



Supporting Parties in strengthening Smokeless Tobacco Control Policies:

Activities of the WHO FCTC Knowledge Hub on Smokeless Tobacco

6th October, 2022

Dr Shalini Singh
DIRECTOR
ICMR-NICPR

WHO FCTC Knowledge Hub on Smokeless Tobacco
National Tobacco Testing Laboratory

WHO FCTC Knowledge Hub on Smokeless Tobacco

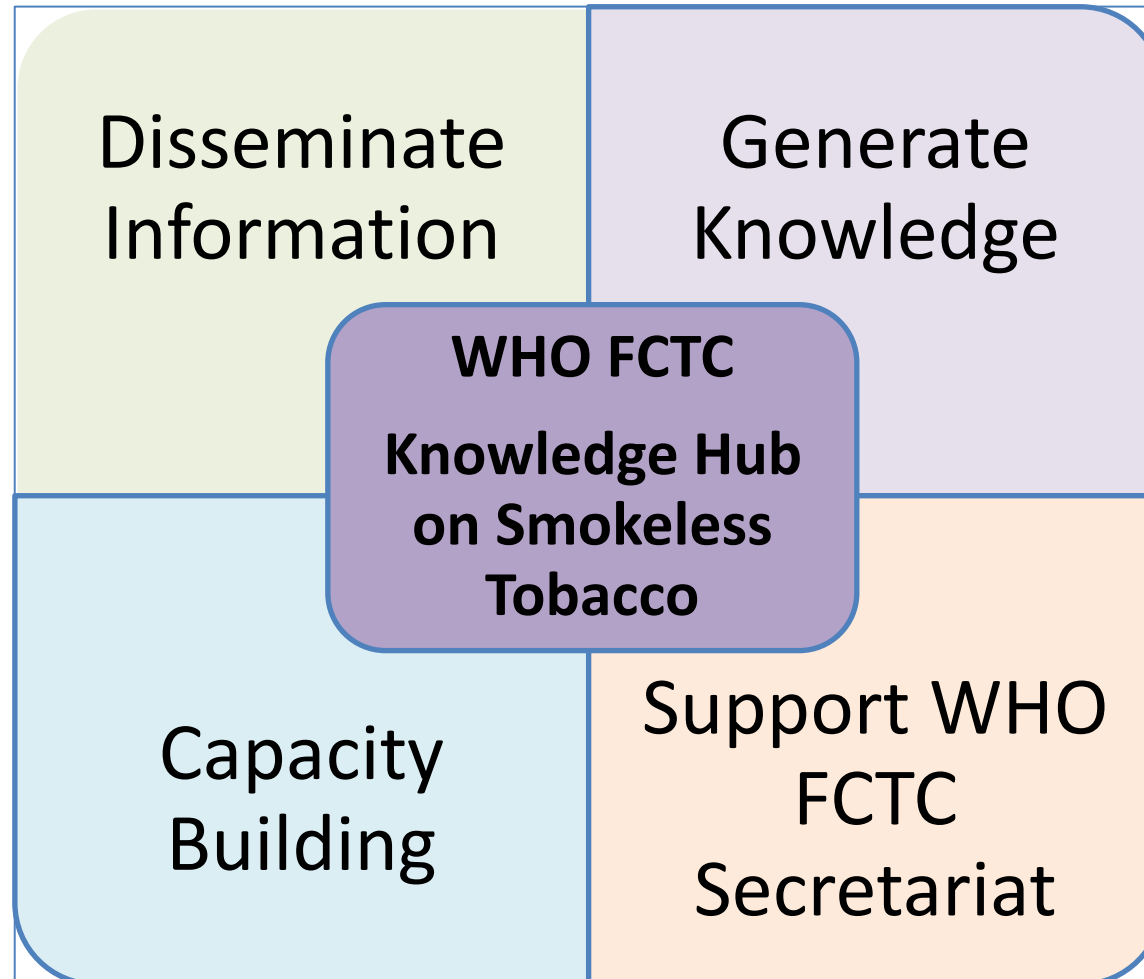


FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL
SECRETARIAT - KNOWLEDGE HUB



icmr
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MEDICAL RESEARCH

NICPR
NATIONAL INSTITUTE OF CANCER
PREVENTION AND RESEARCH



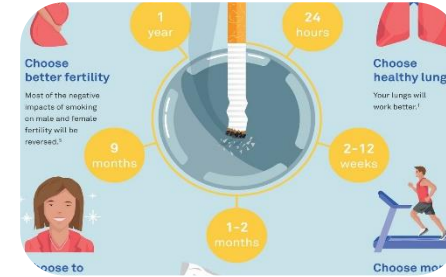
Thematic Areas of Focus



**Surveillance
and Monitoring**



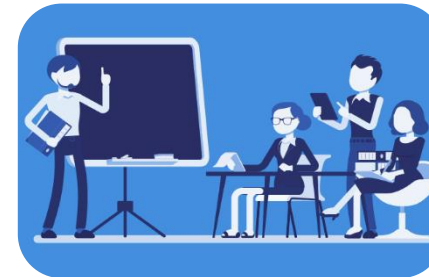
Policy Reform



Health Effects



**Economics and
Marketing**



Training

Policy Advocacy – Global

Assisting Parties in addressing SLT use and development of Policies as per WHO FCTC Myanmar 19th – 22nd Nov, 2019

- Provide in-country direct assistance in addressing SLT use and to develop relevant policies and/or draft legislation, as well as research on the matter.
- Article wise gaps were analysed and recommendations made from the existing policies for better and quick implementation of:
 - ✓ Adoption of plain packaging
 - ✓ Enforcement of the current tobacco control law and increase its effectiveness
 - ✓ Raise taxes to reduce affordability of tobacco products and protect youth



- On 12 Oct 2021 adopted plain packaging
- PHW on packaging to occupy 75% of the upper part of front and back. Text warnings also need to be on the sides and top of all tobacco products.
- Flavourings are prohibited

MYANMAR ADOPTS MEASURE PREVENTING TOBACCO INDUSTRY
INTERFERENCE IN HEALTH POLICY

Published on 1 September 2020

Advocacy and Training

International Meeting on Tobacco Advertisement, Promotion and Sponsorship: Ban on Smokeless Tobacco, Nov 2019

- Representatives from Bangladesh, Bhutan, Myanmar, Nepal, Sri Lanka and India were present in the meeting
- Meeting concluded with policy priorities and key recommendations on the challenges related to surrogate, internet, satellite, and other forms of cross-border advertising, health burden, and economics of SLT products.
- Parties proposed action plan for the SLT TAPS (Tobacco Advertising, Promotion and Sponsorship) ban in the Region. Among SEAR countries, Myanmar was the first to implement TAPS ban on SLT through their national law.



धुआं रहित तंबाकू के खिलाफ कई देश एकजुट

मोहम्मद बिलाल • नोटा



डॉ. शारिनी सिंह
के शरार को धोते हुए, दक्षिण पूर्व एशियाई देश एकजुट हुए हैं। तंबाकू, विज्ञापन, प्रचार व प्रवर्धन (टोएपीएस) के खिलाफ सख्ती से निपटने के लिए, एक-दूसरे का सहयोग मांग रहे हैं। जिससे तंबाकू से होने वाली मौतों को रोक जा सके। यह जानकारी राष्ट्रीय केसर रोकथाम एवं अनुसंधान संस्थान (एनआईसीआर) की निदेशक डॉ. शारिनी सिंह ने दी। उन्होंने बताया कि

बैठक

● म्यांमार, भूटान, बांग्लादेश जैसे देशों के प्रतिनिधि शामिल रहे
● तंबाकू विज्ञापन के खिलाफ की रणनीति की अपेक्षा

6 व 7 नवंबर को भारतीय अनुसंधान संस्थान (एनआईसीआर) में दक्षिण पूर्व एशियाई क्षेत्र (सिवार) देशों की बैठक हुई।

बैठक में म्यांमार, भूटान, बांग्लादेश जैसे देशों के प्रतिनिधि शामिल रहे। बैठक में नेपाल को भी आमंत्रित किया गया था लेकिन उनके स्वास्थ्य प्रतिनिधि किसी कारण से बैठक में शामिल नहीं हो पाए। इसमें सभी देशों ने तंबाकू, विज्ञापन, प्रचार व प्रवर्धन (टोएपीएस)

हर वर्ष विश्व में 50 लाख की मौत

दक्षिण पूर्व एशियाई क्षेत्र में तंबाकू का सेवन करने से प्रतिवर्ष 50 लाख से अधिक लोगों की मौत हो जाती है, और 2030 तक 80 लाख अधिकतर लोगों की मौत हो जाएगी। इसलिए इस तरह समय बरबराम जरूरी है।

के खिलाफ विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) के अनुच्छेद 13 का पालन करने पर सहमति बनी। अनुच्छेद को तहत लगाने की बात कही। बैठक में दक्षिण पूर्व एशिया तंबाकू निरोधन संधि (एएफटीसी) के अधिकारी भी शामिल रहे। बैठक में उत्तर प्रदेश,

बिहार, महाराष्ट्र सहित कई अन्य राज्यों के तंबाकू निरोधन प्रकोष्ठ के अधिकारी भी शामिल रहे। धुआं रहित तंबाकू पर लगान के चलते केसर, हट्टर रोम, मल्लिकार्जुन और खमन संबंधी योग्यता से होने वाली मौत पर लगान लग पाएगी।

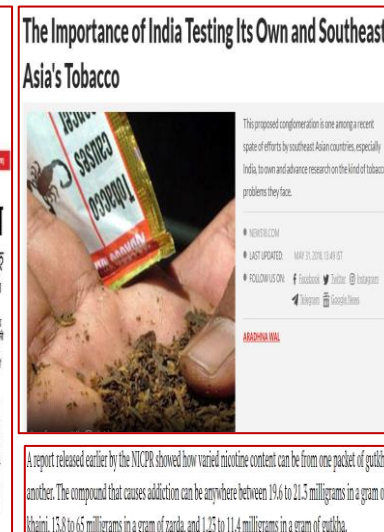
उन्होंने बताया कि आज तंबाकू का उत्पादन करने वाली कंपनियां प्रचार के सभी माध्यमों के जरिए तंबाकू के हाकिमकारक न होने को लेकर ऐसा महोत्सव तैयार कर रही हैं जो दुकाओं को धूम्रपान करने के लिए प्रेरित करता है, जिससे दक्षिण-पूर्व एशिया में तंबाकू पर प्रतिबंध लगाने का फैसला हो गया है। यह इसलिए हो रहा है जब तंबाकू उत्पादों को खुले आम प्रचार को अनुमति मिलती है। इसलिए, इस तरह से रोक लगाने चाहिए।



Policy Advocacy – India

National Consultation on “Effective implementation of measures for control of Smokeless Tobacco (SLT) use in India” 18th - 19th February 2020 at Patna, Bihar.

- ❖ Recommendation for effective implementation of measures for control of Smokeless Tobacco use
- ❖ Prepared and released Factsheets:
 - a) Smokeless Tobacco Control India
 - b) Smokeless Tobacco Control- Bihar Experience
- ❖ Outcomes from the National Consultation: Notifications was released for ban of smokeless Tobacco:
 - a) Himachal Pradesh
 - b) Tamil Nadu
 - c) Madhya Pradesh



Capacity Building

	Title of the programme	Duration	No. of Participants
1	Smokeless Tobacco Use among Women: A Neglected Issue	May 31, 2022	78
2	Webinar on role of dental health professionals in smokeless tobacco cessation	Nov. 30 – Dec. 2, 2021	85
3	Using Large Scale Data for Tobacco Control Advocacy	Sep. 25, 2021	132
4	National Consultation on GYTS-4: Emerging Challenges and Way Forward	Sep. 2, 2021	120
5	Online Course on Smokeless Tobacco Cessation in collaboration with University of York	July 10, 2020 to August 10, 2020	168

WEBINAR ON ROLE OF DENTAL HEALTH PROFESSIONALS IN SMOKELESS TOBACCO CESSATION

30 NOVEMBER 2021 TO 02 DECEMBER 2021

02:30 PM TO 04:30 PM

CONNECT WITH SPEAKERS



Dr. Shalini Singh
Director, ICMR-NICPR
Director, WHO FCTC Global Knowledge Hub on Smokeless Tobacco



Dr. Pankaj Chaturvedi
Surgeon and Deputy Director
Centre for Cancer Epidemiology
Tata Memorial Centre, Mumbai



Dr. Prashant Kumar Singh
Scientist 'D' ICMR-NICPR
Nodal officer, WHO FCTC Knowledge Hub on Smokeless Tobacco



Dr. Shalini Gupta
Assistant Professor
Division of Oral Medicine and Radiology
All India Institute of Medical Sciences, New Delhi



Dr. L. Swasticharan
Additional DDG (LS)
Ministry of Health & Family Welfare
Govt. of India New Delhi



Dr. Vikrant Mohanty
Prof. and Project Head, Principal Coordinator
NRC-CH, TC Dept of Public Health Dentistry
MAIDS, New Delhi



Dr. Yatan Pal Singh Balhara
Additional Professor of Psychiatry
All India Institute of Medical Sciences, New Delhi



Prof. (Dr.) Aruna D S
Public Health Dentist & NIMHANS Accredited
Tobacco Cessation Specialist



Dr. Jagdish Kaur
Regional Adviser
Tobacco Free Initiative, WHO Regional Office for South-East Asia, New Delhi



Dr. Rakesh Gupta
President
Rajasthan Cancer Foundation, India



Dr. Hemantha Amarasinghe
Institute of Oral Health & the National Cancer Control Program, Ministry of Health, Sri Lanka



Mr. Syed Mahbubul Alam
Technical Advisor, The Union, Bangladesh
Secretary, Centre for Law Policy and Affairs
Bangladesh

CONTACT PERSON

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Project Coordinator

WHO FCTC Knowledge Hub on Smokeless Tobacco

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NATIONAL CONSULTATION ON GLOBAL YOUTH TOBACCO SURVEY (GYTS-4): EMERGING CHALLENGES AND WAY FORWARD



DR. SHALINI SINGH
Director, ICMR-NICPR
Director, WHO FCTC Global Knowledge Hub on Smokeless Tobacco



DR. L. SWASTICHARAN
Addl. DDG & Director (EMR), Dte. GHS
Ministry of Health & Family Welfare



DR. PRAKASH C. GUPTA
Director
Healis-Sekhsaria Institute For Public Health



DR. JAGDISH KAUR
Regional Adviser
Tobacco Free Initiative
World Health Organisation



DR. RAKESH GUPTA
President
Rajasthan Cancer Foundation, Jaipur



PROF. PANKAJ CHATURVEDI
Surgeon and Deputy Director
Centre for Cancer Epidemiology
Tata Memorial Centre, Mumbai



DR. SUNEELA GARG
Dr. Professor & Head Community Medicine
Maulana Azad Medical College & Associated Hospitals, New Delhi



DR. DHIRENDRA N. SINHA
Honorary Fellow, IPHA
School of Preventive Oncology



MR. PRAVEEN SINHA
National Professional Officer
World Health Organization



MS. VAISHAKHI MALLIK
Associate Director
South Asia, Policy, Advocacy
and Communication Vital Strategies



DR. RANA J SINGH
Deputy Regional Director, South East Asia
International Union against Tuberculosis
and Lung Disease (The Union)



DR. R. NAGARAJAN
Professor & Head
Department of Development Studies
International Institute for Population Sciences

THURSDAY, 2nd SEPTEMBER 2021

11:00 AM TO 1:30 PM

Join Us :

<https://us02web.zoom.us/j/5668795603?pwd=MGlySTZlUDVhd3FkbnNLS3s3YlZMUT09>

CONTACT PERSON



DR. PRASHANT KUMAR SINGH
Scientist 'D' and Nodal Officer,
WHO FCTC Global Knowledge Hub on Smokeless Tobacco,
ICMR-NICPR
Email: ks.prashant@icmr.gov.in, prashant.icmr@gmail.com



DR. AMIT YADAV
Senior Technical Advisor-Tobacco Control
The International Union Against Tuberculosis
and Lung Disease (The Union)
Amit.Yadav@theunion.org

Tobacco industry Interference

Protecting youth from industry manipulation & preventing them from tobacco & nicotine use, on “World No Tobacco Day” on May 31st, 2020.

- Experts highlighted the harmful effects of tobacco and nicotine use on human health and provided inputs on healthy lifestyles
- Tricks used by tobacco industries
- The meeting was attended by health care professionals, health policy makers, government officials from state and central, legal consultants and research scholars.

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
SECRETARIAT-KNOWLEDGE HUB

ICMR
INDIAN COUNCIL OF MEDICAL RESEARCH

NICPR
NATIONAL INSTITUTE OF CANCER PREVENTION AND RESEARCH

WORLD NO TOBACCO DAY 31ST MAY 2020 at 2:30 pm IST
MEET THE EXPERTS

Dr. Shalini Singh
Director, ICMR-NICPR & WHO FCTC Global Knowledge Hub on Smokeless Tobacco

Dr. Kamran Siddiqi
Professor in Public Health, University of York

Dr. I. Swasticharan
Additional DDG(LS) Ministry of Health & Family Welfare Govt. of India, New Delhi

Prof. Ray Croucher
ASTRA Independent Investigator UK

Dr. (Prof.) Shekhar Kashyap
Senior Consultant & Interventional Cardiologist Fortis Hospital, Noida, India

Dr. Rana J Singh
SEAR Director, The UNION

Dr. Dinesh Kumar
Scientist-B & Nodal Officer WHO FCTC Global Knowledge Hub on Smokeless Tobacco

Advocate Mr. Ranjit Singh
Independent Consultant, WHO FCTC Global Knowledge Hub on Smokeless Tobacco

Mr. Deepak Mishra
Executive Director, SEEDS Bihar

Mr. Satish Tripathi
Consultant, State Tobacco Control Cell, Lucknow, Uttar Pradesh

Ms. Pooja Gupta
Consultant, National Tobacco Control Cell, New Delhi

Mr. Prabhakaran
The UNION, Karnataka

Protecting youth from industry manipulation and preventing them from tobacco and nicotine use

FCTC **ICMR** **NICPR**

The Tobacco Industry is targeting our NEW GENERATION with their TRICKS & TACTICS. HERE'S HOW:

Direct Advertisement

- Advertising in entertainment Media like TV shows & movies
- Attractive displays at children's eye level, near toys, Sweets and sugary drinks
- Tobacco Product ads that imitate popular memes to appeal children and young adults

Indirect Advertisement

- Use of Social Media & Sponsoring influencers to promote certain tobacco and vaping products

Promotions

- Promotions of tobacco products at popular events for young people
- Distribution of free samples and promotional material to young people

Sponsorship

- Apprenticeships, school and university scholarships for students, other support for schools
- Sponsorship of major sporting events/teams, including placement of logos of tobacco companies

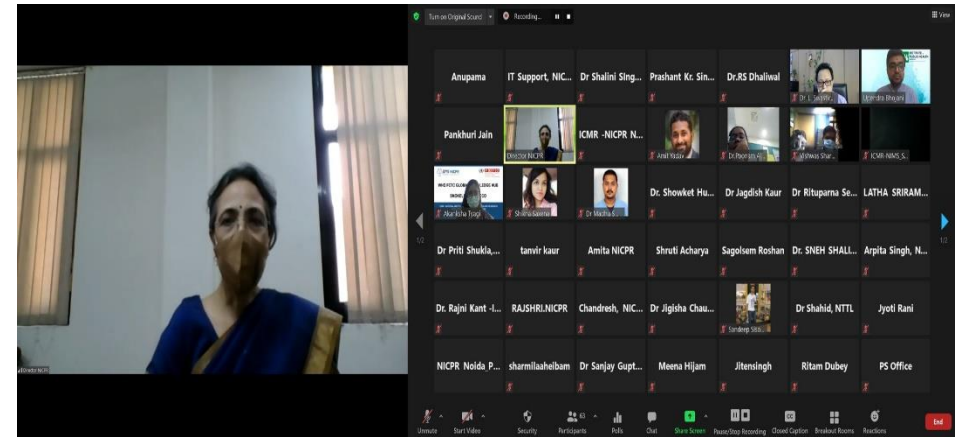
Other marketing tactics

- Adding flavors appeal to children in Smokeless Tobacco products, shisha and e-cigarettes and kiddies packs

Webinars

Webinar on Implementation of Article 5.3 and Code of Conduct (COC) issued under Article 5.3 of WHO FCTC April 15, 2021

- Eight eminent speakers talked about the lack of sensitization among government officials regarding tobacco industry interference.
- Country practices, guidelines & implementation of article 5.3 with experiences at the state level were also presented.



Upcoming – ToCoIndia Monthly Webinar Series

- ❖ **ToCoIndia** – An Online Monthly Lecture Series on **To**bbacco **Co**ntrol in India
- ❖ The initiative has been given the name **TOCOIndia** and the name is influenced by the Hindi word टोको (TOCO) which means 'Interrupt'
- ❖ The main aim of this online lecture series to reach out masses with latest progress in tobacco epidemiology, cessation, policy and legislations

**WHO FCTC KNOWLEDGE HUB ON SMOKELESS TOBACCO
AT ICMR-NICPR**

Presents

TOCOIndia – An online lecture series
on **TO**bbacco **Co**ntrol in India

Topic

SPEAKER

Monday | 10:45 AM | 22/08/2022

Registration Link:

Webinar Link:

Contact Person

Dr. Prashant Kr. Singh
Email: prashant.icmr@gmail.com

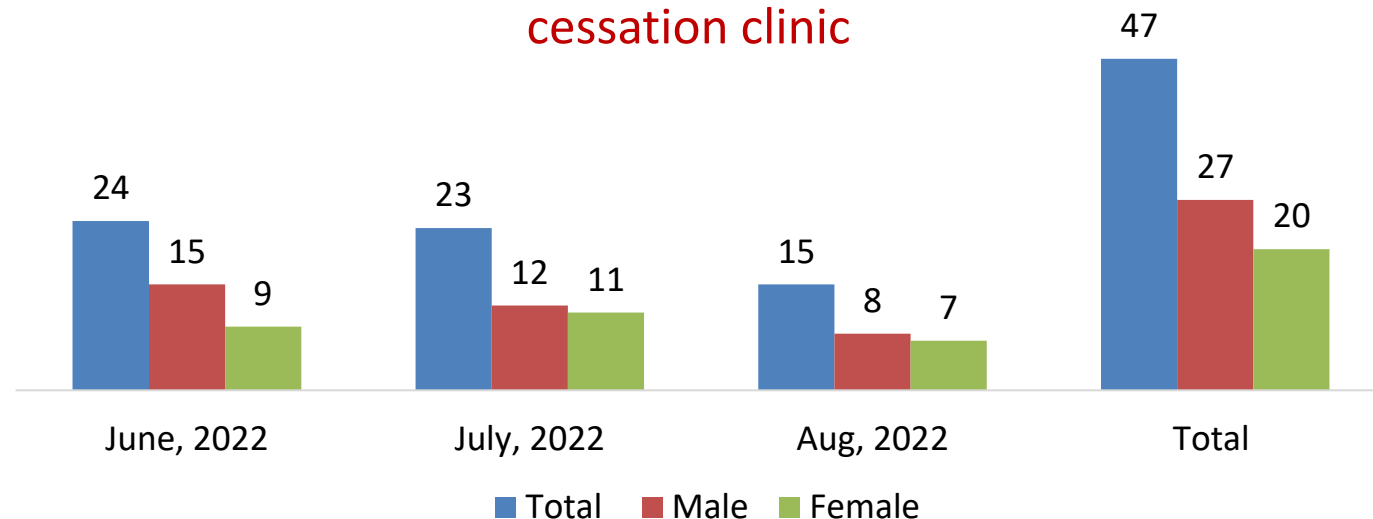
Dr. Shalini Singh
Director, ICMR-NICPR

@GKH_SLT

Public Outreach – Tobacco cessation clinic

- ❖ **Newly established clinic** with the main aim to provide affordable and effective tobacco cessation services
- ❖ The main approach to tobacco cessation is individual behavioural change intervention, with NRT support if required
- ❖ Dept. of Dental Surgery, District Hospital NOIDA also refer tobacco users who are willing to quit tobacco.

Trends in tobacco users enrolment to the tobacco cessation clinic



Social Media Outreach

ICMR-National Inst. of Cancer Prev... @NICP... · Aug 1

#WorldLungCancerDay

Easy-to-Read poster to understand the #Symptoms, #RiskFactors and #Prevention strategies.

@ICMRDELHI @drshalini_icmr @MoHFW_INDIA

आई. सी. एम. आर. राष्ट्रीय कैंसर रोकथाम एवं अनुसंधान संस्थान

75 Azadi Ka Amrit Mahotsav

A TO Z AWARENESS FOR ORAL CANCER

आई सी एम आर - राष्ट्रीय कैंसर रोकथाम एवं अनुसंधान संस्थान

75 आज़ादी का अमृत महोत्सव

NO SMOKING DAY

9th March 2022

Benefits of Quitting Smoking

ICMR-National Inst. of Cancer Prev... @NICP... · Jul 27

World Head & Neck Cancer Day

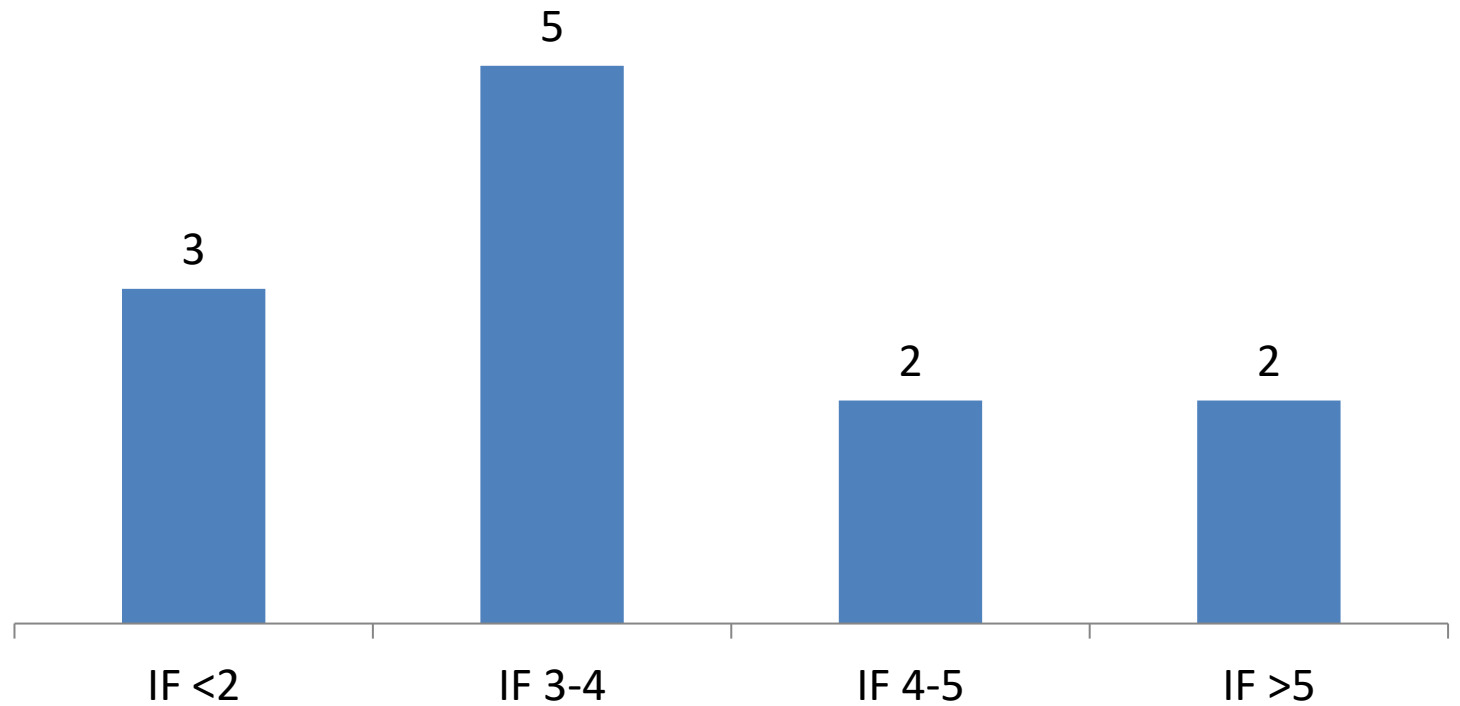
Follow this easy to read poster to understand #RiskFactors, #Signs&Symptoms and #PreventionStrategies.

@drshalini_icmr @ICMRDELHI @MoHFW_INDIA


Publications

Distribution of published articles by impact factor, 2021-2022

- Total no. of publications: 12
- Cumulative Impact Factor: 38.22



Publications

International Journal of
*Environmental Research
and Public Health*


Article

Mixed Effect of Alcohol, Smoking, and Smokeless Tobacco Use on Hypertension among Adult Population in India: A Nationally Representative Cross-Sectional Study

Open access

Original research

BMJ Open Areca nut consumption with and without tobacco among the adult population: a nationally representative study from India

ELSEVIER


Contents lists available at [ScienceDirect](#)


Clinical Epidemiology and Global Health

journal homepage: www.elsevier.com/locate/cegh

Original article

Smokeless tobacco quitting during COVID-19: A mixed-methods pilot study among participants screened for a cessation trial in India





Smokeless tobacco use and public health nutrition: a global systematic review

Published online by Cambridge University Press: 27 May 2022

Short Communications

Editorial Process: Submission:06/04/2021 Acceptance:02/04/2022

Smokeless Tobacco Use among Pregnant Women in India: The Tale of Two Nationally Representative Surveys

INDOOR AIR

International Journal of Indoor Environment and Health

ORIGINAL ARTICLE |  Full Access

Does secondhand smoke exposure increase the risk of acute respiratory infections among children aged 0–59 months in households that use clean cooking fuel? A cross-sectional study based on 601 509 households in India

