

**SALAAM
BOMBAY
FOUNDATION**

Guarding the Next Generation

Salaam Bombay Foundation





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The Tobacco Epidemic

India is experiencing an epidemic of tobacco use.

Tobacco is the leading cause of preventable death in the country. Nearly one million Indians (one in five men and one in twenty women) die from tobacco use every year – that’s more deaths than those caused by tuberculosis, HIV/AIDS and malaria combined.¹ In fact, one in five global tobacco-related deaths occur in India.² Each year, 12 million Indians fall prey to a tobacco-related disease.³

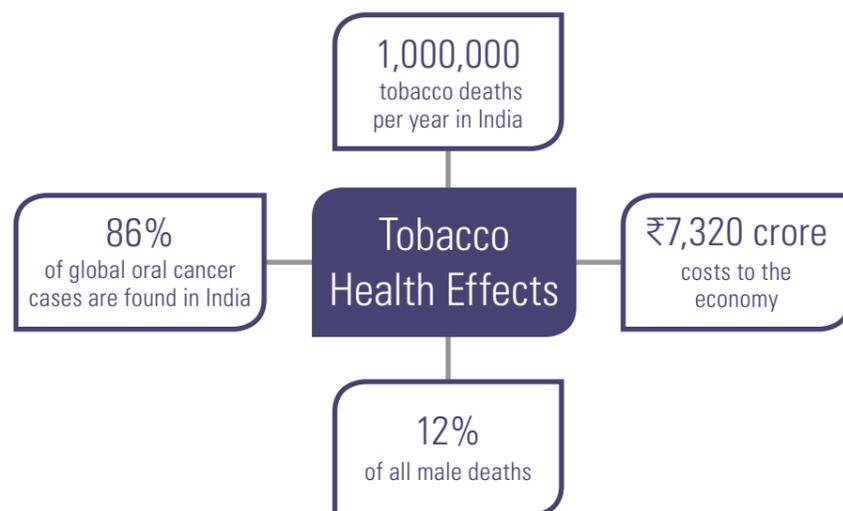
India is home to 86% of the world’s oral cancer cases and 90% of these are caused by tobacco.⁴ Tobacco is responsible for almost half of all cancer diagnoses in men and a quarter of all cancer diagnoses in women.⁵

Children in India are particularly vulnerable. Every 16 seconds, a child in India tries tobacco for the first time.⁶ This means that every day, 5,500 Indian children try tobacco for the first time – up to one third of these children are under the age of 10.⁷

14.6% of youth aged 13 to 15 years currently use tobacco products.⁸ 15.5% of youth who do not smoke are likely to initiate smoking in the next year.⁹ By the time these children reach adulthood, one in two men and one in five women will use tobacco regularly.¹⁰

The costs of this national epidemic places a crippling burden on not only individuals but also the national economy of ₹7,320 crore (\$1.2 billion) per year, which makes up to 25% of all healthcare spending.¹¹ Additionally, ₹2,540 crore (\$411 million) in income is lost every year due to tobacco-related work absenteeism.¹²

Every 16 seconds, a child in India tries tobacco for the first time.



India’s Children: The most vulnerable victims of tobacco

Child- and youth-tobacco use in India is fuelled by influences at the individual, community and policy level.

At the individual level, peer pressure, role models, adult influencers, stepping products and tobacco company marketing promote tobacco use. At the community level, the tobacco epidemic is bolstered through marketing at social events and festivals, through rampant tobacco use in the home and in schools, and tobacco shop positioning. At the policy level, tobacco product brand stretching, new product development and poor implementation of India’s tobacco control laws encourage the tobacco epidemic.

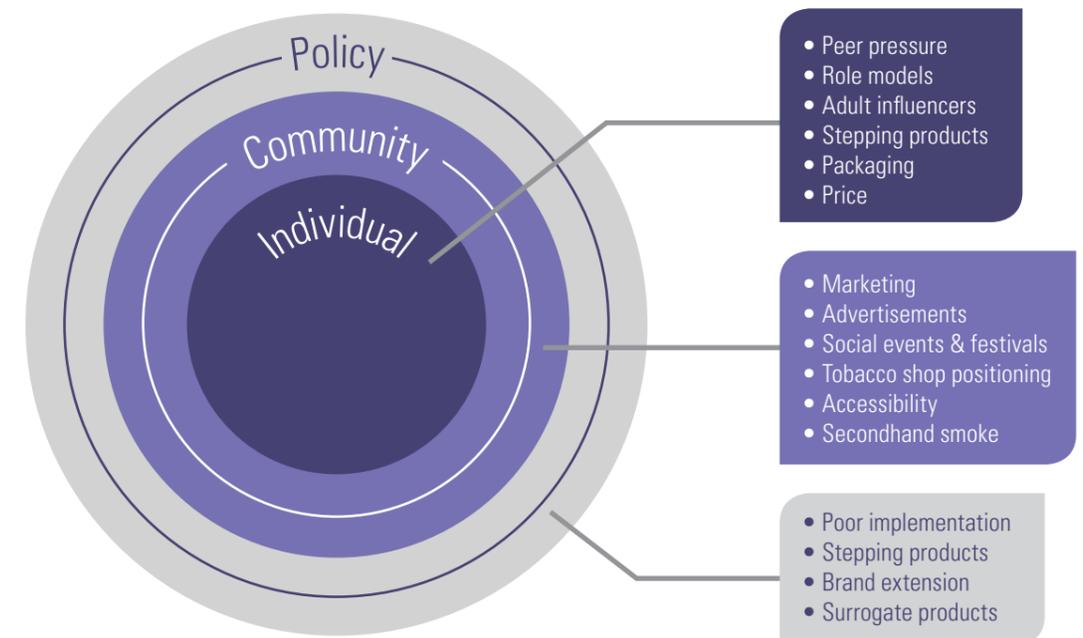
Peers and Role Models

Peers and adult influencers play a critical role in shaping child attitudes to tobacco use.

In a study conducted by Salaam Bombay Foundation:¹³

- 7 out of 10 students in grades 7th, 8th and 9th in Mumbai reported at least one parent who used tobacco
- Students had two close friends who used tobacco

In a national study, 24% of boys and 13.4% of girls reported thinking that students who smoked had more friends.¹⁴



Caption

The tobacco industry aggressively markets to children and youth, sometimes even using cartoon characters for promotions.

Supari and Packaging

Tobacco companies influence child and youth tobacco use at the individual level through aggressive marketing and the promotion of stepping products like *supari*. *Supari*, also known as areca nut or betel nut, is a popular product used as a mouth freshener by children and adults in India. Carcinogenic on its own, *supari* products mimic the packaging styles of *gutkha*, use similar scents and flavouring ingredients, and are consumed in similar ways.¹⁵ Once children are acclimatized to chewing *supari*, graduating to smokeless tobacco is an easy step.

Aggressive Marketing

The tobacco industry aggressively markets to children and youth through attractive packaging and accessible pricing. Tobacco products even use cartoon characters to promote their products to children at the point of sale. What's more, tobacco products are packaged with the same colours, designs and characters as *supari*, *pan masala* and other popular mouth fresheners.¹⁶

Across India, the price of tobacco products is extremely low. *Bidis*, *gutkha*, *khaini* and *kharra* can be purchased for less than a rupee (less than \$0.02). And while the sale of tobacco products to minors is prohibited, 56% of under-age youth who buy tobacco in India have never been stopped.

Easy Availability

Tobacco is an ever-present part of the environment Indian children live in:¹⁷

- 22% of children live in homes where tobacco is smoked in their presence
- 36.6% report exposure to secondhand smoke outside their homes
- Tobacco vendors are a common sight – tobacco shops operate within 100 yards of 82% of schools in Mumbai



Tobacco and supari products for sale in Mumbai



Caption

- The average Mumbai municipal school has almost three tobacco vendors in the immediate area
- Where vendors operate in communities, tobacco products are positioned at eye-level, with bright packaging next to sweets and other child-friendly products
- During major festivals like Ganesh Chaturthi (Ganpati), tobacco companies sponsor pandals and cultural attractions
- During weddings and social gatherings, it is common for hosts to offer tobacco and supari to guests. This validates tobacco as a socially acceptable product to children and youth

Poor Implementation

Implementation of India's tobacco control law remains a challenge. Tobacco companies circumvent advertising bans with 'brand stretching' and use surrogate products to market tobacco products. By attaching a common brand name, logo and design to non-tobacco products, tobacco companies saturate the consumer market. By extending tobacco brands to school supplies, beauty products and food staples, tobacco companies position themselves as fast-moving consumer goods companies instead of marketers of products that kill.

An emerging trend used to circumvent tobacco control efforts is the development of new tobacco products in India. New products including e-cigarettes and nicotine gums enter the market every year. These products expand the options available to tobacco users, attract new users (particularly children and youth), and provide a means to evade anti-smoking laws.

To summarise, children in India are surrounded by tobacco, facing influencers at the individual, community and policy levels. To combat tobacco, a multi-pronged approach along with an army of advocates is needed.

By extending brands to school supplies, beauty products and food staples, tobacco companies advertise themselves through surrogate products.

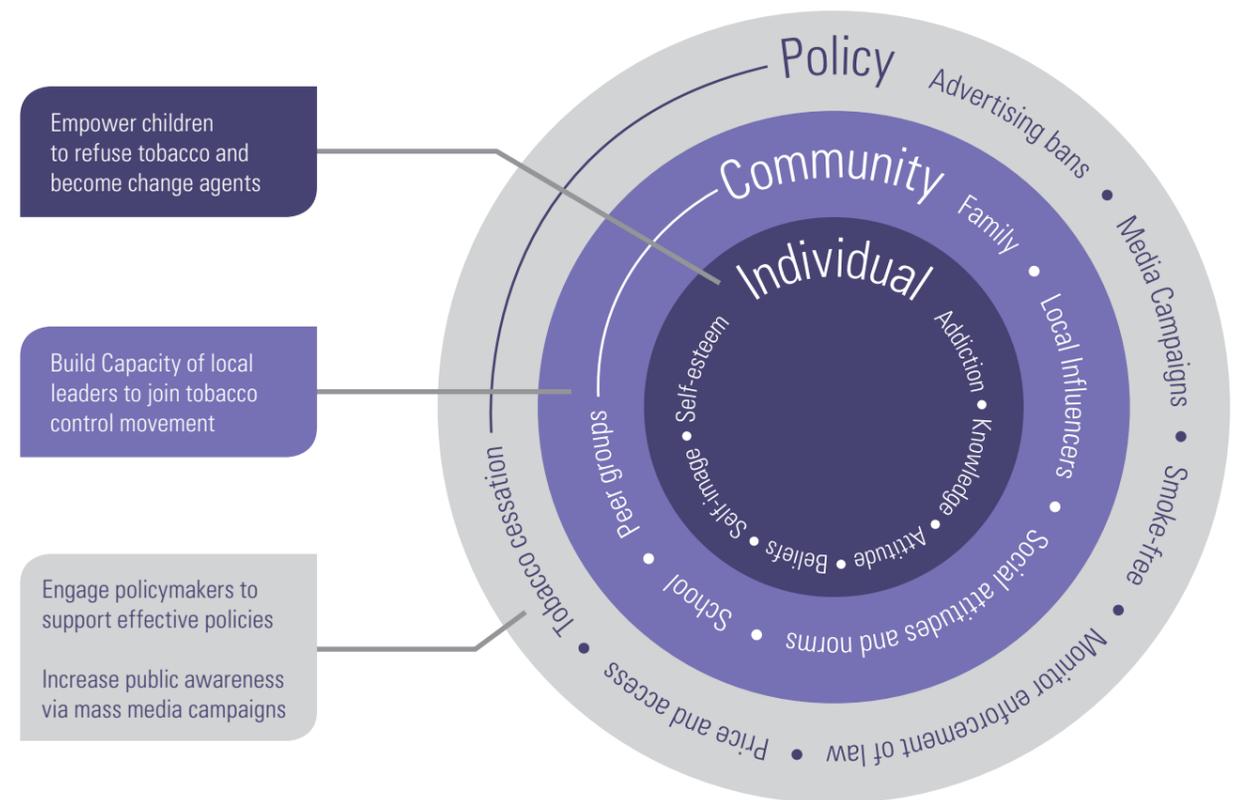


The Salaam Bombay Foundation Model

Salaam Bombay Foundation began in 2002 with a vision to use life skills development to empower children to make the right choices for their health, education and livelihood. To achieve this goal, Salaam Bombay Foundation has developed a comprehensive approach with an understanding that there are multiple exogenous and endogenous factors that affect tobacco use at the individual, community and policy levels of influence.



At the individual level, Salaam Bombay Foundation's programmes focus on behaviour change as well as creating change agents through life skills development. At the community level, Salaam Bombay Foundation works to prevent tobacco use in schools and neighbourhoods by promoting policy implementation and behaviour change. At the policy level, Salaam Bombay Foundation works to implement tobacco control laws along with advocating for strong, evidence-based tobacco control policies.



Levels of influence for tobacco use and Salaam Bombay Foundation's programs

Salaam Bombay Foundation's model is validated by two widely adapted approaches to tobacco control – the theory of triadic influence (US Department of Health and Human Services) and the socio-ecological model (US centers for Disease Control and Prevention).^{18,19} Both of these models highlight the inter-dependent factors affecting tobacco use at the individual, community and policy levels.

The theory of triadic influences observes that social influences such as parents' and friends' smoking have a huge impact on adolescents' smoking behaviours.



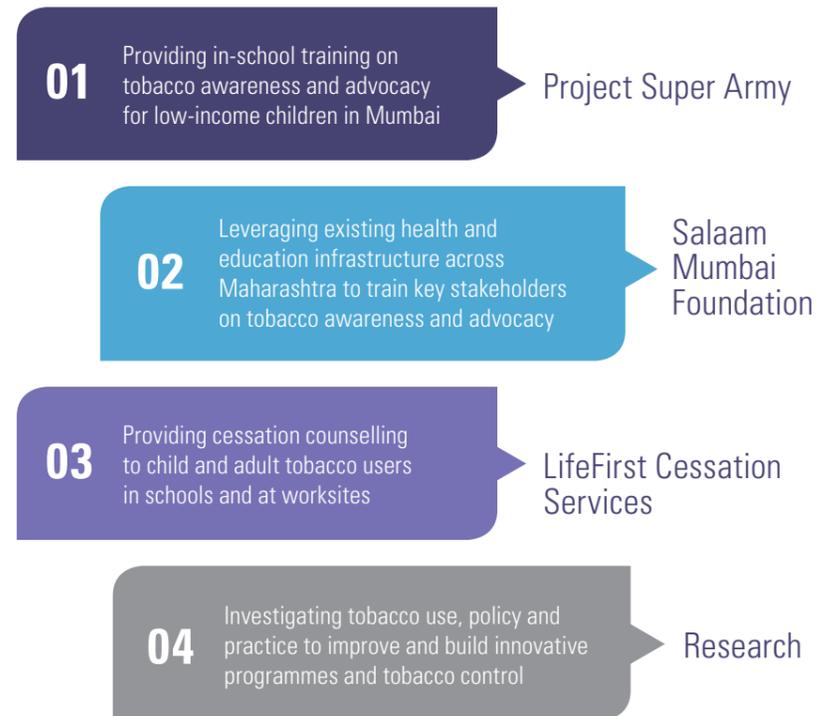
Salaam Bombay Foundation focuses on four programmatic areas with a focus on addressing underlying life skills deficits



Mumbai school students



Life skills development session in Mumbai municipal school



Multiple programmes across Maharashtra and other Indian states



Project Super Army

Tobacco is the enemy: An army of soldiers is needed to defeat it.

At the core of Salaam Bombay Foundation's tobacco control mission is the Project Super Army – a programme that recruits and trains children to become soldiers who fight the common enemy of tobacco. Project Super Army uses an intensive, multi-pronged strategy that includes:

- Building awareness of the harmful effects of tobacco on health
- Developing life skills needed to refuse tobacco
- Empowering students to become advocates for change in their communities

In 2002, Salaam Bombay Foundation began working with the Mumbai demographic that is the most risk-prone towards tobacco use – slum children in Mumbai's municipal schools. **Salaam Bombay Foundation chose to work with these children and youth because they are the most vulnerable to tobacco use, and the most difficult to reach.**

Mumbai is one of the largest cities in the world with a population of almost 14 million. 56% of the city's residents live in slums that cover only 6% of the city's land.²⁰ Children growing up in Mumbai's slums live in conditions of extreme poverty and deprivation. They are the children of migrants, construction workers, street vendors, domestic servants, rickshaw drivers and factory workers. More than half of the slum households have monthly incomes of less than ₹5,000 (\$85 USD). 99 out of 100 children in Mumbai's municipal schools drop out before completing the 12th grade.²² As many as 40% will not complete their primary education.²³

Children in Mumbai's slums lack the life skills needed to cope with these stressors and to combat the pervasive pressure to use tobacco. Low self esteem

SNAPSHOTS

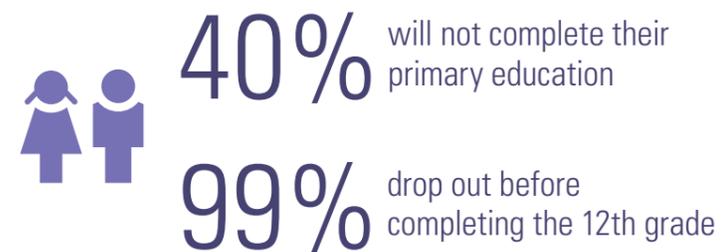
Established in 2002

A direct-intervention tobacco control programme

Targets children in grades 7th, 8th and 9th

Child-friendly curriculum focused on awareness, advocacy and life skills development

Reached 5,30,533 students in over 220 low-income municipal schools in Mumbai



Caption



and self confidence, coupled with a lack of leadership-, communication- and problem-solving skills affect how these children and youth navigate the world. These factors strongly influence the children’s abilities to make sound decisions for their lives and futures.

In this environment, tobacco is a significant health concern. As we have seen above, tobacco is an integral part of the children’s environments and social networks. Tobacco advertisements and tobacco wrappers are everywhere. Slum children have parents, siblings, uncles, aunts, cousins and peers who use tobacco too.

The Super Army Urban School Leadership Programme targets children in the 7th, 8th and 9th grades – the critical years in child development when children are at high risk of using tobacco. By the time children reach 13 to 15 years of age, 19% of boys and 8.3% of girls will become tobacco users.²⁴ By the time they reach adulthood, nearly half of the men and one in five women will be tobacco users.²⁵

The Super Army Urban School Leadership Programme targets children in the 7th, 8th and 9th grades – the critical years in child development when children are at high risk of using tobacco.

In-school Tobacco Control Programme

The Super Army Urban School Leadership Programme has been designed to build awareness of tobacco’s harmful effects, develop life skills needed to refuse tobacco, empower students to become advocates for change in their communities.

Students in Mumbai’s municipal schools are enrolled in the three-year, intensive tobacco control programme starting in the 7th grade. Children participate in tobacco control sessions that use child-friendly, age-appropriate teaching methods such as role-playing, interactive games and storytelling.

| | 7th | 8th | 9th |
|--|-----|-----|-----|
| Awareness on the harms of tobacco | | | |
| Forms of tobacco | ✓ | | |
| Ill effects of tobacco | ✓ | | |
| Gimmicks of the tobacco industry | ✓ | ✓ | ✓ |
| | | | |
| Life skills development | | | |
| Self confidence | ✓ | ✓ | ✓ |
| Communication | ✓ | ✓ | ✓ |
| Handling peer pressure | ✓ | ✓ | ✓ |
| Refusal skills | ✓ | ✓ | ✓ |
| Leadership | ✓ | ✓ | ✓ |
| Habit formation | ✓ | ✓ | ✓ |
| | | | |
| Advocacy | | | |
| Tobacco control law | ✓ | ✓ | ✓ |
| Implementation of the law | | ✓ | ✓ |
| Tobacco-free school | ✓ | ✓ | ✓ |
| Tobacco-free community | ✓ | ✓ | ✓ |
| Health parliament | | ✓ | ✓ |
| Working with government | | ✓ | ✓ |

In-school Tobacco Control Programme Curriculum

| Academic Year | Number of Students (new) in Super Army |
|--|--|
| 2002-03 | 168,480 |
| 2003-04 | 37,282 |
| 2004-05 | 33,605 |
| 2005-06 | 29,151 |
| 2006-07 | 34,989 |
| 2007-08 | 27,295 |
| 2008-09 | 51,104 |
| 2009-10 | 45,313 |
| 2010-11 | 24,080 |
| 2011-12 | 29,038 |
| 2012-13 | 31,788 |
| 2013-14 | 10,208 |
| 2014-15 | 8,200 |
| Total Reach to date in Mumbai | 5,30,533 |
| Total number of schools participating in Super Army | 224 |

Super Army Reach

Khushnuma Khan was an active participant in the in-school tobacco control programme. One day, she noticed a few college boys smoking near a no-smoking sign. Annoyed by this sight, Khushnuma walked into the police station nearby to report the matter.

As she entered the police station, she was appalled by what she saw – a cigarette butt on the floor staring right at her. Even the police were breaking the law against smoking in public places. She felt let down and turned to leave, but thought better of it. She asked a policeman how the police could expect the citizens to obey the law if they refused to abide by it themselves.

Filled with embarrassment and realising that the police officers had fallen in the eyes of a 13 year old girl, the Assistant Commissioner apologised to Khushnuma on the behalf of all the policemen at the station. He gave her his word that his police station would, henceforth, be tobacco free. Khushnuma walked out of the station glowing with pride. She now knows that when you stand up for what you believe in, even a child can make a difference in a grown-up’s world.



Khushnuma Khan
R.C. Mahim Municipal School
Mumbai, India



1/3

students report tobacco use at one third the national rate (4.3% vs 14.6%)



95%

of students report they can face the world with confidence



71.9%

of students have worked to prevent tobacco use in school



77.3%

of students can identify nicotine in tobacco



83.8%

of students believe they can help a friend quit tobacco

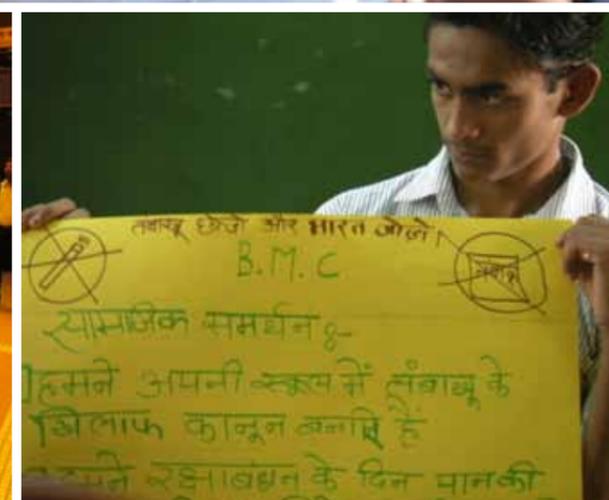
In-school tobacco control programme impact

The programme curriculum focuses on three pillars for preventing tobacco use – awareness, advocacy and life skills development.

The programme begins by building awareness about tobacco: the different types of tobacco products, the health consequences of tobacco use, and India's tobacco control law. During the awareness phase of the programme, students are introduced to the concepts of addiction and peer pressure. They begin building life skills including confidence, communication and refusal skills.

In the second phase of the programme, students learn important advocacy skills and engage directly with stakeholders such as the police, government officials, school administrators and even tobacco vendors. As part of the advocacy programme, students work to make their schools and communities tobacco-free and in the process, continue to develop life skills such as teamwork and leadership.

Numerous studies have shown that children who resist tobacco before the age of 18 are likely to remain tobacco-free for the rest of their lives.²⁶ By empowering them with the information and tools needed to refrain from tobacco at the critical age when tobacco use is adopted, the Super Army makes a sustainable, life-long impact.



Project Super Army students

Tobacco Sales in the Vicinity of Schools

THE CHALLENGE

Easy accessibility of tobacco around schools.

A major impediment to preventing child tobacco-use is the easy accessibility of tobacco products near schools. Under COTPA (Cigarettes and Other Tobacco Products Act, 2003) the Indian government has banned the sale of tobacco products within 100 yards of schools. The act also restricts the sale of tobacco products to minors.

However, the act's implementation in Mumbai remains a challenge. Salaam Bombay Foundation found that tobacco vendors were openly selling tobacco products within 100 yards of educational institutions.

Survey

A one-week field study was conducted in April 2012 in the area surrounding 200 schools across Mumbai. The data has been collected by the field investigators through an interviewer-administered questionnaire.

First, the existence of tobacco vendors was observed in and around 200 selected schools. Compliance to the display of warning board and any kind of advertisement at the point of sale were also observed.

Second, the principals of the schools and the tobacco vendors around the schools were interviewed.

Results

- Survey revealed that 307 tobacco vendors are operating within 100 yards of 122 schools
- Among 307 shops, 202 (66%) shops are permanent structures and 105 (34%) of shops are temporary structures (*pan tapri*) (Permanent shops have proper structures while temporary ones have small, foldable fronts which are displayed during business hours and wrapped up at the end of the day.)
- 30% of the shops (n = 92) operating within 100 yards of the schools do not have a license
- Only 13% (n = 40) of the shops have displayed warning boards
- 79% (n = 242) of the shops sell *pan masala*. *Bidi* were available in 86% (n=264) of the shops and 297 (97%) shops sold cigarettes
- Betel/Areca nut (*supari*) (n=290, 94%), *khaini* (n=250, 81%) and *gutkha* (n=224, 73%) were sold in most shops



Advocacy

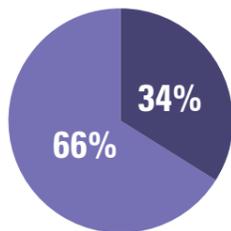
Following the study, students in the in-school tobacco control programme met with local vendors, policy makers and police at 93 stations across Mumbai to sensitise them on the law against tobacco sales within 100 yards of schools. They also discussed the harmful health effects of tobacco.

Action

Following the outreach, the Municipal Corporation of Greater Mumbai incorporated the prohibition of sales of tobacco within 100 yards of schools into the Shops and Establishments Act (1948). Following the adoption of the national tobacco-control law at the municipal level, the police and licensing department took action against 72 tobacco vendors operating within 100 yards of schools.

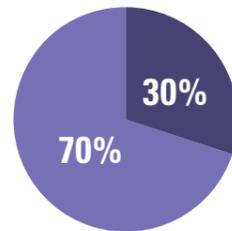
Tobacco Shops by Type

- Permanent shops
- Temporary shops



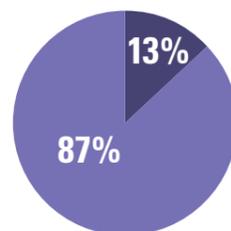
License Status of Shops

- Yes
- No

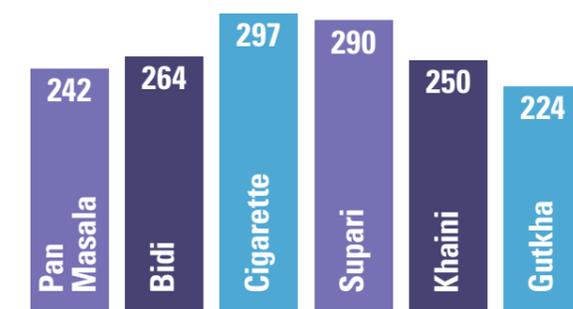


Prevalence of Tobacco Warning Signs

- Sign Present
- Sign Absent

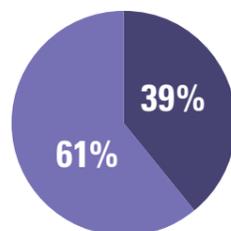


Products Available



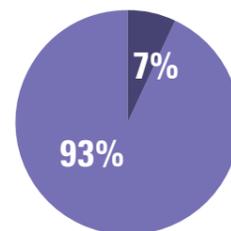
Prevalence of Tobacco Shops within 100 Yards of Schools

- Has tobacco shop
- Doesn't have tobacco shops



Legal Action Taken Against shops by the Authorities

- Legal action taken
- No legal action taken



Curbing Point-of-Sale Tobacco Advertisements

THE CHALLENGE

Tobacco companies target youth with point-of-sale promotions.

The tobacco industry loses customers daily as users either quit tobacco consumption or die from tobacco-related diseases. Therefore the industry constantly strives to attract new customers. One strategy used is point-of-sale (POS) promotions to entice youth to use tobacco products and become long-term users.

Point of Sale Promotions (POS)

POS displays include specific shelf signage, kiosks, coupon dispensers, banners and digital displays. Such displays:

- Build tobacco brand awareness
- Promote tobacco-use as 'socially acceptable'
- Promote the trial and uptake of tobacco products
- Convey primary brand 'benefits'
- Undermine health warnings about tobacco products



Methodology

Salaam Bombay Foundation conducted a study to document the implementation of COTPA Section 5 and 6 in Mumbai (24 wards) in May 2013. 1,100 tobacco shops were selected randomly and were observed for compliance with Section 5 and 6. Shopkeepers violating COTPA sections were also interviewed.

Results

The survey found widespread violations of POS promotion laws in Mumbai. Nearly all vendors surveyed reported that tobacco companies provided the displays in violation of COTPA. More than 50% of vendors received cash or goods from tobacco companies as an incentive to display the advertisements



42.6%
shopkeepers received a cash incentive



14.0%
shopkeepers received free tobacco products as an incentive

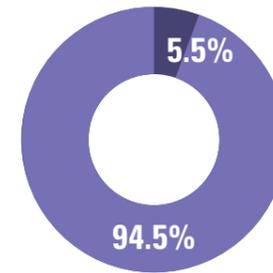


2.0%
shopkeepers received store beautifications

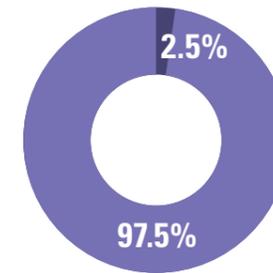


41.3%
shopkeepers did not respond

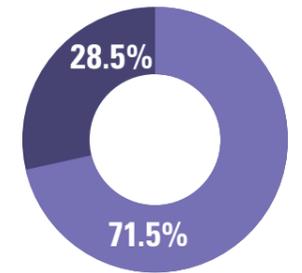
- Shopkeeper provided POS promotion
- Tobacco Company provided POS promotion



- Health Warning board
- No Health Warning board



- No POS violation found
- POS violation found



Advocacy and intervention

Based on the results, Salaam Bombay Foundation developed an advocacy strategy, including:

- Direct outreach with vendors and policy makers to increase awareness and compliance with POS regulations
- Advocacy to include COTPA Section 5 in BMC's Shops and Establishments Act (1948) and MMC Act (1888)
- A month-long public campaign, "Tambaku ke vigyapan hatao, baccho ka bhavishya bachao" (Remove tobacco advertisements. Protect children's future)
- Sensitisation sessions were held by the in-school tobacco control programme with:
 - ♦ 1,100 tobacco vendors
 - ♦ 24 Licensing Department inspectors
 - ♦ 41 Police Sub-Inspectors

Recommendations

- Incorporate national tobacco-control measures to curb POS promotions and advertisements into local laws and licensing regulation to promote implementation.
- Incorporate and empower local stakeholders including educators, students and local police to encourage reporting of violations.
- Ban all tobacco advertisements and promotions to prevent confusion over legal requirements.
- Provide standardised health warnings or provide incentives to shopkeepers to promote compliance with tobacco-control laws.

Action



Mumbai's municipal government (BMC) incorporated COTPA Section 5 into the MMC law (1888) for issuing new licenses and the BMC License Department issued instructions to remove point of sales advertisements.



538 advertisements were removed from shops by the Mumbai police.



- Cash incentives by tobacco companies ranged from ₹1,200 (\$200) to ₹1,80,000 (\$3000) per year.
- Tobacco companies such as ITC Ltd. and Godfrey Phillips India (GPI) Ltd. are converting small, unbranded retail shops into exclusive, branded outlets

Project Super Army Student Advocacy Initiatives

The Balparishad and Balpanchayats: Build Youth Leadership

Started in 2007, highlights of the In-school Tobacco Control Programme are the Balpanchayat and Balparishad school councils (student health parliament). Based on the model of the Zila Parishad (district councils established in India as a part of the Panchayat Raj system), the Balpanchayat and Balparishad are forums for students to voice concerns and create action on issues related to tobacco control.

The Balpanchayats are in-school student councils with eight elected student representatives who lead the school's tobacco control activities. The Balparishad is the city-wide, inter-school council that meets annually and comprises the president and secretary of each Balpanchayat.

The Balpanchayats and Balparishad provide a platform for student advocacy and leadership. Students present on-going challenges to stakeholders and ask for better implementation of the tobacco control law. Through these activities, students develop a network of peer advocates and share strategies for change in their communities. Currently, 224 schools across Mumbai participate in the Balpanchayats and the Balparishad.

Tobacco-Free Schools

Schools, along with their teachers and principals, are uniquely positioned to play a major role in reducing tobacco use by children. Children spend almost a third of their waking time in school and much of the peer pressure kids face regarding tobacco use occurs in school. A vast majority of tobacco users begin tobacco use before leaving high school.

If teachers and principals who are respected role models to children condone tobacco, children naturally feel encouraged to use it. Clusters of students, school employees or visitors smoking on school grounds can spur students to try tobacco for the first time too. This also makes it hard for students using tobacco to quit.

Therefore, in the year 2012, Salaam Bombay Foundation began its Tobacco-Free Schools Initiative using guidelines put forth by the Central Board of Secondary Education and the World Health Organization. The guidelines combine implementation of India's tobacco control law – which includes a ban on tobacco sales within 100 yards of schools as well as a ban on smoking in public spaces – with activities that increase awareness of the harms of tobacco through prominent signage and tobacco control content integrated in the school curriculum.

To date, Salaam Bombay Foundation has engaged schools to adopt all 11 criteria needed to achieve a tobacco-free status. Schools are monitored and receive ratings based on the progress they have made. To date, 219 schools in Mumbai and over 1,000 schools across Maharashtra are taking steps to become tobacco-free.



Caption

Tobacco-Free schools criteria



- No smoking or chewing of tobacco inside the premises of the institution by students / teachers / other staff members / visitors
- Display “No Smoking Area – Smoking here is an offence” sign (60cm x 30cm) inside the institution
- Posters highlighting the health effects of tobacco displayed at prominent places in the school / educational institution
- A copy of the Cigarette and Other Tobacco Products Act, 2003 (COTPA) shall be available with the principal / head of the school / educational institution
- Prohibit sale of tobacco products inside the premises and within the radius of 100 yards of the school / educational institution. Mandatory sign against tobacco sale displayed near the boundary wall of the school / educational institution
- Integrate tobacco control activities with ongoing School Health Programme of the State
- The principal / head of school shall recognise tobacco control initiatives by students / teachers / other staff and certificates of appreciation or awards may be given
- State Nodal Officer for tobacco control in the State Health Directorate may be consulted for technical or any other inputs
- Display of ‘Tobacco-free School’ or ‘Tobacco-free Institution’ board at a prominent place on the boundary wall outside the main entrance
- Create a tobacco control committee to monitor tobacco control initiatives of the school. The committee must meet quarterly and report to the district administration
- Promote writing of anti-tobacco slogans on the school / educational institution stationery

Surrogate Advertising of Tobacco

THE CHALLENGE

Tobacco companies circumvent the ban on tobacco advertising with *pan masala* promotions.

Under COTPA, direct and indirect advertising of tobacco products is illegal. As a result, pan masala advertising has risen dramatically, particularly on public transit buses in Mumbai. Unlike gutkha, pan masala does not contain tobacco, and is marketed as a ‘harmless alternative’ to gutkha.

Objective

Build evidence on the impact of surrogate advertisements displayed on Mumbai’s public transit buses to be used in Salaam Bombay Foundation’s advocacy efforts.

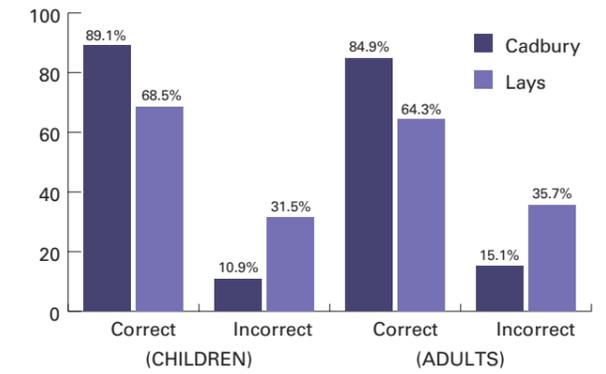
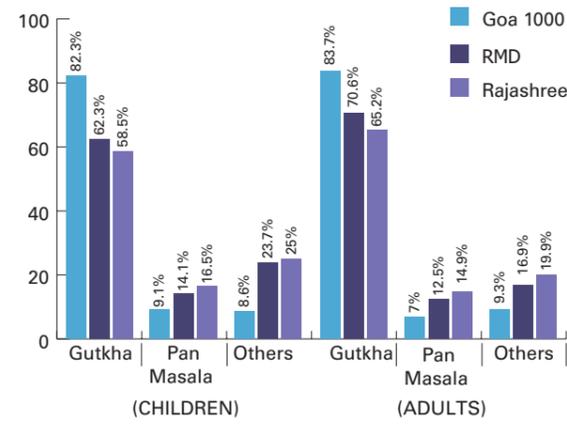
Methodology

In May 2011, Salaam Bombay Foundation conducted a survey of 3,000 Mumbai residents. Respondents were shown a series of flash cards of three advertised *pan masala* brands, ‘Goa 1000’, ‘RMD’ and ‘Rajshree’ as well as three popular non-tobacco brands.

In July 2011, the status of *pan masala* advertisements with names and packaging similar to gutkha products on buses and at bus stops was evaluated.



Tobacco companies insiduously market pan masala as a ‘harmless alternative’ to gutkha.



Advocacy

The results of the study were analysed and submitted to policy makers along with a demand charter from students participating in Salaam Bombay Foundation’s Super Army School Leadership Programme calling for a ban on pan masala advertising.

Students conducted advocacy meetings with the Superintendent of BMC License & Advertisement Department and the Chairman of Bright Media Outdoors, the media company that controlled advertisements displayed on Mumbai’s public buses.

Similar advocacy efforts were undertaken with government officials and event organisers to prohibit surrogate advertising at festivals and events.

Action

In July 2011, BMC issued an official letter to advertising agencies to restrict the display of surrogate tobacco advertisements. Within a month, all *pan masala* promotions advertising corresponding tobacco products were removed.



Learnings

- The tobacco industry will find ways to circumvent tobacco-control laws aimed at preventing product advertising
- Surrogate products like pan masala and supari are effective vehicles for surrogate advertising of tobacco products
- Targeted advocacy with key stakeholders can be effective for removing surrogate advertising of tobacco products
- Building evidence is an effective advocacy tool for tobacco-control with policy makers

Conclusion

Evidence-based advocacy involving engaged youth was successful in compelling decision-makers to enforce strong tobacco-control.



Tobacco Advocacy during Popular Festivals

THE CHALLENGE

Surrogate tobacco advertisements are common during festival celebrations.

Festivals play an important role in the social and cultural lives of Mumbai residents. They are sites for people to reflect on their lives, look at priorities and make important decisions about the future.

Advocacy during festivals allows Salaam Bombay Foundation to reach a large number of participants.



GANPATI FESTIVAL

During Ganpati, Mumbai residents throng to pandals (temporary structures holding statues of Lord Ganesh). These pandals attract significant tobacco advertising too.

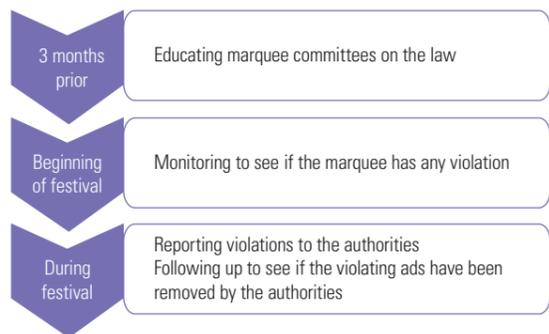
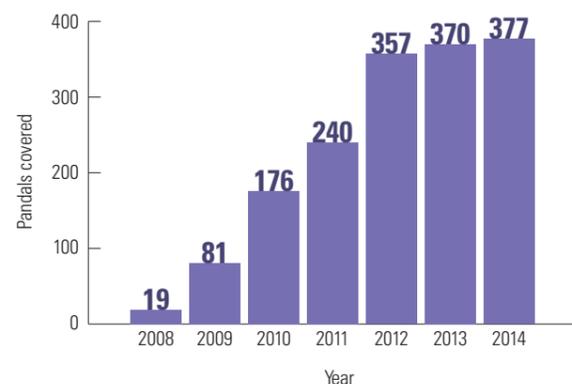
In 2010, SBF began festival tobacco-control activities with the goal to ban surrogate advertising of tobacco at pandal sites.

Advocacy

This took four forms:

1. Outreach with pandal members and municipal authorities outlining the harmful effects of tobacco as well as of surrogate advertising.
2. SBF students visited pandal sites to provide information about COTPA and tobacco's harmful effects.
3. Anti-tobacco banners and a devotional song were provided to pandals.
4. Visitors were encouraged to promote tobacco-free pandals by leaving tobacco products in specially-designed boxes before seeking the blessings of Lord Ganesh.

Ganpati Pandal Reach



RAKSHABANDHAN FESTIVAL

Rakshabandhan is a popular festival in Mumbai for children and adults alike. During the festival, women tie rakhi bracelets on their brothers' wrists and the siblings exchange gifts. The siblings promise to protect each other.

SBF's advocacy efforts on Rakshabandhan focus on direct advocacy by the students in the in-school tobacco control programme. The students tie rakhi bracelets for key tobacco-control stakeholders: government officials, tobacco vendors and school principals. Each stakeholder takes a pledge to promote tobacco-control.



Action

Nearly 1,000 young advocates have participated in activities at pandal sites. Following outreach by SBF, BMC implemented a ban on surrogate tobacco advertising in all the Ganpati pandals in 2011.

Learnings

- Festivals can be successful platforms for educating the public about tobacco's harmful effects
- It's important to highlight an incentive for taking action for the stakeholders
- Students and youth can be successfully engaged as advocates for tobacco-control during festivals

After advocacy by Salaam Bombay Foundation, the BMC banned surrogate tobacco advertising in all Ganpati pandals.



Salaam Mumbai Foundation

SNAPSHOTS

Established in 2007.

A tobacco control programme implemented using a train-the-trainer model in rural schools across Maharashtra.

A school-based curriculum focused on awareness and advocacy.

67,055 teachers reached to date.

Based on its successful work in Mumbai, Salaam Bombay Foundation established the Salaam Mumbai Foundation in 2007. With a population of 112.3 million, Maharashtra is the second most populated state in India.²⁹ Tobacco use across Maharashtra is staggering: 31.4% of adults in the state use some form of tobacco.³⁰ In villages across the state, it is common to see whole families – including children as young as five – chewing smokeless tobacco.

While Maharashtra has become one of India's most progressive states in health and education, numerous issues affect the state's children and youth. 27.5% of Maharashtra residents live below the poverty line.³¹ Poverty in rural areas forces 764,000 children (8.4% of those aged 10–14 years) to seek paid work.³² Nearly half of the girls in Maharashtra get married while in their teens.³³ More than one in five children are malnourished.³⁴ In rural areas where infrastructure is poor, accessing health facilities can be impossible, particularly during the monsoon.

Salaam Mumbai Foundation incorporates awareness about tobacco's harmful health effects, life skills development and advocacy training.

31.4% of adults in Maharashtra use some form of tobacco

27.5% of Maharashtra residents live below the poverty line

8.4% of children aged 10–14 are currently working

50% of the girls get married while in their teens

20% of children are malnourished

764,000 children in rural areas seek paid work due to poverty

Maharashtra Statistics

The Train-the-Trainer Model

Teachers in rural Maharashtra are important community members. They are well-respected and have the power to shape the lives of children. Salaam Mumbai Foundation builds the capacity of rural teachers for tobacco control activities through the state's Master Training scheme. Maharashtra's Master Trainers are educators who serve as teacher trainers. They conduct regular training sessions across the state on current teaching methods and elements of the curriculum.

Under the Umbrella

"Not a day more," Eaknath Kumbhar promised himself. Having attended two Salaam Bombay training workshops for teachers, Eaknath decided he would no longer tolerate the two stores selling tobacco near his school or turn a blind eye to students who used tobacco. But how could one man convince an entire generation?

One rainy day, while walking home, Eaknath saw one of his students sheltered by a tobacco shop. "Not going home, Jai?" he asked. The teenager replied that he didn't want to get wet and fall sick. "If you don't want to fall sick, stay away from tobacco stores," he said gently and offered to shelter Jai under his umbrella on his walk home. By the time they reached home, Jai had learned just how harmful tobacco could be and Eaknath had learned something too – when you take time to talk to someone face-to-face, they will listen. The very next day, Eaknath went to school armed with a new tool – a portable classroom in the form of an open umbrella with anti-tobacco information written underneath. He used the umbrella to talk to people, and they began to listen. His students became educated about tobacco and the vendors near the school shut down.

Eaknath's vision inspired his students to become an army for change. Unshakable in their stance against tobacco, his students now spread the message he taught them using 'jadoo ki chhatri' – the magic umbrella. It's a fitting name for something that can change the lives of those who spend a few minutes beneath it.



Eaknath Kumbhar
Hasur Dumala Village,
Kolhapur District,
Maharashtra, India

Et ad maximi,
volorestiis ratur
sum que suntior si
berit fugit et
volupta tecuptatur?
Quia pa aut
audaniminis eatum
facernatum fuga.

Master Trainers also attend workshops conducted by Salaam Bombay Foundation where they learn about tobacco products, the harmful effects of tobacco use, and India's tobacco control legislation. During the workshops, Master Trainers are introduced to the Salaam Bombay Foundation's model. They receive the tools to train teachers to build in-school tobacco control programmes in their schools. Once trained, Master Trainers incorporate tobacco control training into the workshops they conduct for teachers at the block level.

By leveraging the existing education infrastructure, Salaam Mumbai Foundation has reached all 30 districts of Maharashtra, including some of the most remote areas of the state.

Building Tobacco control into the Curriculum

In 2013, Salaam Mumbai Foundation submitted a proposal to include tobacco control activities and teaching into the existing curriculum for students across Maharashtra. The proposed addition to the curriculum provided tobacco education for students in grades 5th, 6th, 7th and 8th. It covered topics including:

- The health consequences of tobacco use
- The effects of addiction
- First- and second-hand smoke
- India's tobacco control law

Following the submission of the proposal, Salaam Mumbai Foundation advocates held meetings with policy makers for the State Council of Research and Training (SCERT) and the Balbharati Department. Both of these are responsible for the formulation of school curriculums and the preparation of textbooks. Highlighting the high rates of tobacco use among children and youth, and its health consequences, Salaam Mumbai Foundation made a strong case for including tobacco control in the curriculum. The proposal was accepted.

Starting in 2015, grades 5th, 6th, 7th and 8th will have tobacco control activities integrated into the regular school curriculum – in classes ranging from environmental studies and physical education to science, bringing the work of Salaam Mumbai Foundation to all the students across the state.

By leveraging existing infrastructure, Salaam Mumbai Foundation has reached some of the remotest areas of Maharashtra.

Tobacco-Free Villages

THE CHALLENGE

Making Maharashtra's villages tobacco-free

Tobacco is a significant public health concern affecting India's children and youth. Nearly 15% of India's youth report using tobacco. One in three child-tobacco-users starts before the age of 10.

Salaam Mumbai Foundation's tobacco-control programme works across the state of Maharashtra with children in the most at-risk environments. These children experience extreme poverty and high school dropout rates.

One of Salaam Mumbai Foundation's greatest successes has been helping rural villages become tobacco-free. To date, Salaam Mumbai Foundation has assisted four villages to reach full tobacco-free status.

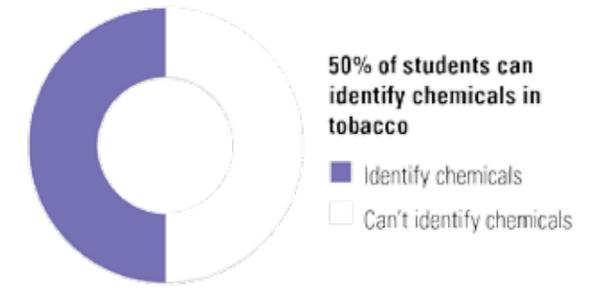
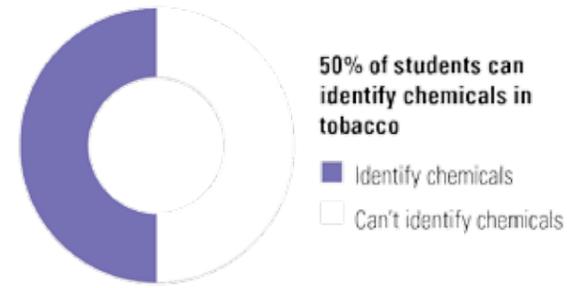
Objectives

- To train and empower local stakeholders for tobacco-control
- Engage villages in effective implementation of tobacco-control law

Methodology

Salaam Mumbai Foundation began working with the local stakeholders in Thutra village, Chandrapur – teachers, sakhis (community health workers), and the Gram Panchayat (village council body) in 2007.

In 2011, the village school implemented all the requirements and was declared tobacco-free. Buoyed by their success, the residents began to imagine making their entire village tobacco-free. Working with Salaam Mumbai Foundation, villagers posted anti-tobacco messages, held meetings and visited officials in Raigadh, the first tobacco-free village in Maharashtra, to share experiences.



Tobacco-Free Village Criteria

The Tobacco-Free Village Criteria was developed based on the Tobacco-Free Schools Criteria (Central Board of Secondary Education, Government of India) and with dialogue with Ambuja Cement Foundation which works closely with targeted areas.

1. Ban tobacco-use in the village
2. Ban visitors from bringing tobacco products into the village
3. Ban direct and indirect tobacco advertising in the village
4. Ban sale of tobacco products in the village
5. Display 60cm X 30cm signs stating "No Smoking Area – Smoking and tobacco chewing here is an offence" in public places
6. Post information about the harmful effects of tobacco in public places
7. Make a copy of India's tobacco-control law, COTPA (2003), available to village residents
8. Get all components of COTPA incorporated in village law
9. Create a tobacco-control committee to monitor initiatives and produce quarterly reports
10. Encourage civic groups and organisations to be tobacco-free and work on anti-tobacco initiatives
11. Encourage the village council to take additional anti-tobacco measures

Action

The Gram Panchayat of Thutra passed a resolution banning tobacco sales and tobacco-use in the village. All five tobacco shops in the village were shut down with the assistance of the police. Without a local supply and as a result of pressure from other villagers, tobacco-use in the villages stopped.

The four villages that have reached tobacco-free status serve as an example and encourage others to make their communities tobacco-free.

Learnings

- Tobacco-control capacity-building activities can be effective tools for empowerment of stakeholders in rural areas
- Engaging multiple stakeholders in a community can be effective for developing community change. This can help establish tobacco-free schools and villages even in low-income rural areas



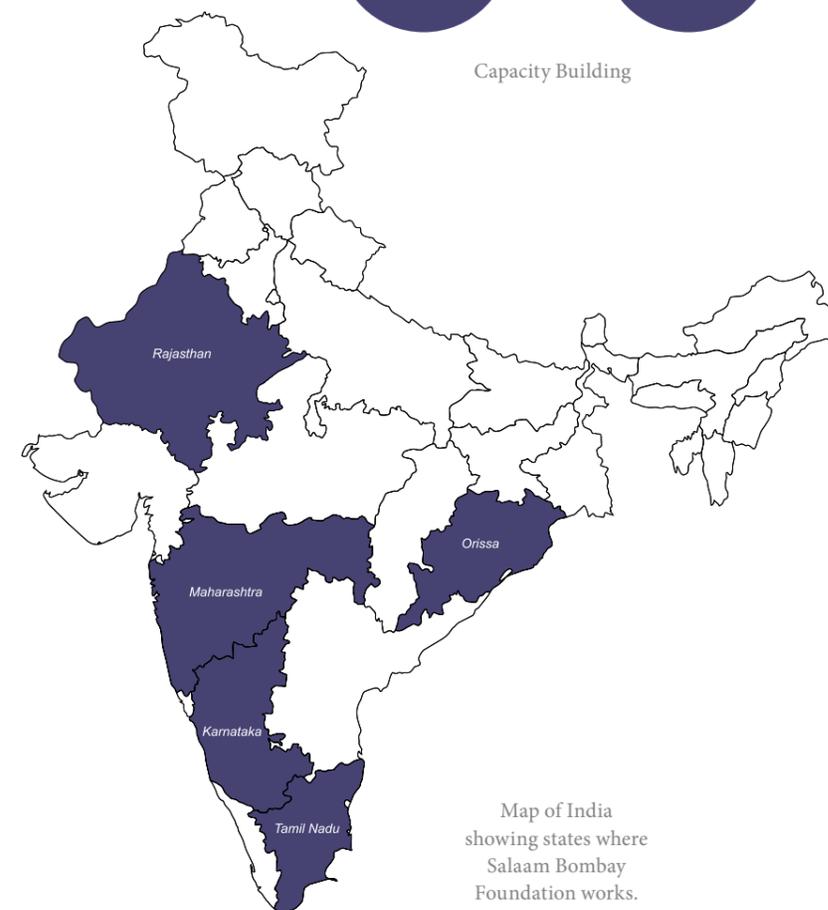


Capacity Building for Stakeholders

Local influencers such as policy makers, the police, health workers and NGOs play a critical role in tobacco control. These local influencers promote health by spreading tobacco control messages to target groups across the state. To build the tobacco control community, Salaam Mumbai Foundation provides training to these local influencers in Maharashtra as well as in four other Indian states.



Capacity Building

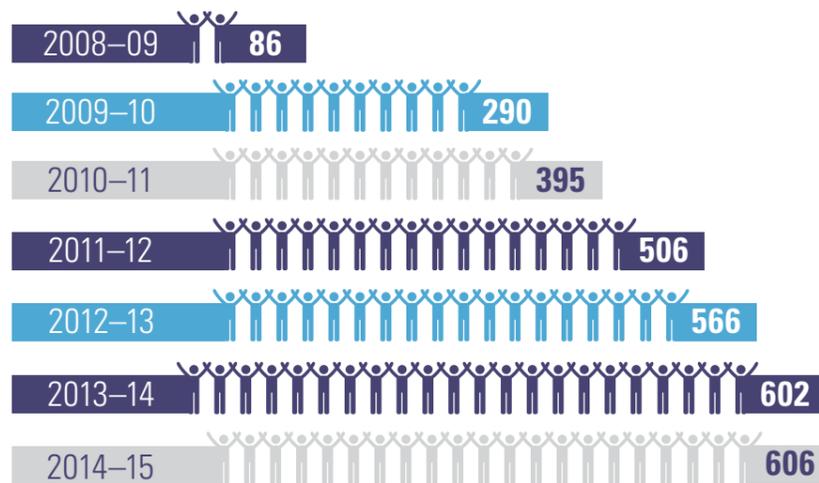


SNAPSHOTS

Awareness and advocacy training for key stakeholders in tobacco control, including health workers, the police, NGOs and policy makers.

Leveraging existing infrastructure.

13,472,775 people reached.



NGOs trained by Salaam Mumbai Foundation

Local NGOs

Local non-profit organisations play a vital part in tobacco control efforts in rural areas. By training NGOs, Salaam Mumbai Foundation is able to leverage the history, experience and existing rapport of these organisations to build tobacco control consensus as well as to promote tobacco-free schools and villages. NGOs are invited to participate in tailored trainings to:

- Integrate tobacco control into their existing programmes.
- Implement tobacco control in their communities.
- Increase their capacity to become tobacco control resources.

Since 2008, Salaam Mumbai Foundation has trained 602 NGOs in Maharashtra. The training focuses on building awareness about tobacco's health effects and about the national tobacco control law using the life skills development model.



Captions

NGOs are trained to work with local stakeholders (officials, students and educators) in their communities. To facilitate cooperation and communication, Salaam Mumbai Foundation invites the NGO leaders to attend training sessions for Master Trainers.

In 2013, Salaam Mumbai Foundation extended the NGO capacity-building programme to four other states – Karnataka, Orissa, Rajasthan and Tamil Nadu. To date, pilot programmes in these states have helped NGOs reach more than 90,300 people.

Rural training data from 2007 to 2015

| District | Master Trainers Trained | NGOs Trained | Teachers | Other Stakeholders* |
|--------------|-------------------------|--------------|--------------|---------------------|
| Ahmadnagar | 84 | 6 | 1805 | — |
| Akola | 47 | 0 | 1446 | — |
| Amravati | 48 | 3 | 1319 | 175 |
| Aurangabad | 59 | 18 | 2338 | 339 |
| Bhandara | 56 | 45 | 2285 | — |
| Bid | 61 | 19 | 2882 | 50 |
| Chandrapur | 86 | 42 | 3291 | 60 |
| Dhule | 43 | 22 | 630 | — |
| Gadchiroli | 26 | 35 | 915 | — |
| Gondiya | 53 | 42 | 2044 | — |
| Hingoli | 43 | 6 | 504 | — |
| Jalana | 51 | 5 | 1963 | 4889 |
| Jalgaon | 75 | 69 | 1391 | 437 |
| Kolhapur | 60 | 2 | 2974 | 365 |
| Latur | 72 | 11 | 2258 | 620 |
| Nagpur | 97 | 47 | 1780 | 726 |
| Nanded | 96 | 17 | 1485 | — |
| Nandurbar | 51 | 14 | 588 | — |
| Nashik | 100 | 0 | 2907 | 214 |
| Pune | 72 | 40 | 2240 | 3574 |
| Raigad | 93 | 3 | 3077 | 965 |
| Ratnagiri | 53 | 30 | 2413 | 227 |
| Sangali | 59 | 58 | 2629 | 16 |
| Satara | 77 | 22 | 1639 | — |
| Sindudurg | 51 | 5 | 990 | — |
| Solapur | 46 | 5 | 2062 | 850 |
| Thane | 0 | 6 | 4575 | 5029 |
| Wardha | 64 | 12 | 321 | — |
| Washim | 43 | 7 | 1375 | — |
| Yawatmal | 100 | 26 | 2177 | — |
| Mumbai | 0 | 3 | 0 | 4198 |
| Total | 1866 | 620 | 58303 | 22734 |

*D. Ed/B. Ed students, community health workers, MPHWs, Police and University Students

**Nobitat qui re nos
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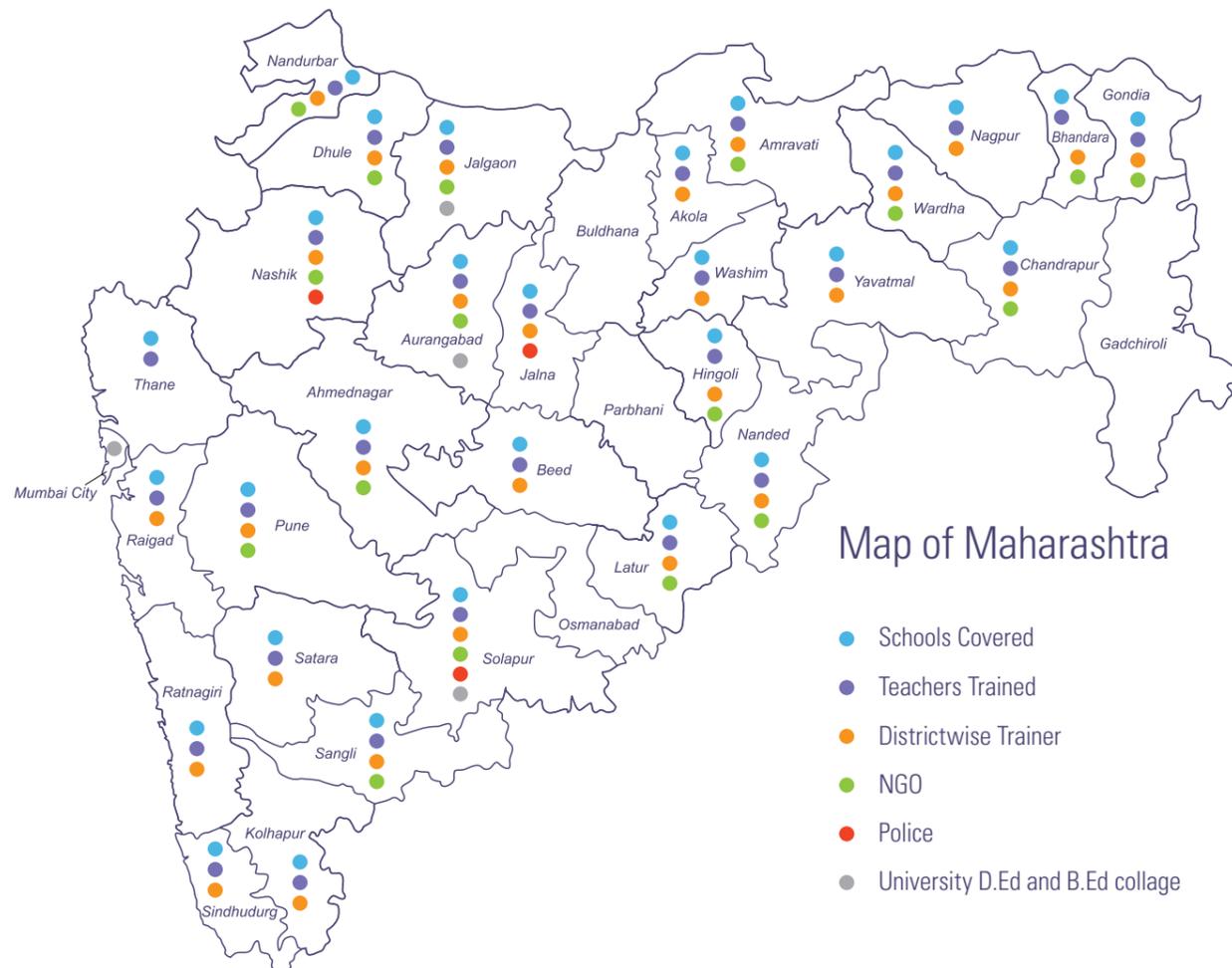
Community Health workers

Community health workers are locals who are trained to provide health-related guidance to the community. They lead health initiatives on a variety of topics including communicable disease control, maternal and child health, hygiene and sanitation. Salaam Mumbai Foundation works with community health workers to integrate tobacco control into their existing health activities and trains them to be advocates for change.

Salaam Mumbai Foundation conducts training on tobacco awareness (including health effects of tobacco, impact of passive smoking, habit formation, cessation tips, the tobacco control law, and advocacy.) Regular meetings are conducted throughout the year for cross-learning sessions, updating skills and sharing success stories.

The Police Department

Despite strong tobacco control legislation, implementation of key provisions of COTPA remains a challenge. The police play a key role in enforcing the tobacco control law. To support the implementation of COTPA, Salaam Mumbai



Project Super Army student outreach with Mumbai police

Foundation builds awareness as well as motivation for tobacco control enforcement among police officers and trainees.

In 2007, students began participating in sensitisation sessions with the Mumbai police department. The sessions include a discussion of the harmful effects of tobacco and of tobacco control law in India. Students advocate that police stations become tobacco-free and join the fight against tobacco. In addition to building tobacco-free spaces and promoting tobacco control, these sessions also provide a platform for children and youth to hone their leadership and communication skills. The children get a chance to build a healthy relationship with the local police as well.

In 2010, Salaam Mumbai Foundation expanded the sensitisation programme to include sessions with state police officials during ongoing trainings for police trainees in Maharashtra. These sessions introduce tobacco control legislation to the department as well as undertake counselling the department to not use tobacco products. The programme also aims to make the police academies tobacco-free.

Policy Makers and Policy Development

Implementation of tobacco control legislation requires the support of policy makers. Since the passage of COTPA, Salaam Mumbai Foundation has engaged national, state and district-level policymakers and administrators to enforce implementation.

Reporting from the Field

In October 2012, following outreach and advocacy by Salaam Mumbai Foundation, the Maharashtra Education Department directed all government schools to report monthly on tobacco use and warning signs in schools, and tobacco sales within 100 yards of school buildings to district and state administrators in their regular District Information System for Education (DISE). This is a significant step towards institutionalising the monitoring of COTPA within the state education infrastructure. District Education Officers (DEOs), in charge of overall administration of the government education system, were initially reluctant to share reports on implementation of COTPA. However, after the involvement of local vernacular media across the state, DEOs began working with Salaam Mumbai Foundation to help ensure implementation.

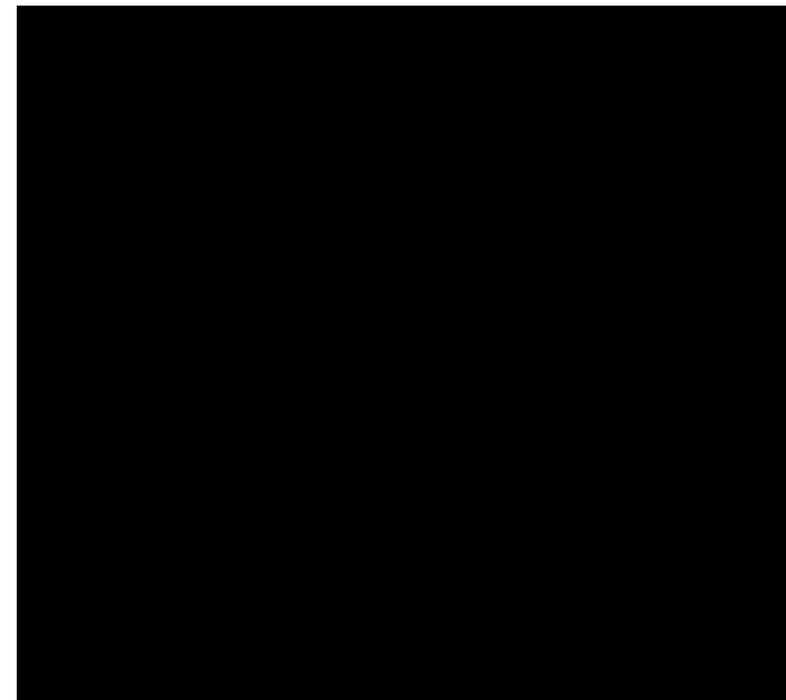


Caption

Bringing Tobacco Warnings to Cinema

Bollywood's mark on the cultural life of Indian children is undeniable. But tobacco permeates blockbuster films while filmstars are photographed with cigarettes in hand at press junkets and in tabloid news.

Understanding the power of these images, Salaam Bombay Foundation began working with partners including the World Health Organization, HRIDAY, and the Healis Sekhsaria Institute for Public Health to make a change. In 2012,



Salaam Bombay Foundation and its allies facilitated high-level meetings and workshops with policy makers from the National Ministry of Health and Family Welfare, the Central Board of Film Certification (CBFC), and Ministry of Information and Broadcasting, as well as directors, writers and representatives from India's top film production houses.

Salaam Bombay Foundation provided critical evidence about the harmful effects of tobacco and stressed the powerful influence cinema has on children. The primary goal was to build consensus about tobacco's health effects in order to bring health warnings into movies and television shows. The workshops and discussions focused on building awareness about the ill effects of tobacco use on children and youth, and about tobacco's devastating health consequences across India.

Following the meetings and workshops, new health warnings were introduced in movies and shows featuring tobacco. Now, moviegoers in India see video health warnings at the beginning of movies in the form of graphics and textual information about the consequences of tobacco use. Additional health warnings are displayed on the screen whenever a character in the film smokes or uses tobacco products.

While this effort has not been without controversy, by engaging all stakeholders and building consensus towards change, the initiative has been a success. Millions of film viewers across the country are now receiving critical information about tobacco every week.

Millions of film viewers across the country are now receiving critical information about tobacco every week.

Banning Smokeless Tobacco Products

THE CHALLENGE

A staggering 26% of the people in Maharashtra use smokeless tobacco.

The Food Safety and Standards Authority (FSSAI) Act of India empowers the Commissioner of the Food and Drug Administration (FDA) in each state to ban food products that contain harmful substances.

Objective

To build a partnership with government stakeholders to establish a ban on *gutkha* and *pan masala* in Maharashtra.

Statistics

- Tobacco is a significant public health concern in India.
- India has the highest oral cancer rate in the world
- 1 million Indians die every year due to tobacco-use
- A staggering 26% of people in Maharashtra (22.7 million) use smokeless tobacco, (chewing tobacco, *gutkha*, *khaini* etc.)

Advocacy

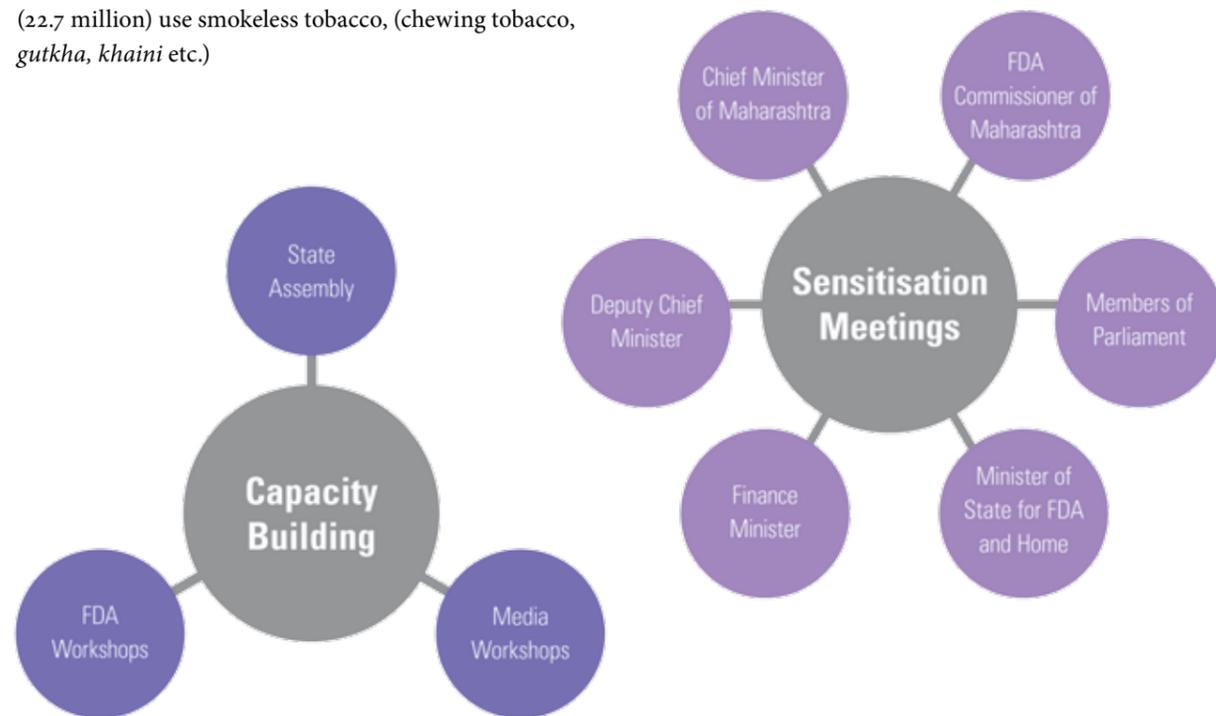
Beginning in 2011, Salaam Bombay Foundation (SBF) began its advocacy strategy by sensitising members of various government ministries about harmful effects of tobacco. The goal was to helping them recognise that tobacco is one of the biggest impediments to public health.

Following sensitisation, SBF conducted capacity-building workshops with FDA officials, the media and members of Maharashtra's Legislative Assembly (MLAs).

SBF shared the results of several national and international studies on the harmful effects of smokeless tobacco consumption with the FDA ministers and officials to empower them in drafting the new policy.

External pressure was created via various media articles and reports in support of the ban.

To generate mass political will in the favour of the ban, MLAs were also sensitised and empowered.



Results

98% The FDA conducted chemical tests on *gutkha* and *pan masala*. The results found that 98% of samples (n=1153) contained magnesium carbonate in violation of the Food Safety and Standards Regulations, 2011

160 More than 160 news articles and reports appeared in newspapers and on TV advocating for a ban on *gutkha* and *pan masala* ban

Action

- July 20, 2012: The Maharashtra State Government implemented a ban on *gutkha* and *pan masala*, making Maharashtra the first state impose such a ban in India
- July 20, 2013: The manufacture, storage, distribution and sale of flavoured and scented tobacco and areca nut (betel nut/*supari*) with any harmful additives was also banned in Maharashtra

Learnings

- Evidence-based, sustained advocacy and capacity-building with government policymakers was instrumental in ban of smokeless tobacco products
- Building a constructive partnership between non-governmental and governmental parties can be a useful technique for facilitating policy change



Salaam Bombay Foundation Mass Media Campaigns

THE CHALLENGE

Traditional campaigns focusing on the graphic health effects of tobacco are ineffective against youth tobacco-use.

14.6% of India's children and youth (13 to 15 year olds) use tobacco.

One in four boys and one in seven girls think those that smoke have more friends. One in five youth think those who smoke look more attractive.

Despite strong warnings, youth continue to see tobacco as 'cool'. Role models in media strengthen this imagery.

Salaam Bombay Foundation (SBF) has developed three campaigns with a focus on empowering messages with the goal of reaching high-risk youth with messages they can relate to.



The Quit Tobacco Movement Campaign

In 2008, SBF launched the Quit Tobacco Movement. Inspired by the 'Quit India Movement' (1942), the campaign used imagery and important figures from India's freedom struggle to promote freedom from tobacco.

The campaign targeted children and youth through a number of media including street plays, rallies and poster exhibitions displayed at railway stations and prominent public places. Popular TV and radio stations covered the campaign in Mumbai.



REACH
165,000 – 227,000

'Proud to be Tobacco-free' Campaign Results

The 'Proud to be Tobacco-free' campaign focused on effective implementation of India's tobacco-control Law. The goal was to empower individuals to take action for the implementation of India's tobacco law. Radio and outdoor billboards were used to encourage residents to make Mumbai a tobacco-free city.

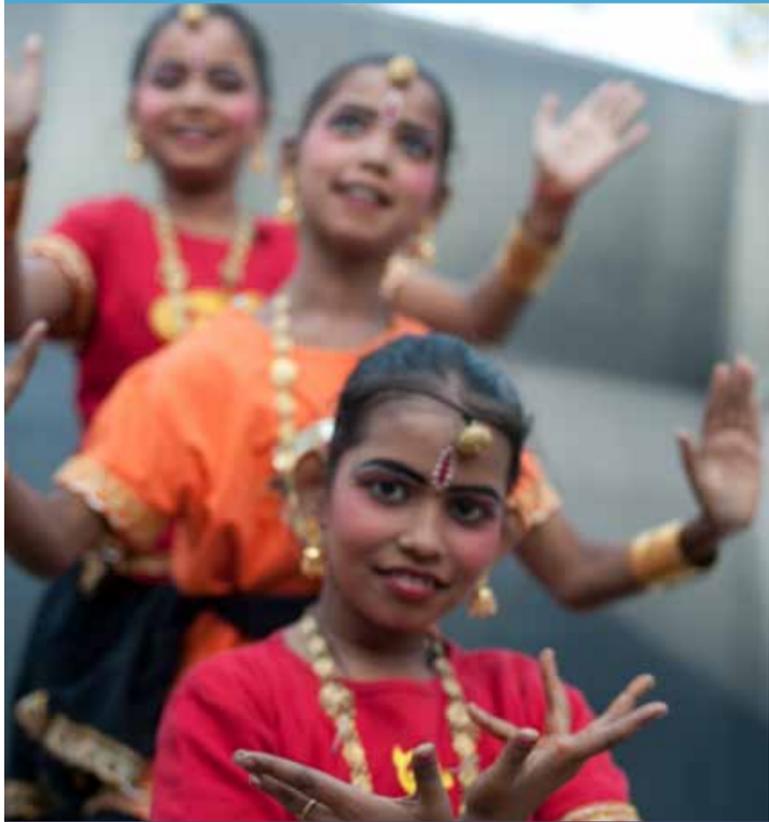
An evaluation of 'Life Se Panga Mat Le Yaar' found no fatigue after multiple viewings and high comprehension of the message. The campaign earned print media attention in Times of India and Hindustan Times.

'Life Se Panga Mat Le Yaar' Campaign

In 2011, the 'Life Se Panga Mat Le Yaar' (Don't Mess With Life) campaign was launched using a celebrity ambassador to counteract positive images of tobacco in popular cinema. Street plays and rallies were launched at prominent public places. Audience engagement was created through radio and social media.

Conclusion

- Traditional media campaigns focusing on graphic depictions of tobacco's health consequences have had a minimal impact on child- and youth-tobacco-use in India
 - Using empowering messages in youth-centric media helps to generate high tobacco awareness
 - The effectiveness of the campaign rests in utilising each medium appropriately to reach the target group
- *Global Youth Tobacco Survey.



Project Resumé

Unlocking the potential of underprivileged children through innovative education

Children growing up in Mumbai’s slums live a high-pressured, multi-responsibility childhood. Meagre and fluctuating incomes typically force children, out of the school system as soon as they are deemed capable of contributing to the family income or of doing domestic chores. This deters their ability to contribute to the organized work force. 60% of Indian youth are considered unemployable due to low education and low skill levels.²⁸ All these factors leave children susceptible to negative influences and vulnerable to substance abuse, in particular tobacco.

Working with children, we know that the one thing they are interested in is ‘playing’. Nothing captures their imagination more. At play, children are the keenest to learn. Given these ground realities, Project Resumé are a refuge for children whose lives are bereft of opportunities and facilities, of creative spaces and personal attention. The academies have harnessed the ability of alternate, innovative education tools to teach life skills such as teamwork, discipline, respect, leadership as well as the coping system necessary to say no to tobacco.

Project Resumé also equips children with skills that make them more employable, giving them a proper chance at getting real jobs and breaking their cycle of poverty. Project Resumé are an effective tool to help achieve goals in health and education and help improve the lives of children, their families and communities.

Salaam Bombay Foundation believes that a child equipped with life skills is an empowered child. With vocational training, this child can grow up to be a positive contributor to society. The academies ensure that children develop into well-rounded individuals.

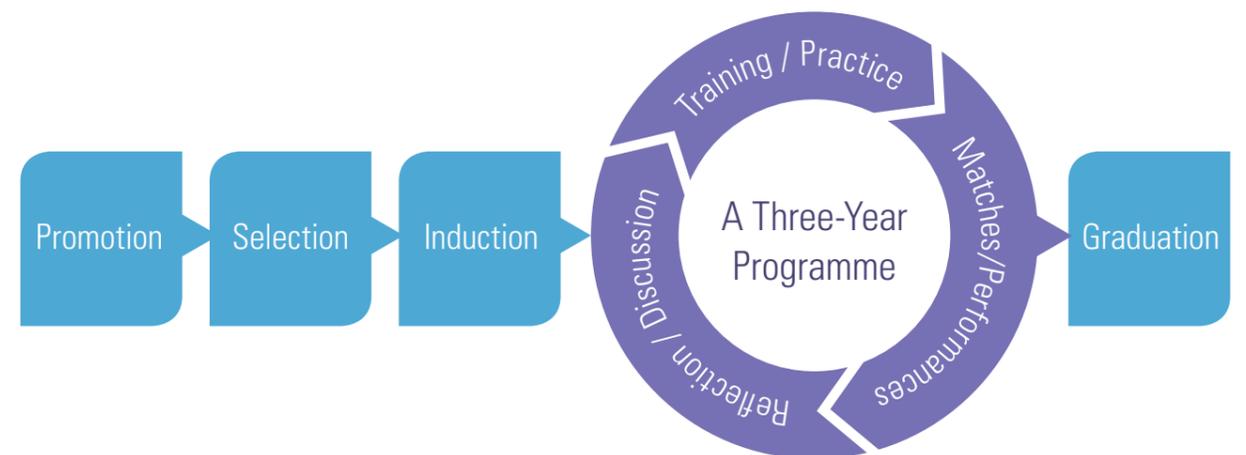
SNAPSHOTS

In-school and after school programmes

Focus on developing life skills and vocational skills

Arts, sports, trades and English

Intensive training



Academies structure

The Right Move

Priyanka was warned by her father that she would have to discontinue school after the 9th grade and take up part-time employment to help with the family finances. Having developed confidence on the hockey field, she spoke with her father and convinced him to let her finish school. She got a fully-paid scholarship for college and changed her life.

Dancing Against Tobacco

Children from the Salaam Bombay Arts Academy have spread their anti-tobacco message, "Life Se Panga Mat Le Yaar" (Don't Mess With Life) through dance. They have performed in front of thousands at the Mumbai Marathon and also given their message to over 400 delegates at the 14th National Conference on Tobacco or Health. These young advocates of change are using their academy training to demand a tobacco-free environment.

Finding a voice through cricket

Marshall Ditto's mother worked very hard to make ends meet. His father was unemployed. Even though cricket was his life's calling, he knew getting a job would greatly reduce his parents' burden.

One day, after a tough battle between his head and his heart, Marshall made his decision. The next morning he walked up to the Salaam Bombay Cricket Academy coach, Mr. Bhatia, and told him he wanted to quit. Mr. Bhatia could tell a good player when he saw one and was taken aback by Marshall's decision. He explained to Marshall that people should quit tobacco, not cricket. He immediately appointed Marshall as an assistant trainee at the Academy and offered him a stipend to continue. Marshall's earning contributed to his family's income. Not only that, Marshall continued his training in cricket and went on to attend college.

Today, Marshall is a second year B. Com. student at Carla College and represents Bombay Gymkhana as a part of the Fellowship Cricket Team. Marshall found more than a pastime – he found a way to support his family and fulfill his dream.



Marshall Ditto
Malad Municipal School
Mumbai, India

Dances out of the slums

Deepali was not born to dance. She came from one of Mumbai's overcrowded slums. Her mother worked hard all day, leaving the 12-year-old to manage the household. On a good day, they managed to put a full meal together. Her time at home was divided between cooking, cleaning and washing clothes.

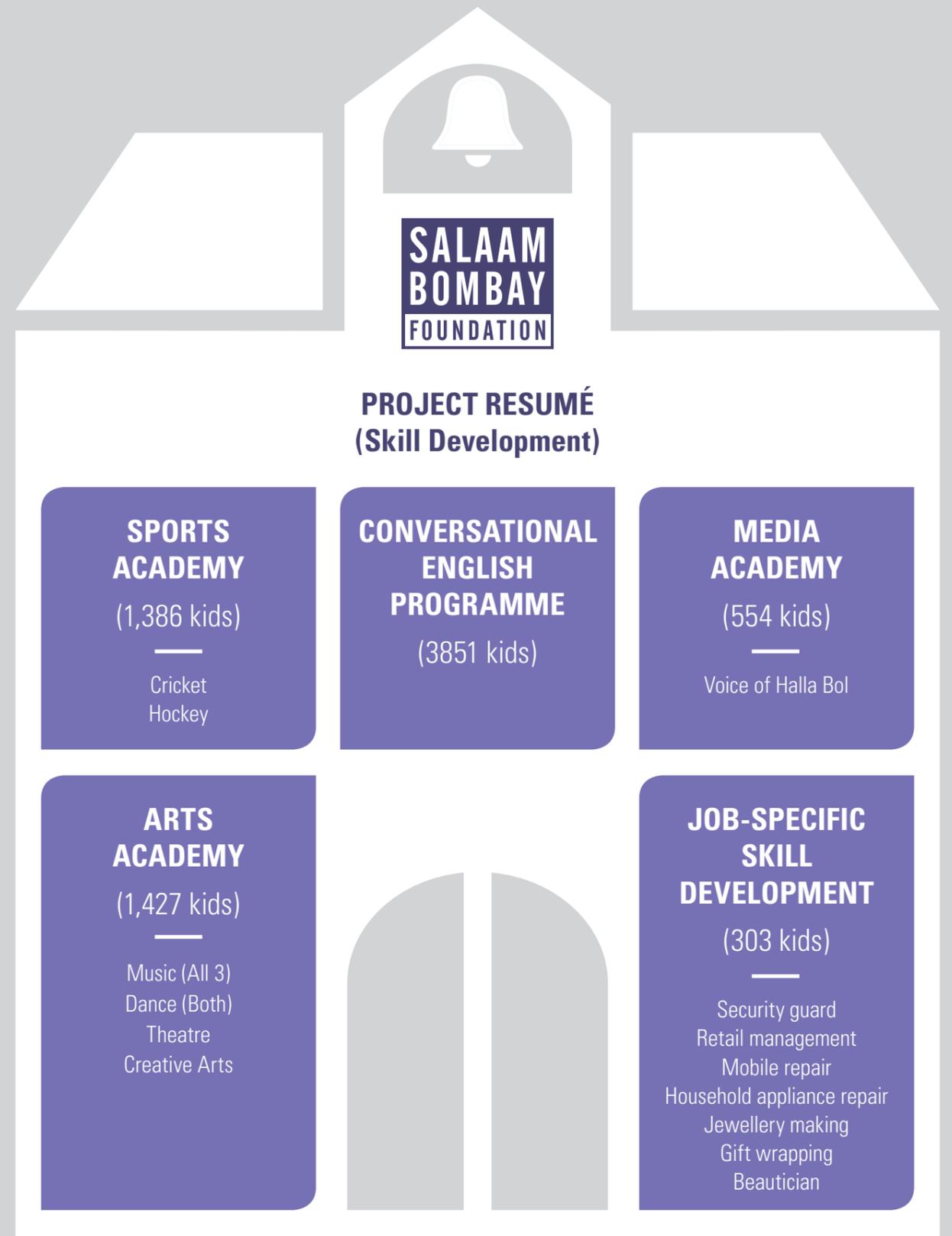
But whenever she got a few spare moments, she worked hard to perfect complex dance moves. Deepali dreamed of dancing on stage and earning for her family with dignity.

Fortunately for her, Salaam Bombay Foundation was just as anxious to make her dreams come true. She was enrolled into the organization's dance academy. Her classes were scheduled around her school and chores. And while Deepali wasn't a natural dancer, she made up for it with grit and discipline. It wasn't easy, but step by rhythmic step, Deepali learnt to dance like her cinema idols.

Today, Deepali's future is brighter than she could have ever imagined. She has grown from a little girl with a burning desire to dance into a peer trainer at the Shiamak Davar Institute for Performing Arts at the young age of 13 – all this, because Salaam Bombay Foundation was determined to see her live her dream.



Deepali Kambale
Motilal Nagan
Municipal School
Mumbai, India



Caption

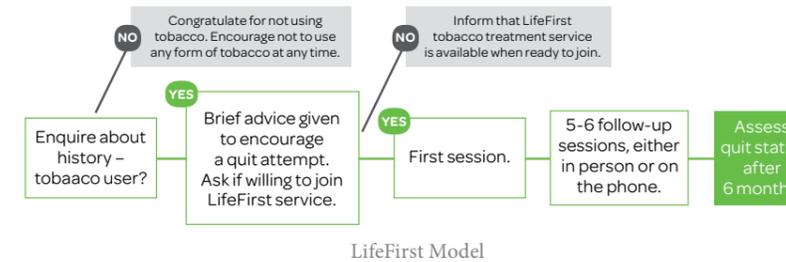
SNAPSHOTS

In-school and workplace cessation counselling

Long-term engagement with tobacco and supari users

Group and individual counselling

Considering the challenges of quitting tobacco, Salaam Bombay Foundation launched cessation services in 2012 for children and adults.



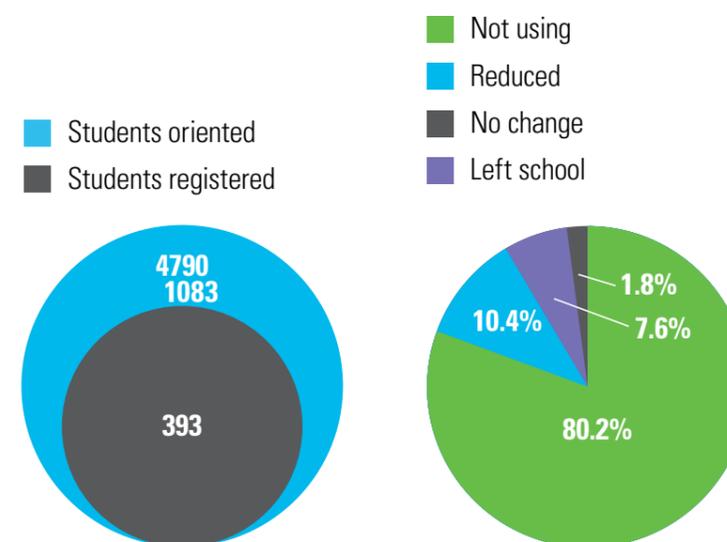
LifeFirst Model

School Cessation

This programme's goal is to eliminate all tobacco use in the in-school tobacco control programme. School Cessation is a unique programme that targets young tobacco users at the earliest stage of addiction. Students starting the 7th grade are encouraged to join the initiative and receive an orientation during school hours. Tobacco and supari users are enrolled in a six-month counselling programme which uses child-friendly approaches to discuss addiction and to build refusal skills. Students can also receive personalised one-on-one counselling with staff members trained by the Mayo Clinic's cessation counselling programme. Following the counselling students are provided support for behaviour modification and development of life skills like confidence building and refusal skills. Students are then monitored for six months to ensure cessation efforts are effective.



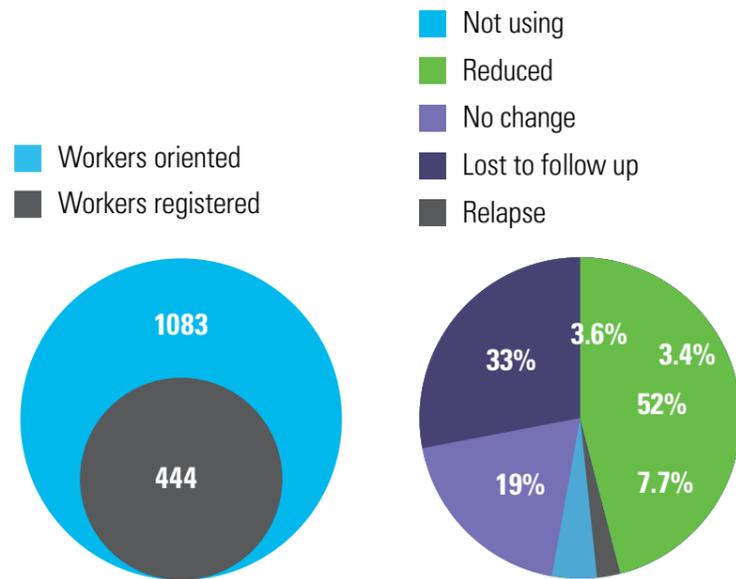
Cessation Services



Caption

Workplace Cessation

When an internal Salaam Bombay Foundation survey found that 7 out of 10 students in the Super Army had a parent who used tobacco, the organisation realised that adults play an important role in fighting the tobacco epidemic. Armed with this data, Salaam Bombay Foundation established its Workplace Cessation programme which offers employers a unique opportunity to address employees health and influence their decision to quit tobacco. The programme begins with an orientation at the workplace that includes screening and brief counselling. Employees at selected sites are encouraged to register for cessation services. Once enrolled, there is a follow up for six months for continuous behavioural support that results in long-term abstinence.



Caption

“To care for the welfare of others is the privilege of a few. Caring for the welfare of our colleagues and co-workers is not a duty, its the responsibility that each of us, as employers, has to fulfill. Salaam Bombay Foundation's worksite cessation programme gave me the opportunity to realise this wish for my employees – to create a healthier, happier team. In this lies the future of the country and its people.”

Mr. Shekhar Bajaj
CMD, Bajaj Electricals

Building Evidence for Action: Research at Salaam Bombay Foundation

In 2013, Salaam Bombay Foundation expanded its commitment to evidence-based programmes and advocacy by formalising a research. The research team conducts scientifically-rigorous studies on tobacco use, programme-effectiveness and tobacco policy in Maharashtra. To date, the research programme has produced eighteen reports and conducted studies involving more than 4,000 students. Our work has been showcased at national and international conferences. The research team works closely with other national and international tobacco researchers to build research consensus and to improve programmes available to at-risk youth and adults.

Research Areas and Activities

- Smoke-free public spaces
- Supari (areca nut) use
- Tobacco law implementation
- Tobacco use

Tobacco Studies

- American Public Health Association Annual Meeting
- Asian Pacific Conference on Tobacco or Health
- National Cancer Research Institute Annual Conference (United Kingdom)
- National Conference on Tobacco or Health (India)
- World Conference on Tobacco Health

Conferences and Knowledge-sharing

- Super Army
- Skills
- English

Programme-monitoring and Evaluation

Awards and Recognition

- 2007** MUKTI FOUNDATION In recognition of outstanding contribution to tobacco control.
- 2010** QIMPRO GOLD STANDARD 2010 Statesman for Quality in Healthcare.
- 2011** AMERICARES SPIRIT OF HUMANITY Best NGO of the Year.

WORLD HEALTH ORGANIZATION In recognition of outstanding contribution to tobacco control.

OFFICE OF THE MAYOR, CITY OF NEW YORK In recognition of outstanding contribution to tobacco control.

FICCI SPORTS AWARDS In recognition of outstanding contribution to tobacco control.

PUBLIC RELATIONS COUNCIL OF INDIA Best NGO of the Year
- 2014** INDIAN DENTAL ASSOCIATION National Oral Health Care Award for outstanding contribution in the field of oral health awareness & prevention.

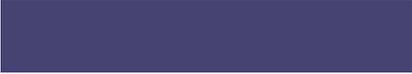
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Salaam Bombay Foundation is committed to the cause of children leading fulfilling lives and realising their true potential.





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