

Engaging Children for Tobacco-Free Schools



Tshering D Bhutia

Salaam Bombay Foundation

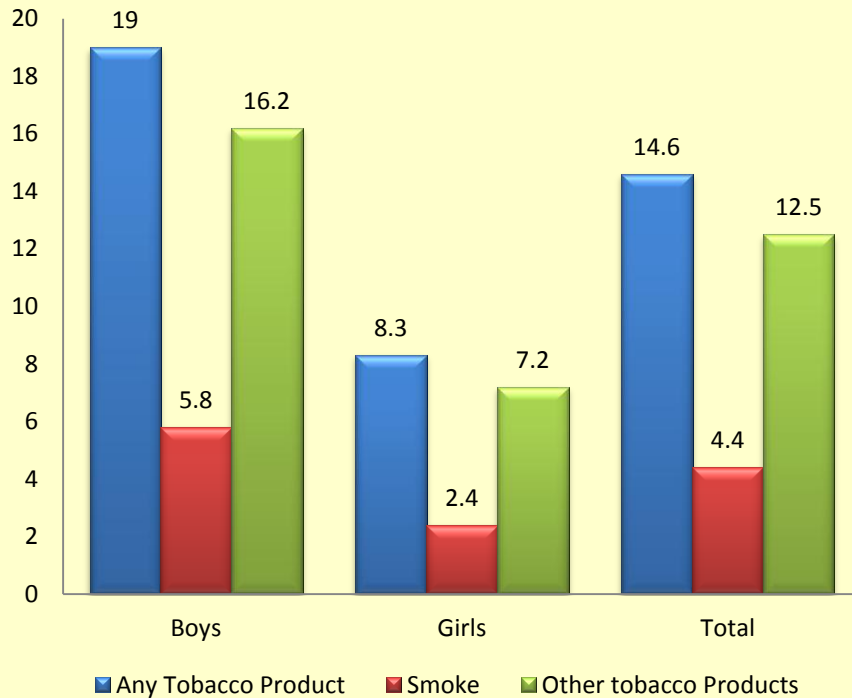
Mumbai, India

www.salaambombay.org

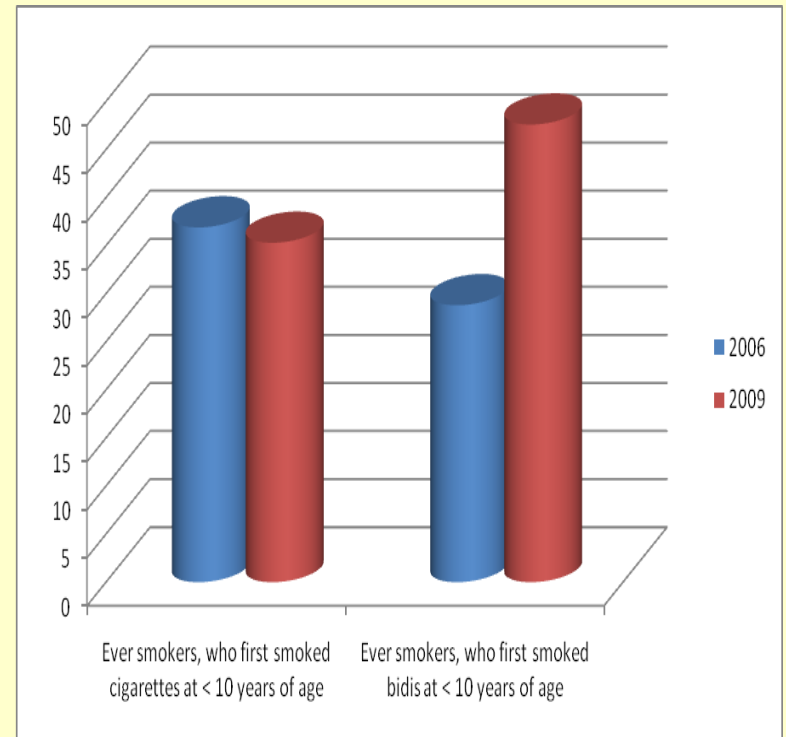
APACT, 2013

Chiba, Japan

Tobacco use among youth in India



Youth (13-15 years)
Boys – 19%
Girls – 8.3% (GYTS 2009)



Percentage of students aged 13 to 15 years who started smoking before 10 years of age

Tobacco use among youth in India

- Tobacco is used by the youth all over India with a wide range of variation among states.
- Every two seconds, 1 Indian child tries tobacco for the first time.
- 5500 new children get initiated into tobacco every day.
- 4 million children below the age of 15 years use tobacco regularly.

Forms of Tobacco in India

Smoked forms of tobacco use

- Bidis, Cigarettes, Cigars, Cheeroots, Chuttas, Pipe, Hookah and Chillum



Smokeless forms of tobacco use

- Paan (betel quid) with tobacco,
- Tobacco, areca nut and slaked lime preparations, Mainpuri tobacco, Mawa, Khaini, Chewing tobacco , snu and gutkha
- Tobacco products for application: Mishri, Gul, Bajjar, Dantmanjan and creamy snuff.





**School children in India with Submucous Fibrosis
or lock jaw caused by Guthka chewing.**

Majority of the Submucous Fibrosis progresses to cancer

Dr Pankaj Chaturvedi

COTPA – Cigarette and Other Tobacco Products Act 2003

- Ban on smoking in public places, including indoor workplaces.
- Ban on direct and indirect advertising of tobacco products.
- Ban on sale of tobacco products to minors (less than 18 years of age).
- Ban on sale of tobacco products within a radius of 100 yards of educational institutes.
- Display of mandatory pictorial health warnings on all tobacco product packages.

Salaam Bombay Foundation

- Salaam Bombay Foundation is a non-government organization, in Mumbai, India.
- Objective - to keep young children and youth away from tobacco.
- the major reason of youth and young children initiating tobacco use:
 - Easy accessibility of tobacco products near their schools and educational institutes
 - Affordable price and
 - Attractive marketing

Easy Accessibility



Tobacco vendor selling tobacco products just outside school premises



A student buying a smokeless tobacco product

COTPA – Cigarette and Other Tobacco Products Act 2003

Prohibition on sale of tobacco products to minors (Section 6 of COTPA)

**a.Prohibition on sale of tobacco products to minors and by minors
(FCTC Article 16)**

**b.Prohibition on display and sale of tobacco products within 100
yards of educational institution**

Objective of the Survey

The survey was done in the month of July and August 2011.

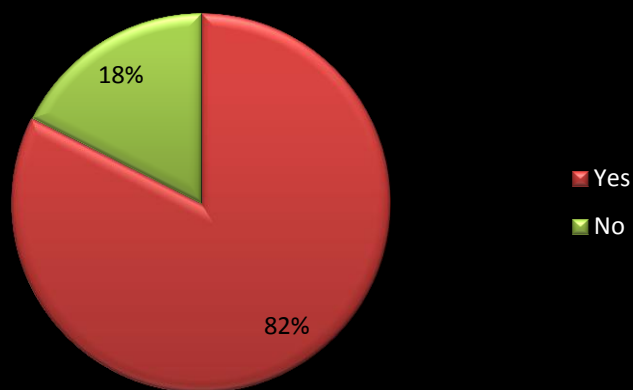
- Find out the reasons for easy accessibility of tobacco products to children despite prohibition on sale of tobacco products within 100 yards of any educational institute as per COTPA (Sec 6 a & b).

Methodology

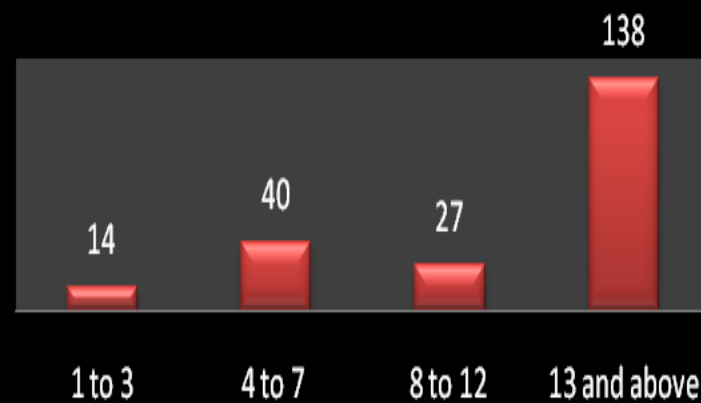
- Children driven study – 2 students (8th & 9th grade) were selected from each school (total 91 schools)
- Firstly, existence of tobacco vendors was observed in and around targeted schools.
- Secondly, personal interview was taken of all the existing vendors to understand their knowledge about COTPA.

Results of the survey

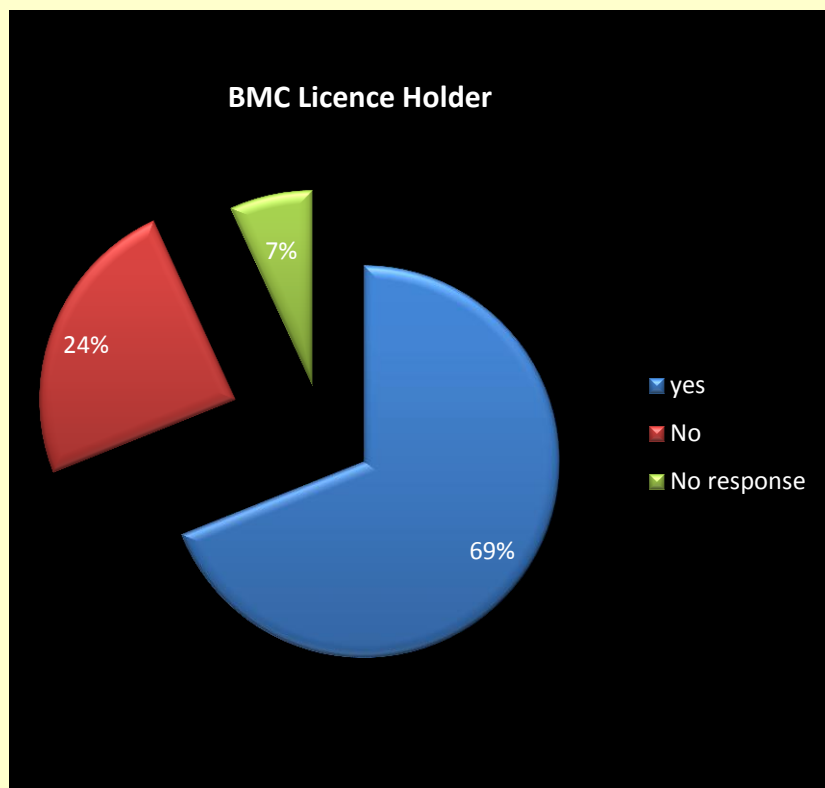
No. of schools where tobacco vendors were selling tobacco products within 100 yards of schools



Years of operation
Total - 219 shops

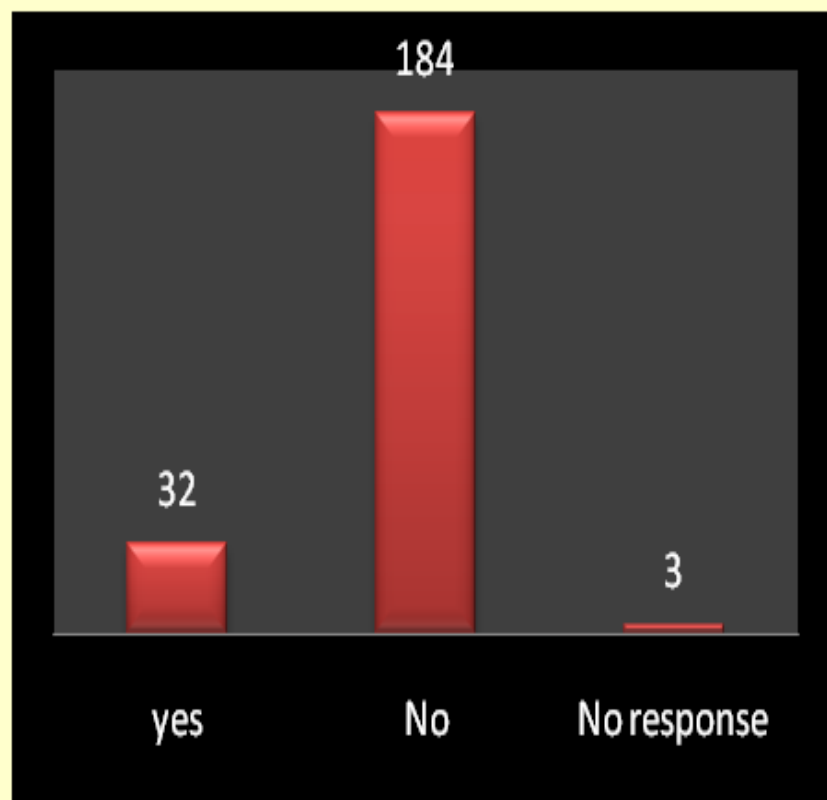


Results of the survey



- 24 per cent (i.e. 53) of shops operating in and around the radius of 100 yards of schools did not have any licence issued by BMC.
- 51 among 219 shops are licence holders.
- 15 vendors did not respond to the question as the person sitting in the shop at that very particular moment was not the owner of the shop.
- BMC – Brihanmumbai Municipal Corporation

Results of the survey



- The regulations prohibit the sale of cigarettes and smokeless tobacco to anyone under the age of 18. However, the survey revealed that 32 tobacco shops among 219 do not mind selling tobacco products to the children less than 18 years of age.

Key results and analysis from the Study

Results

- 75 (82.4 %) schools have tobacco selling establishment in the radius of 100 yards.
- Total 219 tobacco shops are operating in the radius of 100 yards of 75 schools.

Analysis

- Ineffective implementation of COTPA sec 6 a&b.
- Penalty was very minimum.

Policy Change Advocacy by Children with Policy Makers



Students sharing result of the survey with Police, FDA and BMC Commissioner

Sensitization of Tobacco Vendors by Children



Accomplishments

- April, 2012 - Municipal Corporation of Greater Mumbai (MCGM) included COTPA 2003 Sec 6 a & b as part of their licensing conditions of all licensed trades, including pan shops.
- If any trader/shop are found selling tobacco products to minors or within 100 yards of educational institution, the license will be revoked with an immediate action.



'Selling any type of tobacco products within 100 yards of this educational institute is prohibited.'



Thank You