



Ministry of Health  
& Family Welfare  
Government of India



World  
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Organisation



# जिन्दगी चुनो, तम्बाकू नहीं

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## Tobacco Control Intervention in Rajasthan

### Background

Tobacco use is one of the major preventable causes of death and disability worldwide. Currently, about one-fifth of all deaths worldwide attributed to tobacco occur in India. More than 800,000 people die and 12 million people become ill as a result of tobacco use each year. Everyday, about 80,000 to 100,000 young people start smoking, most of them in the developing countries. With the current smoking patterns, about 500 million people alive today will eventually be killed by the tobacco use. More than half of these future deaths will occur among today's children and teenagers.

Traditionally, there is a practice of using various forms of tobacco among people belonging to various age groups in Rajasthan. The level of awareness regarding the consequences of tobacco consumption is very low among all the sections of the society, including students.

### CUTS Intervention

Since the year 2006, CUTS Centre for Consumer Action, Research & Training (CUTS CART) has been taking various initiatives for tobacco control. In the first phase of the intervention, awareness and sensitisation campaigns have been conducted in 50 schools of Jaipur city. Besides, many other activities like street plays, signature campaigns, posters competitions, etc., were organised to create awareness among the public.

To take forward the success of the first phase to all the divisions of Rajasthan, a project, entitled 'Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State', was implemented after its formal launch on August 06, 2008.

### Launch Meeting

A state-level project launch meeting was held in Jaipur, on August 06, 2008. More than 90 participants, including officials from the concerned government departments, civil society organisations (CSOs) working on health issues, tobacco



L - R: Dr A U Rehman, Swati Parmar, Dr Sunil Bhatnagar, Dr P C Santhiya at the Launch Meeting held on August 06, 2008

cessation centres, selected schools, doctors, media and other individuals working on the issues were present in the meeting.

Among others, Dr Sunil Bhatnagar, Officer on Special Duty and Dr P C Santhiya, Joint Director, Department of Health, Government of Rajasthan attended the meeting and addressed the participants. As a resource person, Dr A U Rehman of Mahavir Cancer Hospital; Swati Parmar and Amit Yadav of HRIDAY, New Delhi; shared their experiences and highlighted the tobacco related issues. George Cherian, Director, CUTS, introduced the project and Amar Deep Singh, Project Officer, highlighted the impact and the outcome of the previous project, which will be carried forward to the second phase of the project in all divisions of Rajasthan.

The duration of the project is of one year, i.e. from June 2008 to May 2009. Its specific objectives are to:

- sensitise and educate educational institutions, teachers, children and the general public about the ill effects of tobacco consumption and the various provisions of the tobacco control law;
- assist and advocate with the Rajasthan government to reduce continually and substantially the prevalence of tobacco use, through implementing effective tobacco control laws; and
- assess the level of awareness with regard to tobacco control laws, patterns of consumption among various strata of the society and the perception of the whole issue of tobacco consumption.

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#### Selected in State Monitoring/Steering Committee

CUTS CART has been selected as a member of the State-level Monitoring/Steering Committee under the Tobacco Control Programme of the Department of Medical Health and Family Welfare, Government of Rajasthan.

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## Divisional Level Advocacy Meetings and Rallies

Divisional level advocacy meetings and rallies were conducted in all divisions of Rajasthan to disseminate the findings of the tobacco survey and create a common platform for advocacy towards tobacco control and to sensitise students and the general public about ill effects of tobacco. Participation from health and other departments, CSOs, media, medical students, hospitals, tobacco cessation centres, educational institutions and other individuals working on the issue made the event successful and effective. Events were also organised at Jaipur, Alwar, Dholpur, Kota, Bhilwara, Chittorgarh, Churu and Jodhpur respectively.



### Schedule of Divisional Level Events

Place	Advocacy Meeting	Awareness Rally
Jaipur	November 26, 2008	-
Alwar	-	November 18, 2008
Dholpur	December 01, 2008	December 02, 2008
Kota	December 11, 2008	January 16, 2009
Bhilwara	January 05, 2009	January 06, 2009
Chittorgarh	January 07, 2009	January 09, 2009
Churu	February 04, 2009	February 05, 2009
Jodhpur	February 25, 2009	February 26, 2009

### School Based Survey on Tobacco Selling

In Jaipur city, a sample survey was conducted in October 2008 for assessing the awareness regarding the status of Section 6 of the National Tobacco Control Law (NTCL, 2003), which bans sale of tobacco to minors and within a radius of 100 yards of educational institutions. Tobacco vendors were found in a radius of 100 yards of 22 percent of the schools in Jaipur, which was a clear violation of the law. Findings of this survey were shared with media and the concerned government officials. Good coverage was given to it by the media and was appreciated by the Advocacy Forum for Tobacco Control (AFTC) members.

### Survey on 'Ban on Smoking in Public Places'

On October 03, 2008, a quick response survey was conducted in 12 key locations in Jaipur city a day after the implementation of the 'ban on smoking in public places', which came into effect on October 02, 2008, and captured the media attention.

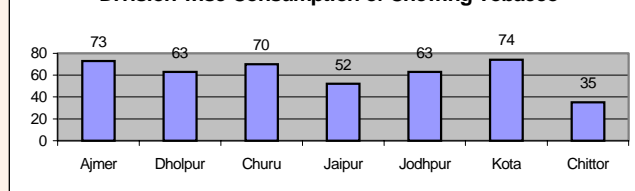
## Tobacco Sample Survey

To assess the level of awareness with regard to tobacco control laws, patterns of consumption among various strata of society and perception towards the issue of tobacco consumption a sample survey was conducted in all divisions of Rajasthan. 700 respondents were interviewed (100 in each division) during the period September-October 2008. Out of 700 respondents, 26 percent were students and 20 percent were tobacco sellers. The ratio of urban and rural respondents was equal. Stratified random sampling methodology was adopted.

### Key Findings

- In Rajasthan, 60 percent of the tobacco sellers accepted that they are selling tobacco product to minors. 17 percent shops were found within a radius of 100 yards of the schools (It is banned according to the law).
- 53 percent of tobacco users started consuming tobacco before the age of 18 years. 69 percent of tobacco users tried to give up the habit of tobacco, but were unable to quit.

### Division-wise Consumption of Chewing Tobacco



- 62 percent of tobacco users consume chewing tobacco. Consumption of chewing tobacco and Gutka was found to be the highest, with 74 percent in Kota.
- Only 50 percent of the respondents all over Rajasthan were found to be aware that selling of any tobacco product to minors is banned.
- 64 percent of the respondents accepted that they serve tobacco to guests at home and in social functions, while 84 percent accepted that this custom affects the children.

### Recommendations

- Government should advertise the existing tobacco control law and the provision of penalties on its violation.
- Mass awareness is needed in general public about the harmful effects of tobacco use.
- Rural masses should be made aware about the tobacco control law and harmful effects of tobacco use.
- Total ban on sale of tobacco products to the minors and near educational institutions.
- Strict enforcement of the law, which ban smoking in public places.
- Government should establish mechanism for penalty on smoking in public places.
- Establishment of tobacco cessation centres.
- Establishment of linkages between all groups working for tobacco control, tobacco cessation centres and tobacco control programme of government.



## ‘राजस्थान राज्य में प्रमुख भागीदारों को संगठित कर तम्बाकू नियंत्रण अभियान’

वर्ष 2006 से ‘कट्स कार्ट’ तम्बाकू नियंत्रण के क्षेत्र में महत्वपूर्ण कार्य कर रहा है। वर्तमान में ‘कट्स कार्ट’ राजस्थान राज्य के सातों संभागों में विश्व स्वास्थ्य संगठन, भारत सरकार के स्वास्थ्य मंत्रालय के सहयोग और राजस्थान सरकार के स्वास्थ्य विभाग की सक्रिय भागीदारी से तम्बाकू नियंत्रण परियोजना ‘राजस्थान राज्य में प्रमुख भागीदारों को संगठित कर तम्बाकू नियंत्रण अभियान’ चला रहा है जिसकी 6 अगस्त, 2008 को औपचारिक शुरुआत की गई। परियोजना का मुख्य उद्देश्य आम लोगों को तम्बाकू के हानिकारक प्रभावों एवं तम्बाकू निरोधक कानून के बारे में जागरूक करना, साथ ही सरकार से तम्बाकू निरोधक कानून को प्रभावी ढंग से लागू करवाने हेतु पैरवी करना है।

परियोजना के अन्तर्गत जयपुर, अलवर, धौलपुर, भीलवाड़ा, चित्तौड़गढ़, चूरू, कोटा तथा जोधपुर जिलों में संभाग स्तरीय कार्यक्रमों का आयोजन किया गया। उक्त संभाग स्तरीय कार्यक्रम में एक दिन की एडवोकेसी बैठक और दूसरे दिन विद्यार्थियों की जागरूकता रैली का आयोजन किया गया। बैठकों में ‘तम्बाकू सम्बन्धित सर्वे’ के माध्यम से वर्तमान परिस्थिति पर चर्चा भी की गई। रैली के माध्यम से आम जनता को जागरूक किया गया। उक्त कार्यक्रमों में स्वास्थ्य एवं अन्य सरकारी विभागों के अलावा स्वयंसेवी संस्थाओं, विद्यार्थियों, शिक्षकों, डॉक्टरों, मीडिया प्रतिनिधियों ने बड़ी संख्या में भाग लिया। बड़ी संख्या में मीडिया कवरेज से आम लोगों में जागरूकता के साथ-साथ सरकारी तंत्र में तम्बाकू निरोधक अभियान के प्रति संवेदनशीलता भी बढ़ी।

### ‘कट्स’ तम्बाकू नियंत्रण कार्यक्रम के अन्तर्गत राज्य की निगरानी समिति में शामिल

‘कट्स’ के तम्बाकू नियंत्रण के क्षेत्र में महत्वपूर्ण योगदान को देखते हुए राजस्थान सरकार के स्वास्थ्य एवं परिवार कल्याण मंत्रालय द्वारा राष्ट्रीय तम्बाकू नियंत्रण कार्यक्रम के अन्तर्गत राजस्थान राज्य की मॉनिटरिंग कमेटी (निगरानी समिति) में शामिल किया है।

### ‘कट्स’ स्कूल सर्वे

राष्ट्रीय तम्बाकू नियंत्रण अधिनियम, 2003 की धारा 6 के तहत शैक्षणिक संस्थाओं के पास 100 गज के दायरे में तम्बाकू उत्पाद बेचने पर प्रतिबन्ध लगाया गया है। लेकिन अक्टूबर, 2008 में ‘कट्स’ द्वारा किये गये सर्वेक्षण के अन्तर्गत 22 प्रतिशत विद्यालयों के समीप 100 गज के दायरे में तम्बाकू उत्पाद धड़ल्ले से बेचते हुए पाये गये, जो कि स्पष्ट रूप से कानून का उल्लंघन है। उक्त तथ्यों से सम्बन्धित विभाग और मीडिया को अवगत कराया गया। यह तम्बाकू उत्पादों की बिक्री के खिलाफ एक महत्वपूर्ण पहल साबित हुई।

### फिर निकला पाबन्दी का आदेश

शिक्षा विभाग ने स्कूलों के बाहर धूम्रपान सामग्री की बिक्री पर रोक लगाने का आदेश एक बार फिर निकाला है। इस बार संस्था प्रधानों पर सख्ती करते हुए आदेश में कहा गया है कि स्कूल के 100 गज के दायरे में धूम्रपान सामग्री बेच रहे दुकानदारों को समझाएं। नहीं मानने पर नजदीक के थाने में सूचना कर उन्हें हटाने की कार्रवाई करें। इस काम में संस्था प्रधानों ने लापरवाही की तो उनके खिलाफ भी कार्रवाई की जा सकती है। जिला शिक्षा अधिकारी माध्यमिक प्रथम बी.एस. रावत का कहना है कि निदेशालय से इस संबंध में पत्र प्राप्त हुआ है। इसके बाद सभी प्रधानाध्यापक और प्रधानाचार्यों को निर्देश दिया गया है कि पूरे काम पर शिक्षा अधिकारी निगरानी रखेंगे। वे समय-समय पर स्कूलों का दौरा कर जांच करेंगे कि संस्था प्रधानों ने क्या कार्रवाई की? (दै.भा. 24.11.08)

### तम्बाकू आधारित सेम्पल सर्वे

आम लोगों में तम्बाकू नियंत्रण कानून के बारे में जागरूकता का स्तर, विभिन्न सामाजिक स्तर पर तम्बाकू के उपयोग एवं तम्बाकू सम्बन्धित आम धारणा को जानने के लिए ‘कट्स’ ने सितम्बर-अक्टूबर, 2008 में एक रेण्डम सेम्पल सर्वे किया। राजस्थान के सात संभागों में कुल 700 लोगों (प्रत्येक संभाग से 100) का सर्वे किया गया तथा ग्रामीण और शहरी क्षेत्रों में संख्या समान रखी गई।

### संभाग स्तरीय गतिविधियां





