

Report on Observance of World No Tobacco Day '06 in Kolkata West Bengal

**Venue- Rabindra Sadan, Kolkata
Date-31st May, 2006**



Organized By-

MANT

(Manbhumi Ananda Ashram Nityananda Trust)

68/7 Purna Das Road, Kolkata-29



Supported By-

Ministry of Health and Family Welfare, Government of India

&

Office of WHO Representative to India, WHO, New Delhi

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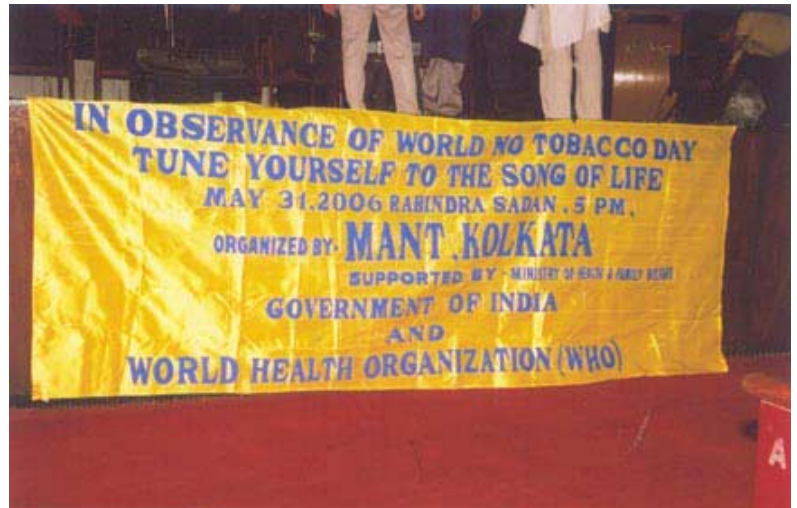
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Introduction

It is important to carry out health education with school going students and young teens. Young people in early adolescence are a section of the community who are normally free from tobacco use and it is important to ensure that they do not become tobacco addicted. Hence a campaign is a necessity to make the students aware about issues pertaining to harmfulness of tobacco use. Observance of World No Tobacco Day shall provide a unique opportunity to aware students and sensitize teachers, parents, government officials, members of the Local Government and media personnel about the need of the adolescent's education on Tobacco use.



Background

MANT has implemented Participatory Tobacco Use Prevention Programme among Adolescents and Youths Living in two Slums of Kolkata in the year 2005-2006 with the support of the Ministry of Health and Family Welfare Government of India and Office of WHO Representative to India, New Delhi. Under the programme MANT has used drama coupled with folk songs as a medium to spread awareness





among the adolescents on the harmfulness of tobacco. This programme organized on 31st May'06 branded to be the World No Tobacco Day, is being conceptualized to have a wider but specific focus on the harmfulness of tobacco.

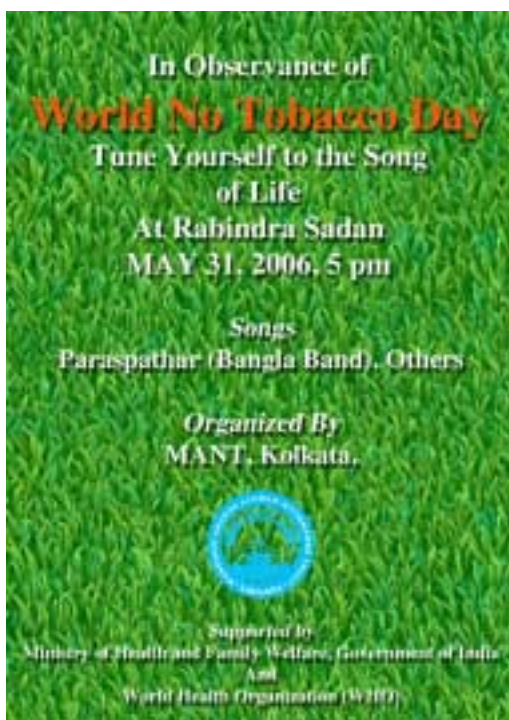
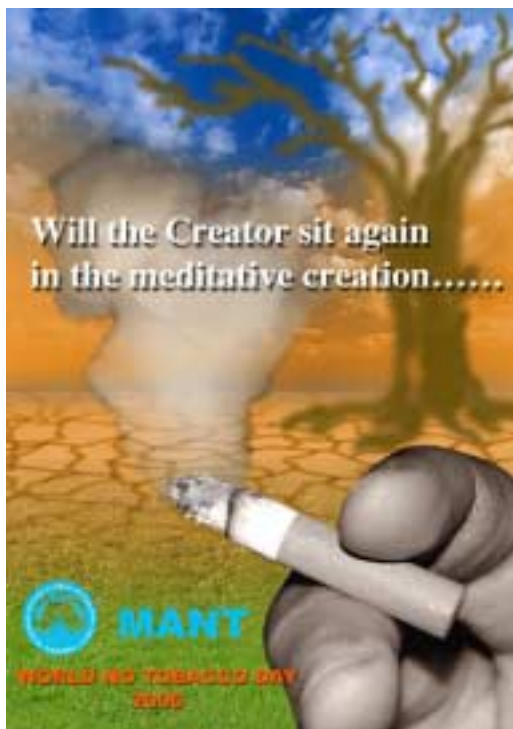
Objectives

Apart from the objectives stated in the Rationale of WNTD, 2006 (WHO) MANT has proposed the following-

- To remove myths and misunderstanding about the harmfulness of tobacco
- To encourage a positive attitude to say no to tobacco and to accept alternative life style that is free from tobacco.
- To develop public support for tobacco use prevention measures carried out by Government, World Health Organization and NGOs.



Publicity through Posters



Preparation of Songs and Presentations

For Smt Nupur Chakraborty, Eminent Singer of West Bengal, Dr. Chandi Das Mukherjee, Secretary, MANT prepared two songs on smoking. Here are the free translations of those songs

1. They say that smoking is very exhilarating,
I fully realized the blunder I have done by
taking up smoking;

It was just to have a taste it began,
The strictures of elders were swept aside.

I started smoking to copy my parents
And that brought about my ruin.

The heroes in cinema are seen smoking
And that impelled me to have a puff.

2. It is very difficult to give up smoking once started
The mind repeatedly desires to have a puff and won't tolerate any delay.

If it is not found when desire
My mind goes off.
A tremendous force draws me and everything loses colour before smoking

To have taste you started smoking my son
And whenever asked to quit you wear a wry face.

Think if you had not developed the habit how fine you would have lived
Now it is clear that it is difficult for you to live without smoking.



A presentation on Macromedia Flash has been prepared which was showed in three parts in the programme. And in every break Paras Pathar performed songs like- “*Love means a promise to give up smoking (Bhalobasha Mane Dhoan Charar Pratishruti)*”

Contents of the Programme

Welcome and Key note Address by Smt. Papiya Sen, Executive Director, MANT

Smt. Sen gave rationale of the programme and shared the findings of the baseline study –

- ✍ Large number of youths and adults have already tried tobacco products as it is evident from the following facts that 68% of the respondents have tried cigarette, 37% have tried bidi and 56% have tried chewing tobacco. All total 78% of the adolescents and youths have used or using tobacco products till now. It is quit alarming situation.
- ✍ 7% and 5.76% adolescents first tried cigarette and bidi respectively in the age group of 8 – 9 years. However 37% of the respondents started to smoke cigarette or bidi when they were 16 or older.
- ✍ 41.67% of the respondents are consuming bidi or cigarette daily while 34% of the respondents are taking chewing tobacco everyday.



- ✍ Most of the respondents admitted that age is not a bar for purchasing cigarette or bidi or chewing tobacco. It is important to note that none of the respondents were asked to show age proof in buying tobacco products.
- ✍ More than 1/3rd of the respondents are taking chewing tobacco when they are with their friends while 23% of the respondents consume it when they were alone.
- ✍ More than 50% of the respondent's parents are habituated with smoking.
- ✍ Nearly 50% of the respondents would accept the offer to use any tobacco product if it would be given by their peers.
- ✍ Nearly 80% of the respondents admitted that they have never heard about the harmfulness of tobacco in their family.
- ✍ More than 75% of the respondents who are not using tobacco now, are intended to use tobacco during next 12 months.
- ✍ From the attitudes of the respondents it can be safely said that tobacco consumption is socially acceptable.
- ✍ Respondents lack proper knowledge about harmfulness of tobacco as it is evident from the statistics that 45% of the respondents thought that they would loose weight due to smoking.
- ✍ Nearly 1/3rd of the tobacco user never thought to quit tobacco.

After presenting those disturbing data she welcomed all for attending this programme.

Presidential Address by Dr. Subodh Dey, MIC-Health, Kolkata Municipal Corporation

Dr. Dey admitted that this kind of programmes were need of the hour. He expressed serious concern over the statistical presentation made by Smt. Papiya Sen and stated that Kolkata Municipal corporation would provide all possible support to MANT in its endeavour to keep the adolescents and youths away from tobacco. He then discussed two methods of stop smoking- either by cutting down cigarettes gradually and then stopping smoking, or by quitting smoking all at once. He informed that incorporation of physical activity into any kind of quitting effort could make a world of difference.



Songs by Smt. Nupur Chakraborty



MANT

World No Tobacco Day 2006

Vote of Thanks by Dr. Chandi Das Mukherjee, Secretary, MANT



Presentation on Harmfulness of Tobacco and Tobacco Free Concert- By Paras Pathar, Bangla Band



ছদ্মবেশে মৃত্যুদূত



ভালোবাসা মানে টোবাকো ছাড়ান প্রতিশ্রুতি...

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World No Tobacco Day 2006

