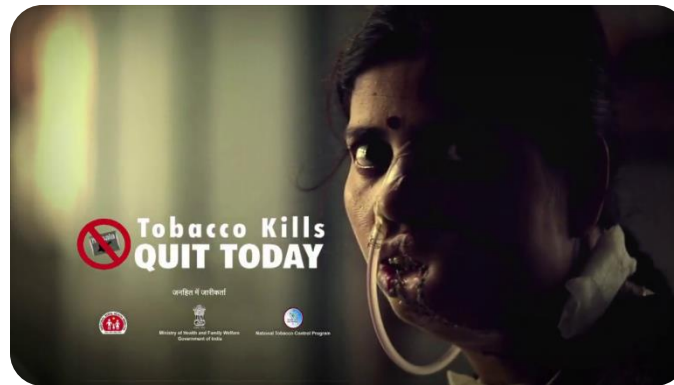


Prevention & Control of Smokeless Tobacco (SLT) products

India's Experience



Dr.L.Swasticharan MD MPH

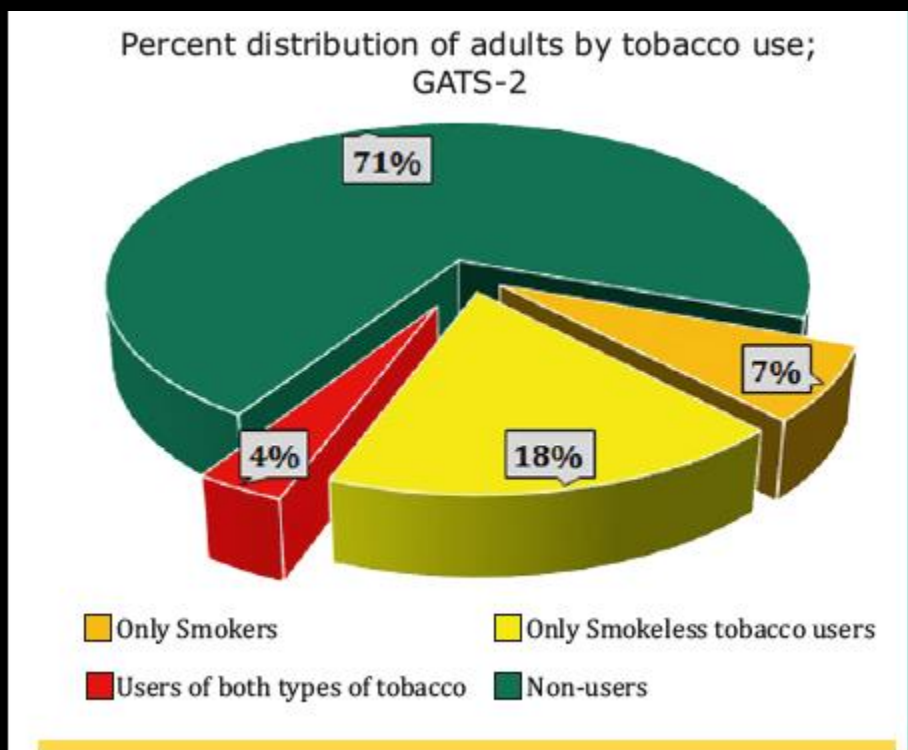
Chief Medical Officer

National Tobacco Control Programme
MoHFW, Govt. of India, New Delhi

Burden of SLT in India



India is home to 267 million tobacco users



SLT users: 199 million
Smokers: 100 million
Both SLT and Smoker: 32 Million



GATS 2 heralds good news



Mukesh Harane
24 year old
Died from Oral Cancer
caused by chewing tobacco
*Chewing tobacco includes Khaini, Gutkha, Zarda, Pan Masala and many more
Tobacco Kills QUIT TODAY

TOBACCO USE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Tobacco Smokers						
Current tobacco smokers	19.0	2.0	8.3	11.9	10.7	14.0
Daily tobacco smokers	15.2	1.7	6.3	9.8	8.6	10.7
Current cigarette smokers ¹	7.3	0.6	4.4	3.8	4.0	5.7
Daily cigarette smokers ¹	3.8	0.4	2.7	1.9	2.2	3.6
Current <i>bidi</i> smokers	14.0	1.2	4.7	9.3	7.7	9.2
Daily <i>bidi</i> smokers	11.6	0.9	3.8	7.7	6.4	7.5
Former daily smokers ² (among ever daily smokers)	16.8	17.6	18.2	16.3	16.8	12.6
Smokeless Tobacco Users						
Current smokeless tobacco users	29.6	12.8	15.2	24.6	21.4	25.9
Daily smokeless tobacco users	25.1	11.1	12.8	21.1	18.2	21.4
Former daily smokeless tobacco users ³ (among ever daily smokeless tobacco users)	5.2	7.0	7.1	5.3	5.8	4.8
Tobacco Users						
Current tobacco users (using any form of tobacco)	42.4	14.2	21.2	32.5	28.6	34.6
Current tobacco users (using both forms of tobacco)	6.3	0.5	2.3	4.0	3.4	5.3

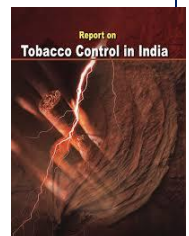
Types of SLT in India



Various types: (a) chewing (b) sucking (c) gargling (d) inhalation (e) application

Processed or cured tobacco is used to manufacture SLTs like paan, paan masala, gutka, Mainpuri tobacco, mawa, khaini, mishri, tapkeer, gul and bajjar, dentrifice, gudakhu etc.

Special products- gargling (hidakphu, tuibur or tobacco water) or inhaling (e.g. snus, snuff etc).



Tobacco Control in India



- Efforts in India antedate the ratification of FCTC in 2004
- Enacted the COTPA in 2003
- Applicable to all tobacco products, including the SLTs
- India is one of the countries to have a dedicated National Tobacco Control Programme (NTCP) under the Ministry of Health
- Central Component & the National Health Mission Comp.



Ban of SLT in India



- The Ministry of Environment and Forest, Government of India notified the plastics (Manufacture, usage and Waste Management) Rules 2009, under the Environmental Protection Act of India
- This, inter-alia banned the sale of gutka, tobacco and pan masala in **plastic sachets**.
- The manufacturers restrained from using plastic material in the sachets of these products from 1st March 2011.
- Reduced the shelf life of SLT products, thereby leading to decrease in the exports of these products.



Ban of SLT in India



- The Food Safety and Standards Authority of India notified the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulation 2.3.4, in force from 5th August, 2011
- Prohibits the use of **tobacco and nicotine as ingredients** in any food products on the ground that food product can not contain any substance which may be injurious to health
- Violations & challenge of ingredients being sold separately
- John Hopkins Univ. Bloomberg School of Public Health & WHO study proved ban effective



Tobacco Testing Labs



India's
Testing Labs



Tobacco Testing Labs



- Three (3) National Tobacco Testing Laboratories [NTTLs] are being notified under Section 11 of COTPA 2003
- Regulatory as well as Research laboratories
- Started testing nicotine
- Once fully commissioned will test the actual chemical constituents of tobacco products.
- NTTLs with a mission to share / exchange expertise and experience on development and operational aspects to test protocols, standards and procedures with WHO's recognized centres/ labs under TobLabNet.
- Translate lab evidence to better tobacco control policies



Global SLT Knowledge Hub in India

- Global Knowledge Hub on SLT is NICPR, India
- NICPR houses the Apex NTTL in India
- Linked with the NTTLs, together they would try address the existing research gaps in respect of SLT products, including:
 - ✓ Identifying the ingredients of a myriad of SLTs
 - ✓ Fixing standards and validation methods to test the contents of different SLT products
 - ✓ Characterizing the properties of different constituents of these products, and the methods of manufacturing the same
 - ✓ Estimating the health impact of carcinogenic non tobacco products that are frequently used in conjunction with tobacco products, such as areca nut (betel nut)



Tobacco Cessation & SLT



- TCCs in the NTCP supported 404 Districts; being scaled up to cover all the Districts of the country
- Scale up tobacco cessation services to cater to the unmet needs for tobacco cessation, especially in the background of extent ban on Gutka.
- National **Quit-line [1800-11-2356]** and Helpline **[1800-11-0456]**
- mCessation Programme is being expanded, register through **[<https://www.nhp.gov.in/quit-tobacco>]** or missed call at **011-2290170**
- Linkages and collaboration with other National Health Programmes, Dental Colleges, through Dental Council of India etc



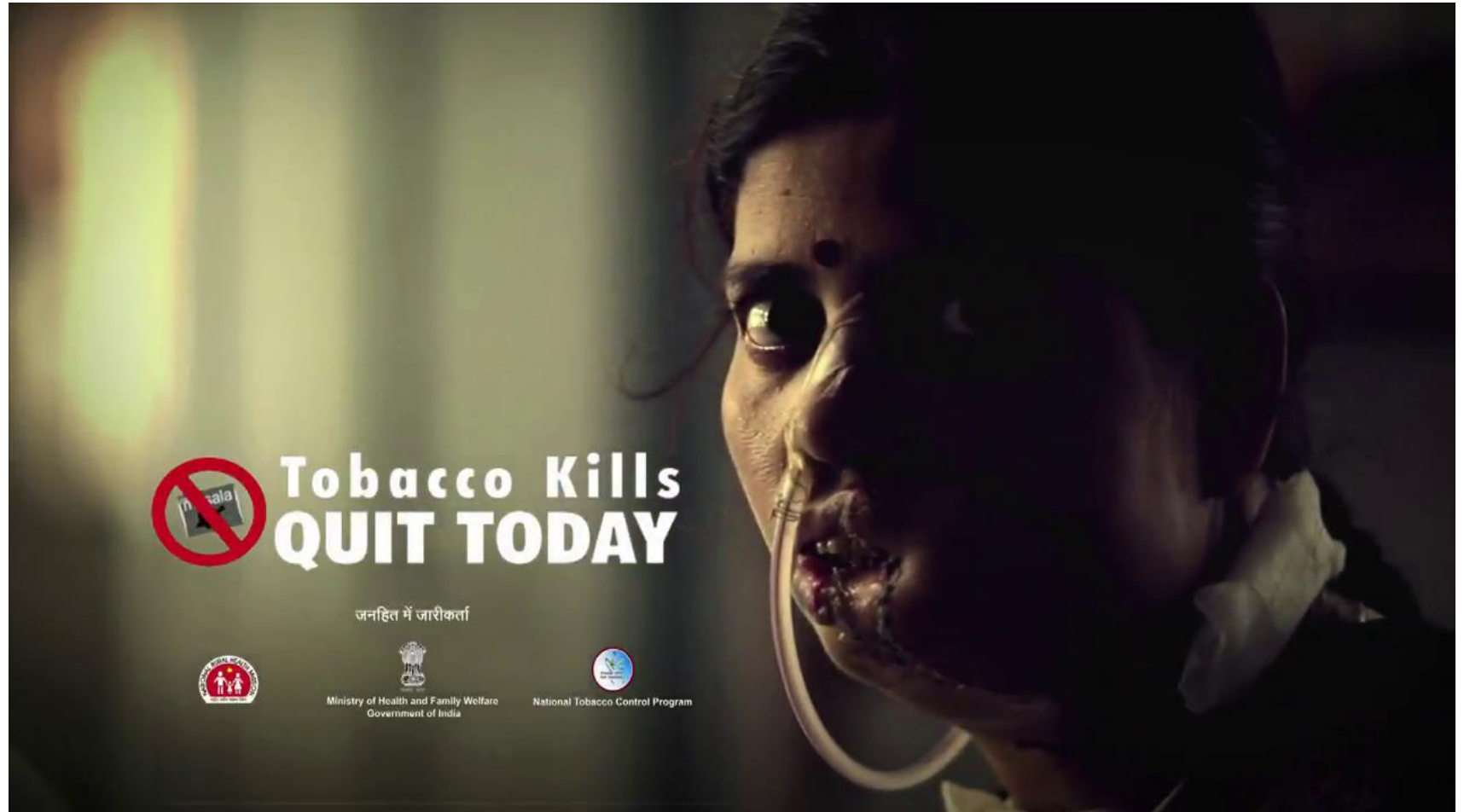
Mass Media Campaign



- Dedicated funds for tobacco control public awareness campaigns.
- Various tobacco control materials have been developed and disseminated widely through radio, television, and outdoor publicity campaigns
- Increasing public awareness on tobacco control laws and on risks of tobacco use with emphasis on health effects of SLT consumption.



Sunita



Tobacco Kills
QUIT TODAY

जनहित में जारीकर्ता



Ministry of Health and Family Welfare
Government of India



National Tobacco Control Program

Mukesh



**Mukesh Harane
24 year old**

**Died from
Oral Cancer**
caused by chewing tobacco*

*Chewing tobacco includes Khaini,
Gutkha, Zarda, Pan Masala and many more



**Tobacco Kills
QUIT TODAY**

Tobacco Free Movie Rules



- As per FCTC Article 13 and COTPA 2003, health spots on harmful effects of tobacco use, including use of SLT, are featured in films and TV Programmes.
- As per the rules, every movie or TV programme which depicts scenes on tobacco products or its use shall provide 100 seconds of free airtime for two spots of 30 second duration and general disclaimer of ' 20 second' duration in the beginning and middle of the films and TV Programmes.
- “Tobacco Free Movie Rules” in India has made available a huge quantum of statutory free airtime for airing anti tobacco health spots and disclaimers through films and TV programmes.



Pictorial Health Warnings



- Under Section 7 and 8 of COTPA, 2003, the first set came into effect from 31st May 2009. Thereafter, these warnings have been periodically rotated with new set of images/ pictures
- The new rules on “Tobacco Pack Pictorial Warnings”, came into effect from 1st April, 2016, mandate display of pictorial health warnings on 85% of the principal display area of tobacco product packs on both sides(60% for picture and 25% for text)., 2nd Set rotated on 1st April 2017
- Two strong, field – tested pictorial warnings, each for smoking and SLT products, have been notified.

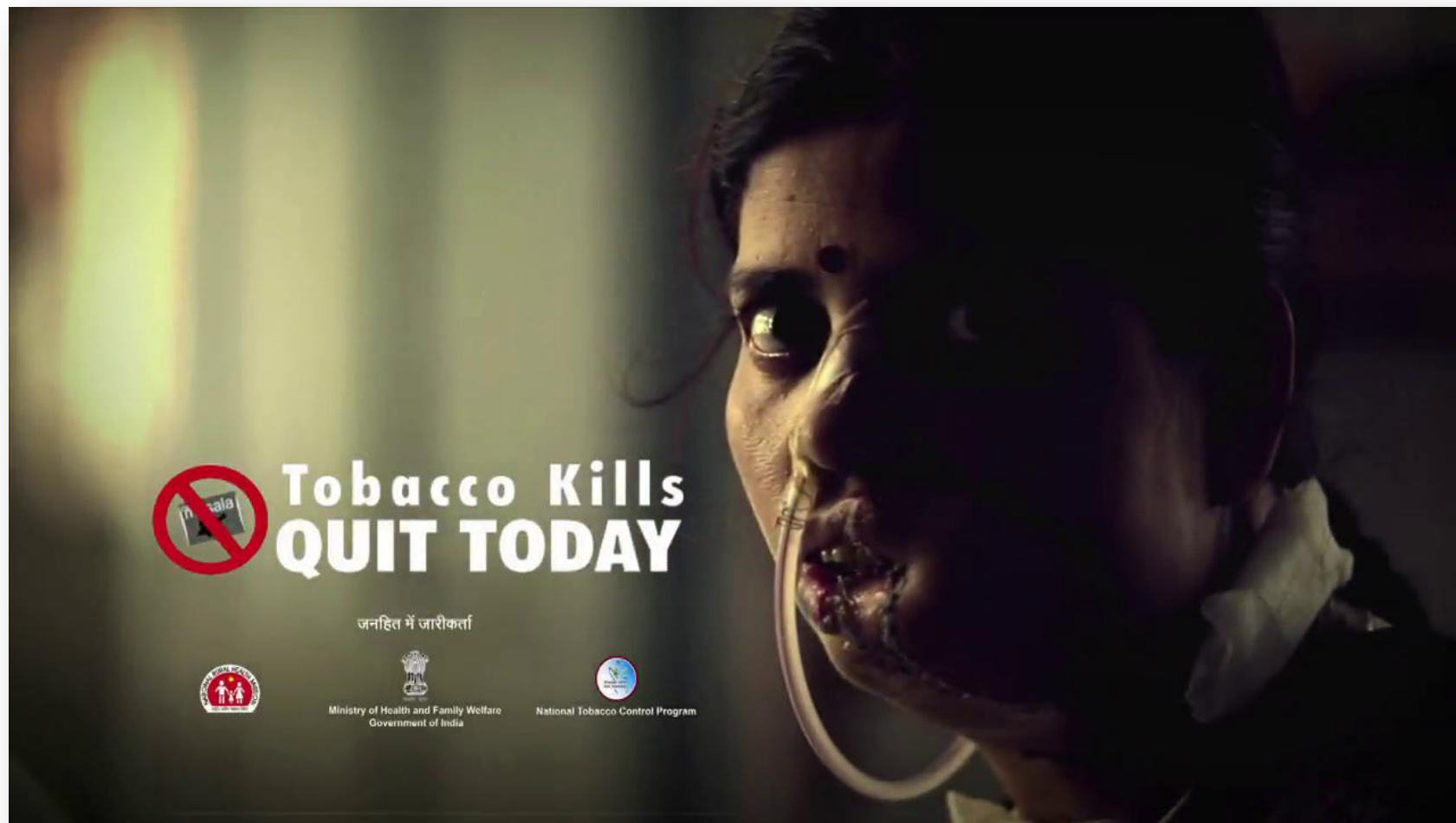


Comprehensive Tax Policy



- In line with FCTC Article 6 MoHFW wrote to the Ministry of Finance and to the Chief Ministers of all States to consider adopting a ‘Comprehensive Taxation Policy’ for all tobacco products, including SLT,
- So that they are taxed at similar rates, indexed to inflation and household income so that any increase in taxes would lead to a “real “ increase in the price of tobacco products, and incentives to shift to relatively cheaper tobacco products are minimized.
- Advocated a ‘Sin Tax’ and also under GST to place tobacco as demerit products’ and slab of highest tax i.e. 28% and over and above a ‘cess’





India pledges to continue to the fight against **Tobacco**