotions and Sponsorships (TAPS).

Section 5 of the Indian Tobacco Control Act (COTPA, 2003) prescribes for a complete ban on TAPS.

Rampant cases of TAPS violations prove that the basic spirit of Ban on TAPS stands defeated.

Objective A.To assess the volume of TAPS Ban Violations.

B. To Address Reasons for Violations: a.Loopholes in Section 5 of COTPA. b.Connivance of Tobacco Lobby with Politicians and Enforcement machinery for weak implementation. c.Media playing dubious Role of Promoting Tobacco by Surrogate advertising. d.The Self Regulatory bodies like ASCI, IBA, INS avoiding action against TAPS. d.The Penalty on Violation is too small and rarely imposed.

C.Suggest Action Plan a.Paradigm shift from 'Tobacco Control' to 'Tobacco Eradication'. b.Changes in COTPA on TAPS Ban and ads at Point of Sale. c.Mechanism of Accountability. d.A strong Counter Campaign on various media.

Methods : We conducted a Study of 60 Tobacco Sellers around University and Colleges of Jaipur and Puna. We also studied frequency of Surrogare Ads in Hindi and English Dailies, Literature of Baseline surveys of Himachal Pradesh and Rajasthan, Shadow Report on implementation of FCTC and COTPA by various agencies. Results: Overall Violations at Point of Sale range very high in Puna ( 99%) to lowest at Jaipur (53%). 100% of leading dailies publish surrogate advertisement once in a month. Conclusions: Study proves that rampant advertising of Tobacco exists. It creates a false impression that there is hardly any law which prohibits TAPS. Strict implementation is needed for ban on all TAPS.

**Submitter Database ID:** 103

**Submitter Name:** Mr Ramesh Gandhi

**Country:** INDIA

**Paper Number:** 72

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Tobacco Control Program severely lacks the Basics of Social Marketing and Branding.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: Social Marketing mandates that the Basic Principles and Tools of Marketing, Advertising and Branding used in selling consumer merchandise can also be applied to promote Social concepts, feelings, and mass behaviors. Objective : To diagnose the Social marketing compatibility of present Tobacco Control Program in India. Method: A comparative study of 5 Successful Social Projects from India and abroad has been done by analyzing their following of Laws of Marketing and Branding. The Results: 1. The Law of Brand name: Tobacco Control lacks a catchy brand name which some other programmes have got like Pulse-Polio, Operation Flood, etc. 2. Law of Logos and Symbols: It does not use the power of easily recognizable logos. The logo of No smoking can be further developed. Like vegetarian food has Green Dot and Non-vegetarian Food has Red Dot. 3. Law of Colour : A brand must own a single colour or a combo of two colours with 70-80% dominance of Single colour. Like Pulse polio has yellow, Aids Control has Red, Social Forestry has Green. 4. Law of Service Delivery: Social Services need to be easily available and be delivered to beneficiaries at their doorstep as in Pulse Polio Program, Contraceptive distribution program. 5. Law of Word: A campaign must own a word or two. Examples : Florida's "Truth" campaign led to a 19% reduction in cigarette smoking middle school students in just one year. North Carolina's "Click it or Ticket" campaign, which resulted in a 17% increase in seatbelt use. 6. Law of Multiple Contact Windows: It should use contact windows like Website, Toll-Free Helpline, SMS, Facebook, QR Code and Social media. 7. Conclusion: Tobacco Control needs to revamp its marketing and Branding in professional manner.

**Submitter Database ID:** 104

**Submitter Name:** Dr Peter Selby

**Country:** CANADA

**Paper Number:** 73

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Mobile Tobacco Cessation Clinics: Reaching Underserved Populations

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

The STOP Program is a study which evaluates various delivery methods of evidence based treatment to smokers in Ontario (including pharmacotherapy combined with behavioural interventions). STOP on the Road (SOR) is an arm of this study. SOR consists of mobile clinics delivered across the province to deliver tobacco cessation workshops in collaboration with local partners.

The workshops bring evidence-based cessation treatment to under-served populations in Ontario. This is important given that socioeconomic and geographic barriers still prevent many tobacco users from accessing comprehensive treatment. Furthermore, the workshops provide an opportunity for public health staff to engage local practitioners and community groups in delivering tobacco cessation treatment and health promotion initiatives to their communities. The workshop provides a brief intervention as well as free medications (5 weeks of nicotine replacement therapy) to eligible participants. SOR has reached over 18,381 tobacco users in 8 years across the province. For workshops held between December 2012 and October 2013, the quit rate (based on 7-day point prevalence of abstinence) for survey responders is 27 % six month following the participants' quit date. In addition, participants reported that since the SOR workshops they had also made other health improvements, such as increased physical activity (62%), decreased alcohol consumption (37%), improved nutrition (58%) and improved stress management (40%).

This workshop will describe the collaborative model and the protocol for the design and delivery of the workshop. Workshop participants will also design a similar program adapted to their local context.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 105

**Submitter Name:** Mr Alamgir Sikder

**Country:** BANGLADESH

**Paper Number:** 75

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Capacity Building Training for the Executive Magistrates : Effective way to implement the tobacco control law.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background:** According to the government circular, executive magistrates are conducting mobile court on different laws regularly at district levels. For implementation of tobacco control law mobile court driven is the most important tool. So, it is important to train and sensitize executive magistrates to enhance their capacity to implement the law.

**Objective:** To identify the lack of knowledge and information gap regarding this public health act for negligible implementation and enforcement of the law in Bangladesh.

**Method:** National Tobacco Control Cell planned the capacity building training for executive magistrates on implementation of tobacco control law in 2012-13 in 6 different batches. Since June 2014 it has trained 196 executive magistrates from 64 districts of the country. Although it was very challenging to ensure magistrates participation from all over the country, but it become possible for active support from the Ministry of Public Administration, controlling authority of the executive magistrates.

**Result:** The day long workshops module include the dissemination of tobacco control law, tobacco industries tactics and violation of the law, best practice of mobile courts. As a result after completion of the training 117 magistrates conducted 801 mobile courts conducted at different public places and fined 1202 persons and 36 institutions for violation of the tobacco control law.

**Conclusion:** The magistrates conducted these mobile courts as a regular part of their job and that trained magistrates are now more cooperative to conduct mobile courts on tobacco control than before. NTCC needs more effective approaches to take the initiative further.

**Submitter Database ID:** 106

**Submitter Name:** Prof Yu Song

**Country:** CHINA

**Paper Number:** 76

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Research of effective methods to reduce smoking among doctors, teachers and civil servants

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Methods: We investigated 15 hospitals, 15 high schools and 10 governmental institutions of different size. We withdrew 2457 questionnaires, 2377 effective. The effective rate is 96.74%. Result: The average smoking quantity of smokers is 12.2 cigarettes. 44.8% of the smokers intend to quit smoking. 62.35% of these people have a smoking history of less than one year. Among the respondents, 52.5% of nonsmokers would dissuade family members from smoking actively. The main reason they dissuade is concerning smokers' health or other people's health. The most frequent action is telling smokers that smoking does harm to them. The most effective action is telling smokers not to smoke in front of children. 28.2% of nonsmokers would dissuade their co-workers from smoking actively. The main reason they dissuade is concerning smokers' health or other people's health. The most effective action is telling smokers that smoking would endanger nonsmokers' health. 9.5% of nonsmokers would dissuade people from smoking in public places. The main reason they dissuade is their own health problems. The most effective action is showing the no-smoking signs. During the dissuasion, 5.9% of them consider it effective every time, and 51.5% of them consider it effective some times. Conclusion: To prompt smokers to quit or abort smoking, the main reason is considering their own health or other people's health. The main reason that nonsmokers dissuade smokers from smoking is considering health problems as well. The most effective method of dissuading smoking in public places and working places is no-smoking regulations.

**Submitter Database ID:** 107

**Submitter Name:** Dr Shekhar Grover

**Country:** INDIA

**Paper Number:** 77

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Tobacco Related Oral Health Literacy and its Clinical Correlates

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Introduction:** Tobacco consumption is globally widespread and its oral health impact has been thoroughly researched. It is important for health care providers to understand their patient's literacy levels and help them with relevant information. Lower levels of Health literacy in tobacco consumers have been documented, but with oral health literacy it is unidentified.

**Aim:** The aim of the cross sectional study was to understand the Socio-demographic and Clinical correlates with tobacco related oral health literacy among tobacco users and non-users.

**Methodology:** The present pilot survey was carried out among general population (&#8805;18 years old) visiting the outpatient department of a Government Dental Institution. Self-instituted close-ended questionnaire developed in the local language was distributed amongst thirty subjects. The instrument was divided into various categories which consisted of comprehension passages with missing terms. These were arranged in a random fashion below each passage and the respondent was allowed to use them only once during the passage. General socio-demographic factors, tobacco usage and clinical oral examination (WHO 2013) was performed to collect all necessary information.

**Results:** Twenty six people (age range 18-63 years) responded back. The internal consistency was acceptable (&#945; = 0.62). Analysis revealed that Mean Score was 26.31 + 5.80; scores of non-users were significantly higher than that of users; no difference was seen among various socioeconomic grades. The final survey will be done on 10% of subjects that report to OPD for a consecutive duration of two months, based on convenience sampling.

**Submitter Database ID:** 108

**Submitter Name:** Dr Hemal Shroff

**Country:** INDIA

**Paper Number:** 78

**Theme:** Track 12 Tackling the tobacco industry

**Paper Title:** A study of working conditions, health and illness among tobacco cultivators in two districts of Gujarat

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Introduction: The overall prevalence of Green Tobacco Sickness (GTS) in India is 47% among tobacco workers. Similar studies conducted in other countries suggests that exposure to green tobacco leaves causes other health hazards among tobacco cultivators. Objectives: To explore the effects of exposure to green tobacco leaves on the health of tobacco workers, their working conditions and other health issues faced by them as a result of working in the tobacco farms. Methods: The current study was qualitative in nature and was conducted in six different villages of two districts (Anand and Khaira) in Gujarat. Data was collected by conducting in-depth interviews with 30 adult laborers (21 male and 9 female) working in the farms for at least one year. Results: Some of the participants reported that the sap of the tobacco plant is very sticky, which is difficult to remove. Taste alteration, yellowing of hands, contact allergy and green tobacco sickness were some of the problems reported by participants. Fertilizers are used, but only men handle them. The average working hours were 7-9 hours/day, and they did not feel overburdened by the work. Tobacco chewing was found to be common among the men, but not among the women. There was no indication of use of safety measures. Conclusions: Given that some participants reported taste differences, tobacco consumption, symptoms of green tobacco sickness, and non-usage of safety measures, there is a need to educate farmers regarding these issues. Additionally, the government needs to examine the occupational hazards specific to tobacco farming.

**Submitter Database ID:** 109

**Submitter Name:** Dr Rakesh Gupta

**Country:** INDIA

**Paper Number:** 80

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Paradigm shift in doctors' attitude towards tobacco treatment

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background Engagement of Doctors in India to ask tobacco users to quit and to assist in the process is suboptimal; and, contributes significantly to the dismally low quit rate of ~2% (GATS, India). Their challenges are ignorance, indifference, of being busy and absence of incentives.

Process At Jaipur, Rajasthan, in collaboration with Central Government Health Services (CGHS), MOHFW SK Soni Hospital and Rajasthan Cancer Foundation (RCF), trained 27/36 (75%) CGHS doctors. The training was done through two half-day workshops for 2 batches of 18 and 9 doctors in September- October 2013. Through Pre- and Post- training questionnaires, doctors' knowledge, attitude and practices (KAP) in delivering tobacco treatment were assessed..

Results Amongst the eligible 23 participants, 20 (74%) changed the attitude to advice quitting to their tobacco-using patients. Thirteen out of 23(~56%) committed to give minimal intervention at least (3 minutes or more). Over 50% doctors (12) committed to counsel and/or prescribe medicines vs. pre-workshop figure of ~25% (6/23). Reporting self-efficacy in tobacco treatment, 3/14 (~21%) felt totally equipped and 11/14 (~79%) felt sufficiently capable. Nearly all (22/23; 96%) concurred to collaborate in future with ~73% (17) concurring to maintain a database to be able to measure the outcomes.

Conclusions This study could establish a paradigm shift by proving that if doctors get trained, they are willing to treat tobacco users with higher investment in time, even without any specific incentive. A near total desire to continue this collaboration and maintain database dilutes the factor of indifference to tobacco treatment.

**Submitter Database ID:** 110

**Submitter Name:** Dr Akshay Dhobley

**Country:** INDIA

**Paper Number:** 81

**Theme:** Track 09 Tobacco taxation and pricing

**Paper Title:** Raised tobacco tax – is it the vital axe?

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Raised tobacco tax – is it the vital axe?

#### **BACKGROUND**

Statistics indicate that price raise of bidi by 52.8% and cigarette by 176% through taxes, would result aversion of 4.6 million & 1.8 million premature deaths respectively in current smokers. At the same time, this would generate Rs 146.3 billion (by bidi) and Rs 36.9 billion (by cigarette) in government revenues. So as to check the actual impact of raised taxes on tobacco sale & consumption, a double blind study was designed by questioning tobacco vendors.

#### **OBJECTIVES**

1. To estimate change in the number of smokers visiting the vendor
2. To estimate change in the number of cigarettes per smoker
3. To check impact on first time smokers, if any.

#### **METHOD**

A double blind questionnaire based study of 1000 tobacco vendors in Nagpur city (500), and surrounding rural area(500) was carried out by 20 trained volunteers. The questions were designed for a “product based survey” in order to increase the participation of the subjects and reduce bias.

Inclusion Criteria: - Vendors having minimum of 50 tobacco smoking customers per day.

#### **RESULTS**

No statistically significant decline was noted in either number of smokers or in number of cigarettes by individual smoker. The first time user was also not significantly affected by increased taxes.

**CONCLUSION-** An increase in taxation alone is not an effective method for tobacco control. It needs to be supported by other pro active measures as well.

**Submitter Database ID:** 111

**Submitter Name:** Dr Sneha Kuralkar

**Country:** INDIA

**Paper Number:** 82

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** Tobacco use among korku tribal women Melghat, Maharashtra

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

TOBACCO USE AMONG KORKU TRIBAL WOMEN IN MELGHAT, MAHARASHTRA Sneha Kuralkar and Hemal Shroff, School of Health Systems Studies, TISS, Mumbai, India.

**Background:**

Tobacco use is one of the biggest public health problems and most preventable cause of mortality and morbidity in world today. Based on the NFHS-3 data, tobacco use prevalence is as high as 57% in men and 10.9% in women for age group 15-49 years. About 10% of pregnant and breastfeeding women use some form of tobacco in India (IIPS 2007). However, there is a paucity of research regarding tobacco use, especially among tribal women. In addition, there are few studies that have explored the initiation, use and impact of tobacco among women in an in-depth manner.

**Objectives:**

To explore the context of initiation of tobacco use, its effect on the lives, health/illness & familial relationships among Tribal women in Melghat, Maharashtra.

**Method:**

Twenty-two women currently consuming tobacco between ages 16 to 40 were interviewed in depth.

**Results:**

Most of the women reported peer pressure as the reason behind tobacco use initiation. None of the women felt that there was any effect of tobacco on their health. Many women reported increased financial burden due to tobacco use had caused problems in their marital life. Almost all women perceived their tobacco use as addictive and were unable to stop.

**Conclusions:**

Results indicated that there was an unmet need for tobacco de-addiction and cessation services. There needs to be greater outreach to educate individuals about the ill-effects of tobacco consumption also.

**Submitter Database ID:** 115

**Submitter Name:** Prof Lennart Larsson

**Country:** SWEDEN

**Paper Number:** 83

**Theme:** Track 03 Tobacco Pack Warnings

**Paper Title:** Tobacco smoke contains high concentrations of bacterial and fungal components

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** We have demonstrated that tobacco smoke contains bacterial lipopolysaccharides (LPS). A linear relationship was found between the number of cigarettes smoked indoors and air concentrations of LPS.

**Objectives:** The purpose was to measure LPS in tobacco leaves, cigarette tobacco, and mainstream and sidestream smoke. We studied cigarettes of international as well as local brands purchased in different countries in Europe and Asia. In addition we investigated whether microbial compounds other than LPS, such as bacterial peptidoglycan and fungal components, are also present.

**Methods:** An integrated gas chromatography-mass spectrometry (GC-MS) method was used for measuring LPS markers 3-hydroxy fatty acids, peptidoglycan marker muramic acid, and fungal biomass marker ergosterol in the samples.

**Results:** The peptidoglycan and LPS concentrations in tobacco leaves and cigarette tobacco were similar (ergosterol concentrations showed very large variations). The concentrations of the measured microbial components were much lower in some cigarettes locally produced in China, Korea, and Vietnam than in cigarettes of international brands. The concentrations of the microbial compounds in mainstream smoke followed the concentrations in the tobacco, and were 0.1% (peptidoglycan), 2.4% (endotoxin), and 0.4% (ergosterol) of the respective microbial compounds' content in the tobacco. In comparison with mainstream smoke the concentrations in sidestream smoke were lower by 1-2 magnitudes.

**Conclusions:** Tobacco smoke is a bioaerosol that contains microbiological material. These results may explain why smokers may suffer from chronic bronchitis, chronic sinusitis, and obstructive lung disease. This knowledge could be included in tobacco pack warnings.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 116

**Submitter Name:** Dr Puneet Gupta

**Country:** INDIA

**Paper Number:** 84

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Role of Dentists in Tobacco Cessation

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Tobacco Cessation is an important component of Tobacco Control. So far the major focus has been on primary prevention of tobacco use and less is said about those who are already using tobacco. Quitting tobacco is one of the most difficult intervention from both the subject and the doctors point of view. Oral Health Care professionals regularly examine the oral cavity. They are not only the ones who see oral lesions but also the ones who detect tobacco use habits. Many a times the odor from patients mouth indicates tobacco use. Presence of stains on teeth etc make it easy for dentist to detect such habits. Tobacco cessation is a multi segmental approach. However dentists can play a major role in tobacco cessation. They can use both pharmacological and non pharmacological approaches for the same. This paper discusses how they can be involved towards tobacco control.

**Submitter Database ID:** 117

**Submitter Name:** Dr Rajesh Yadav

**Country:** INDIA

**Paper Number:** 85

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Evaluation of surveillance system for tobacco-related cancers in Delhi.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** Tobacco use is the single most important preventable risk factor for cancer. Surveillance of tobacco-related cancers (TRC) is critical for monitoring trends and evaluating tobacco control programmes.

**Objectives:** Analyse trends of TRC and evaluate the Population-Based Cancer Registry (PBCR) in Delhi.

**Methods:** We interviewed key informants, observed registry processes and analysed the PBCR dataset for the period 1988-2009 using latest TRC definition of International Agency for Research on Cancer. We calculated percentages of morphologically verified cancers, death certificate only (DCO) cases, missing values of key variables and time between cancer diagnosis and registration or publication for the year 2009.

**Results:** TRC constituted 52% of all cancers in 2009. The age-adjusted incidence rates of TRC per 100000 population increased from 64.2 to 97.3 among males and 66.2 to 69.2 among females during 1988-2009. Data on all cancer cases presenting at over 250 major government and private health facilities are actively collected by the PBCR staff using standard paper-based forms. Data abstraction and coding is done manually following ICD-10 classifications. Eighty percent cases are morphologically verified and 1% cases were identified by DCO. Less than 1% of key variables had missing values. The median time to registration and publishing was 13 and 32 months, respectively.

**Conclusions:** The burden of TRC in Delhi is high and increasing. The Delhi PBCR is well organised and generates high quality and representative data. However, the data collection and processing is time consuming, which can be improved by replacing paper-based data abstraction with electronic data abstraction.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 118

**Submitter Name:** Mr Dinakaran Dharmalingam

**Country:** INDIA

**Paper Number:** 86

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** A success-Story of utilising the Services of Children as Tobacco Cessation Motivators.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Background ::** In most of the Rural areas of the Tamil Nadu State – villagers are NOT aware of the ill-effects of Tobacco products.

**Objective :** To create awareness among the Tobacco-users – about the destructive and detrimental nature of the Tobacco Products and motivating them to get rid of this dangerous habit.

**Method :** Naturally, any Indian parent who is an Tobacco addict, do NOT like their wards to become a Tobacco-user. Everyday, most of the smoking parents want to free themselves from this addictive product – which they inherited due to their ignorance and peer-pressure during their youth-age. However, even after many attempts, they could NOT get rid of this deadly-product. In view of the above, our Team-members evolved an idea of engaging wards of these Smokers – as Motivators for creating an impact in the minds of these Smokers – and to promote the Tobacco-cessation efforts.

With the above idea in mind, after sufficiently highlighting the ill-effects of the Tobacco products, we have engaged the wards of these Elder-Tobacco-users to meet their Smoking Parents and ask them to part with a Cigarette – for their use. At this point, these smoksing parent got stunned by the acts of these Children and decided to quit Tobacco usage.

**Result** With the above idea, our Team Members were able to make a Tobacco-free Village in the district of Tiruvannamalai in Tamil Nadu State.

**Conclusion** We surely hope, by engaging this idea – we are also makings the present-day youth not to fall prey to the Tobacco products.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 119

**Submitter Name:** Mr Pranay Lal

**Country:** INDIA

**Paper Number:** 90

**Theme:** Track 07 Population Based Surveys

**Paper Title:** How do we measure progress in tobacco control? Anticipating results from India's GATS (2015)

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

In India tobacco use is a major cause of premature death especially in adults of working age. In 2010, the first GATS survey for India revealed that there are 275 million users and another independent study found that at least 1.2 million deaths take place from smoking alone in males during this period. The next GATS survey is expected to be released in 2015 will present new data (national and state level) and inform policymakers and those involved in implementation of global good practices in tobacco control of what works and how much.

**Methods** The measure of prevalence (in percentage and absolute numbers) is an important criteria to measure effectiveness but given that the tobacco epidemic is persistent and insidious in nature, criteria from GATS that shown improvement or decline nationally and at state level need to be identified based on a rationale. The Union South East Asia Office, New Delhi organised a small roundtable of 12 tobacco control experts comprising epidemiologists, behavioral scientists, and tobacco control advocates and ranked these key criteria in Goa between April 22-25, 2014.

**Results** The results and rationale for the choice of criteria will be identified from the GATS questionnaire which will inform how effectively tobacco control interventions have worked in the intervening period of the two surveys. This will be presented at the NCTOH 2014 in Mumbai.

**Submitter Database ID:** 152

**Submitter Name:** Dr Zahra Ladak-Merchant

**Country:** INDIA

**Paper Number:** 93

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Moving towards a tobacco-free workplace

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Workplaces offer a unique opportunity to address tobacco use. Workforce in manufacturing units of India mostly comprise of migrants who are daily wagers with low literacy level, low awareness and poor medical support. The risk increases as young adults face peer pressure and are often introduced to tobacco habits.

**Objective:** The objective of a worksite-based tobacco cessation program is to facilitate the creation of a tobacco-free environment: one that motivates users to quit, supports them in their attempts and encourages non users to stay that way. **Method:** Since 2012, the program has been implemented in 4 manufacturing/small scale factories based in western India with workforce strength of 100-250. A cohort of current tobacco users are identified and followed individually for 12 months (based on Prochaska's Stages of Change model). Organization-wide approach includes sensitization talks, periodic soft messaging and proactive leadership engagement.

**Results:** Overall, of 44% users, nearly 95% enrolled in the program for individual counselling and follow up. On an average, post program (at approximately 9 months), with a 45% loss to follow up, 36% have not consumed tobacco, 31% decreased, 5% relapsed and 11% had no change.

**Discussion:** Tobacco sensitization is being integrated, at various worksites, into the formal orientation and ongoing Occupational Health and Safety programs. Night shifts remain the biggest risk factor for relapse; improved access to water, washroom, substitutes and tea helps workers to cope. Engagement and capacity building of mid-level managers/ supervisors is crucial for increased reach and sustainability.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 153

**Submitter Name:** Mr Narayan Lad

**Country:** INDIA

**Paper Number:** 94

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Curbing Violations of Point of Sale Advertising in Mumbai

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

**Introduction:** A point-of-sale (POS) advertising stimulates trial use and promotes brand awareness. It can also serve as a motivating factor for youth to try tobacco products. COTPA 2003 sec 5 prohibits tobacco advertisement at POS but violation has been observed in Mumbai.

**Objectives:** • Reduce number of violations of the COTPA Sec 5 and 6. • Sensitize the tobacco vendors to remove the ads and implement the COTPA Sec 5 and 6. **Methods** In 2013, a survey was conducted across 1,100 tobacco vendors in Mumbai, India to assess compliance with Section 5 and 6 of the Cigarettes and Other Tobacco Products Act (2003). Shops that displayed point of sales advertisements or failed to comply with COTPA received a follow up interview. The study result was shared with BMC License Department, who issued instructions to the 24 wards to take action for removal of advertisements in their respective jurisdiction. **Results** Most tobacco vendors surveyed failed to comply with COTPA Sections 5 and 6 (71%, n=786). 775 out of 786 points of sale advertisements have been removed. New rule have been incorporated to not allow displaying tobacco ads while issuing new advertising permission document. **Conclusions** The survey found widespread violations of COTPA Section 5 and 6. The large number of violations suggests that the development of tobacco control laws is not enough to change commercial behavior. In order to prevent tobacco use among users and youth, enforcement of COTPA laws is necessary.

**Submitter Database ID:** 154

**Submitter Name:** Mrs Rupali Satavase

**Country:** INDIA

**Paper Number:** 96

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Art against Tobacco

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Objective:** Using performing art as a tool to engage children in different activities to keep away them from the habit of Tobacco **Background:** Art has been an effective medium to embody a message and a tool for propaganda. **Approach:** The academies are run in Government-run schools where students from the weakest section of the economic strata are encouraged to participate in the various activities. A pre-requisite to be a part of these academies demands a tobacco-free individual. Expertise in each field is a result of commitment through healthy mind and body which is not tarnished by substance abuse, in this case, Tobacco. The students are trained over a period of 3 years by specialized coaches and trainers all-year-round on a bi-weekly basis. The Arts Academy organizes performances during the World No Tobacco Day and several other occasions, State level competitions, Zonal events, festival celebrations, promotion of anti-tobacco youth campaign, performances during Little master's challenge, corporate events and Annual Day event.

**Result** We are able to reach out to over 700 children in the government schools all over Mumbai. 272 students in Theatre, 183 students in Kathak, 135 western dance and 154 students in Music are a part of the Arts Academy. **Conclusion** Impact of focused skill-based training has resulted in having a consistently increasing number of students choosing to be a part of Arts academy, which ensures that they abstain from the use of tobacco and hone talents which aid in vocational development while contributing to societal growth.

**Submitter Database ID:** 155

**Submitter Name:** Ms Tejaswini Shinde

**Country:** INDIA

**Paper Number:** 97

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Student Helping Others Understand Tobacco

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** Ex-Super Army volunteers (School Students) formed a group to fight against tobacco issues in society and named it SHOUT. Started in 2008, the project vested out of the youth itself who wanted to continue working on the subject of tobacco and become "Agent of Change". The name "SHOUT", which shows liveliness and the supremacy to make a difference. SHOUT collaborates with NSS students in colleges and youth at different platform.

**Objectives:** Young advocates for tobacco free society, acting as "Agent of Change" in their social circle.

**Methods:** SHOUT have a direction and a desire to succeed and has the control to bring change in all format and capacities. SHOUT has created various platforms with major stakeholder of the society, example government employees, college representative, NSS leaders, and Youth motivators to come on same platform and execute programs for society benefits. 76 NSS officers, widespread police station over

They use different mediums of arts and sports to direct their message to over lakhs of appreciators, thousands of participants, hundreds of beneficiaries and number of colleges and youth groups.

**Results:** In the six and half years of its existence SHOUT has been part of various college festivals and external programs such Kala Ghoda, Marathon etc. Creating educational Institute campus Tobacco Free.

**Conclusions:** SHOUT plans to continue its working in the field of tobacco awareness through the medium of arts and sports while benefiting SHOUT members with livelihood opportunities in their field.



**Submitter Database ID:** 157

**Submitter Name:** Dr Rakesh Gupta

**Country:** INDIA

**Paper Number:** 99

**Theme:** Track 11 ENDS (Electronic Nicotine Delivery System) and other tobacco and non-tobacco products

**Paper Title:** Institutionalising the monitoring mechanism for abuse of ENDS (Electronic Nicotine Delivery System) in the state of Punjab.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: In September 2013, Punjab became the first state in India to declare ENDS as illegal. Currently, these are not regulated by any national authority in India. Though not generally available in stores, they are widely promoted through social media, email marketing with discount offers. Sales are increasing sharply all over the world. To control its spread in Punjab, State Drug Controller (SDC) invoked Drugs and Cosmetics act and sent directions to all Drug Inspectors. The Department of Health Punjab found that ENDS is illegal under Drugs and Cosmetics Act, Poisons act, Insecticides Act etc so its abuse has to be monitored. Objectives: To institutionalise the monitoring mechanism for abuse of ENDS in the state of Punjab, a well-defined monitoring mechanism was established. Methods: The use of ENDS is being monitored monthly by Permanent District level Task force by Deputy Commissioners. Awareness campaign was launched. The media was effectively used to sensitise general public about the harms of ENDS. Results: A circular has been issued by SDC Punjab declaring ENDS as illegal. A Permanent District level Task force has been notified by Principal Secretary Health to monitor ENDS. District wise Monthly reports are being generated and monitored by Commissioner-FDA. A total of 12 raids were conducted in various districts, out of which seizure of ENDS was made in one district. Conclusions: The declaration by the Government of Punjab opens the way for other states to follow suit, and prevent ENDS becoming an additional marketing strategy for tobacco companies.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 158

**Submitter Name:** Dr Gopal Chauhan

**Country:** INDIA

**Paper Number:** 101

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** MPOWER-success story in a non NTCP (National Tobacco Control Program) state in India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background- Himachal Pradesh (68 lack population) is not included among the 21 NTCP (National Tobacco Control Program) States out of 28 in spite of the high smoking prevalence (33.2%) than the Country (32.7%). Interventions - Identification of few / committed volunteers. Simple guidelines(to discuss tobacco control with the existing programs, routine / periodic inspections by teams/squads to fine violators of the tobacco control law and to use funds collected as fine for anti tobacco activities),advocacy & evidence based compliance. Incentive to the performers in the form of recognition, rewards & motivation. Results- M-More than 10 studies /surveys conducted in the State in last 5 years & monitoring on monthly basis in the state /Distt./Sub Distt.level P- >82000 violators fined in last 5 years and >98 Lacs INR collected as fine and being utilized for anti tobacco activities. The state was declared smoke free on 2.7.14 with >80% O- TCC with trained doctor, clinical psychologist and social worker established in all 12 Distt.hospitals with 5 dedicated beds in each centre and >10 OPD/day. W-First conviction under section 7 COTPA in the country and its compliance has gone >95% E-The TAPS ban especially point of sale advertisements of tobacco has reduced to <1% R-Increased by 50% in last 3 years Conclusion-Effective MPOWER is a low cost strategy if we make it a part of the existing or ongoing activities/programs.

**Submitter Database ID:** 159

**Submitter Name:** Ms Lata Sawant

**Country:** INDIA

**Paper Number:** 102

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Creating a Tobacco-Free Environment for Students: Advocacy on Tobacco Sales within 100 Yards of Mumbai Schools

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Introduction:** India is experiencing an epidemic of tobacco use – nearly one third of adults and almost 15% of youth use tobacco. One important measure to prevent tobacco use in India is to prevent sales within 100 yards of schools. The Cigarette and Other Tobacco Products Act (2003) prohibit the sale of all tobacco products within 100 yards of schools, but compliance with this law is low in Mumbai.

**Objective** To ban selling of tobacco products in and around 100 yards of school premises. **Methods:** In 2011, the area surrounding 91 public schools in Mumbai was surveyed. Following analysis of the results, advocacy by public school students on COTPA compliance was conducted with municipal health commissioner and licensing officials.

**Results:** The survey found that 82.4% of schools (n=75) had tobacco vendors within 100 yards. Nearly one third of the tobacco vendors were operating without a license (n=151). Almost 15% (n=32) of vendors reported selling tobacco to minors. BMC took action on 72 shops which were near school premises and in July 2012 the COTPA sec 6 was incorporated in shop and establishment 1948 of Brihanmumbai Municipal Corporation.

**Conclusions:** Evidence based advocacy eventually brings in constructive policy change.

**Submitter Database ID:** 160

**Submitter Name:** Mr Sandeep Gawade

**Country:** INDIA

**Paper Number:** 103

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Tobacco control using traditional festivals

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Introduction: Popular festival - Ganeshotsav – is merrymaking time for many people. The diversity provides variety of celebrations of any festival in India extending opportunities for people from different walk of life together, exchange ideas and thoughts, regaling and sauntering the moments of happiness of life, with solid bonding of togetherness to overcome any eventuality. Objectives: Create awareness on ill-effects of tobacco. Implementation of tobacco control laws; Impose total ban on surrogate advertising at all pandals.

### Methodology

Program extends to 400 pandals with 4000 young advocates spreading message through popular festivals. Raksha Bandhan, Ganeshotsav, Navratri and New Year festivals are the effective advocacy platforms. Various stakeholders are sensitized on these occasions. We plan and create festival specific tools to spread awareness on tobacco control.

### Examples:

Raksha Bandhan: Rakhi, handmade by school children carrying anti-tobacco messages tied on the wrist of tobacco vendors and stakeholders.

Ganesh Festival: Composing and playing devotional songs, displaying banners/slogans and street plays based on anti-tobacco theme.

New Year: Shun bad habits; adopt good resolutions, burn effigy of tobacco demon in the form of a giant cigarette. Resolve to stay Tobacco Free. Result:

250 shopskeepers promised not to sell tobacco to minors. Ganesh Pandal activity has become annual feature with the mandals supporting anti-tobacco campaign year after year. Millions of devotees sensitized on ill-effects of tobacco.

Conclusion: Using festivals as platforms for multi-pronged tobacco control advocacy is an effective method for building knowledge, consensus and action resulted in ban on surrogate advertising of tobacco products.

**Submitter Database ID:** 161

**Submitter Name:** Mrs Sheela Bhardwaj

**Country:** INDIA

**Paper Number:** 105

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** In-School Prevention of Tobacco Use through Life Skills Development – The Super Army Model

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background** Tobacco is the single largest preventable cause of death in the world today. In India, approximately 14.6% of youth (13-15 years) use tobacco products. Some children start using before the age of 10. In response to India's tobacco epidemic, Salaam Bombay Foundation has developed the Super Army School Leadership Programme to prevent tobacco use and build advocacy skills among children and youth.

**Methodology** The Super Army School Leadership Programme uses a life skills development model in schools for the 7th-9th grades. The Super Army includes two modules – Awareness (tobacco and its health effects) and Advocacy (community-based advocacy). Through the modules, the programme develops life skills including leadership, communication and self-empowerment. The program uses a variety of teaching methods, including arts and theatre, to develop students' knowledge and skills. In the 8th-9th grade, students conduct advocacy with local stakeholders (including education and police officials) on tobacco control, learn about government and tools to enact social change.

**Results** In 2010, researchers from the Harvard School of Public Health conducted an evaluation of the Super Army. They found that Super Army students were half as likely to report tobacco use - 4.1% of 8th standard Super Army student, compared to 8.7% of control school students (OR = 0.51) Super Army students were also significantly more knowledgeable about tobacco and related legislation and had stronger life skills.

**Conclusions** The Super Army is an effective model for low-cost tobacco prevention and life skills development in schools in low- and middle-income countries.

**Submitter Database ID:** 162

**Submitter Name:** Mr Deepak Patil

**Country:** INDIA

**Paper Number:** 106

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco free Environment for every one

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Thutra – A Tobacco Free Village

Salaam Mumbai Foundation (SMF) fighting the life threatening epidemic of tobacco in collaboration with Ambuja Cement Foundation initiated Tobacco Control Programme in the villages of Chandrapur district of Maharashtra through a capacity building Programme that targets teachers, village health functionaries, local government, government, youth and local NGOs to work towards making villages tobacco free. The SMF and ACF are selflessly working with villagers spreading awareness on hazards of tobacco on human life.

Story of Thutra is just a feather in the cap. The Sarpanch was so impressed by our efforts that he shut the tobacco shop forthwith. With his sensitization Khirguda, Mangi budruk, Loldoha and Pugadipathar villages followed the suit.

Outcomes: Through the intensive efforts of health workers, village Sarpanch, teachers, students and local police four villages are in the process of becoming tobacco free. In Thutra village, activities such as rallies, meetings with stakeholders, observing Cancer Day, poster campaigning, sessions for adolescent girls, pregnant women, etc. were the focal points in making it tobacco free. Name of the village: Thutr(Chandrapur district: population:750

Learning: The Ambuja Cement Foundation has merged this programme in their own health project and whenever they organize such programmes anti-tobacco messages get a prominent place. This initiative proved that regular follow up with village level stakeholders have paid off greatly resulting into greater response from villagers and their Sarpanch in extricating the tobacco from their villages where contribution of village health workers was eminent.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 163

**Submitter Name:** Mr Harishchandra Pal

**Country:** INDIA

**Paper Number:** 108

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Youth Tobacco use

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

YOUTH AND WOMEN TOBACCO USE BACKGROUND It is found that in govt and semi govt offices, villages, schools, and public centers places, people are using materials made by tobacco extermaly. and that places has been becoming dirty. empty pouches of mawas, gutkha, sweetsupari,tapkir are spread out spread out here and there, it is harmful for castles,human &fields also. OBJECTIVES 1) Main objects of our team is make tobacco free environment in school, villages & public centers. 2) keep away from tobacco to student,children & women also. 3)to arouss confidence in students

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 164

**Submitter Name:** Mr Dhananjay Bamane

**Country:** INDIA

**Paper Number:** 109

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** TOBACCO FREE ENVIRONMENT(TOBACCO FREE SCHOOL)

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

“Tobacco Free School” Jagruti Vidyalaya, Chikhalhol Tal-Khanapur Dist-Sangli. Master Trainer-Dhananjay Sarjerao Bamane. Kasegoan Education Society’s Jagruti Vidyalaya, Chikhalhol Tal-Khanapur, Dist-Sangli. I am working as an assistant teacher. In my school we are working for this project. I have received necessary information from team of Salam Mumbai Foundation. For this work our head –master Mr. B.R. Chavan helps me and teaching staff-non teaching staff help me. In Ganesh festival I gave a speech and guided my students at that time all the students take a pledge not to touch the tobacco. Then ‘Salaam Mumbai’ & Foundation & ‘Yashwant Pratishthan, Mumbai’ distributed their prospectus. We prepared some posters by taking help of taluka medical & health officers on anti tobacco project. We composed some slogans for this project & written on front walls in our school. Our headmaster gave written notice to all students about ‘Tobacco Control law 2003’ and about its fine. All news about this project were published by printed media. All teachers were guided about this project. In front area of our school we have written the board of ‘Tobacco Free School’. All the parents praised for this project. Tobacco is not sold in school premises. In front of our school the board is displayed about ‘Not to eat tobacco made products & banning on its selling’. My articles are published in ‘Dainik Punyanagri’ about banning of tobacco. In order to make tobacco free school. I have taken the help of stakeholders of schools and village. Now all the teachers and villagers are aware about the ill effects of tobacco and tobacco control law 2003. I have declared my school is tobacco free. I got certificate from Salam Mumbai Foundation.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 166

**Submitter Name:** Mr Santosh Bodade

**Country:** INDIA

**Paper Number:** 110

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Using a children's newsletter as a messaging platform to promote tobacco control

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Children in our Salaam Bombay Media Academy are introduced to media and journalism as a vocation. The Academy's modules are designed to enhance the children's skills in creative writing, concise communication & imagination. Through the newsletter "Voice of Halla Bol", children have the opportunity to express their views on topics effect them and their community, including tobacco control. Children use this newsletter as a platform to promote tobacco control. Methodology: Initially for the first year, the Academy selects children from the 7th grade for the three year course. During their training, children are also involved in publication of the newsletter. Salaam Bombay Foundation uses the newsletter as a messaging platform to provide useful information on tobacco control activities. Readers are informed about the various tobacco control activities conduct and encourage others to follow suit. Results: As of now, 400 students from 15 schools have been trained. Selected batches of 14 children were given special training in photography. 28 articles were published by the Academy's children in the newsletter. Through the newsletters media students reached to 70,000 students in 223 schools. During a discussion community radio they reached thousands of listeners and gave their opinions on tobacco consumptions and informed listeners not to acquire such an unhealthy habit. Conclusion: Through the Media Academy, the students can reach to the masses using messages against tobacco in a very creative way.

**Submitter Database ID:** 167

**Submitter Name:** Mr Alok Singh

**Country:** INDIA

**Paper Number:** 111

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Promoting Life Skill Through Sports Against Tobacco

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Back ground The Salaam Bombay Foundation does a two pronged work with children – awareness of tobacco hazards and child’s personality development. Sports are the medium through which we develop the personality of our children and provide information on tobacco ill-effects by impressing upon them that they are the ambassadors for tobacco free campaign. Presently, we use two streams for promoting competitive sports among the children from municipal schools – cricket and hockey. We provide them facility for in-school and after-school training covering 2000 children. Objective: Using Sports as a tool, engage children in different activities to keep them away from the dreaded habit of Tobacco consumption. Methods: All students have to go through the selection process of skill and fitness tests taken by our coaches. On qualifying these tests they become eligible for admission into the Sports Academy. Results: Through our Cricket and Hockey Academies we have trained nearly 2000 students out of which 50 have got opportunity to earn their livelihood. One of our academy girls has participated at university and state level sports competition. There are 10 coaches, who do not use tobacco in any form, hence are totally tobacco free. All Students are Tobacco free and most of the parents have quit tobacco after their wards joining our academy. Conclusion: Our Moto is “TAMBAKOO KO KARO CLEAN BOWLED”. Through this message we impress upon the children to stay away from tobacco products and remain hale and hearty for life long.

**Submitter Database ID:** 169

**Submitter Name:** Dr Zahra Ladak-Merchant

**Country:** INDIA

**Paper Number:** 113

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Facilitating public school students to quit tobacco and supari use

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background** Tobacco is known to be addictive and detrimental; supari is a carcinogen and a recognized gateway product for tobacco. Both are affordable and available to students in attractive packages. With nearly 15% Indian youth consuming tobacco and 25%, supari, the need to address this issue is urgent and imperative.

**Objectives** Objectives for the school-based tobacco and supari cessation program are to: 1. Encourage, motivate and support users to quit 2. Prevent exploring / getting addicted to their use

**Methods** In its second year, this program covered eight public schools, inviting voluntary registrations from students of class 5 -10 (age 11-18 years), who had consumed tobacco or supari in the last 6 months. The intervention included structured monthly in-school group sessions for sensitization, motivational counselling and role-plays.

**Results** In 2013-14, of the over 4,000 students oriented, 312 registered. Of these, 241 (77%) consumed only supari, 15 (5%) consumed only tobacco and 56 (18%), both. At the 6th session, 210 (87%) consuming only supari, 11 (73%) consuming only tobacco and 41 (73%) consuming both, had stopped consuming the product. Participation and effectiveness was higher in the younger grades: 14% and 4% registered from Grades 5 and 10 respectively; similarly, 95% and 58%, respectively, quit the product. Students shared their experiences of use and refusals, also offering each other support and reminders to resist use.

**Conclusions** Group momentum, positive peer influences and refusal skills are key success factors in teenage behaviour modifications and creating a milieu that encourages and rewards being tobacco-free.

**Submitter Database ID:** 171

**Submitter Name:** Mr Deepak Mishra

**Country:** INDIA

**Paper Number:** 115

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Smoke Free Munger initiative - A gateway to Tobacco Free Bihar

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Objective :** Institutionalization of Tobacco Control programme at district and sub-district levels to ensure the compliance of COTPA -2003

**Background :** According to GATS India report 2009-10, 53.5% adults use (30850882 million) tobacco in Bihar, out of which 14.2% of adult smoke (2710264 million), who expose nearly 25% of the rest of the population to secondhand smoke SHS at public places in Bihar (57665200 million).

**Methods :** Efforts to institutionalize tobacco control by creating systems, advocacy with policymakers; capacity building of law enforcers, and enforcement of the various provisions of India's tobacco control legislation were done. The media was used strategically to advance tobacco control at the district level.

**Results :** Compliance studies to measure smoking in a public place have shown tremendous improvement since the first interventions made in the state. Overall 89.3% of public places have been found to comply with the criteria identified to declare a public place as smoke free.

**Conclusion :** Good progress has been observed in the state of Bihar but challenges remain which threaten the sustainability of the interventions. widespread loc These include: one, the presence of India's largest tobacco industries (ITC) which dominates the policy space in the state; two, domestic tobacco Industry's aggressively promotes its products locally; three, there is widespread local tobacco cultivation, and four limited funding and political support for tobacco control from the state government.

**Submitter Database ID:** 172

**Submitter Name:** Dr Sonu Goel

**Country:** INDIA

**Paper Number:** 118

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** What is level of integration of Tobacco Control in Masters of Public Health Curricula of India?

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Context: Tobacco is the single largest cause of preventable death among adults globally, as it is in India. Despite this alarming situation, there is very minimal inclusion of tobacco in formal education systems, including the medical discipline, in India. Aims: The present study analyzed the extent of integration of tobacco control related content in Masters of Public Health (MPH) curricula of various institutes in India. Materials and Methods: This cross-sectional study was conducted during January to May 2011 in all colleges of the country offering MPH course. A 50 items semi-structured questionnaire was designed, posted and e-mailed (followed by hard copy) to the Person-In-Charge of the MPH program. Descriptive statistics (using SPSS version 17) were used to profile the tobacco control content in respective institutions. Results: The duration of the MPH course was two years in all institutes and had accreditation with some affiliated body. Tobacco related diseases were covered under 'non-communicable diseases' section by every institute. Mere 41.4% of institute's had faculty who had received specialized training in tobacco control. More coverage was given to health risks and effects of smoking as compared to cessation interventions (5 A's), symptoms of withdrawal and pharmacological treatments. Only 25% of institutes were in process of introducing tobacco courses into their curricula. Lack of expertise and administrative barriers were cited as perceived major problems in inclusion of tobacco control in MPH curricula. Conclusions: Tobacco control is not receiving adequate attention in public health curricula in India.

**Submitter Database ID:** 174

**Submitter Name:** Dr Upendra Bhojani

**Country:** INDIA

**Paper Number:** 120

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** From Policy to Practice: Insights from Karnataka about Implementation of Tobacco Control Law

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background** Tobacco use poses a significant disease and economic burden in India. The government enacted the Cigarettes and Other Tobacco Products Act, 2003 (COTPA) to protect health of non-smokers and reduce tobacco consumption. However, after a decade of enacting this law, the compliance remains sub-optimal. There is a dearth of literature on how this law is being implemented.

**Objectives** To analyze and document implementation mechanisms and factors that played role in enhancing COTPA implementation in Karnataka and draw learning for moving from policy to practice.

**Methods** We used several data sources ranging from 2011 to 2014 to understand the role played by government agencies and the implementation mechanisms. We studied relevant government orders/ circulars, internal implementation reports and print and electronic media reports related to tobacco in Karnataka.

**Results** We found that five government departments (police, education, health, transport, urban development) played different but unique roles in implementation of this law in Karnataka. The degree of implementation seems to coincide with the amount of institutionalization of COTPA within departmental structure and functions in the form of trainings, reporting, reviewing.

**Conclusions** Moving from policy to practice is possible as can be witnessed in the case of tobacco control in Karnataka. But an overarching challenge is to achieve better horizontal coordination across departments implementing the law.

**Submitter Database ID:** 174

**Submitter Name:** Dr Upendra Bhojani

**Country:** INDIA

**Paper Number:** 121

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Role of Litigation in Tobacco Control: Lessons from Past

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background** Reducing tobacco use can be seen as a critical state obligation towards the realization of the highest attainable standard of health. The rights-based approaches to tobacco control have been advocated and documented. Public interest litigation has emerged as an important tool in many human rights movements, including tobacco control in South Asia.

**Objective** We examined the role of litigation in claiming health rights, in this case tobacco control.

**Methods** We reviewed all major litigation related to tobacco control in India from 1997-2014 and selected cases from other countries in South Asia. We analyzed these cases to determine the success of the litigation as an advocacy tool. We considered two major contexts: first, litigation that sought a new legal framework or improvements in the existing legal framework in the country, and second, litigation seeking interpretation and/or enforcement of the prevailing legal framework.

**Results** We found that litigation has played an important role in catalyzing government action on issues for which no specific legal framework existed and often served as precursor for the development of an appropriate legal framework. Here, judicial activism in India, using public interest litigation, is noteworthy.

We also found that litigation seeking remedy for specific legal violations is more likely to succeed and have a lasting impact. However, when used to demand better enforcement of existing legal frameworks, litigation yielded limited impact in spite of favorable court decisions. Strengthening government enforcement machinery is required as a follow-up to court decisions directing the enforcement of existing laws.

**Submitter Database ID:** 174

**Submitter Name:** Dr Upendra Bhojani

**Country:** INDIA

**Paper Number:** 122

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Tobacco control in India: a case for Health-in-All policies

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

We argue that the Indian health sector can and should assume a stronger stewardship role by systematically scrutinizing the health impact of tobacco policies across sectors and seeking synergies so as to achieve the most favorable impacts. This would be a welcome application of what is known as the Health-in-All Policy approach. It is based on the longstanding accumulation of evidence for the social, political and economic root causes of ill health and inequity.

We highlight how policies from various sectors including environment, food safety, transport, commerce, finance and broadcasting have been formative but also at times counterproductive in development of four of the crucial tobacco control measures in India: (1) prohibition of smoking in public places; (2) ban on chewable tobacco products; (3) tobacco production and taxation; and (4) tobacco promotion and advertisements.

While prevailing tobacco control policies are already rooted in multiple government sectors, they are still sub-optimal and at times conflicting. It can reasonably be argued that the health sector - through the Ministry of Health and Family Welfare, legitimate duty-bearer for tobacco control under the COTPA - should take forward the key role in bringing about the needed synergy. In order to build the capacity of the Indian health sector to catalyze actions from across various sectors, the three major challenges need to be overcome: (1) the neglect of social determinants of health; (2) inadequate skills for advocacy and mediation; and (3) mainstreaming the health impact assessment. Without a Health-in-all policy tobacco control in India will remain sub-optimal.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 175

**Submitter Name:** Mrs Pushpavati Patil

**Country:** INDIA

**Paper Number:** 123

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco quit, live neat

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

I am Pushpavati Madhukar Patil working as a Regional vocational Guidance officer at Regional Vocational guidance and Selection Institute, Nashik Div. Nashik. I have been running a campaign tobacco free movement since 2008. I got support from Salaam Bombay Foundation. I usually go to schools and colleges and give information about disadvantages of tobacco and its related products. I also participated in the tobacco control programme. I tell the students about the side effects of tobacco products by showing the Charts and CDS given by Salamm Bombay foundation. I also went to many villages and cities and the people about the psychological, Physiological problems occurred by tobacco. I know it works when one explains it. Many people quit smoking and chewing tobacco after telling them the bad effects of tobacco by using chart and pictures. Mothbha Khairnar and Anil Nathu Bhamre these two teachers quit tobacco after my guidance and from last 3 years they didn't eat any tobacco products. Now in this campaign many people, some of my colleagues joined me. I think this is my achievement. Here I want to continue this movement further. Having the aim of tobacco free environment I want to dedicate my life for this movement and set a precedent. I think strict laws should be implemented and everyone should fight for tobacco quitting.

**Submitter Database ID:** 176

**Submitter Name:** Mr Syed Mahbubul Alam

**Country:** BANGLADESH

**Paper Number:** 124

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Can grassroots organizations become successful tobacco control advocates?

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Up to the late 1990s, few organizations in Bangladesh were active in tobacco control. The size of the problem was far greater than the scale of the response. Grassroots groups did not consider tobacco control as part of their agenda and did not have the needed skills to support advocacy campaigns. But for tobacco control to be successful, nationwide advocacy was needed.

Over the years, Work for a Better Bangladesh (WBB) Trust and the Bangladesh Anti-Tobacco Alliance carried out a series of workshops and trainings, at the local and national level, to convince local organizations to become active in tobacco control and to build their skills to engage in effective work. As different national campaigns ensued, the training reflected the new needs, e.g. on law passage, law amendment, law implementation, and tax increases.

As a result of the work, the number of involved organizations and their ability to engage in advocacy both increased dramatically. Currently there are over 700 organizations involved in tobacco control, and for any specific campaign, we can immediately mobilize the support of at least 100 organizations. Over 70 individuals are able to speak knowledgeably about detailed tobacco control.

Bangladesh has made great strides in tobacco control which would not have been possible without the involvement and support of local organizations. The basis of their support was a years-long effort to bring training where it was needed, raising interest, knowledge, and skills so as to create and maintain an active, nationwide coalition for tobacco control.

**Submitter Database ID:** 177

**Submitter Name:** Mr Saifuddin Ahmed

**Country:** BANGLADESH

**Paper Number:** 125

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Big Bang for the Buck: Spreading smoke-free places throughout a country

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

The comprehensive tobacco control law passed in Bangladesh mandated smoke-free places, but the policy did not lead to implementation. Years later, many government institutions continued to allow smoking on their premises. Institutions such as police stations are visited by many people as well as utilized by their staff. Their centralized nature means that if the central office takes an initiative, then offices throughout the country will become smoke-free. The same is true of the University Grant Commission and the Bangladesh Road Transport Authority, which have influence over universities and buses throughout Bangladesh.

Work for a Better Bangladesh (WBB) Trust and the Bangladesh Anti-Tobacco Alliance (BATA) began a campaign in 2010 to convince government institutes to commit to making all their premises, and all universities and buses, smoke-free. The campaign involved regular personal visits to different offices, use of earlier initiators as models, and distribution of signboards.

As a result of the campaign, thousands of institutions throughout the country became smoke-free. One underlying key to success was the friendly approach to advocacy; another was the ability to offer some smoke-free signboards for display.

There is often a large gap between law passage and implementation. For tobacco control to be successful, we must encourage institutions and others to follow the law. Where possible, working with centralized organizations can have significant reach across the country, and create a mass movement that will sweep along other organizations and individuals as well, as we work to create smoke-free places and transport throughout the world.

**Submitter Database ID:** 178

**Submitter Name:** Mrs Syeda Anonna Rahman

**Country:** BANGLADESH

**Paper Number:** 126

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** A pilot project to convince shopkeepers to remove tobacco ads

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

A comprehensive tobacco control law passed in Bangladesh in 2005 was immediately successful at ending tobacco billboards and newspaper ads. However, years later, many shops still displayed signboards with the name and/or logo of a cigarette brand. Effective law implementation is vital for tobacco control but difficult to achieve; creative responses are needed.

For years following law passage, tobacco control advocates have worked in partnership with government to organize mobile courts that can fine offenders and remove illegal advertising on the spot. However, such courts require time and expense to organize. It is not feasible for them to reach every single violator. Work for a Better Bangladesh (WBB) Trust and member organizations of the Bangladesh Anti-Tobacco Alliance carried out a small model campaign. First we conducted a survey of existing advertising. Then created materials to show how such ads violate the law, including images of mobile campaigns. Finally, we visited the offending shops to show them the information and warn them that they could be fined and their ads forcibly removed.

The campaign succeeded in convincing twenty five shopkeepers to remove their ads of their own initiative. The success of the initiative means that we can replicate the model more widely.

Where gaps in tobacco control law implementation exist, we need creative solutions. Producing information and evidence and personally visiting shopkeepers proved successful at removing illegal ads. It is not enough to ensure law passage; we also must work towards successful implementation and share our lessons across regions and countries.

**Submitter Database ID:** 179

**Submitter Name:** Mr Aminul Islam Sujon

**Country:** BANGLADESH

**Paper Number:** 127

**Theme:** Track 09 Tobacco taxation and pricing

**Paper Title:** Lessons from achievement of a dedicated health surcharge on tobacco products

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Although it is well known that the single most effective measure to reduce tobacco use is to increase taxes on tobacco, it is also possibly the single most difficult to achieve. The tobacco industry exerts a strong influence over taxation departments, while tobacco control advocates typically have little access. Tobacco control advocates also often are not well informed about the intricacies of taxation issues, making it difficult for us to engage in successful advocacy on the issue.

Over the years, we have had little success in gaining significant increases in tobacco taxes. There have also been gaps in the tax treatment of different tobacco products. In 2014, there was a small increase in tobacco taxes, while the tax on smokeless tobacco doubled from 30% to 60%. Further, a one percent dedicated health surcharge was imposed on all tobacco products.

The key aspect of our campaign was the targeting of specific Members of Parliament (MPs). In the past, MPs have resisted increases in tobacco tax. By training our network members to organize meetings with their MPs and to send them regular letters on the issue, we were able, over the course of a multi-year campaign, to bring enough MPs to our side as to ensure approval of the tax.

A taxation campaign takes time—sometimes years—and requires careful planning and smart strategizing.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 180

**Submitter Name:** Mr Govind Kumar Tripathi

**Country:** INDIA

**Paper Number:** 129

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Assessing compliance to Indian tobacco control legislation at Point of Sales in Tehri district Uttarakhand

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background: The Point of sales tobacco advertisements violations has been significantly increased in recent years. The present study was conducted to measure the compliance of prohibition of advertisement at 'point of sale' as defined under Section-5 of COTPA 2003. Design/Methods: Survey was done in Feb-March, 2014 across the district. Total 524 tobacco vendors were randomly selected according PPS in the entire jurisdiction and assessed according to the pretested observational checklist. Results: Near all tobacco vendors (90%) displayed tobacco products advertisements in some or other form at the Point of Sale. Display boards found more than two third of PoS (65%). Besides display boards, there were other types of advertisements such as posters (29%), stickers (35%) danglers (21%), promotional gifts (21%), product showcases (14%). Gross violations were observed across three jurisdictions; display boards were backlit/illuminated (56%), depicted brand name/pack shot (92%), displayed promotional message (34%) and 92% exceeded the allowable size of 60X45 cm. Health warning was displayed on display board (86%), however, in 34% boards; warning did not comply with the specification (text, design, color and size) Conclusions: The point of sale (PoS) has become the strategic locations for the tobacco industries to advertise their products. Provision under law to permit the PoS advertisement with certain restriction is looked as a loophole and a major menace now. This is a time for the policy makers to remove this loophole from the existing law and enforce the provision in its true letter and spirit.

**Submitter Database ID:** 181

**Submitter Name:** Mr Syed Saiful Alam

**Country:** BANGLADESH

**Paper Number:** 131

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** The importance of Social media in advancing tobacco control

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

The advent of social media has irreversibly changed the way that people communicate throughout the world. Success in our work may involve learning how to utilize social media to spread our messages widely and gain broad support, especially among younger people but also among connected politicians and other activists. Social media is also an effective way to share our lessons learned and strategies with fellow activists in other countries.

In Bangladesh, social media has gained immense popularity and is an effective way to reach the general public, fellow activists, officials, and policymakers. Tobacco control activists have used social media to gain attention to various tobacco control campaigns including law amendment and promotion of smokefree places. One strategy involved getting people to include a smokefree sign in their profile picture on Facebook. The campaigns were highly popular and reached the upper echelons of government.

Even in low income countries, the reach of social media is tremendous. Social media is also a perfect medium for those with little funding and difficulty accessing conventional media. Campaigns utilizing Facebook, blogs, and other social media can reach a wide audience and succeed in generating support for tobacco control in general and specific campaigns in particular.

Social media is not just for young people to chat with strangers; it is a valuable tool for tobacco control activists. In addition to attracting local support, social media is important for international sharing to create the sort of strong global networks that will make tobacco control the norm.

**Submitter Database ID:** 182

**Submitter Name:** Mr Muhammad Emdadul Haque Bhuiyan

**Country:** BANGLADESH

**Paper Number:** 132

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** A Study on Indirect Advertising of Smoking Scene in TV Drama in Bangladesh

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:** In 2013, Bangladesh amended its Tobacco Control Act which imposed a ban to broadcast smoking scene in TV drama. It is an important strategic promotional activity that raises interest in smoking among audiences. **Objectives:** The objective of this study is to observe tobacco smoking scene in drama of different TV channels in Bangladesh. **Methods:** In order to examine tobacco smoking scene, purposive random sampling was used as a way of drama selection. Nine private TV channels were selected and total 28 broadcasted dramas were surveyed and analyzed. Study period was from January 1, 2014 to March 31, 2014. **Results:** Among the analyzed TV dramas smoking and tobacco scene was found in 60.71% dramas. Among the analyzed crime related drama smoking and tobacco related scene was found in all of them. Among these dramas smoking scene was broadcasted on an average 30 seconds and highest duration was 40 seconds. Not only cigarette smoking but also Giza (cannabis), Alcohol, Shisha or Hookah and Yaba (tablet form drug composed of methamphetamine and caffeine) taking scene also broadcasted in these dramas. Smoking scene, in front of child and women, was also found in many dramas. Among the analyzed dramas in 3.57% dramas were found where women smoke. Instead of smoking scene, 7.14% drama demonstrated cigarette stick and packet for a moderate time. **Conclusions:** A strong and workable monitoring mechanism should be incorporated under concern ministry to observe and halt these kinds of violation of law.



### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 183

**Submitter Name:** Mr Babor Mir

**Country:** BANGLADESH

**Paper Number:** 133

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Ensuring tobacco free environment for all people irrespective of race, caste, creed and color

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Tobacco is a commodity which doesn't bring any good to people rather it causes enormous harms directly or indirectly to its producers, carriers, distributors, sellers, buyers, users and suppliers. Gul, jarda or nassi users and biri or cigarette smokers not only harm them but also cause equal harms to the second hand smokers or users and cause much nuisance as well as embarrassment to the non-users and non-smokers. There are two types of users of tobacco; amateur users and habitual users. Strong counseling is enough for the first group but force is required to apply for the second group in order to prevent them from tobacco use. One way to solve this trend is to create both demand and supply side barriers to tobacco goods. First of all fields of tobacco use should be identified. Then some disincentives should be devised that would discourage the tobacco users to buy those goods. For eligibility of electoral candidates and for appointment of government officials the provision of being non tobacco users should be included as a sine qua non. Public transport and public offices should be made tobacco free at first. There should be carrots and sticks respectively for the nonusers and users of tobacco at all government, semi-government and autonomous institutions. Retail selling of tobacco products to students and children may be banned. Indirect way of refraining one from using tobacco is to raise price of contingent stuffs like lighters etc and raising land development tax of the tobacco producing land.

**Submitter Database ID:** 184

**Submitter Name:** Ms Renu Sharma

**Country:** INDIA

**Paper Number:** 134

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Smokfree policy and its implementation in India : progress, challenges and way forward

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background : The US Surgeon General has concluded that there is no risk-free level of exposure to secondhand smoke. Breathing even a little secondhand smoke can be harmful. And can cause various deadly diseases. It has concluded that the only way to fully protect from the dangers of secondhand smoke is through 100% smoke-free environments. Section 4 of India's Cigarettes and Other Tobacco Products Act (COTPA) and its rules 2008 prohibits smoking in public places. Method: Opinion polls and compliance assessments studies were conducted across India to assess public support and compliance to Smokefree provisions of COTPA using "Assessing Compliance with Smoke-free Laws". The surveys assessed compliance to presence of No Smoking signage, absence of any active smoking and smoking aids like ashtray, lighter and match box. Results: Smoke-free has become as the most acceptable and popular tobacco control intervention among MPOWER strategies to implement at state and district level in India. Chandigarh was first smokefree city to effectively implement smoke-free in the country. Many states, districts and cities have gone smoke-free based on findings of compliance studies done by third party assessment after receiving support from The Union and its government and civil society partners in the country. Conclusion: Along with tobacco tax measures, advertisement ban, cessation measures, and education, smoking ban policy is currently viewed as an important element in lowering smoking rates and promoting public health. Further, compliance assessment surveys can be essential monitoring and guiding tools for policymakers in the implementation of smoke free public places.

**Submitter Database ID:** 185

**Submitter Name:** Mr Mukesh Sinha

**Country:** INDIA

**Paper Number:** 135

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Creating Tobacco Free Industry Through Advocacy and Collaboration

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Creating Tobacco Free Industry Through Advocacy and Collaboration Good employers are always concerned about employee's health as it increases productivity, reduces healthcare cost, create healthier workplace. Unfortunately large number of workers in industrial sector consume tobacco in one form or other. COTPA mandates smoke free workplace, however tobacco free workplace directly benefits the employers, employees and their families. Objective- Create a tobacco free industry . Process A diamond cutting Industry, district Dhar, Madhya Pradesh having 1438 employees was selected and intervened. Top union leaders of industry were oriented to take up issue before management, followed by joint orientation of top management and union leaders. This created a path for making industry tobacco free. Workers orientation, baseline survey, one to one contact with tobacco users, educational materials, formation of tobacco control and monitoring committee jointly with union leaders, regular checking ,display of signage and imposition of fines were done. . Result Chewing tobacco users reduced to 68 and of smokers to 48 from a total of 300 tobacco users. rest stopped using in premises, incorporated in code of conduct of industry, all realized the importance and feel proud that their industry has been declared tobacco free on 31st May 2014.

Conclusion Planned and systematic advocacy, mutual agreement of union leaders and management play vital role in making industry Tobacco Free, Tobacco free industry in India has much more importance than smoke free as plethora of chewing and non chewing products are being consumed.

**Submitter Database ID:** 186

**Submitter Name:** Mr Rahul Sharma

**Country:** INDIA

**Paper Number:** 136

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Monthly Crime Review as an effective advocacy strategy for COTPA implementation.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Objectives:** . &#61602; To assess effectiveness of enforcement mechanism through Monthly Crime Report. &#61602;  
To Plan high level advocacy for better implementation of COTPA at districts level

**Study area:** The study covered 22 districts of J&K in India.

**Study methodology:**

Violation Date from the Monthly crime Review reports has been collected in the specific format. Then districts wise and section wise analysis was done to know the effectiveness of the Implementation.

**Results and Findings:**

The data collected in the study were compiled and analyzed. The broad heads of the analysis and results thereof are:

- The No of Challans has increased from 39 to 1390 Challans 10 months.
- Provision of printing and distributing its own challan books by the police department.
- Inclusion of the various section of COTPA in the monthly crime report of the Police Department published monthly.

**Conclusion**

As Police Department has an important role to play in enforcement of the Law, a target intervention approach needs to apply. The key recommendations are as follows... 1. There should be a mechanism to regularly collect the Violation data at state, districts and SHO level. 2. Regular analysis (Districts wise and SHO wise, Section wise) needs to be done to know the gap in the enforcement. 3. This analysis should be used to streamline the enforcement mechanism.

**Submitter Database ID:** 187

**Submitter Name:** Mr Ravindra Hombal

**Country:** INDIA

**Paper Number:** 137

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Strengthening Tobacco Control Cell BY IMPLEMENTING A PILOT PROGRAM ON SECTION-6 OF THE COTPA ACT

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Track 10 Innovation in tobacco control strategies and interventions

Subject: STRENGTHENING THE DHARWAD DISTRICT TOBACCO CONTROL CELL (TCC) BY IMPLEMENTING A PILOT PROGRAM ON SECTION-6 OF THE COTPA ACT IN HUBLI CITY: Author: Ravindra Hombal Organization: Grama Shikshana Charity Foundation Hubli- Karnataka • Background: GraSCF's has been in close association with TCC of Dharwad district. Its multi pronged strategies in tobacco control has made the present members to meet regularly once in three months and review the progress in tobacco control. In 2012 it implemented a project to sensitize the heads of organizations of TCC by practically implementing section -6 of COTPA. • Objectives : To Sensitize Tobacco Control Cell Members to implement COTPA Act • Methods: a. Putting up signage's on "No sales of tobacco products to minors" in all identified retail outlets selling tobacco products in 23 major public place of Hubli city. b. Identifying and educating minors selling tobacco products in twenty three public places. c. Meeting heads of 357 of educational institutes. Motivating them to put boards on "No sale of tobacco products around 100 yards of educational institutes" d. Identifying shops selling tobacco products within 100 yards of educational institutes and reporting violations. • Results: Awareness on tobacco ill effects being low, educating different groups of above category took lots of time. But by looking at the end results of this pilot, TCC at present is highly motivated. • Conclusions: Advocacy and motivation with the implanting body is the best strategy in implanting COTPA laws.

**Submitter Database ID:** 188

**Submitter Name:** Mr Jahir Khan

**Country:** INDIA

**Paper Number:** 138

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** TOBACCO ENVIOURMENT

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

In year 2007 i start my work to train the teacher those are working in z p school;s i happy to know that they also eagher to make tobacco free enviorment for new generation of india.i work for tobacco free enviorment with salam mumbai foundation naratom sekhsaria foundation & with ambuja cement foundation it is my plasure i trained 10400 teachers of my chandrapur distict to work on tocacco free enviorment now surely i say that in this stage i gave guidance at lest 6500 students of chandrapur they happily work on tobacco enviorments,i give them, spirte to fight against tobacco & make a plan to free our enviorments totally tobacco free,they made there super army of students & work on the mission in 2007 to 2013 i took very successful programme like tv show on tobacco free enviorment holy of tobacco wraper & cegaratte anti tobacco session for students to know how to control enviorments to free from tobacco ,case study slogan compitation & meeting with ganesh mandal & taking differnt compitation on tobacco free enviorments in my work imade ten school 100 % tobacco free enviorments school best event of my work is that my school get the reward of best school in maharastra to successfully implemented the tobacco free teacher tobacco free socity progremme i also wish to carry my work for my nation to save new generation from tobacco & make the tobacco free enviorment in all part of my nation india.

**Submitter Database ID:** 189

**Submitter Name:** Mr Kumar Patil

**Country:** INDIA

**Paper Number:** 139

**Theme:** Track 05 Women and Tobacco Use

**Paper Title:** tobacco free life

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Tobacco free life My Name is Kumar Rangrao Patil. I live at Tandulwadi. Tal- walwa. From my childhood I like to do social work. I wanted to solve the problem that people face in their social life. In 1999 I got the opportunity of Sarpanch in my village . I work at Grampanchayat for 10 years. In that 10 years period. I got the idea of what people want and not. I did the study very kindly then I studied all the scheme from govt. and I helped it to the poor people. I got the habit of to help the poor people by different govt. scheme. 1 feb. 2009 I got the opportunity to work in the Jayant Poverty Eradication Campaign as a Cluster Organizer. Then I got the training from mr. Deepak patil in 2010 about the Tobacco Free Life. Then Now I am taking the programs for the people to stay away from the tobacco. I am visiting the school and guiding the students and giving the speeches to stay away from tobacco. Also I am giving the lessons about how the tobacco is injurious to the woman's and to tell the bad effect of the tobacco on woman's life. People like Hon. Jayant patil ( village development minister) . Salaam Mumbai Foundation Shri. Deepak Patil , Hon. Shamrao Patil (Anna) , Jayant Poverty Eradication Campaign Shri. Laxman shinde Sir. I really thankful to all the people.

**Submitter Database ID:** 190

**Submitter Name:** Mr Mir Abdur Razzak

**Country:** BANGLADESH

**Paper Number:** 140

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Successful anti tobacco campaign at district level in Bangladesh: Examples from Kushtia

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background:**Each district has district task forces for tobacco control law implementation under the Deputy Commissioner (DC) and Civil Surgeon (CS). For more than 10 years, Social Advancement Forum (SAF) is working on tobacco control in Kushtia district. SAF is well-known as anti tobacco organization among the law enforcement agencies, health department and district administration, as well as policy makers.

**Intervention:** SAF is connecting and tracking the policy makers and government officials either they are non-smokers or smoker. We invite in local Minister and MPs into our events, so when Minister and MPs attended, it is kind of official obligation to the government officials to attend. We get positive responses from officials on tobacco control law implementation. Encourage them to play positive role into the public and media and appreciate them for any good deeds. Through this regular communication, we founded, all of four current MPs are non-smoker. Among them, two influential MPs at national level, one MP is full minister and chief of a political party and another MP is senior leader of government party. We used their photo and name and develop a poster that 'our pride, our MPs, DC, SP is non-smoker'. This is hugely publicized at the district.

**Results:** It create positive atmosphere at the district of Kushtia on tobacco control perspective including law implementation.

**Conclusions:** Identify influential persons who have power and who can influence people on perspective of tobacco control. This idea can work everywhere in world.



**Submitter Database ID:** 191

**Submitter Name:** Dr Jakir Hossain Bhuiyan Masud

**Country:** BANGLADESH

**Paper Number:** 141

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Mobile Application for Quit Smoking

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: Mobile health (mHealth) is an emerging discipline for medical and public health practice. Mobile health program supported by mobile devices, such as mobile phones, personal digital assistants and other wireless devices. Bangladesh, being a producing cum consuming country, bears the double burden of tobacco. Recently conducted Global Adult Tobacco Survey (GATS) Bangladesh 2009 shows that, 43.3% people use both smoking and smokeless tobacco. A WHO study conducted in 2004 estimated that 57,000 lives are lost annually due to tobacco-attributable diseases and 382,000 people become disable. GATS Bangladesh survey shows, 7 out of 10 want to quit tobacco. But there is no quit line, only have some tobacco cessation clinics. According to US study, Science based recommendation is needed to include in mobile apps for effective utilization of quit smoking. Objective: The project was done to develop a mobile app that will help people to quit tobacco and empower people about health issues regarding tobacco. Method: We developed the mobile app that was a mHealth project of our Global Health Informatics course at the Massachusetts Institute of Technology (MIT), The University of the Philippines Medical Informatics Unit (MIU) and Sana .The project was conducted from February to May 2014.The sms, mobile call and awareness message were designed in this app. The continuous follow up and awareness message delivered systematically. Result:The user can use the mobile application easily by their android phone. Conclusion: The application will help people to aware about tobacco and how to quit tobacco in an effective way.

**Submitter Database ID:** 192

**Submitter Name:** Mr Eknath Chandar Kumbhar Kumbhar

**Country:** INDIA

**Paper Number:** 142

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco Free Environment

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

**Abstract Text**

Hello, Today cigarette, tobacco, all these things found in young generation. Due to which economic, mental, social problems arises. In 2008 I founded a "Salam Mumbai Foundation". It's about a free guideline for the problems arising after consumption of tobacco. First I was pre-learner of this foundation. Later I became District and State Level Master Trainer. Therefore I decided to make a school which namely called 'Tobacco Free School'. Then in school I started to teach students by showing them some pictures .Side by side I started taking some activities like drawing, mehendi, rangoli, greeting card competition, and science exhibitions. Up to date I distributed almost 2500 pamphlets across various villages so that people will know about it. In my village there are various committees are present .I took various activities such as burning of the things which are made of tobacco. And to make realization among the people I organized various events & competition and making of kite on which its showing a message of "Avoid use of tobacco'.Colgate distribution and pledge for avoiding use of tobacco. Due to this program there are hundreds of people free from tobacco things along with I received a district, state and national level awards. I have government co-operation but I wanted to have an co-operation from various government employee's , youngsters , parents and various communities to help me for spreading an awareness regarding the tobacco consumption and should take part in 'Avoid Tobacco Activity'.

Thank You.....!!!!!!

**Submitter Database ID:** 193

**Submitter Name:** Mr Masum Billah

**Country:** BANGLADESH

**Paper Number:** 143

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** An innovative and strong tool for increase awareness on health hazards of tobacco and law among poor-illiterates

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Background and challenges : create awareness among the poor & Illiterates by informal mass-media campaign.

Intervention or response: Gampot is combination of couple of different folk performances. It also includes displaying digital banners on tobacco hazards and tobacco control law. Firstly, Gamvira attracts audiences, then performer provides key messages to audiences. SEIAM and its executive director (ED) is inventor of this Gampot in Bangladesh. Gampot conveys full messages what we wish to provide audiences for reducing tobacco consumption as well as tobacco control law.

While Pot song is explaining pictures through music and speaking. It helps audiences to understand health hazards of smoking, second-hand smoking and tobacco use with pictorial warnings, definition of public places and transports, punishment of law etc.

Results and lessons learnt: While performing Gampot, audience's awareness is increased much more. Survey done among the audiences of Gampot shows that about 98% of audience suggested Gampot for much more awareness on tobacco hazards at market, local bazar or public gatherings. Experts and GO-NGOs also suggest to perform Gampot for creating awareness on tobacco control law.

Conclusions and key recommendations: Gampot can perform auditorium or any open public places including streets, rural markets, festival areas etc. Gampot is not cost-effective performances. It needs some of digital banner with pictorial messages of tobacco hazards and tobacco control law and couple of performers. No need extra dress-up, make-up or audio-visual settings. Gampot also can move one to another place simply. Any organization, anywhere in world can develop a group of Gampot.

**Submitter Database ID:** 203

**Submitter Name:** Mr Nipen Chandra Bala

**Country:** BANGLADESH

**Paper Number:** 147

**Theme:** Track 07 Population Based Surveys

**Paper Title:** Nutritional Profile and other associated factors responsible for filariasis including tobacco use in Bangladesh

**Preferred Presentation Type:** Poster Only

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Lymphatic filariasis lives in the human lymphatic system. Several species of female mosquitoes transmit the microfilaria larvae. The disease is main contributor to poverty. It is a painful and disfiguring disease which creates major social/economic burden in society. In world's different areas poor sanitation spreading this disease.

**Objective:** The study was carried out to reveal the nutritional profile & other associated factors responsible for filariasis in endemic areas of Bangladesh.

**Method:** The study was a cross sectional descriptive type of case-control study.

**Results:** The study was conducted among 150 patients and 150 households of same age and sex.

Sleeping place was better but beds were dirty. Mosquito net care (97.35%), comparing control (92.0%). Respondents (73.3%) aware of filariasis disease than control ones (20%) & some (2.7%) knew mosquito bites spread filariasis than control respondents (1.3%). 82% of case respondents suffering enlarged hydrocele and 50.7% and 25.3% aged 10years & 3-6years respectively.

More case respondents (68%) suffered from disease last three months than control respondents (54.7%).

Regarding habitual food consumption pattern, case respondents took milk product 38.7%, leafy vegetables 69.2%, fruits 29.4%, pulses 45.3%, fresh fish 28.0%, and sugar 38.7% daily or 4-5 weekly than control respondents 47.3%, 75.4%, 36.7%, 49.3%, 36.0% and 43.3% respectively. 62.2% household (case and control) uses various tobaccos like sadapata, gul, jarda etc. Filarial Patient smokes for frustration/tension for suffering filariasis long time.

**Conclusions** To eliminate lymphatic filariasis from Bangladesh feeding effective drugs, social awareness rising for health, maintain hygienic and exclusion of bad habits.

**Submitter Database ID:** 204

**Submitter Name:** Mr Prashant Katkar

**Country:** INDIA

**Paper Number:** 148

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Tobacco Free Invournment

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

I Start my tobacco free invournment work in 2007. I start by my school and i work on free my school in tobacco bad habits, It is very hard task to do me but I work with my school super army. In the starting we dont knew how to do it but with the help of Salam Mumbai Foundation I made my school tobacco free. In the starting we dont get the good result but we try again again I took tobacco free poster compitation and rakshabandhan programe with tobacco seler. At last we get fine result know those day my school is tobacco free school. And also I work with Salam Mumbai Foundation and Ambuja Foundation in district level as a trainer. I train the most of teacher in chandrapur district In my school village marda which in deep jungal area in taluka Rajua, District Chandrapur. I took programme of 31 may world tobacco free day with cultural programme. My students always carefully with the programme of anti tabacco. and they always read to do some project for tobacco free atmosphere. I always redy to do something in this tobacco control movment.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 206

**Submitter Name:** Dr Neethi Rao

**Country:** INDIA

**Paper Number:** 149

**Theme:** Track 12 Tackling the tobacco industry

**Paper Title:** Conflicts of interest in tobacco control in India – an exploratory study

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background: The tobacco industry has a history of subverting tobacco control policies. The WHO FCTC recognized the need to protect tobacco control policies “from the commercial and vested interests of the tobacco industry” and put forth detailed guidelines to do so under Article 5.3. The Government of India fully ratified the WHO FCTC in 2004 but has not yet addressed this issue. Objective: Our research sought to systematically enumerate instances of conflicting interests within Government and analyze how they operate in the Indian context. Methods: We reviewed media reports, documents generated by the tobacco industry; information retrieved using the Right to Information (RTI) Act, 2005 and relevant websites pertaining to 2011-14. In addition we interviewed five experts on issues of conflicts of interest (Col) and tobacco industry in India. The retrieved information was analyzed through thematic coding. Results & Conclusion: Conflicts of interest in tobacco control in India exist at all three levels of policy, organizations and individuals within Govt. We found over a 100 such instances of Col during the limited span of three years. For example, the Indian Tobacco Board (ITB) was instituted under the Ministry of Commerce in 1975 with a specific mandate to promote the tobacco industry, which has remained despite recent tobacco-control commitments. Such policy-level conflicts can then engender other conflicts such as Union Ministers being part of ITB or public funds utilized to promote tobacco. Legislative and administrative measures are required to mitigate the negative effects of Col on public health.

**Submitter Database ID:** 207

**Submitter Name:** Mrs Dipti Bisht

**Country:** INDIA

**Paper Number:** 150

**Theme:** Track 08 Tobacco-Free Environment

**Paper Title:** Tobacco control movement for slum area NMC surendragad school boys students....A great victory....

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Tobacco control movement for slum area NMC surendragad school boys students....A great victory Working in a NMC school which is situated in slum area is very challenging job for me Being a science teacher and having PG degree in organic chemistry ..always habits me to recognise the special chemicals smells which comes from classrooms and that too after lunch break.....I always tries to guess what it was...after two three months one day when peon come to me and says "madam aapki class me bahut packet milte he"I answer him they are children from class eight don't worry after recess they may eat chocolates popcorns and chips.. Peon reply "nahi madam ji bahut chotti chotti pudiya he.."Then I straight away go to class room I was surprise to see that the pudiya from boys side are of ritik..Gutkha and pan parag...I get shocked.. ...This is the begining of my thinking g that my class students are eating tobacco..then I Decided to do some project work for this..and I finalize some thing ... 1)Routine check of pockets in class rooms ..2)To perform some expt and demo for students class boys..3)Doctors workshop for students..4)awareness Rally for all parents...5)play based on tabbacco control..6)Drawing contest for students ..7)and lastly songs writing on tobacco control.... These things carry out for more then six months...Observation...daily observation taken the success rate increases..

And I am happy that if a teacher take interest that nothing is impossible.... Our slogan is"door rahenge door rahenge..vyasano se hum door rahenge."

**Submitter Database ID:** 208

**Submitter Name:** Dr Ravinder Kumar

**Country:** INDIA

**Paper Number:** 151

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Tobacco-free Educational Institutions- Results of sub-national compliance survey in four Indian states

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Background:

GATS report (2010) revealed that 42% of all current tobacco users in India initiated before the age of 18. Protecting youth from tobacco use is the basic premise of India's Cigarette and Other Tobacco Products Prohibition Act (COTPA-2003). In particular, Section 6(a) prohibition on sale of tobacco products to and by minors; 6(b) prohibition on sale of tobacco products in an area within 100 yards of any educational institutions aim to protect youth from contact and early initiation of tobacco use. To assess the tobacco-free status of educational institutions and the level of compliance with respect to section 6 of COTPA, the present study was conducted in 4 districts of Ernakulam (KL), Indore (MP), Jhunjhunu (RJ) and Una (HP) in India. Methods: In January 2013, cross-sectional surveys using pre-tested checklist were conducted in 1386 educational institutions.

Results: Across all districts, display of mandatory signage was moderate to low [i.e. 53% for section 6(b) signage and 30% for section 4 signage], educational institutions demonstrated to be > 95% compliant with criteria of being smokefree. All district have limited compliance to section 6(b) i.e. sale of tobacco products within 100 yards of the premise.

Conclusions This is the largest comprehensive survey of districts for Section 6 compliance in India. Tobacco products are accessible and still widely prevalent in use within and around educational institutions. There is a need for stricter enforcement of Section 6 (a) and (b) in all educational institutions and adoption of the model guidelines for tobacco-free educational institutes.



**Submitter Database ID:** 211

**Submitter Name:** Mr Binoy Mathew

**Country:** INDIA

**Paper Number:** 154

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Tobacco Industry Interference in India: Games The Industry Plays

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

#### Background

Tobacco industry one of the most profitable industries in the world. Tobacco companies use their enormous wealth and influence both locally and globally to market their deadly products. Even as advocacy groups and policy makers work to combat the tobacco industry's influence, new and manipulative tactics are used by tobacco companies and their allies to circumvent tobacco control efforts.

#### Objectives

To keep a track and monitor tobacco industry tactics To overview of Tobacco Advertising Promotion Sponsorship

#### Results

Monitored Different Types of Tobacco Industry Tactics in India: Package Advertising: During festival seasons, colourful packagings of tobacco products with special designs have become a common sight. Product Placement in Movies: Industry has been successful in product placement in movies and promoting tobacco through film stars. Corporate Social Responsibility Activities (CSR): As part of the image building exercise, most of the tobacco companies engage in social, culture activities and promote their corporate logo, company and brand names under the guise of philanthropic activities. Trademark Diversification: Tobacco industry directly promotes their company trademarks by using the same to sponsor other activities and events. Internet Promotions: The industry effectively and discreetly uses social networking sites like "Facebook" to promote its products. One can find many groups in the name of cigarette brands on social networking sites. The products are aggressively promoted on these sites through & among the youth. Free Sampling: Promotion of their new tobacco products & distribution of free samples among the youth.

**Submitter Database ID:** 212

**Submitter Name:** Prof Gitika Kapoor

**Country:** INDIA

**Paper Number:** 155

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Rampant ads of Tobacco Products Paralysing Tobacco Control and Public Health.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background:

India signed the FCTC in 2003. Article 13 of FCTC mandates a comprehensive Ban on Tobacco Advertisements, Promotions and Sponsorships (TAPS). Section 5 of the Indian Tobacco Control Act (COTPA, 2003) prescribes for a complete ban on TAPS. Rampant cases of TAPS as per Baseline surveys, Shadow Report on FCTC in India, Audit of Point of Sales (PoS) and Media Revenue Reports prove that the basic spirit of Ban on TAPS stands defeated.

Objective A. Address Flaws in the Laws: Loopholes in Section 5 of COTPA give space for many types of violations at PoS and ads in Films and TV.

B. Address Reasons for Surrogate Ads : a. Connivance of Tobacco Lobby with Politicians and Enforcement machinery for weak implementation. b. Media playing dubious Role of Promoting Tobacco by Surrogate advertising. c. The Self Regulatory bodies like ASCI, IBA, INS avoiding action against TAPS. d. The Penalty on Violation is too small and rarely imposed.

C. Suggest Action Plan a. Paradigm shift from 'Tobacco Control' to 'Tobacco Eradication'. b. Changes in COTPA on TAPS Ban and ads at Point of Sale. c. Mechanism of Accountability. d. A strong Counter Campaign on various media. e. Adopt best practices. Methods : Observation of Studies, Baseline surveys on implementation of FCTC and COTPA by various agencies.

Results: The rampant advertising of Tobacco creates a false impression that there is hardly any law which prohibits TAPS.

Conclusions: Strict implementation is needed for ban on all Surrogate and Point of Sale advertising.

**Submitter Database ID:** 213

**Submitter Name:** Dr Pradeep Kumar A S

**Country:** INDIA

**Paper Number:** 157

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Newer forms of TAPS ban violation and absence of signage in public places in Kerala

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Background: As part of COTPA, Kerala is keen on complete ban of TAPS during last 3 years. Objectives: To study the nature of TAPS ban violation and enforcement of signage in public places. Methods: Two cross sectional surveys, one on advertisement boards at point of sale and another on no smoking signage in schools and eateries were done in 2014 by multidisciplinary teams with pretested questionnaire. Out of 32566 reported tobacco selling shops, 16256 schools and 62365 eateries, 19600 (60.2%) shops, 10800 (66.4%) schools and 22100 (33.8%) eateries all over Kerala were selected by stratified random sampling method. Size, design and presence of brand name were included in the study on advertisement boards. Results: Advertisement boards were detected in 48.8% shops and 65.4% boards could be removed. All boards were larger and specially designed violating the legal specifications. Brand names were present in all boards. Even after removing the boards either design and colours were retained as the symbol or replaced with boards having trade mark of Tobacco Company prominently. No smoking signage was absent in 26.2% public and 31.4% private schools but no significant difference could be identified. No tobacco sale board was absent in 39.2% public and 29.5% private schools. Tobacco selling shops were present in less than 5% school premises and active smoking was totally absent. No smoking signage was absent in 30.4% eateries and smokers were detected in 1.7% eateries. Conclusion: Capacity building to detect new forms of TAPS ban violation is needed.

**Submitter Database ID:** 214

**Submitter Name:** Dr Ulhas Wagh

**Country:** INDIA

**Paper Number:** 158

**Theme:** Track 04 Youth Tobacco Use

**Paper Title:** Role of Social Media in Tobacco Control:Positive Step in Youth Intervention

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

Role of Social Media in Tobacco Control:Positive Step in Youth Intervention Background Increased tobacco consumption among youth attracts tobacco related diseases and eventually deaths which are preventable by successful Intervention supporting them to change their behaviour and to reachout broader community through Social Medias. Objectives Assess and Change the tobacco user youth to health seeking behaviour Using Social Media to Support tobacco control and cessation among college youth Monitor the activities as tobacco free education institute Reachout broader community through peer youth Methods GES's college Shrivardhan Dist.Raigad, Maharashtra selected for tobacco Intervention Baseline survey conducted of various tobacco habits for 475 college youth Methodology used as lectures,Focal group discussion,interpersonal communication,use of BCC material and Oral Health checkup , Social medias like Facebook,Twitter and Whats app for messages of tobacco ill effects,supporting and sharing to quit the habit at individual and group level Results 60% male and 37% female students having mobile phones participated 100% through social media while 3% in group counseling with other students 99% youth quit the tobacco habit within 6 months while 1% quit 1year of intervention Every year group expanded with addition of new entrants and previous students as peer educators 80% Girls took initiative to put messages on facebook,sending images of tobacco related diseases. Conclusion Social medias like facebook,twitter,whatsapp are proven as effective tools in tobacco control program Intervention with innovative ideas are well accepted by youth. Tobacco control intervention for college youth have direct impact on broader community ,also made Tobacco free Educational Institute.

**Submitter Database ID:** 215

**Submitter Name:** Dr Md Tauheed Ahmad

**Country:** INDIA

**Paper Number:** 159

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Online tobacco-control course as a capacity building

tool for medical students.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Institute for Global Tobacco Control (IGTC) at Johns Hopkins Bloomberg School of Public Health, which is a global leader in tobacco-control education and training, offers online courses aimed at basic training in different aspects of tobacco control. It has recently launched a short online especially for healthcare professionals which has been named as, 'Learning from the Experts: A Course for Healthcare Professionals'.

**Objectives:** We have tried to explore the feasibility of the online course as a large-scale capacity building tool for medical undergraduates in India.

**Methods:** This pre-, post-, follow-up study was administered to a cohort of 68 final year medical students of Teerthanker Mahaveer Medical College and Research Center, Moradabad. Parameters assessed included the feedback of study subjects on various aspects of the course module design and perceived utility.

**Results:** Students enrolled to this course in large numbers and many of them completed this course in spite of the constraints like limited speed of the internet available at that time due to some repair work. A total of 44 students completed the post-course survey. 91% of these rated the course as 'Excellent', while 9% of the subjects rated it as 'Good'. All the subjects (100%) responded that they would 'Recommend' this course to their peers.

**Conclusion:** This online course can help fill the tobacco control curricular gap in medical schools in a cost-effective way. Innovative marketing strategies may be applied with designated funding to promote this course.

**Submitter Database ID:** 216

**Submitter Name:** Mr Ajay Pilankar

**Country:** INDIA

**Paper Number:** 160

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Liaison with Rural NGOs to keep Rural Children away from tobacco use.

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### Abstract Text

- Background SMF's mission is to keep children away from tobacco use. To reach wider children of Maharashtra within the limited resources; SMF exercise a strategy to Liaison with Rural NGOs. Since 2008, SMF reached to 478 NGOs and sensitize them for tobacco control.

- Objectives • To sensitize Rural NGOs for tobacco control to reach wider Rural Children.

- Methods A District Level 2 days training program is conducted for staff of NGOs; SMF informs them on harmful effects of tobacco, cessation, tobacco control law. Participants come up with how and where they incorporate issue in their existing target groups. In 10 districts, SMF reached to 266 NGOs. SMF conducted refresher training in their second year.

From 2011, due to constraints in funding, SMF can't able to organize two days training and reimburse the food and traveling allowance. SMF invites NGOs in their blocks where SMF's ZP teacher trainings are hold.

- Results SMF found 80% NGOs incorporate tobacco control messages in their existing projects but don't get reports with proper evidence. Also the consistency is lacking.

Low participation when SMF is not able to reimburse travel and food allowance. NGOs express the need of funding.

7 Trained NGOs received Grant from Narotam Sekhsaria Foundation for issue.

- Conclusions Liaison with Rural NGOs for tobacco control is a good strategy. We need to build capacity of NGOs for implement tobacco control programs and fund raising. To extensively spread tobacco control; Government should allocate some funds for Rural NGOs.

**Submitter Database ID:** 217

**Submitter Name:** Dr Kunal Oswal

**Country:** INDIA

**Paper Number:** 161

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Study to assess impact of Anti Tobacco advertisements in cinema

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

**Background** The tobacco companies use various media to promote their product by advertisements in newspapers, magazines, transport vehicles, clothes, stationery etc. Similarly to address tobacco burden anti tobacco advertisements are being mandated by the government in any media wherein tobacco use is being showcased. The aim of the study was to assess the impact of anti tobacco messages in cinema in India **Methodology** A cross sectional study was undertaken in Mumbai city. A simple random sampling of cinema 25 cinemas halls was taken. At each site about 50 participants were interviewed. The questionnaire included the demographic details, impact of anti tobacco message in movies, motivation to quit, effect on youth.

**Results:** About 84% of the participant agreed that anti tobacco messages had a positive impact. Almost 77 % rated the quality of current message shown as good. 68 % said that it's a vital medium to raise awareness about ill effect and 40% said that it will motivate users to quit.

**Conclusion** Utilizing current medium of raising awareness has proved to be effective tool for tobacco control. Government should design and continue to rotate the message addressing the concern of tobacco use. Expanding it to other forms in terms of reaching the remote and rural areas should be explored.

**Submitter Database ID:** 218

**Submitter Name:** Ms Chandra Ramakrishnan

**Country:** INDIA

**Paper Number:** 164

**Theme:** Track 10 Innovation in tobacco control strategies and interventions

**Paper Title:** Rapid Situational Analysis of the Bidi Industry trade and manufacturing in Andhra Pradesh, India

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Rapid Situational Analysis of the Bidi Industry trade and manufacturing in Andhra Pradesh, India

Author: Chandra Ramakrishnan, Voluntary Health Association of India

#### Background

A Rapid Situational Analysis (RSA) of the bidi industry in Nizamabad, Andhra Pradesh state, India was undertaken in May 2013 to understand the bidi trade and manufacturing practices. Nizamabad is the bidi hub and one of the 10 districts of the Telengana region in the state.

#### Objective

The objective was to collate and consolidate information on how the bidi industry has been able to maximize its profits, assess the level of central excise control and help develop recommendations for a regulatory framework.

#### Methodology

The RSA used participatory techniques, observations and questionnaires and covered registered and unregistered bidi manufacturers, middlemen, bidi rollers, trade unions, bidi manufacturers associations and Government officials from central excise, state and labour departments.

#### Results

- Bidi manufacturers evade excise duties by under reporting production and not listing all bidi rollers in their muster rolls.
- Only 239 units are under central excise control while the state labour department has licensed 2000 units.
- Mismatch in data provided by AP Bidi Manufacturing Associations and State Labour Department

#### Conclusion

Large manufacturers outsource production to unregistered manufacturers and home-based units to evade taxes, reduce costs and report under production. Exemption granted to smaller units producing less than 2 million bidis per annum should be removed. Increased coordination is required between state, central labour and central excise departments for effective monitoring and central excise control.



**Submitter Database ID:** 219

**Submitter Name:** Ms Seema Gupta

**Country:** INDIA

**Paper Number:** 163

**Theme:** Track 09 Tobacco taxation and pricing

**Paper Title:** Advocacy to increase Central Excise on Tobacco Products through High Level Political, Policy & Media Advocacy

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

**Abstract Text**

According to the Ministry of Health & Family Welfare, Govt. of India in collaboration with WHO, Economic Burden of Tobacco related Diseases in India the economic cost of diseases attributable to tobacco use is at 1,04,500 crores which is 1.16% of the GDP. This was 12% more than the combined state and central government expenditures on health in 2011-12.

VHAI took the opportunity to advocate with the new Union Government as soon as they came to power in May 2014. The first step was to advocate with the Union Health Minister, with key ASKS on Tax increase for both central and state governments on health grounds of saving lives through increased tax increase. VHAI team met with all senior policy makers, in the health and finance ministry specially the Tax research unit, to simultaneously brief them on tax increase, since they were preparing to release the new budget. The Union Health Minister wrote to the Finance Minister, to raise central excise on tobacco products. The letter of the Health Minister to Finance Minister was widely circulated in the media, and got good media coverage.

The budget of 2014, presented a substantial increase on central excise. Excise duty on cigarettes increased in the range of 11% to 72 %. The price of one cigarette packet which cost 200 (INR) is now been sold between 250-300 (INR) a packet in India after the increase in excise duty.

**Submitter Database ID:** 220

**Submitter Name:** Ms Bhavna Mukhopadhyay

**Country:** INDIA

**Paper Number:** 165

**Theme:** Track 06 Policy and Legal Interventions

**Paper Title:** Legal advocacy as a tool for advancement of tobacco control, particularly ban on Gutka

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Legal advocacy as a tool for advancement of tobacco control, particularly ban on Gutka

Author: Bhavna Mukhopadhyay, Voluntary Health Association of India

Background:

Hon`ble Supreme Court in a petition Ankur Gutkha Vs Indian Asthma Care Society & Ors., banned the use of plastics for packing Smokeless Tobacco. The court directed the Health Ministry to submit a report on the harms of smokeless tobacco. The Ministry constituted an Expert Committee to collate existing evidences to prove that consumption of SLT is harmful to health. This opened a window for civil society for intervention.

Objective:

Filing of PIL for complete prohibition of these products based on the findings of the Health Ministry report.

Methodology:

In the petition Ankur Gutkha Vs Indian Asthma Care Society & Ors., pending in Supreme Court of India, Health for Millions became a party praying for complete ban on the manufacture and sale of SLT and implementation of the FSSAI Rules.

Results:

The Supreme Court gave directions to rigorously enforce the prohibition on the manufacture and sale of chewing tobacco (as such), gutkha and pan masala (having tobacco or nicotine) or any other products sold separately to constitute as gutka and pan masala in compliance of FSSAI Regulation 2.3.4 and take strict action against the defaulters.

Conclusions:

Judiciary support has been phenomenal to the movement both in terms of examining and interpreting the evidence related to tobacco consumption, its ill effects and strengthening enforcement of regulatory frame works.

**Submitter Database ID:** 222

**Submitter Name:** Mr Rathinam Arul

**Country:** INDIA

**Paper Number:** 166

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Leading the way for removal of Surrogate advertisements

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

Background: FCTC guideline Article 5.3, requires the parties to the Convention to refuse to partner with tobacco corporations. COTPA Sec 5 prohibits all forms of direct and indirect advertisements of tobacco products. Ignoring the laws Tobacco industry maintains close nexus with top politicians and enforcing authorities and promote tobacco products. Manufacturers of 'Chaini Khani' smokeless form of tobacco product entered into an agreement with the state transport corporation of Chennai to promote their brand of tobacco product under the disguise of 'Chaini Chaini' on the government run buses plying in Chennai. Similarly manufacturers of 'Kajah Beedi' promoted the tobacco product on the buses under disguise of 'Kajah matches' with same logo, brand, color and design.

Objectives: Strategic intervention pressurized the officials to remove the surrogate advertisements of tobacco products, from the government owned buses.

Methods: Through field study violations were documented with photo evidences and complaint was sent to concerned authorities and to Chief Minister of Tamil Nadu. An informational briefing was held with the transport officials.

Results: These interventions impacted in the immediate removal of the advertisements from the buses by Metropolitan Transport Corporation. Following which the Metropolitan Transport Corporation, sent communication stating that they had removed all advertisements from the buses.

Conclusion: Investigative documentation of violation, strategic usage of legislative provisions and pressurizing the government can effectively counter display of surrogate advertisements.

**Submitter Database ID:** 223

**Submitter Name:** Mr Savariyar Angelis

**Country:** INDIA

**Paper Number:** 167

**Theme:** Track 02 Tobacco Advertising

**Paper Title:** Strengthening the smoking Regulations in Movies

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

### **Abstract Text**

**Background:** Strong empirical evidence indicates that onscreen smoking increases adolescent smoking initiation. In India film heroes are role models for several million illiterate population. Tobacco companies have been utilizing this space to lure youth towards smoking through depiction of onscreen smoking by lead characters. GSR 786, dated 27 October, 2011 of Ministry of Health and Family Welfare mandated for strong editorial justification for onscreen smoking, and for anti-Tobacco Health Messages in beginning and middle of films, anti-Tobacco Health Warning scroll during period of such display. This was not followed by the exhibitors.

**Objectives:** Strategic actions pressurized Government to bring out new restrictions which ensured stringent implementation of smoking regulations in Tamil movies.

**Methods:** RTIs were filed before the CBFC and government enquiring the status of implementation. Circulars sent to film industry and requested them for implementing the new Rule GSR 786 in movies.

**Results:** The DPH & PM, vide R. No. 5161/STCC/09 dated 29/11/2011 directed everyone associated with Films & Television to adhere the new notification. The theatre association responded positively and forwarded their willingness to CBFC and producers. State government responded that the new rules are observed by Chennai CBFC. CBFC Chennai replied that they have issued new directions to the producers for following the notification and are following the implementation. These ensured the implementation of new Rules in Tamil Movies.

**Conclusion:** Onscreen smoking can be effectively controlled with proper advocacy strategies and the same will have far reaching results.

### 3<sup>rd</sup> NCTOH 2014: Abstracts for Reviews

**Submitter Database ID:** 224

**Submitter Name:** Dr Akshay Ranade

**Country:** INDIA

**Paper Number:** 168

**Theme:** Track 01 Tobacco Cessation

**Paper Title:** Empowering Dentist as Tobacco Intervention Initiative Specialiaist

**Preferred Presentation Type:** Oral or Poster as Decided by Committee

**Review Result:**  Accepted  Rejected

#### **Abstract Text**

Background Evidence based cessation programs in India are still in the nascent stage but this should not hinder dental professionals from rendering cessation services to the people who are contemplating to quit. Hence a focussed approach from India Dental Association (IDA) a Tobacco Intervention Initiative (TII) was developed. The aim was to make cessation service available across the country. Methodology TII was lauched in 2009 and post its launch there was all dentsit interested in TII were trained. A two day programme was planned consisting of counselling, pharmacotherpay and follow up. A web based forum was developped as a resource for patients, dentsit and dental student Result Till date 1400 dental professinals have received trainnig for TII . Regiowise master trainers conduct further training at grass root level. A system was developed to monitor and evaluate the success of the project Furthermore in various forums TII session are being regularly held. Conclusion The model is duplicable and easily replicable in all the countries across the glboe. IDA can serve as a major trainer and expert in training and implementing such model .