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## MISSION AND PURPOSE

### **The Global Tobacco Epidemic**

The strong Tobacco Control initiatives in developed countries have increased the attractiveness of developing countries which have fewer restrictions for the transnational tobacco industry. Countries in Asia and Africa are the hardest hit, as historically, local tobacco products have always prevailed in the markets and now transnational corporations, with sophisticated and aggressive marketing techniques and huge financial backing, have exacerbated the problem.

China and India lead the production of tobacco in the world, thus employing a huge population in the tobacco industry. Providing alternative sources of employment and income represent additional challenges to Tobacco Control and are important issues to be addressed.

### **The extent of this problem is well illustrated by details of the tobacco epidemic in India:**

India has the widest spectrum of smoking and smokeless tobacco use: smoked, chewed, applied (as dentrice), sniffed and gargled. India is the second largest producer and consumer of tobacco in the world. Children are the most vulnerable victims of tobacco. Every three seconds, a child in India tries tobacco for the first time. Smoking will cause about 930,000 deaths in 2010 in India.

While the Tobacco Control community has become very effective in many developed countries and often has strong federal and local support, this is not the case in developing countries. The fact that the tobacco industry is a huge revenue generator further discourages support in many parts of the world.

This Conference is a unique opportunity for various local organizations to participate, share and learn. It will provide an opportunity for professional organisations in India to make tremendous strides in education, strategy development, networking and mobilization.

### **The NCTOH is a tobacco-free event**

Individuals who are supported or employed by any entity directly involved in the production, manufacturing, distribution or sale of tobacco products are requested not to register or participate in the Conference. If nevertheless they do so, the registration may be cancelled by the organisers without refund.

The scientific programme of the Conference is managed by an autonomous committee and private sector financial sponsors have absolutely no role in or influence over the Conference programme.

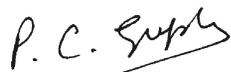
## WELCOME FROM CONFERENCE HOSTS

Dear Delegate,

Welcome to the 2nd National Conference on Tobacco Or Health. It is a great pleasure to have you here. This Conference has brought together foremost Tobacco Control activists and researchers from all around the country and many, even from outside the country. We all know that India has a complex tobacco problem due to a wide spectrum of tobacco products for smoking and smokeless use and the Conference promises to be an exciting and stimulating event. The Scientific Committee has worked hard to put together a truly innovative and refreshing programme with special efforts for a balance of different Tobacco Control topics and regional and gender balance.

The 14th World Conference on Tobacco Or Health was a huge success. Thanks to the generous support and participation it received from all over the world. The Conference generated a rich repository of information through the presentations of delegates towards advancing Tobacco Control. Maintaining that momentum towards advancing Tobacco Control in India was an immediate challenge. Hosting the 2nd National Conference on Tobacco Or Health at the Tata Memorial Hospital in Mumbai from September 23-25, 2010 by the same three organisations that hosted the 14th WCTOH is an attempt in that direction.

The city of Mumbai is lively, vibrant and has things to offer to everyone's taste and preference. I hope you will have time to go out and enjoy the city as well.



**Dr Prakash C. Gupta**  
**President**  
**2<sup>nd</sup> NCTOH**

## ABOUT THE CONFERENCE HOSTS



### Salaam Bombay Foundation

Our mission at Salaam Bombay Foundation is to eliminate the threat of tobacco for all children, empowering them to become confident adults to lead tomorrow's India. To this end, we use the 'Power of the Playground' to nurture young minds from across 147 Municipal and Government-aided schools in Mumbai. After all, educating children is the most enduring way of shaping India's future, be it through sport or art. The playground is an engaging and powerful method, through which children learn to think on their feet but more importantly chase their dreams and realize their goals.

Our effort is to constantly encourage children to find role models within themselves. Through the field of play, we help them learn life-skills like focus, leadership, stress management, emotion management and teamwork. Everything to equip them for a successful life ahead.

The Foundation also works with private schools, street children and other communities and this year, it has furthered its reach into rural Maharashtra, a prominent state of India. It currently runs one of the largest preventive programmes in Tobacco Control which has already reached out to over 500,000 children. The projects use theatre, film, music, sport, exhibits and interactive workshops as tools.

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



### Healis-Sekhsaria Institute for Public Health

Healis-Sekhsaria Institute for Public Health has a wealth of experience in epidemiologic research and has published numerous seminal research results in International scientific journals. The Institute has several ongoing research projects in International collaborations with prominent institutions. To name a few: Arnold School of Public Health, University of South Carolina; Harvard School of Public Health, Boston; Office on Smoking and Health, Centers for Disease Control and Prevention Atlanta; International Agency for Research on Cancer, Lyon, France; Center for Global Health Research, University of Toronto, and the Clinical Trials Research Unit, University of Oxford.



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

Action Council against Tobacco - India (ACT-INDIA) is a registered NGO established in 1993. Its objective is to create a 'Tobacco Free Society' in India by preventing non-users of tobacco, particularly adolescents, from getting addicted to tobacco. It also aims to stop the use of tobacco among those who have the habit.

The organisation has undertaken numerous activities at the local and national level to further these objectives. Some of these initiatives are programmes on public information and education, advocacy and lobbying with policy makers for increased taxation and strong legislative controls for tobacco, conducting workshops for training and developing a large number of Tobacco Control advocates in India. Apart from these, they also provide scientific support to individuals and organisations that fight the tobacco menace.

## PRESIDENT OF THE CONFERENCE

Dr P C Gupta is the Director of Healix-Sekhsaria Institute of Public Health. He is an Adjunct Professor in the Department of Epidemiology and Biostatistics, Arnold School of Public Health, University of South Carolina, USA, and a Visiting Scientist at the Harvard School of Public Health, Boston, USA. He is Advisor to several bodies like the Indian Council of Medical Research and the World Health Organization.

He was a Senior Research Scientist at the Tata Institute of Fundamental Research and an Honorary Consultant at the Tata Memorial Centre, Mumbai.

### Research Interest:

Dr Gupta's major research interest is tobacco epidemiology. His academic accomplishments include a Doctorate in Epidemiology from the Johns Hopkins University, USA and a Master's degree in Statistics from Mumbai University. He was also a Takemi Fellow at the Harvard School of Public Health, USA, and a Visiting Scientist at the International Agency for Research on Cancer, France.

He has achieved the Luther Terry Award from the American Cancer Society for exemplary leadership in Tobacco Control and the Tobacco Free World Award from the Director-General, World Health Organization. Apart from this, he is a member of several National and International Expert Groups. He is also Regional editor, South East Asia, for the journal 'Tobacco Control' and Member of the Editorial Advisory Board of 'Nicotine and Tobacco Research'.



## DONORS & SUPPORTERS

Hosts:



Supported by:



**Bloomberg  
Initiative  
to Reduce  
Tobacco Use**



**Narotam Sekhsaria Foundation**



## CONFERENCE COMMITTEES

1	<b>Scientific Committee</b>	Chair	Dr Surendra Shastri
		Co - Chair	Dr Jagdish Kaur
2	<b>Abstracts Committee</b>	Chair	Dr Vinay Hazarey
		Co - Chair	Mr Brijmohan Srivastava
3	<b>Communication and Media Committee</b>	Chair	Mr Bobby Ramakant
4	<b>Logistics Committee</b>	Chair	Ms Devika Chadha
5	<b>Resource Generation and Partnership</b>	Chair	Dr Rakesh Gupta
		Co - Chair	Mr Balkumar Agarwal
6	<b>Scholarships Committee</b>	Chair	Dr Mira Aghi
		Co - Chair	Dr Pankaj Chaturvedi
7	<b>Youth Committee</b>	Chair	Ms Devika Chadha
		Co - Chair	Ms Rajashree Kadam

## SCHOLARSHIPS

The Scholarships Committee of the 2nd National Conference on Tobacco Or Health solicited applications from individuals working towards Tobacco Control in India.

**The evaluation of the applications was based on:**

**a. The perceived benefits of attending the Conference by the applicant.**

**b. Documentation of a need for financial assistance by the scholars.**

It was required that the scholars submit an abstract at the Conference. The 2<sup>nd</sup> NCTOH is proud to announce that 38 scholars have received scholarships.

## CONFERENCE INFORMATION

### Registration

The Registration Desk is located on Level 2 in the Auditorium Hall Foyer of the Annexe Wing.

### Badges

You must have your badge to enter the Conference sessions, events and for lunches. There will be a charge of Rs. 500 to replace lost badges. Replacement badges may be purchased at the Registration Desk.

### Registration hours are as follows:

Tuesday, September 21:	1200 hrs - 1800 hrs
Wednesday, September 22:	0830 hrs - 1700 hrs
Thursday, September 23:	1200 hrs - 1800 hrs
Friday, September 24:	0800 hrs - 1630 hrs

### Information / Help Desks

Conference information/help desks are located at the Registration Area.

The staff here will provide general information and answer questions regarding schedules, directions, emergencies, activities etc.

### Language

All Conference sessions will be conducted in English only.

### Speaker Preparation Desk

Two Speaker Preparation computers will be available to oral presenters at the Conference venue. These will be in a lounge setting located in the foyer area of the Auditorium on Level 2.

Speakers must bring their presentations in MS Powerpoint format on pen drives (not CDs) to the Speaker Preparation Desk. The Speaker will receive assistance to upload and review his/her presentation. Speakers will not be permitted to directly upload their presentations onto the laptops in their presentation hall. This must be done at the Speaker Preparation Desk and the presentations will be grouped and taken to the halls by conference staff. Speakers should go to the preparation desk directly after registration, or on the evening before their presentation and definitely not later than three hours before their presentation.

### The Speaker Preparation Desk will be open during the following hours:

Thursday, September 23:	0900 hrs - 1800 hrs
Friday, September 24:	0800 hrs - 18:00 hrs
Saturday, September 25:	0800 hrs - 14:00 hrs

## Transportation

Mumbai's public transport comprises of:

- **Public Bus Service (BEST):**

Run by a Government organisation, "Bombay Electric Supply & Transport", BEST's network covers most of Mumbai and has a fleet of red buses, including double-deckers. Recently, BEST has added air-conditioned buses to its existing fleet.

- **Suburban Electric Trains:**

- Western Railway running between Churchgate and Virar.
- Central Railway running between Chhatrapati Shivaji Terminus (Bombay V.T.) and Karjat.
- Harbour Line running between Chhatrapati Shivaji Terminus (Bombay V.T.) and Mankhurd.

- **Public Cab / Autorickshaw Services:**

- Black and Yellow metered taxis.
- Private air-conditioned metered taxis. For details, contact the Help Desk.
- Black and Yellow metered Auto-rickshaws are not allowed in the central area of city i.e. between Colaba & Mahim in the West and Colaba & Sion in the East.

The 2<sup>nd</sup> NCTOH and its sponsors are not liable for personal accidents or losses or damages to private property of attendees of the Conference.

## Disclaimer

All information provided is accurate to the best of our belief at the time of inclusion here and is subject to change. The Conference Organising Committee will not be responsible for any changes that may take place subsequent to the inclusion of these details.

## YOUTH LEADERSHIP SUMMIT 2010

The 2nd National Conference on Tobacco Or Health aims to involve youth who are committed and actively working towards the cause of Tobacco Control. The Youth Leadership Summit for Tobacco Control will be held from September 21 to 22, 2010. Participants may also attend the main Conference (September 23 to 25, 2010). Youth initiatives in the following areas were the main consideration in choosing the awardees.

The initiative and work in Tobacco Control involved one or more of the following components:

1. Capacity building
2. Community mobilization
3. Policy level advocacy

## YOUTH LEADERSHIP SUMMIT PROGRAMME

### Tuesday, September 21, 2010

<b>Time</b>	<b>Event</b>
12:00 - 14:00 hrs	Registration and Lunch
14:00 - 15:00 hrs	Opening Ceremony
15:00 - 15:15 hrs	Tea/Coffee Break
15:15 - 18:15 hrs	<b>Setting the context for Youth engagement for Tobacco Control</b> <ul style="list-style-type: none"> <li>◆ Ice breaker and introductions</li> <li>◆ Children and Gutkha</li> <li>◆ Setting the context: Tobacco Control and the power of youth - Interactive session</li> <li>◆ Increasing tobacco use rates in youth especially girls focusing on Hookah</li> <li>◆ Work environments that accentuate tobacco use</li> </ul>
18:15 - 20:15 hrs	<b>Tobacco Control Laws</b> <ul style="list-style-type: none"> <li>◆ Smoke-free public places</li> <li>◆ Pack warnings</li> <li>◆ Sale to minors and sale within 100 meters of educational institutions</li> <li>◆ Advertising and brand extension</li> </ul>

### Wednesday, September 22, 2010

09:00 - 10:00 hrs	<b>Preparing for Advocacy Action - Skill building Workshop</b> <ul style="list-style-type: none"> <li>◆ Media Advocacy and techniques for effective media engagement</li> <li>◆ Community based advocacy</li> </ul>
11:00 - 11:30 hrs	Tea/Coffee Break
11:30 - 13:30 hrs	<b>Evidence based advocacy</b> <ul style="list-style-type: none"> <li>◆ Use of RTI in Tobacco Control</li> </ul>
13:30 - 14:15 hrs	Lunch Break
14:15 - 15:15 hrs	<b>Working Group Session</b> <ul style="list-style-type: none"> <li>◆ Planning of advocacy activities in different areas (Bollywood, packaging norms)</li> </ul>
15:15 - 16:15 hrs	◆ Presentation of planned advocacy activities
16:15 - 16:45 hrs	Tea/Coffee Break

- 16:45 - 19:00 hrs
  - ◆ Planning a specific advocacy activity for the National Conference and preparing for the same
  - ◆ Planning for the opening Press Meet for National Conference

**Thursday, September 23, 2010**

- 08:30 - 10:30 hrs **Skill Building Workshop**
  - ◆ Proposal writing and Fund raising
- 10:30 - 11:00 hrs Tea/Coffee Break
- 11:00 - 13:00 hrs Closing of the Youth Leadership Summit and next steps
- 13:00 - 14:00 hrs Lunch Break

## SPECIAL EVENTS

All participants are invited to attend Networking Dinner on 24th September at the Conference venue scheduled at 18:00 hrs in the Dining Hall on Level 4.

## CONFERENCE PROGRAMME

Thursday, September 23, 2010

### Time

### Event

12:00 hrs onwards

Registration begins

14:00 - 14:30 hrs

**Inaugural Function** **Hon. Minister of Health - Mr Dinesh Trivedi**

14:30 - 15:30 hrs

### Semi Plenary I

#### Legislation and Policy

**Chair: Vandana Shah**

- ◆ Tobacco Advertising, Promotion and Sponsorship Laws in India: Current Scenario and Future Opportunities

**Prof. Prakrit Vathesatogkit**

- ◆ Implementing effective legislation to ban tobacco advertising practices: the Thailand experience

### Semi Plenary II

#### New areas of advocacy for Tobacco Control: Tackling Industry Tactics

**Chair: Shalini Vallabhan**

**Tina Kuriakose-Jacob**

- ◆ Policy advocacy areas that can be explored by Tobacco Control advocates

**Ramesh Menon**

- ◆ Demystifying ITC's CSR efforts

**Rajesh Upadhyay**

- ◆ Economic levers that Tobacco Control advocates can explore

15:30 - 16:00 hrs

Tea/Coffee Break

16:00 - 17:00 hrs

### Keynote Address

**Prof. Prakrit Vathesatogkit**

- ◆ Tobacco Control: A Global Overview

17:00 - 18:00 hrs

### Symposium 01

#### Global Youth Tobacco Survey

**Chair: Dr Mangesh Pednekar**

**Dhirendra Sinha**

- ◆ Global Youth Tobacco Survey in India, opportunities and challenges

**Kunal Oswal**

- ◆ Relationship between Tobacco use and Dual user among Youth in India

**Avinash Sonavane**

- ◆ Mumbai School Students and Tobacco Use: Comparing with GYTS 2000

### Symposium 02

#### Newer Approaches to Tobacco Control

**Chairs: Surabhi Shastri**

**Abhinav Gupta**

**Surabhi Shastri**

- ◆ Corporate Social Responsibility and Tobacco Control

**Abhinav Gupta**

- ◆ Sports and Tobacco Control

**Symposium 03****Tobacco, Bollywood and other entertainment media****Chair: Dr Shekhar Salkar****Piyali Syam**

- ◆ Role of Celebrities in Motivating Tobacco Control

**Ramesh Gandhi**

- ◆ Role of print and electronic media in awareness campaign

**Friday, September 24, 2010**

08:00 hrs onwards Registration

09:00 - 10:00 hrs

**Full Plenary****National Tobacco Control Programme****Chairs: Sh. Keshav Desiraju****Dr Dinesh Bhatnagar****Dr Jagdish Kaur**

- ◆ Overview of NTCP

**Anuradha Vemuri**

- ◆ Challenges involved in the implementation of COTPA

**Vineet Gill Munish**

- ◆ Media Campaign and Linkages with Other partners for Tobacco Control

**Pratima Murthy**

- ◆ Expanding Tobacco Cessation Facilities in India

10:00 - 10:20 hrs

**Full Plenary****Narotam Sekhsaria Award Presentations****Hon. Minister of State for Rural Development - Mr Jayant Patil**

10:20 - 11:00 hrs

**Full Plenary****Chair: Dr Mohandas Mallath****Speaker: Dr Surendra Shastri**

- ◆ Shutting out SHS: Rationale, Methods and Evaluation

11:00 - 11:30 hrs

Tea/Coffee Break

11:30 - 13:00 hrs

**Symposium 04****Tobacco use and Reproductive Outcomes****Chair: Dr Sharmila Pimple**

- ◆ Passive maternal tobacco exposure and pregnancy outcome

**Dr Poonam Goel**

- ◆ Smokeless Tobacco Use and Fertility issues

**Hemlata Shedge**

- ◆ Smokeless tobacco use and its effect on foetal growth, low birth weight and still births

**Symposium 05****Tobacco and Cancer****Chairs: Dr Pankaj Chaturvedi, Dr Pankaj Cahudhari, Dr Anil D'Cruz**

- ◆ Introduction of the theme

**Dr Vishal Rao**

- ◆ Overview of Tobacco Carcinogenesis

**Dr Ashok Dhoble**

- ◆ Smokeless tobacco and Cancer with emphasis on Oral cancer

**Dr Madan Kapre**

- ◆ Role of Physicians in Tobacco Control

All speakers and chairs

**Symposium 06****Tobacco and Mental Health****Chair: Dr Shubangi Parkar**

- ◆ Associated Psychiatric co-morbidities in Tobacco abuse

**Dr Rupali Shivalkar**

- ◆ Assessment in Tobacco addiction

**Dr Pratima Murthy**

- ◆ Biological basis of tobacco addiction and intervention

**Dr Savita Malhotra**

- ◆ Psychosocial intervention

13: 00 - 14:00 hrs

Lunch Break

14:00 - 15:30 hrs

**Proffered Oral Track 01****Women and Tobacco Use****Chair: Dr Mira Aghi****Shital Kirit Raval**

- ◆ Study on tobacco use and awareness amongst marginalised children

**Vaishali Rawandale**

- ◆ Smoking cessation programmes feasibility: Evaluation of Abstinence and effectiveness parameters in rural areas of India

**Revati Shaliesh Deshmukh**

- ◆ Tobacco: Intervene to cease

**Deoraj Sinha**

- ◆ A study of tobacco use in mentally ill women

**Prashant Shrikant Vairagi**

- ◆ Women and Tobacco Use: A Review

**Proffered Oral Track 02****Policy and Legal Interventions****Chair: Sanjay Seth****Bobby Ramakant**

- ◆ Do we treat other health and non-health groups as EQUAL PARTNERS in Tobacco Control?

**Md Tauheed Ahmad**

- ◆ World No-Tobacco Day: Two decades of missed opportunity in the Indian subcontinent

**Kriti Shashikant Bagri**

- ◆ Targeted Cancer prevention strategy: Need of the hour

**Priyanka Chauhan**

- ◆ Sustainability of Tobacco Cessation Programmes Globally

**Anita Chopra**

- ◆ Are children of tobacco users at risk for tobacco use: population data from India

**R. Vinay Kumar**

- ◆ Boosting of anti-tobacco operations: Cancer victims' views and ideas

**Proffered Oral Track 03****Population Based Surveys****Chairs: Dr Dhirendra Sinha****Hemali Shetty****Nirmal Ashok Ahuja**

- ◆ Tobacco Control Project, India: Questionnaire Development

**Quayyim Mughira Ansari**

- ◆ Prevalence of tobacco use among school personnel in Bihar

**Pavan Baldava**

- ◆ Oral health status and treatment needs among habitual gutka chewers and non - chewers in south India: a cross-sectional analytic study

### Proffered Oral Track 04

#### **Supriya Maroti Sonaje**

- ◆ Assessment of the factors responsible for tobacco addictions, other addictions and runaway behaviour in street children of Mumbai Central Area

#### **Prashant Dilip Shirke**

- ◆ The new way to get your nicotine fix: A survey to determine awareness about e-cigarettes in smokers and their perception to use it as a cessation aid

#### **Nikita Shiraz Surani**

- ◆ Tobacco use and its control amongst four types of Indian health professional students

#### **Neha Vinayak Modak**

- ◆ Battle For Tobacco Control

#### **Secondhand Smoke**

##### **Chair: Shalini Vallabhan**

##### **Nitin Sudhakar Palwe**

- ◆ Tobacco consumption amongst employees of corporate office

##### **Saurabh Rambiharilal Shrivastava**

- ◆ Tobacco Quit Rates among Youth in an Urban Health Centre (UHC) of Mumbai: Cross Sectional Study

##### **Gupteshwar Singh**

- ◆ Tobacco Use Among Middle School (5-7<sup>th</sup> Std) students in Patna District, Bihar

##### **Anshu Singh**

- ◆ Tobacco-Free Youth: Alternative Strategy for Rural India

##### **Avinash Uttam Sonavane**

- ◆ Mumbai School Students and Tobacco Use: Comparing with GYTS 2000

##### **Blesson Thomas**

- ◆ Super Army: A Unique Awareness program for youth

15:30 - 16:00 hrs

Tea/Coffee Break

16:00 - 17:30 hrs

### **Panel Discussion 01 Health Professionals and Tobacco Control**

#### **Chair: Purvish Parikh, Bret Mc Evoy**

##### **Krongjit Vathesatogkit**

- ◆ Integrating 5A smoking cessation into nurses' daily practice

##### **Kamlesh Desai**

- ◆ How I gave up tobacco

##### **Chandrakant Deshpande**

- ◆ Novel Motivational Anti Tobacco Concept by AmeriCares India

##### **Chahna Gandhi**

- ◆ V Care's experience of anti tobacco activity in Cancer Hospitals

### **Panel Discussion 02 Earned Media and Tobacco Control**

#### **Chairs: Jaspreet Kaur**

##### **Shital Raval**

##### **Malathy Iyer**

- ◆ Use of Print Media in highlighting Tobacco Control issues: Challenges and Opportunities

##### **Shai Venkataraman**

- ◆ Pitching Tobacco to Electronic media: challenges and opportunities for effective exposure of Tobacco Control issues in times of breaking news

##### **Akhila Sivasdas**

- ◆ Media advocacy: Sharing experiences of capacitating community groups to reach out and engage with media

##### **Ankeet Dave**

- ◆ Social media v/s Traditional Media and it's emerging role in Tobacco Control

18:00 hrs onwards    Networking Dinner

### Saturday, September 25, 2010

08:30 - 09:00 hrs    Tea/Coffee Break

09:00 - 10:00 hrs

#### Semi Plenary III

#### Smoke-free Cities

**Chair: Justice Dr K Narayana Kurup**

- ◆ Kerala Smoking ban

**Dr Girish Ambe**

**Dr Mark Goodchild**

- ◆ WHO Smoke-free initiatives

**Dr Surendren**

- ◆ Smoke-free Chennai

**Dr Pranita Tipre**

- ◆ Smoke-free Mumbai: MCGM Role

**Mayuri Sawant**

- ◆ Smoke-free Mumbai: Achievements till date and next Steps

#### Semi Plenary IV

#### Youth-focused Tobacco Control Programmes

**Chair: Padmini Somani**

- ◆ Why Youth?

**Monika Arora**

- ◆ Engaging Youth for effective Tobacco Control

**Vandana Shah**

- ◆ Youth tobacco programme around the world

**Bobby Ramakant**

- ◆ Involving Youth in Tobacco Control

10:00 - 11:00 hrs

#### Symposium 07

#### Worksite Wellness Programmes

**Chair: Dr Rakesh Gupta**

- ◆ Becoming tobacco-free in workplaces

**Dr Bhupendra Singh**

- ◆ Tobacco-free Rajasthan: Police Academy case study

**Dr Ashish Mishra**

- ◆ MNC Rural India Experience

#### Symposium 08

#### Spirituality and Tobacco Control

**Chairs: Dr Vinay Hazarey**

**Dr B. M. Srivastava**

**Dr Varishtanandji**

- ◆ Hinduism and Tobacco use

**Dr S N Pathan**

- ◆ Islam and Tobacco use

#### Symposium 09

#### Tobacco and Lung Diseases

**Chairs: Dr Raj Kumar**

**Dr Sandeep Tandon**

**Dr V.K.Vijayan**

- ◆ Respiratory consequences of Tobacco consumption

**Dr Raj Kumar**

- ◆ Tobacco cessation in tertiary chest hospital

**Dr A. K. Janmeja**

- ◆ Smoking and pulmonary tuberculosis

11:00 - 12:00 hrs

**Full Plenary  
Symposium 10****Tobacco Control In India: Future Direction****Chairs: Hon. Union Minister of Petroleum & Natural Gas - Sh. Murli Deora****Dr Rajendra Badwe****Speaker: Prakash Gupta**

12:00 - 13:30 hrs

**Proffered Oral  
Track 05****Tobacco Cessation****Chairs: Dr Rakesh Gupta****Parishi Mazumdar****Shefali Gupta**

- ◆ Results of a national mass media campaign in India to warn against the dangers of smokeless tobacco

**Pankaj Santoshkumar Gupta**

- ◆ Tobacco cessation practices among general practitioners in an urban area

**Rakesh Gupta**

- ◆ Tobacco cessation through ACS Quitline: Its utility for India

**Prem K Mony**

- ◆ Profile of tobacco users attending a tobacco cessation clinic in a teaching hospital in Bangalore

**D. S. Pramod**

- ◆ QUIT-tobacco movement : Lessons learned in rural communities of developing nations

**Rohini Ruhil**

- ◆ Cessation of Tobacco use: A comparative study of different states

**Proffered Oral  
Track 06****Tobacco Advertising****Chair: Bhavna Mukhopadhyaya****Shubha Maudgal**

- ◆ Tactics Used by Tobacco Industry for Advertising in Mumbai

**Rahul Dwivedi**

- ◆ Daily Tambakoo Kills News Bulletins increasing monitoring and accountability

**Payoshnee Bhalinge**

- ◆ Silenced Alarm Bells

**Suman Bhasker**

- ◆ Impact of national anti-tobacco campaign on the introspective and perspectives of the cancer patients

**Nirmalya Mukherjee**

- ◆ Study on Effects of Pictorial Health Warnings on Intention to Tobacco Use among Adolescents of Kolkata City, India

**Lalit Raute**

- ◆ Are the Current Pictorial Health Warnings Effective? Qualitative and Quantitative Study Findings from India

**Proffered Oral  
Track 07****Tobacco Pack Warnings****Chair: Dr Daniel Joseph****Leena Selva Mary**

- ◆ Demographic profile of patients attending tobacco cessation clinic at Tamil Nadu Government Dental College

**Kamala Swayampakala**

- ◆ Level of cigarette consumption and quit behaviour in a population of low-intensity smokers: Longitudinal results from the International Tobacco Control (ITC) Survey in Mexico

**Raka Jain**

- ◆ Self-reported tobacco use in patients attending the Psychiatric OPD: Evaluation by urinary biomarker

**Ulhas Wagh**

- ◆ Tobacco free health care facility - primary tool in Tobacco Control programme

**Kanchan Vishwakarma**

- ◆ 'Smoke-Free Kashi' - A Pilot Project

**Proffered Oral  
Track 08****Youth Tobacco Use****Chair: Dr Ram Barot, Devika Chadha****Manjusha Nilesh Borse**

- ◆ Will you marry a smoker

**Radhakrishnan Jayakrishnan**

- ◆ Effectiveness of anti-tobacco awareness programmes conducted among adolescents in Kerala State

**Vijay Bhasker**

- ◆ Tobacco is Getting Younger by the Day

**Narayan Pandurang Lad**

- ◆ Super army advocacy programme

**Dinesh Sharma**

- ◆ School based intervention to prevent tobacco use among the youth in Bidar District, Karnataka

13:30 - 14:30 hrs

Lunch Break

14:30 - 15:30 hrs

**Panel Discussion 03****Smokeless Tobacco Use****Chair: Kishore Chaudhry****Gauravi Mishra**

- ◆ Smokeless Tobacco - Gateway effect, deterrent or substitution to smoking?

**Kishore Chaudhry**

- ◆ Smokeless Tobacco: Addiction and Cessation

**Dr Mihir Shah**

- ◆ Legislation and Challenges in smokeless Tobacco Control

**Panel Discussion 04****Tobacco Cessation****Swati Bhave**

- ◆ Pediatric issues in tobacco cessation

**Shubhangi Parkar**

- ◆ Behavioral Therapy for tobacco cessation

**Surendra Shastri**

- ◆ Pharmacotherapy for tobacco cessation

15:30 - 16:00 hrs

Tea/Coffee Break

16.00 - 16:30 hrs

**Declaration****Concluding Ceremony**

## POSTER SESSION

### Friday, September 24, 2010

Poster Presenter's Name	Poster Title
Monika Arora	Adapting resources and learnings from jurisdictions with advanced Tobacco Control programmes
Dhirendra Gururaj Sirur	Role of Copper and Selenium in Tobacco on Oral Precancer in youth
Jittima Jantanamalaka MD	Media and communication support to Tobacco Control in India and Thailand
Anand Kumar Pathak	DARPAN: a film on violations of tobacco control policies in Hindi/ Thai/ English
Shobha Shukla	Weak implementation of tobacco control laws in Lucknow: Loreto College Students
Sayanti Sur	Advocacy Role of Non-Governmental Organization: A Case Study
Mayura Subhash Chande	Tobacco Control – A vision for 2020 and beyond...
Rama Kant	Integrating tobacco control in healthcare and health rights advocacy
Rahul Salgoankar	Fighting tobacco menace in developing nations : Urgent need for International and Local NGO Partnerships
Jai Shree Soni	Loss of human life due to tobacco (A comparative study of different countries)
Jayshali Bapu Tambe	Regional Tobacco Control health workshop for stakeholders

### Saturday, September 25, 2010

Jyoti Adivarekar	"Art" a means to reduce tobacco usage among youth and spread awareness
Puneet Gupta	Tobacco Control in Rural India – Challenges and Opportunities
Hemlata Suryakant Shedge	Youth and Hookah bars in Mumbai: Some Observations
Venkatachalam Pillai Regunathan	"Tobacco-Free-World" is not far away – Let's join hands and create it
Kapil Dev Sharma	Prevalance of Tobacco Use Among Boys in Slums of Delhi
Cyril Alexander	Compliance Monitoring of Smoke Free Status in Coimbatore City Municipal Corporation
Ritesh Arya	Health and policy impact of tobacco cessation programmes on Railway stations
Nilesh D. Ingole	Sensitization strategies for Tobacco Control for visually challenged population
Santosh Kumar Arjunlal Saini	Salaam Bombay Hockey Academy
Deepak Janardan Patil	An Innovative Tobacco Control Training and Education Methodology

## CONFERENCE PROGRAMME WITH VENUE

### Thursday, September 23, 2010

Date/ Time	Event	Venue
12:00 hrs onwards	Registration begins	Auditorium Foyer
14:00 - 14:30 hrs	Inaugural Function	Rustom Choksi
14:30 - 15:30 hrs	Semi Plenary I Semi Plenary II	Rustom Choksi Small Auditorium
15:30 - 16:00 hrs	Tea/Coffee Break	Auditorium Foyer
16:00 - 17:00 hrs	Keynote Address	Rustom Choksi
17:00 - 18:00 hrs	Symposium 01 Symposium 02 Symposium 03	Rustom Choksi Small Auditorium RMC

### Friday, September 24, 2010

08:00 hrs onwards	Registration	Auditorium Foyer
09:00 - 10:00 hrs	Full Plenary	Rustom Choksi
10:00 - 10:20 hrs	Full Plenary	Rustom Choksi
10:20 - 11:00 hrs	Full Plenary	Rustom Choksi
11:00 - 11:30 hrs	Tea/Coffee Break	Auditorium Foyer
11:30 - 13:00 hrs	Symposium 04 Symposium 05 Symposium 06	RMC Rustom Choksi Small Auditorium
13:00 - 14:00 hrs	Lunch Break	Dining Hall on Level 4
14:00 - 15:30 hrs	Proffered Oral Track 01 Proffered Oral Track 02 Proffered Oral Track 03 Proffered Oral Track 04	Board Room Small Auditorium Rustom Choksi RMC
15:30 - 16:00 hrs	Tea/Coffee Break	Auditorium Foyer
16:00 - 17:30 hrs	Panel Discussion 01 Panel Discussion 02	Rustom Choksi Small Auditorium
18:00 hrs	Networking Dinner	Dining Hall on Level 4

**Saturday, September 25, 2010**

08:30 - 09:00 hrs	Tea/Coffee Break	
09:00 - 10:00 hrs	Semi Plenary III Semi Plenary IV	Rustom Choksi Small Auditorium
10:00 - 11:00 hrs	Symposium 07 Symposium 08 Symposium 09	RMC Rustom Choksi Small Auditorium
11:00 - 12:00 hrs	Full Plenary Symposium 10	Rustom Choksi
12:00 - 13:30 hrs	Proffered Oral Track 05 Proffered Oral Track 06 Proffered Oral Track 07 Proffered Oral Track 08	Rustom Choksi Small Auditorium Board Room RMC
13:30 - 14:30 hrs	Lunch Break	Dining Hall on Level 4
14:30 - 15:30 hrs	Panel Discussion 03 Panel Discussion 04	Rustom Choksi Small Auditorium
15:30 - 16:00 hrs	Tea/Coffee break	Auditorium Foyer
16:00 - 16:30 hrs	Declaration Concluding Ceremony	Rustom Choksi Rustom Choksi