

Anti Tobacco Programme for School Children and Residential/Slum Clusters in Delhi

Programme Message

“Tobacco consumption is injurious to health - Say no to tobacco”

The programme duration was for two months and supported by Directorate of Health Services, Govt. of NCT of Delhi, Delhi

Introduction:

Statutory warnings on cigarette packets state that smoking is injurious to health. But just how injurious is it?

Consider these facts. In India, according to the Indian Council for Medical Research (ICMR), tobacco kills 800,000 people and 12 million become ill as a result of tobacco use every year. But this a little-known fact, according to the report of the expert committee on the Economics of Tobacco Use (ETU) instituted by the Ministry of Health and Family Welfare, Govt of India.. The report, submitted in February 2003, adds that although people are becoming aware of the ill-effects of smoking in terms of morbidity and mortality, they cannot be expected to be able to evaluate the epidemiological implications of smoking.

Moreover, In India, 200 million active tobacco users and 2,200 persons die every day from tobacco-related diseases; but the tobacco industry maintains that providing a statutory warning on cigarette packets is enough. The mega-industry also swears by the 'freedom of choice' contention. As per the World Health Organisation projections, India will have the highest rate of rise in tobacco-related deaths by the year 2020. The report further states that out of 100 teenagers smoking in India today, 50 will eventually die of tobacco-related

disease. WHO data indicate that by 2020, tobacco will be solely responsible for 1.5 million deaths in India, or 13.3% of all deaths in the country, said Dr. Harsh Vardhan, former health minister of Delhi and a consultant with the WHO-Southeast Asia Region

A World Bank Study, 1999, states that smoking is already killing one in every 10 adults worldwide. By 2030 - perhaps even a little sooner - this proportion will be one in six. In other words, 10 million deaths per year - this is more than any other single cause of death.

Tobacco Consumption Pattern:

The patterns of tobacco consumption in India are totally different from other parts of the world. Here just about 20 per cent tobacco-users consume cigarettes, while nearly 40 per cent smoke bidis, which deliver more nicotine than cigarettes. The remaining 40 per cent chew tobacco and tobacco-containing products such as Paan Masala and Gutkha. The Tobacco Board also estimates that the percentage of smokers is likely to rise to 33 per cent by the year 2020. Statistics also show that two-thirds of the smokers in the country begin the habit young. By the time they realize the health risks, they are already addicted to smoking. Doctors contend that addiction to nicotine is stronger than addiction to other drugs popular with addicts like heroin, marijuana and cocaine.

Objectives:

Awareness is a valuable method in helping to raise the general level of expectations and desire in society particularly the school children, the human resources potential and the future citizens of our country, about safe and healthy living. Which may give it a status and perceived level of importance that will prompt a culture change?

Without an effective awareness/publicity capability, other engineering, legislative, or enforcement measures may fail, or not deliver the full benefits possible.

The programme objective would:

- (i) Create awareness of health hazards and vulnerability of certain diseases like cancers, coronary artery disease, and chronic obstructive lung disease of tobacco use;
- (ii) Educate school children, Residential communities as to what constitutes healthy living and the health effects of tobacco consumption;
- (iii) Change attitudes and beliefs to more positive tobacco free living approach; and
- (iv) Inform tobacco consumers on the effects of tobacco consumption on personal, family and public health and living.

Target Groups:

School children;
Residential Communities; and
Slum Cluster

Methodology:

The Methodology focused largely on:

- i. Participatory mode, hands on demonstration,
- iii. Awareness through exposure and demonstration about Anti tobacco.
- iv. Mobilization and publicity through Media/Leaflets.