

Pharmacists for Promoting Future Free of Tobacco in India

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Agenda

- Tobacco and Health care Scenario
- Indian Legislations and Status
- Indian Pharmacists - Tobacco Survey
- IPA Activities during NPW 2003
- Smoking cessation programme
- Defining the role for pharmacists



Indian Tobacco Scenario

- India is the 2nd largest tobacco producer in the world
- 86% of Tobacco sale in India consists of Bidi, Chewing Tobacco and Gutkha
- Tobacco kills 800,000 people annually in India which is 10% of global
- Estimated smuggled cigarette market in India – 4.4 billion USD
- Cigarette consumption in less-developed countries is increasing at about 3% per year, while decreasing in developed countries by about 1% annually



Smoking in India



194 million men



45 million women



India reports 5 million child smokers with 55,000 children starting regular tobacco use every year



Smoke and Smokeless Tobacco products

- **Smoked products:** Cigarettes, Bidis, Cigars, Kakkad / Chilim (smoking of tobacco in clay pipe) and Hukka (Hubbell-bubble)



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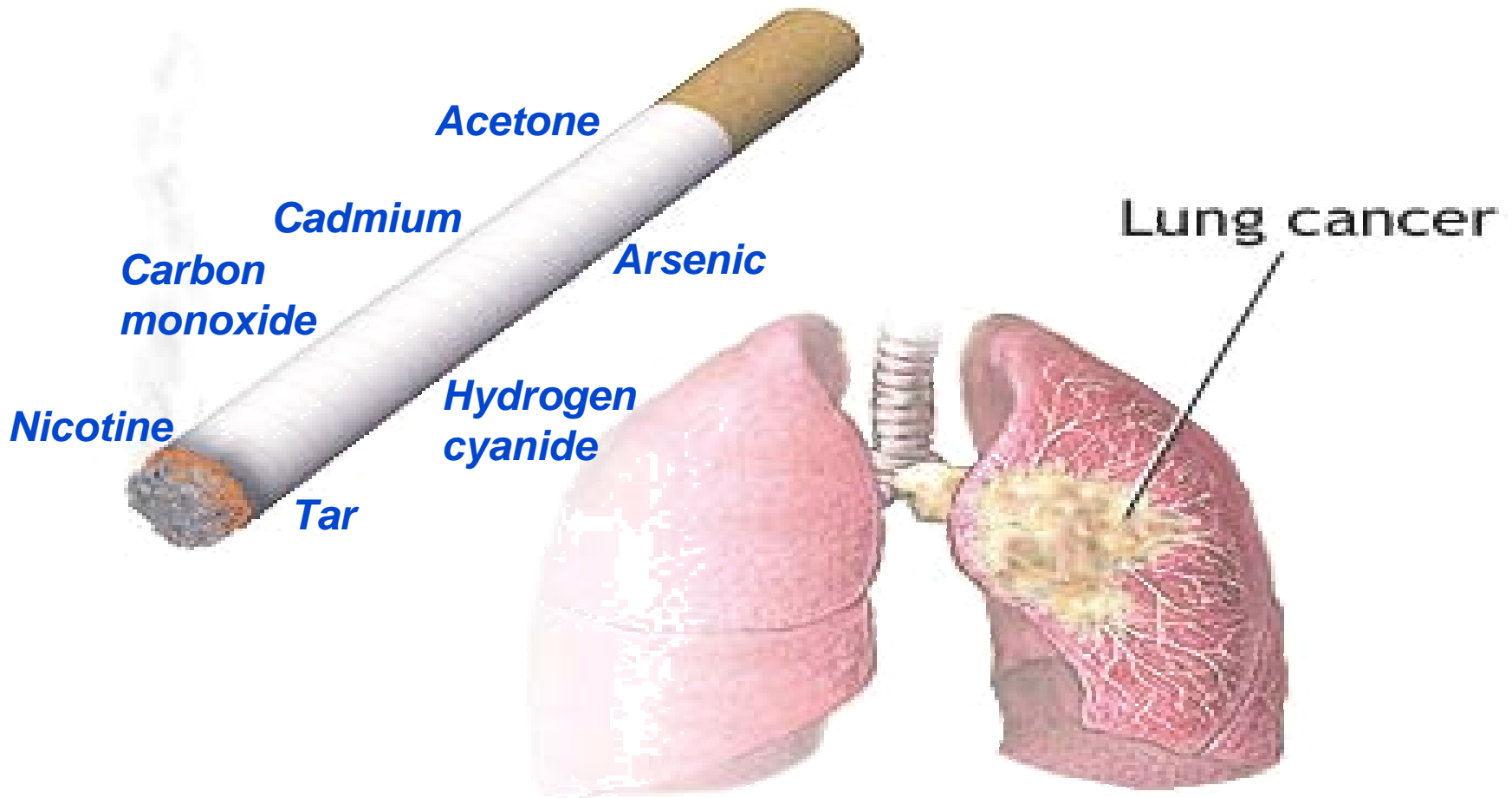


Smoke and Smokeless Tobacco products

- **Smokeless products:** Hand rolled tobacco, Pan Masala, Gutkha, Khaini, Chewing tobacco with Areca Nuts
- **Ingredients in Gutkha:**
 - Beetul nuts, Catechu, **Tobacco**, Lime, Saffron, Menthol, Cardamom, flavors, colors



Cigarette - "A dirty syringe"



4,000 chemicals + 40 cancer causing substances



Smoking Stars in India



Number of times shown smoking

- Sharukh Khan - 109
- Rajini Kanth - 103
- Ajay Devgan - 55
- **76% of Bollywood films show smoking scenes**



Tobacco Legislations in India

The Cigarettes and other Tobacco Products Bill 2001

- Total ban on sponsoring of any sport or cultural event
- Prohibits:
 - all forms of direct and indirect tobacco advertisement
 - smoking in public places and in public conveyance
 - selling of tobacco products to persons below age of 18
 - selling of tobacco products within 100 meters of educational institutions
- Indicating clear and legible health warning in local languages

**India is the first country to sign the FCTC.
Now this Bill has become the Act of the parliament.**



Enforcement

- Police officers to take action for violation
- Fine up to USD 4 for smoking in public place and for selling to minors
- 20,499 prosecutions for smoking in public places up to April 2003
- Effectiveness of health warning questionable

State level Enforcement

- In Kerala and Goa, curbs on smoking already exist
- The Delhi Prohibition of Smoking and Non-smokers Health Protection Act 1996
- Maharashtra and Tamil Nadu has banned Gutkha and Pan Masala
- MoH has exempted sale license for nicotine gum as NRT (OTC)



Health care personnel in India

- Doctors 525,000 (0.52)*
- Nurses 737,000 (0.72)*
- Pharmacists 500,000 (0.5)*

*Per 1000 Population

- Population over a billion
 - Rural – 76%
 - Urban – 24%



Why Pharmacists?

Every dark cloud had a silver lining. to the people in smokey world of tobacco, pharmacist is silver line as he is:

- Care giver
- Manager
- Teacher
- Decision maker
- Communicator
- Leader
- Lifelong learner

Pharmacists members of health care team



Indian Pharmacists-Tobacco Survey

- IPA conducted survey based on “European Pharmacists against smoking survey” EUROPharm Forum 2001
- Survey included Community Pharmacists, Pharmacists in other areas and Pharmacy students
- Survey examined pharmacists attitude to smoking and smokeless tobacco consumption
- IPA has used the data in developing Campaign material for the National Pharmacy Week - 2003
- The Focal theme of NPW - 2003 is “Pharmacists for promotion future free of tobacco”



Indian Pharmacists - Tobacco Survey

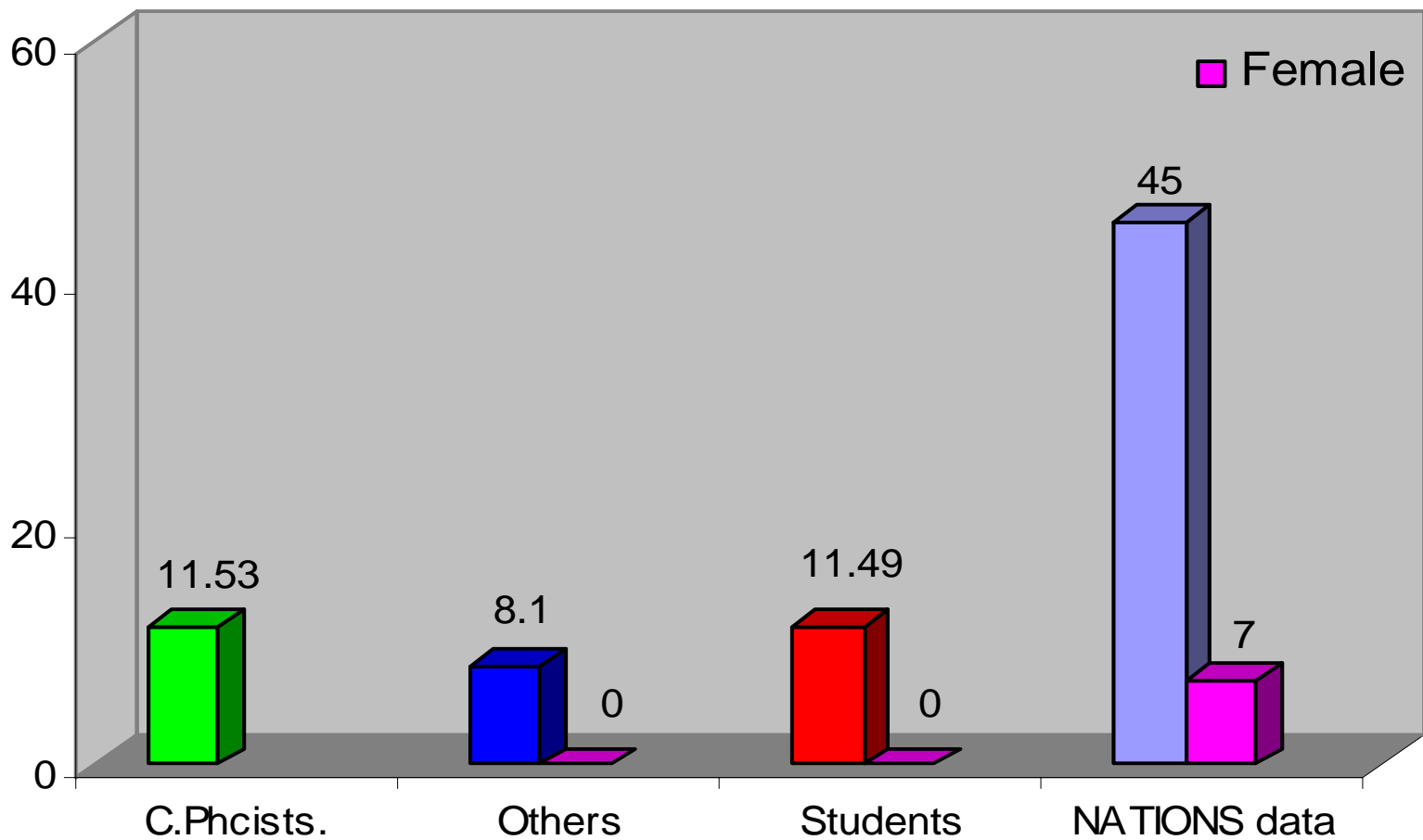
Category

Survey participants

C.Pharmacists (DHL, GWL)	107
Others (National)	88
Students (BCP, JHCP)	234
Total	429



Do you use somke or smokeless tobacco now?



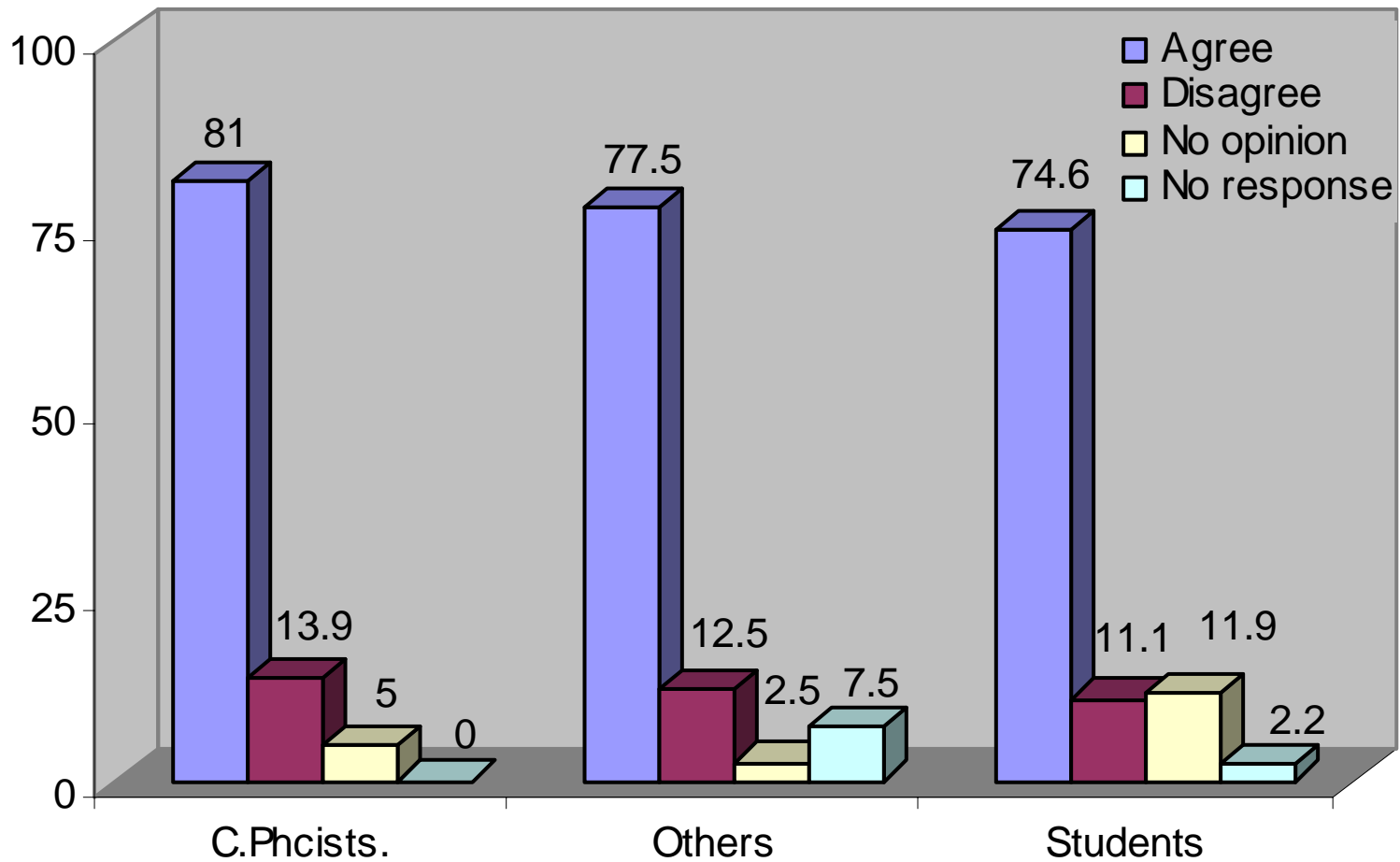
Results of Questions on tobacco consumption and intention to stop?

Reasons for not smoking

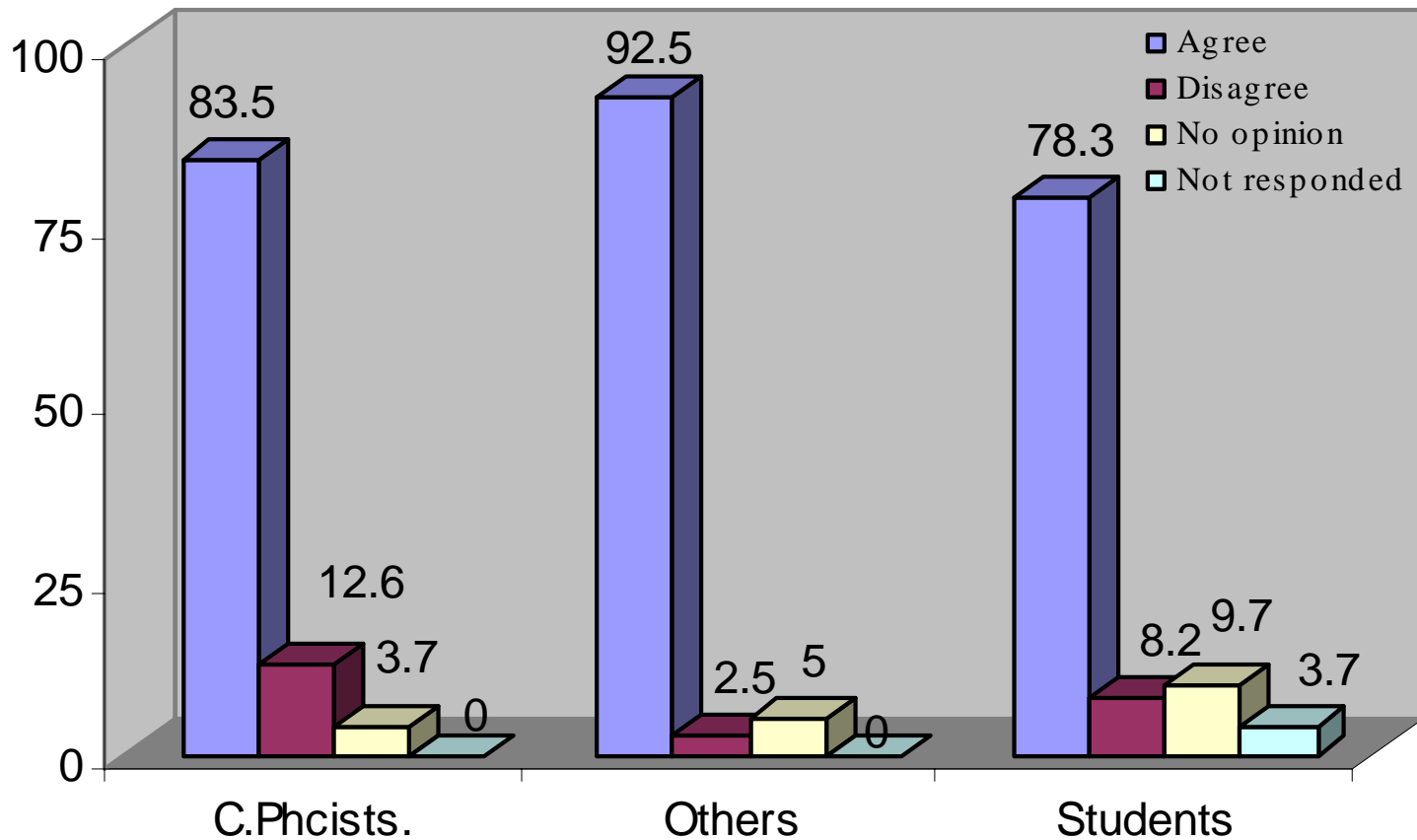
- Protection of health and avoiding unpleasant symptoms equally important to all
- Smoking is unpleasant to those around is the next important reason
- Under pressure from colleague / family / friends not as important for all
- The desire to save money was least important to all pharmacists but important for students



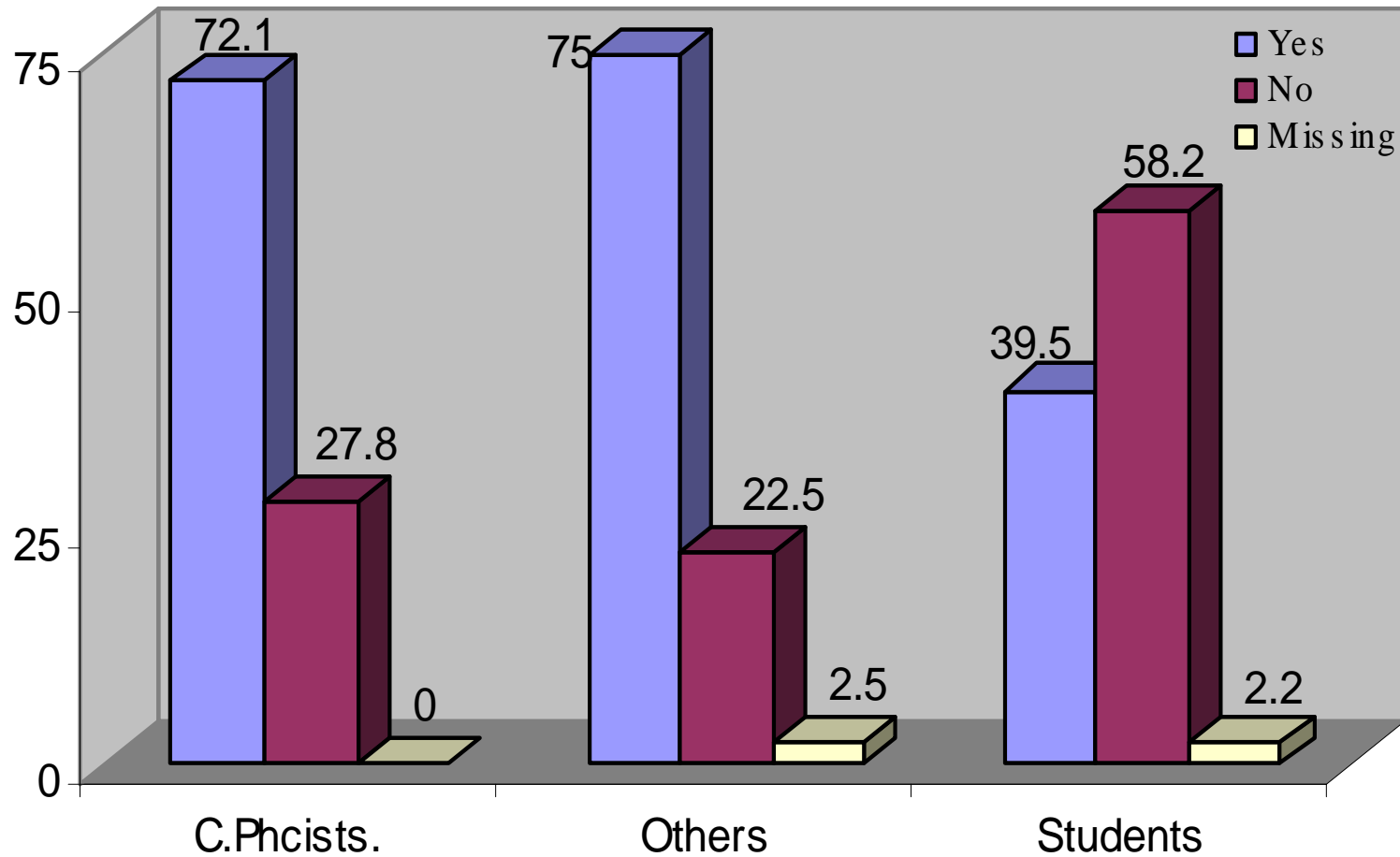
My current knowledge about smoking is sufficient



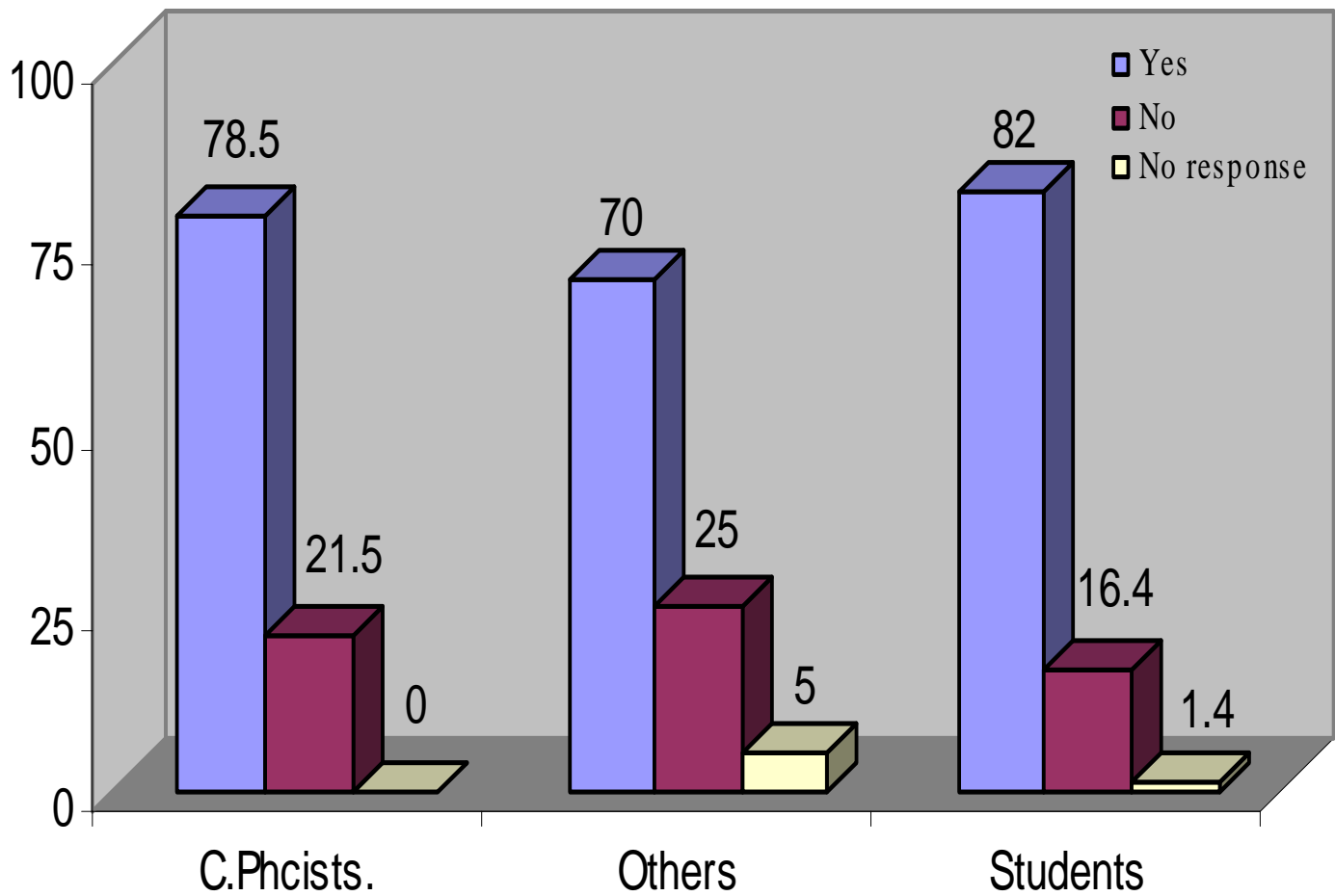
Smoking prevention and cessation should be included in normal training program for pharmacists



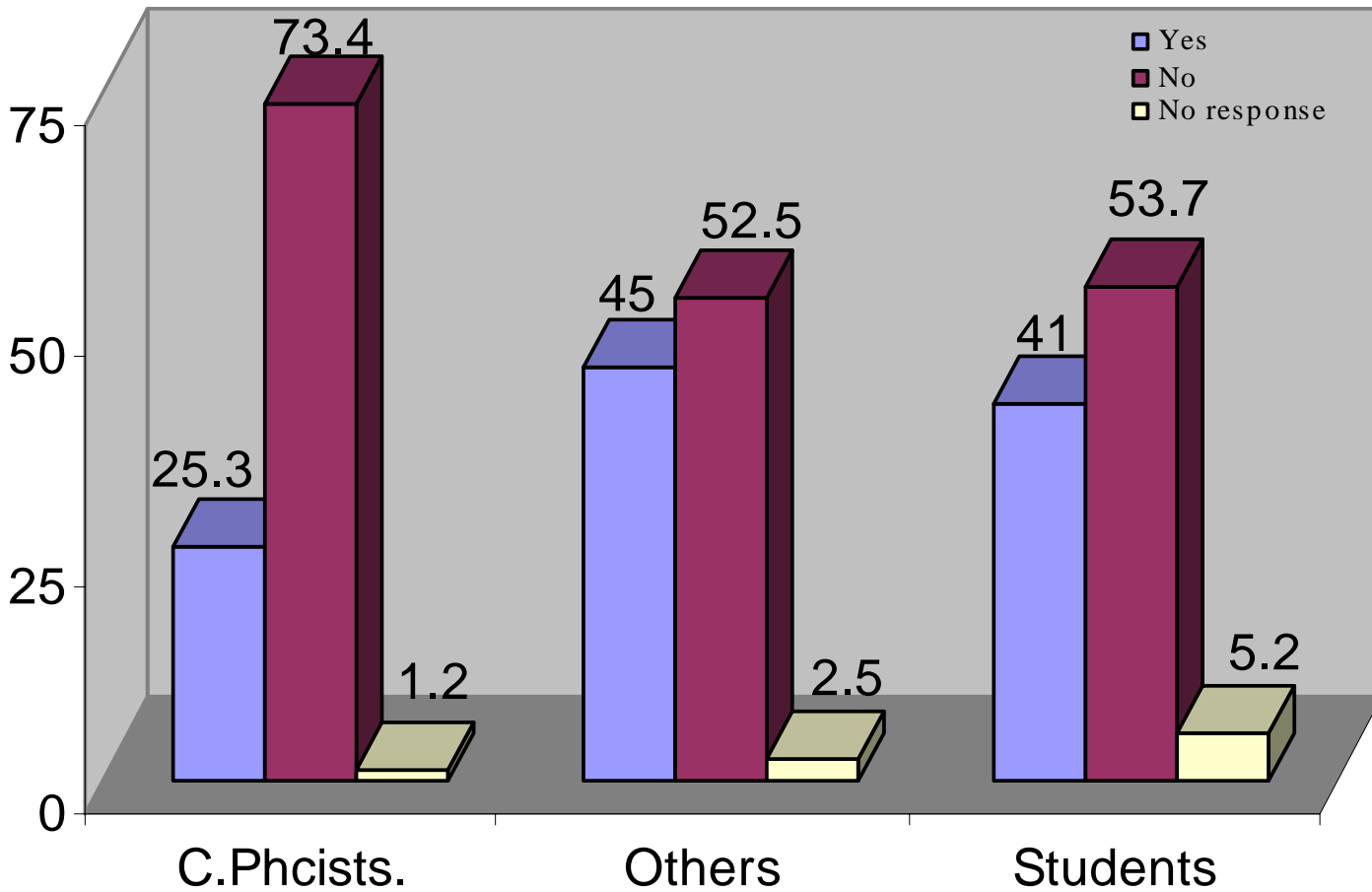
Know the legislative actions taken by state/central govt?



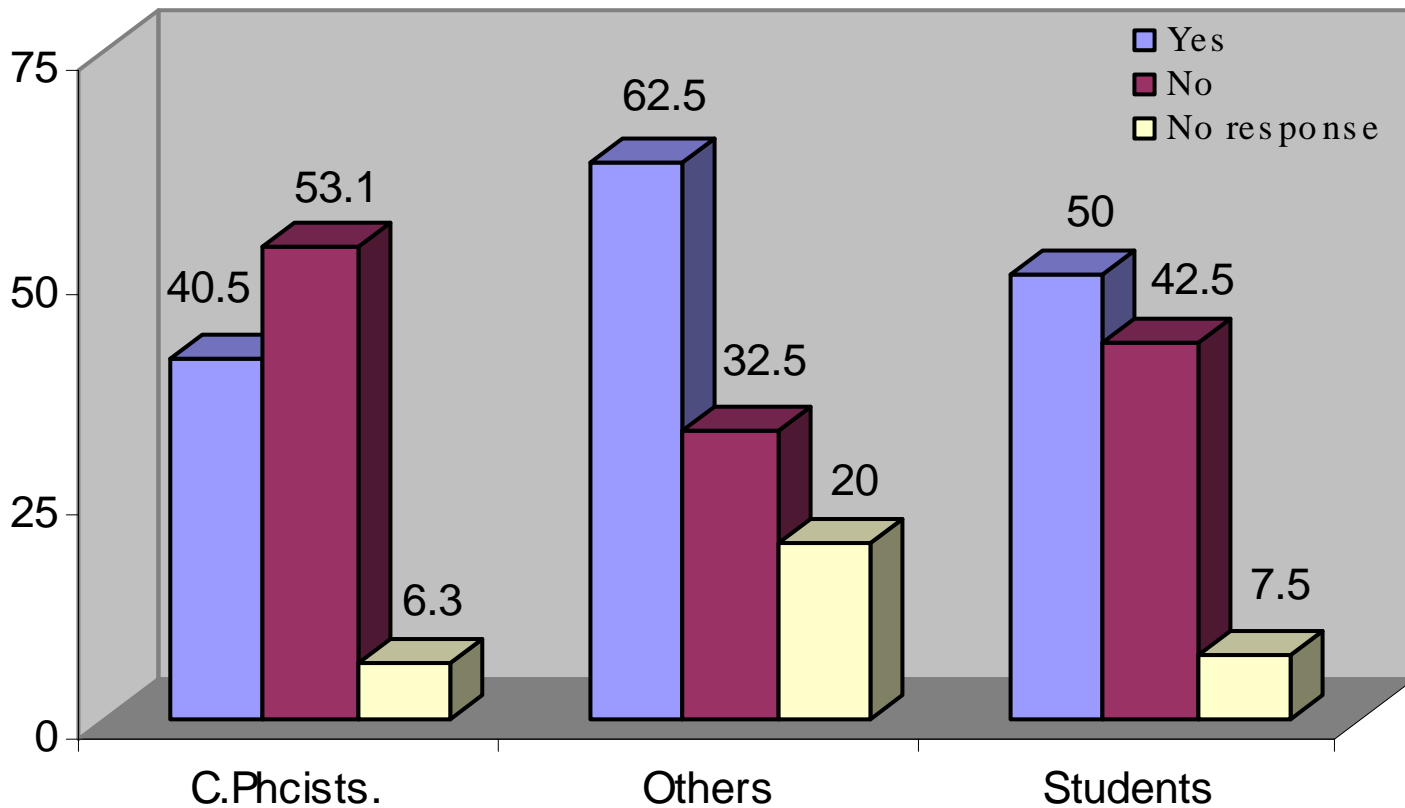
Advice patients / customers to stop smoking?



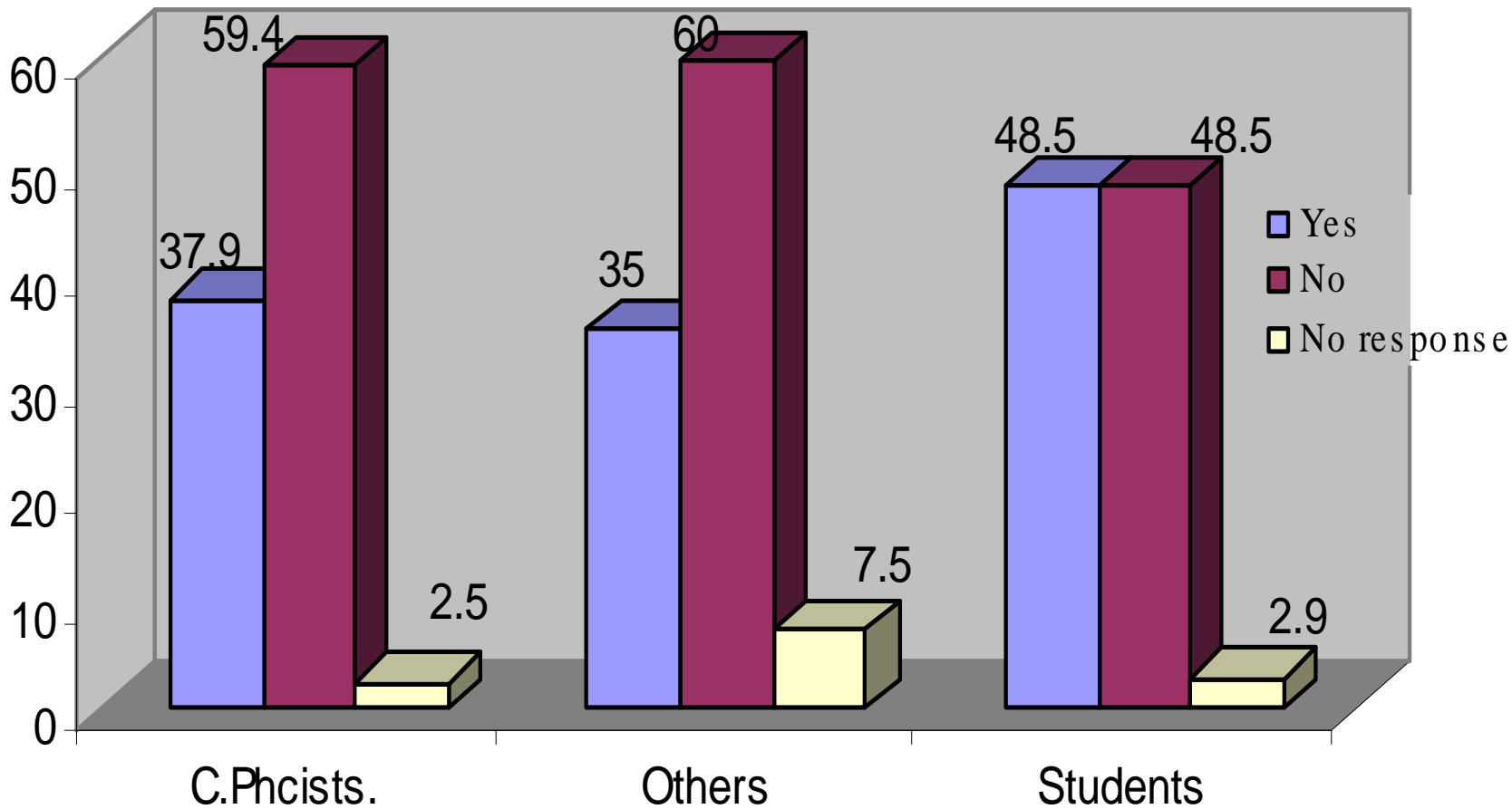
Volunteer writing information on smoking cessation to patients / customers?



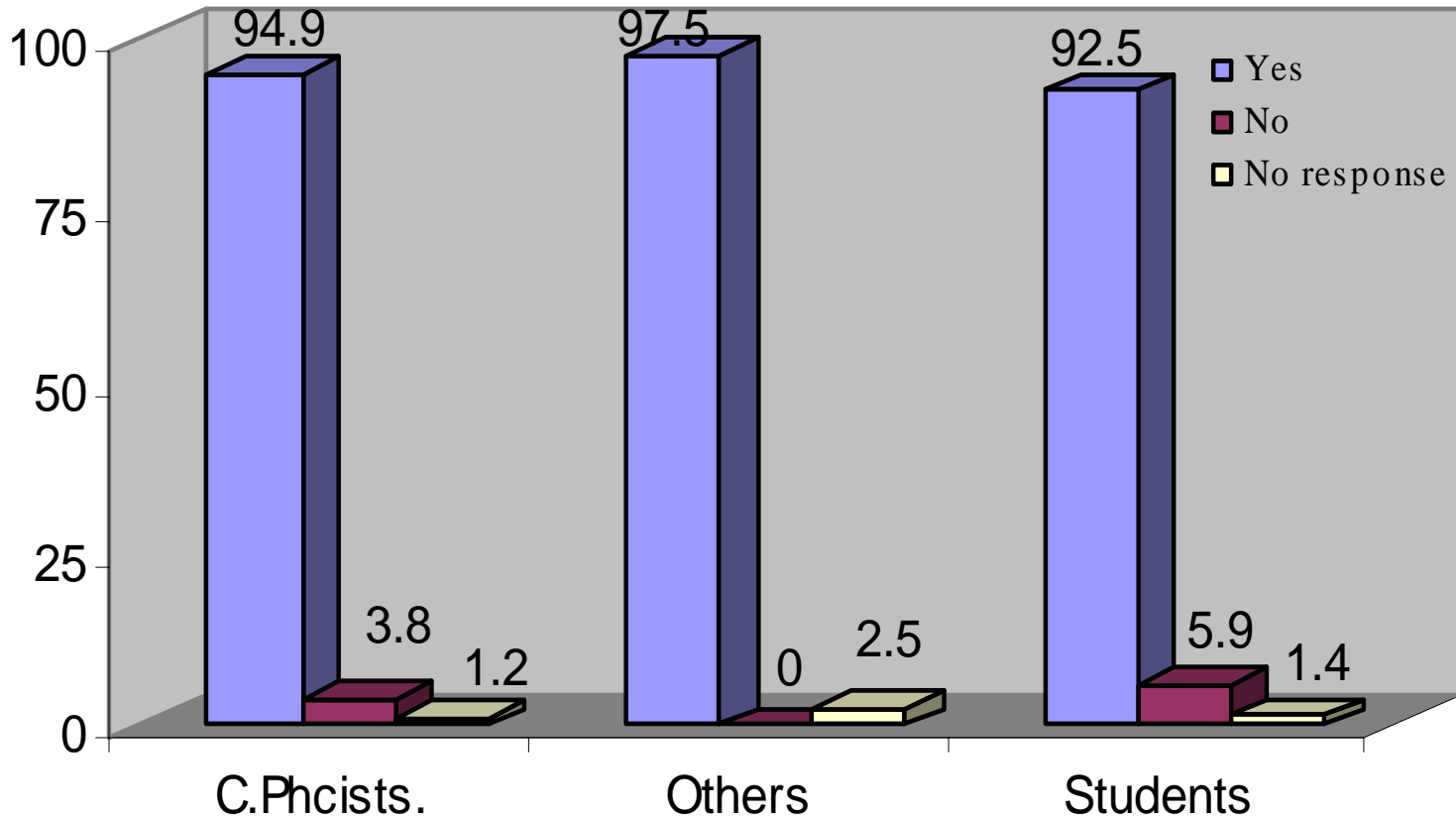
Volunteer information about smoking cessation courses to patients / customers who want to stop smoking?



Actively promote NRT to your patients/customers?



Do you feel you have a role to play in fight for future free of tobacco



National Pharmacy Week - 2003

- The IPA Promoted the theme “Pharmacists for promotion of future free of tobacco” at a large scale
- Prepared standard programme to disseminate uniform information/message
- The promotion material with posters have distributed through IPA’s:
 - 10,000 pharmacists and pharmaceutical scientists
 - 65 local and state branches
 - 500 diploma and degree college



National Pharmacy Week – 2003

- Conducted quiz, painting (rangoli), poster display on the theme for student to encourage
- Session on NRTs
- State and local branches conducted workshops/seminars, silent rallies, displayed posters, dangles, banners, PILs for training pharmacists and public awareness
- Sensitized the issue through press, TV, media



Seminars/workshops and student allocation competitions during NPW



Learning sessions in Dehradun





Silent rally in Shahada



working pharmacists in Bathinda



SGRRITS, Dehradun :

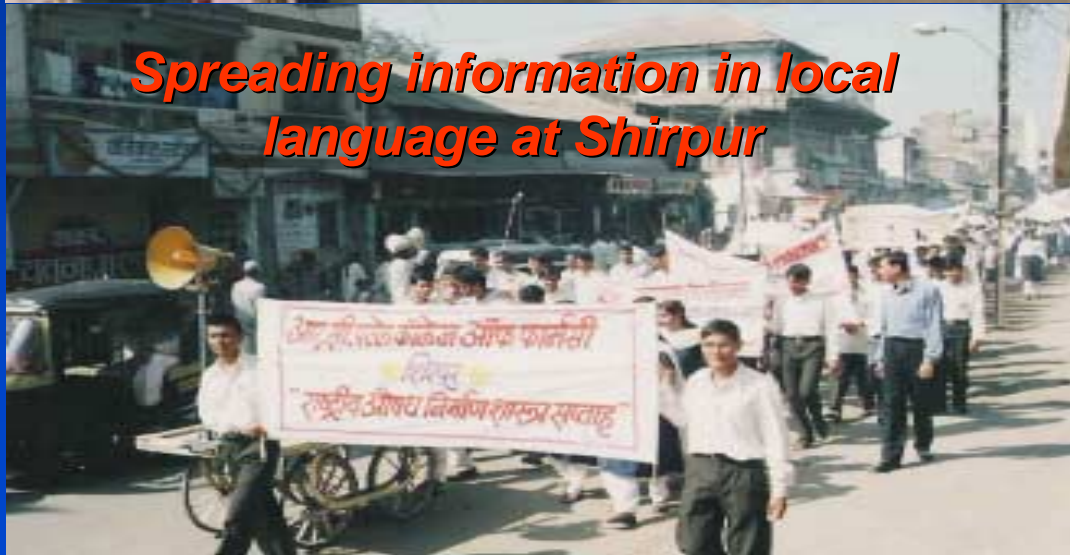
A pharma rally, quiz, debate, rangoli and poster competitions and a cultural programme were the highlights of the NPW celebrations at Shri Guru Ram Rai Institute of Technology & Science, Dehradun. Seminars were addressed by Dr. Shishir Bhand (Ranbaxy Research Lab) and Shri Shiva P. Reddy (SEAR Pharm Forum).

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Press coverage to sensitize the issue



Spreading information in Lucknow



Spreading information in local language at Shirpur

Poster distributed national wide

Pharmacists for Promotion of Futures Free of Tobacco


National Pharmacy Week 2003
 16 - 22 November 2003
 The Indian Pharmaceutical Association (IPA)
Office: Sakinaka, Delhi, India - 110 028, India. Tel.: 81-22-2612 2400, Telex: 81-22 2614 848
 E-mail: ipac@vsnl.com, ipa@vsnl.com Website: <http://www.indianpharma.org>

Attention! Tobacco causes lung cancer, but you should also know that it causes:

1. Hair loss	1. बालों की ख़तर
2. Cataracts	2. अंधापन
3. Wrinkling	3. छुरीयें बनना
4. Hearing loss	4. सुनने में कठिनाई
5. Skin cancer	5. त्वचा में कैंसर
6. Tooth decay	6. दाँतों में ख़तर
7. Emphysema	7. श्वास में कठिनाई एवं साँस में ख़तर
8. Osteoporosis	8. हड्डियों में कमज़ोरपन
9. Heart disease	9. हृदय रोग
10. Stomach ulcers	10. पेट में ख़तर
11. Discoloured fingers	11. अंगुठियों में काला रंग
12. Uterine cancer & miscarriage	12. गर्भ में ख़तर एवं गर्भपात
13. Deformed sperm (Impotency & Infertility)	13. विकृत शुक्राणु, अशक्तता
14. Psoriasis	14. अंधापन, त्वचा में काला रंग
15. Buerger's disease Gangrene leading to amputation	15. अंगुठियों में ख़तर एवं अंगुठियों में ख़तर
16. Cancer Lung/Nose/Tongue/Mouth/OU/ Kidney/Bladder/Pancreas/Breast	16. कैंसर हृदय/गले/मुख/कान/ क़ान/पेट/पित्त/स्तन

SAY NO TO TOBACCO AND ENSURE HEALTHY LIFE



Political support



Everyone on one platform to fight against Tobacco



Role of Pharmacists for Promotion of Future Free of Tobacco

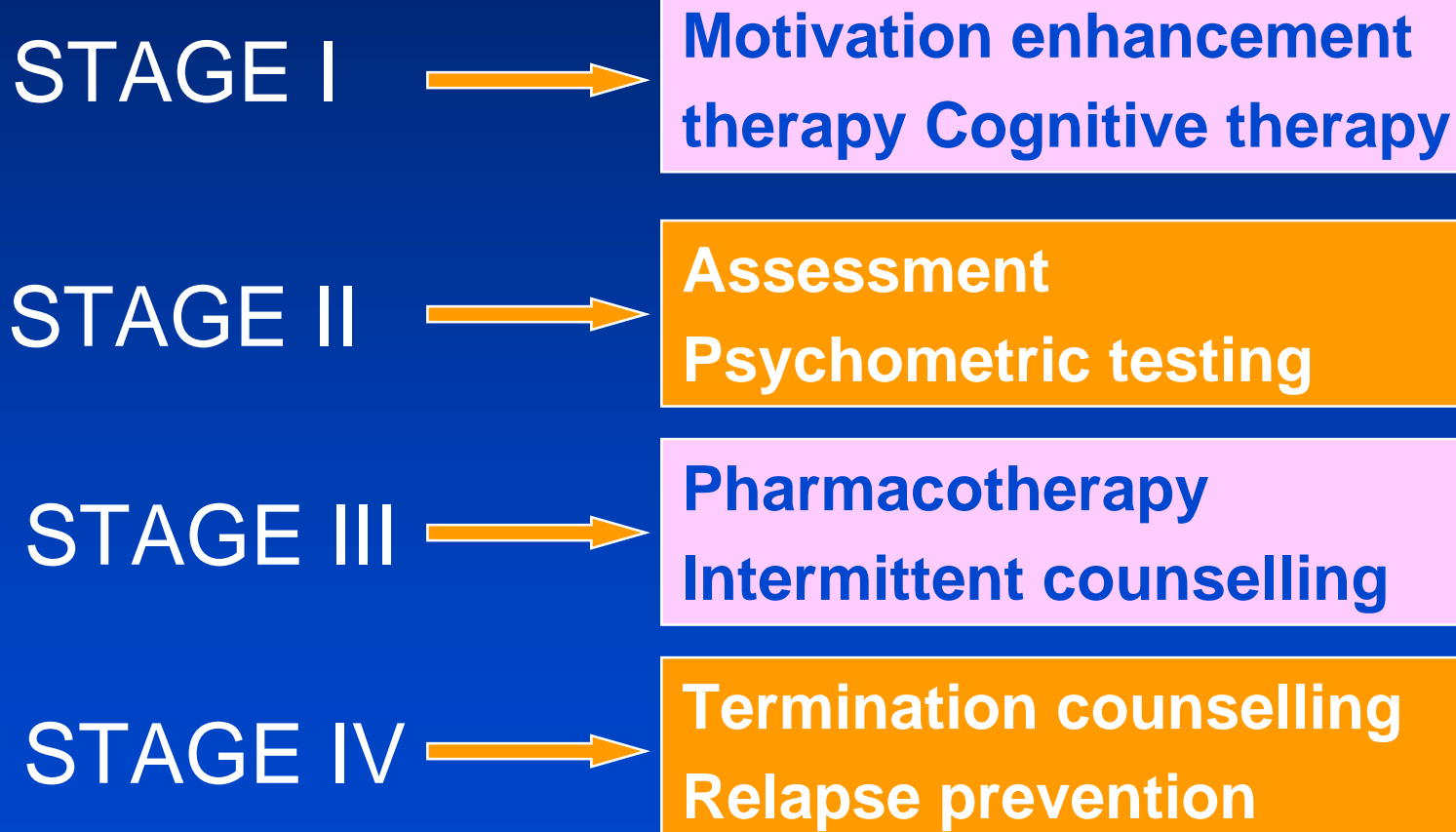
Primary level: Prevention

- Get ready with total information on tobacco (PILs, danglers, posters etc)
- Volunteer campaigns against tobacco for public
- Conduct education sessions for customers
- Motivate / Sensitization the customers on the issue
- Advice to quit smoking/tobacco use
- Awareness:
 - Tobacco cessation is possible
 - Tobacco cessation is available
 - Tobacco cessation is affordable
- Join hands pharmacists groups, associations and health programmes at local as well as national levels



Role of Pharmacists for Promotion of Future Free of Tobacco

Secondary level: Patients



Treatment modules

**LIGHT
SMOKERS**



**Psychological
intervention**

**MODERATE
SMOKERS**



**Psychological
intervention**

+

**Nicotine
Replacement
Therapy (NRT)**

**HEAVY
SMOKERS**



**Psychological
intervention**

+

**Nicotine
Replacement
Therapy**

+

**Buproprian
HCI SR
therapy**



Nicotine gum therapy

- Stop cigarettes
- Chew slowly
- Do not take acidic beverages 15 minutes before taking the gum
- Take the gum 15 minutes before the urge to smoke peaks up.

Chewing procedure



NRT products available in India

- **GOOD Kha Chewettes**
- **(Nicotine Polacrilex Gum USP)**
- **Eucomint**



Nicotine patch therapy

The patch provides a steady, controlled release of nicotine (absorbed through the skin) throughout the day to reduce withdrawal symptoms and cravings associated with quitting smoking.

- Stop all use of tobacco.
- Apply the patch to any dry, non-hairy area of skin each morning
- Apply a new patch each day to a different location so that one site will not be used for another seven days.
- You can wear your patch when you bathe, shower, swim or soak in a hot tub. Water will not harm the patch as long as it is firmly in place.



Defining role of pharmacists

- Pharmacists need 'IEC' for promoting smoking prevention and cessation
- They should be equipped to volunteer information on use of tobacco to patients/customers who want to stop smoking
- They should actively promote NRT in Community pharmacies
- Pharmacists need training in smoking cessation programs
- National Association to prepare and implement "Guidelines for Pharmacists for Tobacco Free Future"



Lets work together for



Tobacco Free Future

