

---

## World No Tobacco Day (WNTD) 31<sup>st</sup> May 2022 was celebrated by IIHMR Delhi students at Bhatti Mines, Chhatarpur, Delhi: Report

---

Worldwide research has shown the harmful effects of tobacco use on our health. The first authoritative report regarding harmful health effects of tobacco use came in 1964 by US Surgeon General, which was based on Doll and Hill study conducted in 1950. Since then a plethora of epidemiological studies have validated the evidence that tobacco use causes lung cancer, cardio-vascular diseases, respiratory diseases, oral cancer, reproductive problems, adverse pregnancy outcomes and many such adverse effects on our health. It not only affects the health of tobacco user, but women and children also get affected as passive smokers. Moreover, tobacco use is a threat to our environment and thus to sustainable development.

According to Global Adult Tobacco Survey (GATS) 2016-17, 42.4 percent of men, 14.2 percent of women and 28.6 percent (266.8 million) of all adults currently use tobacco in any form. Thus, it is a problem of public health concern. Due to increased evidence of harmful health effects of tobacco during 1970s and 1980s; the member states of the World Health Organisation in 1987 passed a resolution on observing World No Tobacco Day (WNTD) on 7 April 1988. In 1988, they passed another resolution which announced that WNTD will be marked on **31 May each year**. India being a signatory to WHO FCTC and having a National Tobacco Control Programme, also celebrated this day every year.

International Institute of Health Management Research (IIHMR) Delhi celebrated this day (31 May 2022) at Bhatti Mines, Chhatarpur, New Delhi. Our students are doing internship at PSI Samagra Project and are working in the field practice area of Bhatti Mines.

Bhatti Mines is also known as Sanjay Colony and is a resettlement colony located in the South-west part of Delhi, near Chhatarpur. This area was mainly used for mining purpose for 70 long years, but now all the mines are closed. The people living in this area are in very deprived conditions with a lack of proper health facilities, waste disposal, transport, clean drinking water and sanitation facilities. Moreover, the employment opportunities for this population are also limited. Worldwide research has shown that tobacco use is highly prevalent in deprived populations as compared to well-off populations. Thus, deprivation being a major determinant of tobacco use, it becomes imperative to spread awareness regarding harmful health effects of tobacco use among such populations.



IIHMR Delhi students prepared posters, and a Nukkad Natak for this event. The posters prepared were on harmful health effects of tobacco use, harmful environmental effects of tobacco use, and cost comparison, between the cost of cigarette pack and the cost of fresh fruits and vegetables on the other hand.

On 31<sup>st</sup> May 2022, IIHMR students presented Nukkad- Natak, along with the explanation of posters. This event was conducted at three spots at Bhatti mines:

1. Bus stand near Ram Dev Mandir, Bhatti Mines
2. Kundan Chowk, Bhatti Mines
3. Peepal Chowk, Bhatti Mines



There was a gathering of about 60-70 of audience at each spot and thus a total gathering of about 180-250 audience. The audience consisted majority of children and adolescents. It was a time when students were returning from their school, so they stopped to watch this event. Moreover, it is pertinent to address this age-group on priority basis because this is the age group when children/ adolescents fall prey to this habit and start the addiction.

According to Global Youth Tobacco Survey 2019, median age of initiation of smokeless tobacco is 9.9 years. Moreover, the median age of initiation of Bidi use among girls is as less as 8.6 years.

Thus, as public health professionals, we need to prevent this age group from initiating tobacco use.



PHC   
 New Delhi, Delhi, India  
 c22, Sanjay Colony, Bhatti Kalan, New Delhi, Delhi  
 110074, India  
 Lat 28.43017°  
 Long 77.22608°  
 31/05/22 11:07 AM

PHC   
 New Delhi, Delhi, India  
 c22, Sanjay Colony, Bhatti Kalan, New Delhi, Delhi  
 110074, India  
 Lat 28.430174°  
 Long 77.226084°  
 31/05/22 11:07 AM

The Quit-Line Number 1800-11-2356 was also flashed at the spots. Many adolescents and youth were interested in quitting and so they noted down the number. Some children said that they will give this number to their parents who use tobacco. Thus, this community event had an impact and there was a willingness in the community towards cessation.



Towards the end of the event a pledge was taken to make India tobacco-free. All the children and youth present there took this pledge.

At the end of the event, we also took feedback from the audience that what did they learn from this. The children replied that tobacco use is very harmful, and they will not use tobacco in their lives. Instead they will opt for healthy food, fresh fruits & vegetables, and milk.



Thus, we hope that this event had a positive impact on the community in Bhatti Mines/ Sanjay Colony, Chhatarpur, Delhi. We are enthusiastic to organize more such community events in future.

Thanks!

The google drive link to the videos:

<https://drive.google.com/drive/folders/18mq0FkZRnmUElfseCdcSeyEGdHrJBnnA>,