

Creating awareness about tobacco related issues among school children

**Developed by,
Institute of Public Health**

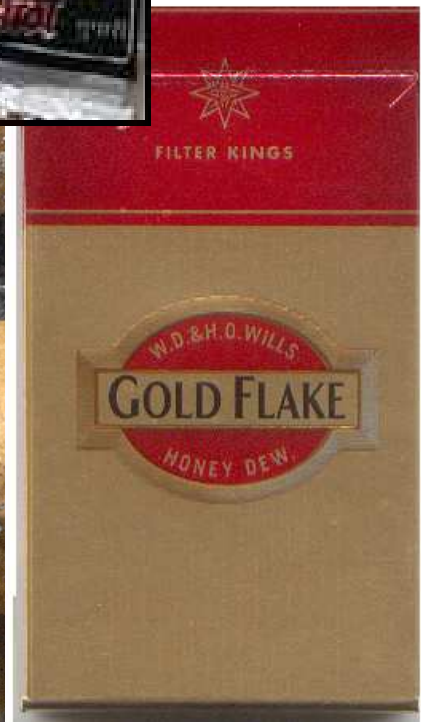
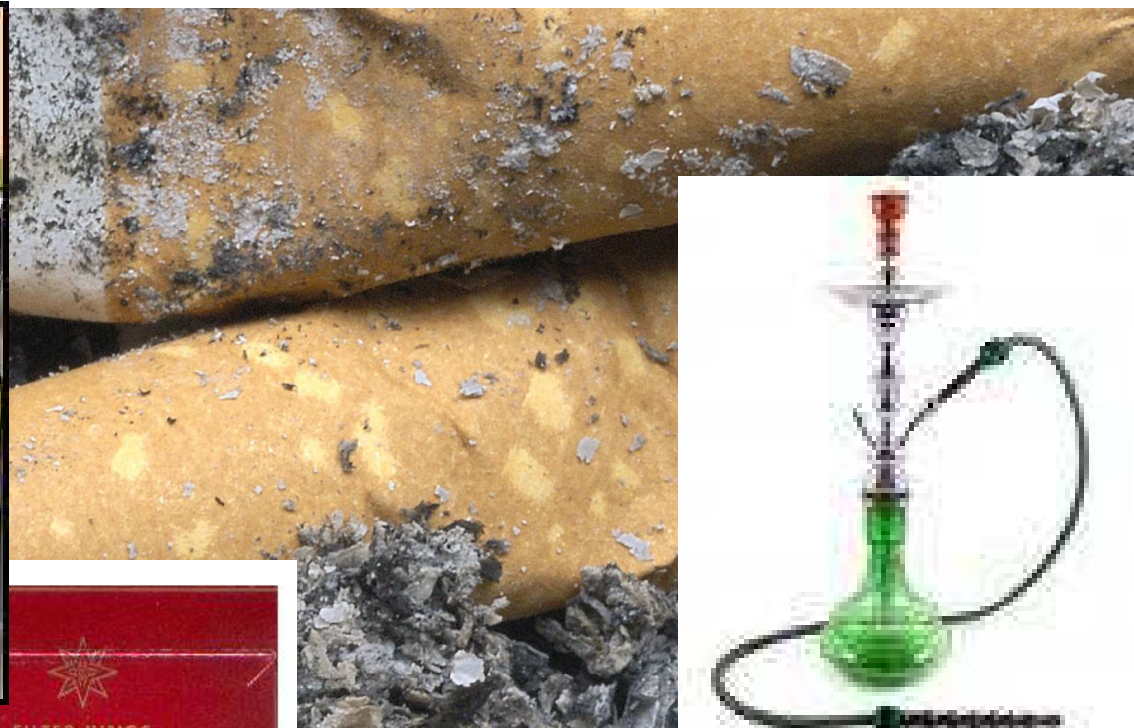
**For,
District Anti Tobacco Cell,
Bangalore-Karnataka**



**National Tobacco Control Programme
Ministry of Health and Family Welfare
Dept. of Health and Family Welfare, Karnataka**

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Tobacco: Origin and Types



Tobacco: Origin and Types

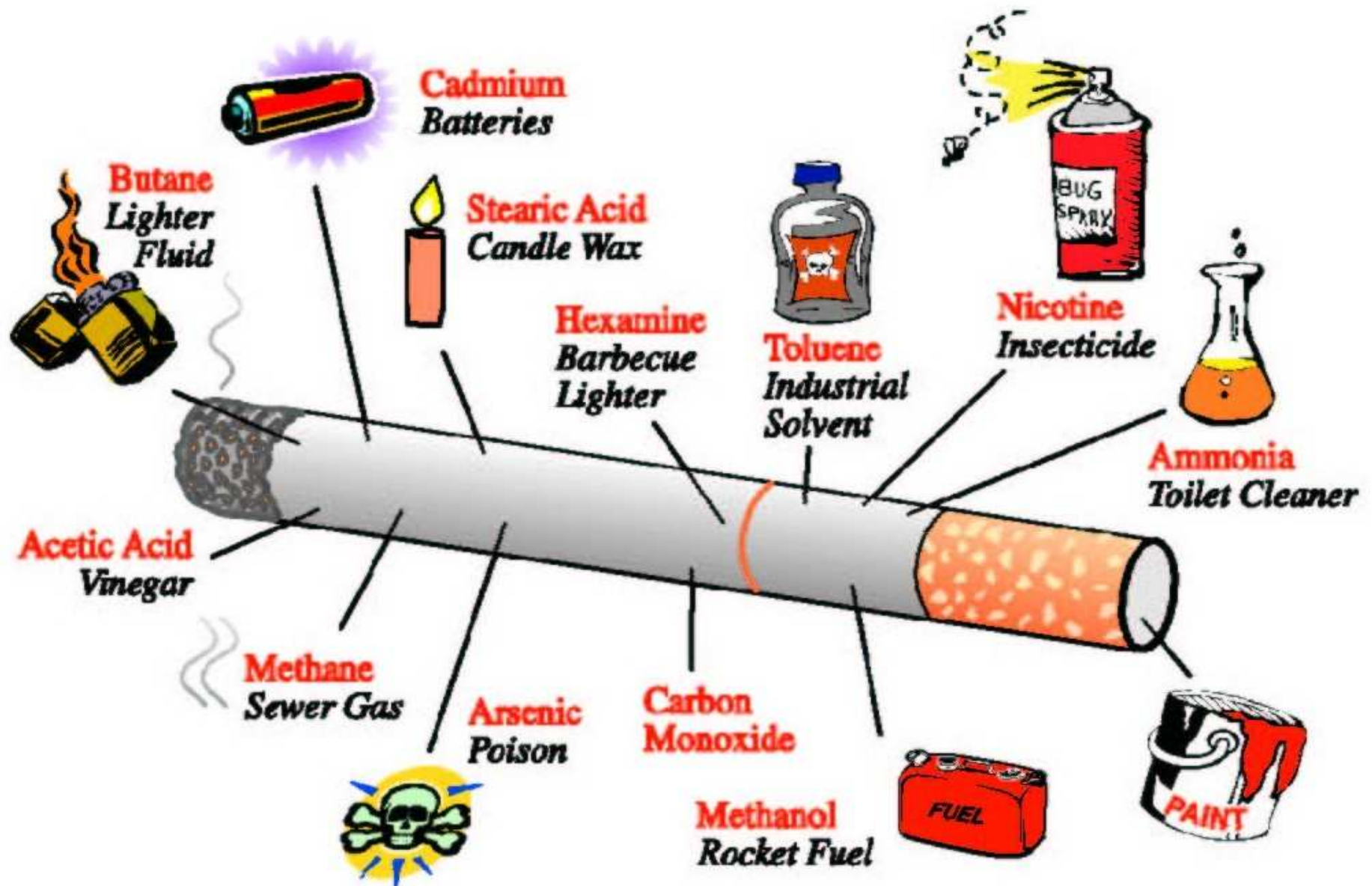
- Tobacco was not an Indian thing! In 1498, when Portuguese came to India, they brought tobacco to India. Britishers (East India Company) started the commercial production of tobacco, which then grew over the time.
- Tobacco is consumed in various ways; smoking tobacco (cigarette, bidi, hukka etc.), chewing tobacco (gutka, pan-masala, pan/bida etc.), and tobacco application (snuff, tobacco containing tooth powder/toothpaste etc.)

➤ **Tobacco in all its form is harmful to health.**

➤ **Not many young students use tobacco. Be a part of the crowd!**

➤ **Be proud to be tobacco-free**

What makes tobacco products?



What makes tobacco products?

- Cigarette/bidi smoke contains more than 4,000 chemicals, while chewing tobacco contains more than 3000 chemicals; most of these chemicals are harmful to health.
 - There are more than 60 cancer causing substances in cigarette smoke and more than 30 such substances in smokeless tobacco
 - Description of the figure.
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- **Bidis are even more harmful than cigarettes**
 - **Having a 'filter' in the cigarette doesn't make it healthy!**

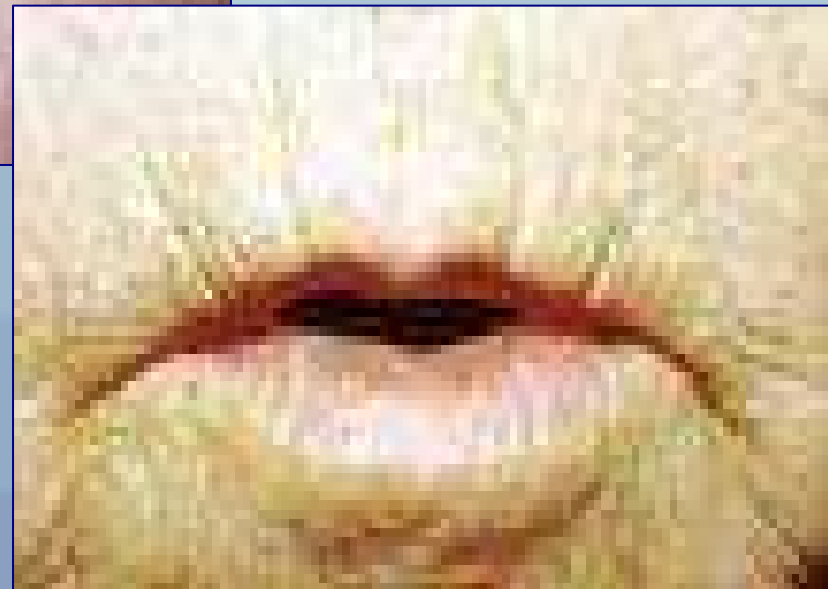
Effects on Health



Effects on Health

- There is 'one' tobacco related death occurring every 8 seconds in India! Around 2500 people are dying each day because of the tobacco use!
 - Both, smoking (cigarette, Bidi) and chewing tobacco (gutkha, pan-masala etc.) leads to cancers of many parts of body (mouth, lung, windpipe, foodpipe, stomach, etc.)
 - 56.4% of cancers in men and 44.9% of cancers in women are caused by tobacco in India.
 - India has the largest number of the mouth cancer cases in the world due to tobacco use
 - Tobacco users are 2 to 3 times more likely to develop heart diseases and paralysis.
 - Tobacco use accounts for more than 90% of lung cancers and other lung diseases.
 - Tobacco use causes impotence in men and reduced fertility in women.
 - Tobacco use increases risk of getting diabetes.
 - Pregnant women, who smoke have greater chances of loosing the baby.
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- **About half of the teenagers who use tobacco will eventually be killed by it (a quarter in middle age and a quarter in old age)**
 - **Avoiding tobacco adds 20 years to the life of a teenager**
 - **Choose life Not tobacco**
 - **Proud to be tobacco-free**

Cosmetic Effects



Cosmetic Effects

- Tobacco use leads to staining of teeth and pigmentation of palms and fingers.
 - Tobacco use leads to dark/black lips and white/red patches within the mouth.
 - Tobacco use also leads to hair-loss and wrinkling of the skin causing you to look aged.
 - Tobacco use results in smelly mouth, body and cloths.
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- **At young age, who don't want to look smart? Smartness is all about looking good, fresh, young, sparkling and wrinkle-free.... simply by avoiding tobacco.**
 - **In India, majority of girls prefer to marry tobacco-free boys.**
 - **Feel fresh and young within hours of stopping tobacco.**

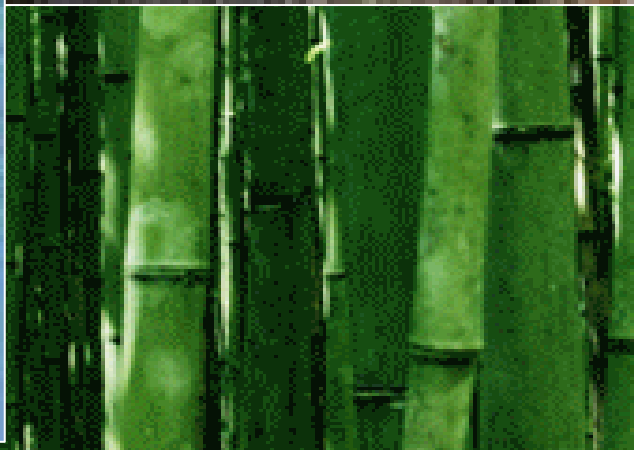
Economic Effects



Economic Effects

- In 2002-2003, the total cost of treating the major tobacco related diseases (cancers, heart diseases, lung diseases) was estimated to be about Rs. 30833 crores. This amount is more than four times the revenue generated from tobacco.
 - Direct cost of the tobacco consumption in India is more or less similar to this figure.
 - On the other hand, in the year 2002-2003, the total budget estimate of the central government and all the state governments on the medical and public health, water supply and sanitation together was only 29049 crores.
 - In India, the total amount of money spent on purchasing tobacco products is 4 to 6% of the total money spent on food and is nearly equal to the total money spent for receiving health services.
 - In addition tobacco use leads to loss of productivity and damage to users as well as non users of tobacco
 - Major share of the tobacco profits goes to tobacco companies. Very little to farmers.
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- **Be a smart investor! Save the cash – Avoid the trash!**
 - **Being tobacco-free you can save the money that you can spend on many other things you like.**
 - **Because of tobacco related diseases, not only users but also the non-users of tobacco loose money (by paying more taxes)!**

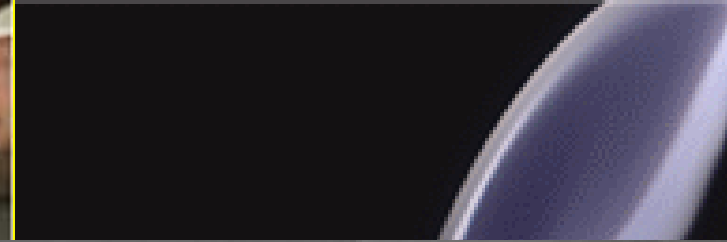
Effects on Environment



Effects on Environment

- Tobacco causes destruction of forests by
- Cutting of trees to create a space for tobacco farming and to get wood for curing of tobacco
- Cutting of tress and tree leaves for packaging of tobacco products
- Tobacco farming drains large amount of sub-soil water
- About 7000 crore tonnes of paper is used every year for wrapping cigarettes
- To cure 1 Kg of tobacco, 8Kg of wood is needed
- Tobacco growing depletes soil nutrients at a much faster rate than many other crops and reduces the soil fertility. The land used for tobacco farming becomes useless for other crops.
- For around every 300 cigarettes smoked by someone, somewhere a full-grown tree would have been killed.
- Smoke from tobacco products and that exhaled by smokers cause air pollution

Passive Smoking



Passive Smoking

- A non-smoker living with the smoker (who use 2 cigarette packs a day) passively smokes equivalent to 3 cigarettes a day.
 - More than 40% of youth is exposed to smoke from cigarettes/bidi of other peoples.
 - Passive smoking increases a risk of getting heart diseases and many lung diseases.
 - Mostly women and children have to suffer the bad effects of passive smoking.
 - Passive smoking during pregnancy results in babies with very low birth weight.
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- **Be assertive! You have the right to breathe the clean air!**
 - **Maintaining and being in the tobacco free environment has many health benefits.**
 - **You are a smoker OR a non-smoker. Every cigarette is doing damage to you.**
 - **Smoking just for your fun or to relieve your stress also hurts all those who care for you.**
 - **Being tobacco free, you earn the respect and love from your family and society as a whole.**

Better to stop!



Better to stop!

- **It is possible to quit tobacco! You can quit!**
- **Stress is a real problem. But there are better ways to manage stress then using tobacco.**
- **Playing games, swimming, exercising, jogging, taking walk, deep breathing, indulging in Yoga and what not! These help not just in relaxing and relieving stress but also have many other health benefits.**
- **True friendship is not about adopting bad habits but about helping each other to be healthier.**
- **You can definitely quit. At least for your loved ones!**
- **All religions thrive for betterment of human life by condemning use of tobacco, alcohol and other such illicit substances.**

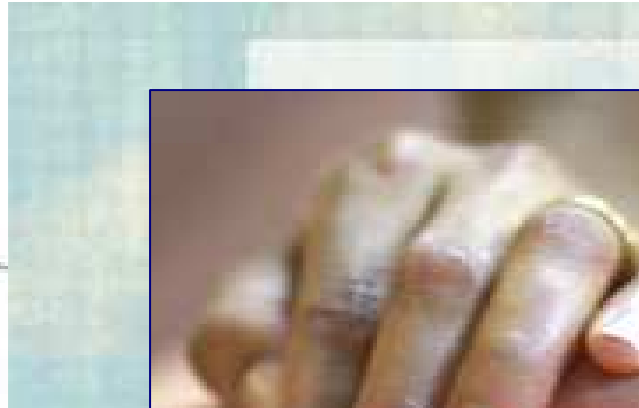
Luring the youth



Luring the youth

- Tobacco industry glamorizes tobacco use through direct and indirect advertisements using movie stars
 - Tobacco industry aggressively targets children and adolescents
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- **Be smarter than cigarette industry! Fail them rather than falling yourself to their lies!**
 - **Don't get duped! 'Light', 'Mini' or 'Small' – all the cigarettes are equally harmful.**
 - **Tobacco reduces your sport ability. Real sportiest don't smoke!**
 - **Smartness is about being young and healthy and not getting hooked to something as mean as tobacco**
 - **Be in control! Improve your self-confidence!**

Help them!



Help them!

- **Treat tobacco users with sympathy, love, and compassion.**
- **There is help available.**
- **Talk to counselors. It is wise to avail the support available.**
- **Speak out! Make use of the Toll Free Help line
(1800-11-0456 BSNL)**
- **Visit the Tobacco Deaddiction Clinic**

Rules about tobacco



Rules about tobacco

The Cigarettes and other tobacco products Act (COTPA), 2003

- No person shall sell any tobacco products to any person below 18 years of age.
 - No person shall sell any tobacco products in an area within a radius of 100 yards (=300 feet) of any educational institutions (schools, high schools, pre university colleges, colleges etc.)
 - No person shall advertise any tobacco products through print (newspapers, magazine, hoardings, on vehicles, etc.) or electronic media (television, radio, films etc.)
 - Ban on smoking in public places (hotels, restaurants, bars, pubs, waiting rooms at railway stations, bus stations, work places, shopping malls, cinema halls, educational institutes, public offices, auditoriums, hospital buildings etc.-any places where public have access whether as a right or not excluding any open space.)
 - No person shall sell loose cigarettes
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- **To have a tobacco-free surrounding is everyone's right**
 - **Ask your Headmasters/Principals/Teachers to take actions against violation of 'No smoking rules' in your school/college**
 - **Ask your Librarians/Assistant librarians/Library in charge/other administrative staff to take actions against violation of 'No smoking rules' in libraries/reading rooms.**