



Ministry of Health & Family Welfare
Government of India

WE HAVE THE STRENGTH



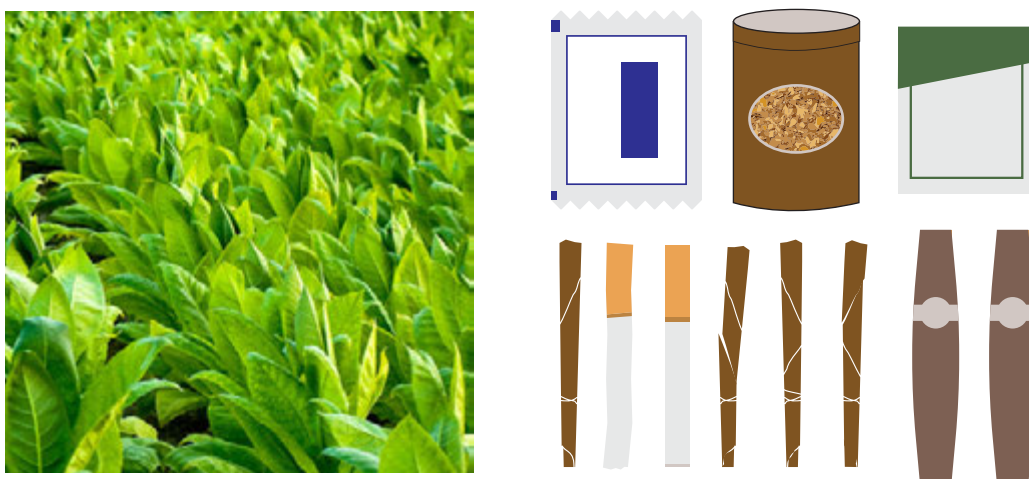
TO SAY
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TO TOBACCO



WHAT IS TOBACCO?

- Tobacco is a green agricultural crop whose leaves are used to make products like: cigarettes, bidis, khaini, zarda, and gutkha among others
- Tobacco and smoke from burning tobacco contains a number of toxic chemicals and compounds, many of which are harmful to the human body. The main chemical found in tobacco is nicotine, which makes tobacco products addictive

After tobacco leaves are picked, they are dried, cured, ground up, and used to produce smoked or smokeless tobacco products.



- **Tobacco that is smoked**– Bidis, Cigarettes, Hookahs, Cigars, Chuttas, Dhuntis, Chillum, Water pipes, Cheroots, Hookli etc
- **Tobacco that is chewed or used orally**– Gutkha, Khaini, Zarda, Pan masala (with tobacco), Pan (Betel quid) with tobacco, Mawa, Snus (sucking form), Mishri, Gul, Gudhaku etc
- **Tobacco for Nasal use**– Snuff or Naswar
- **Electric Nicotine Delivery Systems**- E-cigarettes, E-Hookahs (These are electronic devices which vapourise a flavoured liquid containing nicotine, propylene glycol, glycerin and other flavorings)

DID YOU KNOW? India has myriad varieties of smoked and smokeless tobacco products and all are harmful to health

TOBACCO IS ADDICTIVE

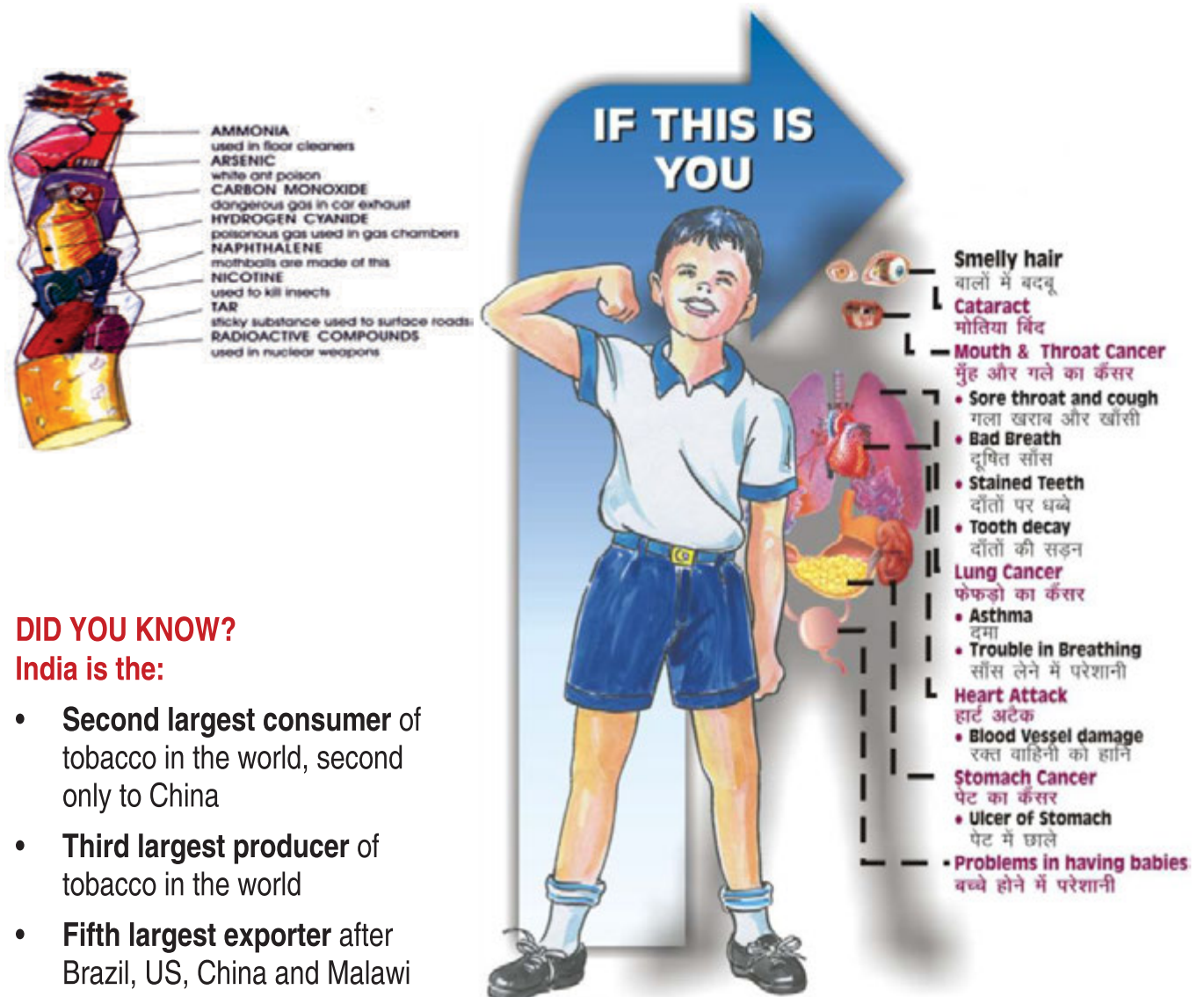
- Tobacco use can lead to nicotine dependence and serious health problems
- The nicotine in tobacco is rapidly absorbed into the blood stream and reaches the brain within seconds
- Nicotine is addictive in ways similar to heroin, cocaine and alcohol
- Nicotine narrows blood vessels and puts added strain on the heart
- Experimentation with tobacco by adolescents and young people leads to dependence and chronic diseases in the productive years of their lives
- Smoking damages lungs, reduces oxygen supply to muscles and loss of stamina

DID YOU KNOW? Tobacco kills up to half of its users!



WHAT IN REALITY ARE TOBACCO USERS CONSUMING?

- Ammonia • Arsenic • Carbon Monoxide • Nicotine • Tar • Naphthalene
- Radioactive compounds • Hydrogen Cyanide • Lead • Lime • Cadmium
- Menthol



DID YOU KNOW?

India is the:

- **Second largest consumer** of tobacco in the world, second only to China
- **Third largest producer** of tobacco in the world
- **Fifth largest exporter** after Brazil, US, China and Malawi

TOBACCO BURDEN & PREVALENCE

- Tobacco is the leading preventable cause of death and disease in the world today
- Each year, tobacco kills more people than HIV/AIDS, illegal drugs, suicides, murders, road accidents, and fires combined
- Tobacco kills **6 million** people globally every year
- Nearly **275 million adults (i.e. 35%) in India use tobacco** in some form or the other
- Each year 10 lakh Indians die due to tobacco related diseases
- Nearly 2800 Indians die every day due to tobacco use.
- The total economic cost attributable to tobacco use from all diseases in India in the year 2011 for persons aged 35-69 years, amounted to a whopping Rs 1,04,500 crores!!



ALARMING HEALTH RELATED FACTS

- Smokers die 13-14 years earlier than non-smokers
- Smokers have:
 - 20-25 times greater risk of developing lung cancer
 - 2-3 times higher risk of having a heart attack
 - 3 times higher risk of sudden death
 - 2 times higher risk of stroke
 - 3 times more chances of suffering from shortness of breath
 - 30-60% more sick days
- Using tobacco for a long period can lead to cancers of the lungs, mouth, lips, tongue, food pipe, throat, and bladder, to name a few
- In India, tobacco-related cancers represent 42.0% of male and 18.3% of female deaths with twice as many deaths from oral cancers as lung cancers.
- Tobacco use increases the risk of lung disease, heart attacks, hypertension and stomach ulcers.
- Smoking causes decreased physical fitness levels.



PASSIVE SMOKING: SECONDHAND SMOKE (SHS)



- **Second Hand Smoke (SHS)**, also known as **passive smoke** or **Environmental Tobacco Smoke (ETS)**, is a mixture of side-stream smoke from the burning tip of the cigarette/bidi and mainstream smoke exhaled by the smoker
- The process of being exposed to this smoke is called “passive smoking”, which is very dangerous for human health
- Tobacco smoke from the burning end of a cigarette or bidi contains a high concentration of poisonous ingredients
- Tobacco smoke is a complex mixture of over 7,000 chemicals including 70 cancer-causing elements
- Globally, 600,000 deaths every year are attributable to SHS.
- Second-hand smoke can lead to:
 - 20-30% greater risk of cancer among non-smokers
 - 23% greater risk of heart diseases among non-smokers
 - Adverse health effects of SHS among children include: pneumonia, bronchitis, coughing, wheezing, worsening of asthma, middle ear infections, reduced lung growth, neuro-behavioural impairment and cardiovascular diseases.
 - Almost half of the world's children breathe air polluted by tobacco smoke.



DID YOU KNOW? There is no safe level of exposure to second-hand tobacco smoke

IMPACT ON THE ENVIRONMENT

- The tobacco crop is water intensive and consumes large quantities of fertilizers and pesticides, which degrade the land and pollute water-bodies.
- Large quantities of waste are produced in the form of tobacco slurries, solvents, oils and greases, paper, wood, plastic, packaging materials and result in pollution.
- Huge amounts of litter and plastic waste are produced every day due to smokeless tobacco, which is non-biodegradable and an environmental burden.
- Tobacco kills trees too! Approximately 2,00,000 hectares of forests/woodlands are removed by tobacco farming each year leading to substantial tobacco related deforestation
- To cure tobacco leaves you have to burn wood. For instance, 300 cigarettes are produced at the cost of felling a tree.



TOBACCO CONTROL LAWS IN INDIA

The Government of India has enacted the Cigarettes and Other Tobacco Products Act, (COTPA) 2003, enforced from May 1, 2004 across the country. Some of the major provisions of COTPA include:

- **Section 4:** Ban on smoking in public places
- **Section 5:** Ban on direct and indirect advertising, promotion and sponsorships by tobacco companies
- **Section 6:** Prohibition on sale of tobacco products to and by minors [Section 6 (a)]
 - Warning board against sale to minors at point of sale
 - No prominent display of tobacco products
 - No vending machine/self service
- Ban on sale of tobacco products around 100 yards radius of any educational institution [Section 6 (b)]
 - Warning boards displayed outside the schools
- **Section 7:** Mandatory requirement of specified pictorial health warnings on all tobacco products.
 - From April 1, 2016, India has implemented 85% pictorial health warnings on the principal display area of tobacco packs (both on front and back), which places the country amongst the top few nations with large-sized pictorial health warnings.



HOW DOES THE TOBACCO INDUSTRY TARGET YOUTH?

DID YOU KNOW: The tobacco Industry uses various tactics to reach out to young people and recruit them as life-time customers!

- Tobacco companies, through misleading advertisements, aim to attract new users, particularly young people
- Celebrity endorsements, media advertising of tobacco products and false associations of tobacco brand logos with sports and cultural events increase the acceptability of tobacco among youth
- Tobacco companies sponsor various events like school competitions, bravery awards, sports and fashion events etc.
- Tobacco companies sponsor contests, which often require the purchase of tobacco products to become eligible.
- Tobacco companies also give away free samples of tobacco products at public places such as shopping malls, rock concerts and discotheques.
- The industry caters to the interest of youth; especially young girls, by manufacturing and selling flavoured cigarettes ranging from menthol, clove to variety of fruity flavours.
- Special and attractive displays of tobacco products in shops/kiosks are another means of luring youth into using tobacco products. LCD Screens, illuminated boards, arrangements on power walls and display of cigarettes at the eye level are some of the tactics that attract young people to tobacco products.
- Sale of loose cigarettes is another tactic as youngsters can easily afford single cigarettes, which is more affordable than a whole pack. Smokeless tobacco products are also affordable and available in small pouches that can be easily hidden.
- This propaganda compels young people to associate tobacco with visions of 'success', 'fun', 'glamour', 'vitality' and a 'positive lifestyle'.



DID YOU KNOW: Studies show that youth exposed to tobacco imagery in Bollywood films are twice as likely to initiate tobacco use

WHAT YOUTH CAN DO?

Tobacco Free Youth-Healthy Youth!

- You can make healthy decisions
- You can strongly refuse offers of tobacco
- You can encourage others to be tobacco-free
- You can make your school tobacco-free!
- You can motivate your friends who do not smoke or chew tobacco, to avoid starting
- You can encourage those who use tobacco to quit
- You can choose to be healthy and remain tobacco-free
- **You can use social media platforms like Facebook and Twitter, join youth networks like Y4H (Youth for Health) and campaign for No More Tobacco in the 21st Century (NMT21C)!**



Let us join hands to make our society Tobacco-Free!
Let us Work towards 'No More Tobacco in the 21st Century'

You have the strength to say No!



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