

Tobacco Control Act, 2003:

- **Section 4:** Ban on smoking in public places which include government buildings, public transport, hotels, restaurants, parks, hospitals, schools etc.
 - Upto Rs. 200 fine for smoking in a public place
- **Section 5:** Ban on all forms of direct and indirect advertising of tobacco products.
 - Upto Rs. 1000 or imprisonment or both
- **Section 6:** Ban on sale of tobacco products to and by minors.
 - Upto Rs. 200 fine
- **Section 7:** Depiction of specified health warnings on tobacco product packages.
 - Upto Rs. 5000 or imprisonment or both

Violations can be reported to:

- Police officer not below the rank of sub-inspector or any officer of an equivalent rank from the Food and Drug Administration or any other officer of an equivalent rank authorized or notified by the Central or State Government.
- Monitoring Committee at state and district level for the violation of Section 5

Role of Multiple Stakeholders

Government of India:

- Policy making
- Political will
- Dedicated funds for tobacco control programmes.
- Infrastructure
- Coordination with various other government departments including panchayat, finance, railways, labour etc
- Raising taxes
- Tobacco control surveillance and research

State Governments:

- Implementation of the law
- Raising awareness about the law among the masses
- Implementation of the components of National Tobacco Control Programme

- Training / capacity building
- Information Education & Communication (IEC)
- School Programmes
- Tobacco Cessation Centres
- Monitoring Tobacco Control Laws

Non-Government Organisations:

- Litigation
- Advocacy
- Awareness raising
- Reporting violations
- Using the RTI

Media:

- Awareness raising
- Sensitization

Common People:

- Comply with the law
- Do not consume tobacco, especially in public places
- Reporting violations

Jointly supported by

The Ministry of Health & Family Welfare, Government of India,
The World Health Organization, Country Office for India



Choose **LIFE**, Not Tobacco.



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website: mohtw.nic.in

Design & Developed by:



Ministry of Health & Family Welfare
Government of India

TOBACCO KILLS

TOBACCO CONTROL SAVES LIVES ACT NOW!

Tobacco Related Facts

- Globally, tobacco kills 5.4 million people every year.
- Tragically, more than 80% of those deaths occur in the developing world.
- Tobacco is a risk factor for 6 of the 8 leading cause of death in the world.
- Each year 8-9 lakh Indians die every year due to tobacco related diseases. All these deaths are preventable.
- More than 2200 Indians die everyday due to tobacco use.
- India has the highest number of oral cancer cases in the world and 90% of all oral cancers are tobacco related.
- 40% of all cancers in India are due to tobacco use.
- By 2010, nearly 1 million people will die because of smoking in India every year.
- 70% of smokers, who will die, will be between the ages of 30 and 69.

TOBACCO KILLS

The tobacco industry views developing countries as an untapped market

Focus of tobacco companies is shifting from developed to developing countries as demand is decreasing due to tobacco control awareness and laws. India is a prime target as the market is very lucrative. Out of its 1 billion plus population, 250 million use tobacco with many potential users. Youth are being targeted because the Indian population comprises of approximately 50% youth population; young consumers will use tobacco for a longer period. WHO estimates 70% of deaths caused by tobacco will take place in the developing world, as people there are unaware of dangers posed by it.



When its tobacco its not just Cigarette!

- Beedi & chewing tobacco are the major forms of tobacco consumed in India.
- Beedi and chewing tobacco have not been adequately taxed as they are produced mostly in the unorganized sector.
- Increased tobacco tax is the most effective way to decrease consumption of tobacco products.
- World Bank states that a 10% increase in prices of tobacco products would reduce their use by 8% in developing countries.

What in reality are TOBACCO USERS consuming?

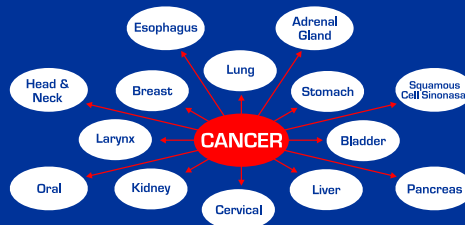
Cigarettes and Beedis (smoking tobacco) contain:

- Ammonia
- Arsenic
- Carbon Monoxide
- Hydrogen Cyanide
- Naphthalene
- Nicotine
- Tar
- Radioactive Compounds

Chewing Tobacco (non-smoking tobacco) contain:

- Nicotine
- Arecanut
- Cadmium
- Formaldehyde
- Lime
- Menthol
- Lead
- Insecticides
- Body preservative
- Cement-mortar
- Local anaesthetic
- Paint

Did you know tobacco consumption could KILL you by causing...



Tobacco Related Diseases



Oral Cancer



Sinusal



Thromboangitis Obliterans



Black Fat

Other major diseases caused by tobacco

Cardiovascular disease
Respiratory ailments
Chronic Obstructive Pulmonary Disease (COPD)
Birth defects
Brain shrinkage
Alzheimer's disease
Blindness

Peripheral vascular disease
Bronchitis
Emphysema
Stroke
Reduced memory
Cognitive dysfunction
Common cold

It even causes IMPOTENCE!!

Incidence of impotence is approximately 85% higher in male smokers compared to non-smokers, and it is a key cause of erectile dysfunction.

Smoking kills sperm cells

It is a significant factor in spontaneous abortions among pregnant smokers.

It contributes to a number of other threats to the health of the foetus.



SMOKING KILLS

Its not just health which gets effected by tobacco use...its much more than that

- Hard earned money is being wasted on tobacco which can be utilized for more productive purposes like providing education and nutritious food for the family
- Tobacco product production leads to deforestation because many trees are being cut for tobacco cultivation and curing.

Youth and Tobacco

According to Indian Council of Medical Research (ICMR) figures, of 100 teenagers smoking today, 50 will eventually die of tobacco related diseases.

A study conducted by Health Related Information Dissemination Amongst Youth (HRIDAY) with 11,642 students in the sixth and eighth grades in 32 schools concluded that 24.8% of sixth-grade students and 9.3% of eighth-grade students had ever used tobacco, 6.7% and 2.9%, respectively, were current users.



The most susceptible time for initiating and experimenting with tobacco use in India is during adolescence and young adulthood, during ages 15-24.

As per Global Youth Tobacco Survey (GYTS), conducted among school going youth (aged 13-15) in 2006 in India: 36.9% of children initiated smoking before the age of 10; 12% students ever smoked cigarettes; 4.2% currently smoked cigarettes; 11.9% used other tobacco products. This early age of initiation points to an urgent need to plan effective interventions for this vulnerable age group.

Quitting Tobacco Use is Possible

- It is never too late to quit using tobacco
- A range of strategies such as advertising campaigns, smoking restriction policies, and tobacco taxes can be used to promote tobacco cessation
- Methods used to support quitting:
 - Behavioural Therapy
 - Pharmacotherapy
 - Cold Turkey (The phrase cold turkey is universally understood to mean to quit smoking abruptly, often without forethought or preparation, nor a gradual reduction in amount smoked)