



Training Manual to Create Awareness among Children about Ill Effects of Tobacco Use

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Tata Memorial Centre
Department of Preventive Oncology

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**Training Manual to
Create awareness among children
about ill effects of tobacco use**

DEPARTMENT OF PREVENTIVE ONCOLOGY

It is estimated that there were 11,57,294 new cancer cases, 7,84,821 deaths and 22,58,208 people living with cancer, in India, in 2018, according to GLOBOCAN 2018 data. The five most common cancers affecting the Indian population are breast, lip, oral cavity, uterine cervix, lung and stomach. Cancers of major public health relevance such as breast, lip, oral cavity and uterine cervix contribute to 32.8% of all cancers among Indian population. These cancers can be prevented, screened for and/or detected early and treated at an early stage. This could significantly reduce the death rate from these cancers.

The cancer toll in developing countries, especially India, is due to the fact that over 70% of cases are detected late and report for treatment in very advanced stages. Apart from the pain and misery that cancer inflicts on the patient and his family, the economic impact of this disease is catastrophic. Simple preventive measures and regular screening can bring down these deaths drastically and even have other health benefits. With the principal objective of prevention and early detection of common cancers, the Tata Memorial Hospital set up the Department of Preventive Oncology in March 1993. Ever since, the Department of Preventive Oncology has been raising awareness and concern about cancer and affirming the prevention and curability of cancers, if detected early. As the level of cancer awareness rises, the health seeking behaviour towards early detection will increase and consequently the cancer load in the country will begin to decline.

The Department of Preventive Oncology, Tata Memorial Hospital, Mumbai, is a designated WHO Collaborating Centre for Cancer Prevention, Screening and Early Detection (IND 59), Region SEARO, since 2002. The five main thrust areas of the department are:

- Information, Education and Communication (IEC)
- Clinic and Community-based, Opportunistic-Screening
- Health Manpower Development
- Advocacy, NGO-Training and Networking
- Research

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Preface

India is on the roll out mode of the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular diseases and Stroke (NPCDCS). Health being a State subject, different States is at various stages of implementation. There are directives to the State Government to roll out the Cancer Control Programme. However, the State Health Services manpower is not trained to implement either cancer awareness or common cancer screening. The Department of Preventive oncology at the Tata Memorial Hospital is actively engaged in training the health services staff. This booklet will guide the paramedical staff Accredited Social Health Activist (ASHAs), Auxiliary Nurse Midwifery (ANMs), Anganwadi Workers (AWWs), Primary Health Workers (PHWs), Community Health Volunteers (CHVs) and other staff from the government and private sectors about conducting cancer awareness sessions on ill effects tobacco use among children. Our intent is to translate to as many Indian languages, so that it could be widely used for children and youth.

Dr. Gauravi Mishra & Dr. Sharmila Pimple

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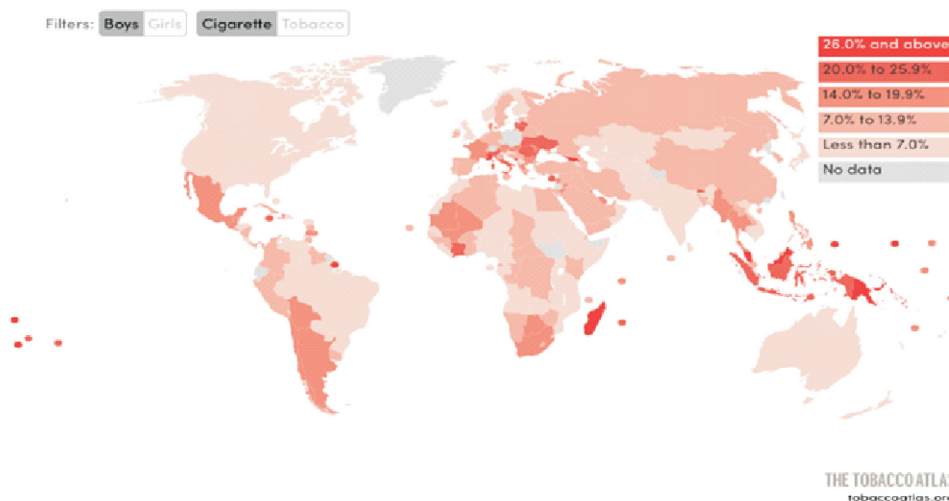
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Background

Globally, there are around seven million deaths annually which are attributed to use of tobacco. [1] This burden is expected to increase in many low resource countries. If this pattern continues then there will be 8 million deaths due to tobacco use by 2030.[2] It is estimated that on an average smokers and tobacco users die ten years earlier than non smokers.[3] Worldwide each day, about 2000 people younger than 18 years smoke their first cigarette and everyday 300 people younger than 18 years, become daily cigarette smokers.[4] Among youths and children tobacco product use is usually started and established primarily during adolescences.[5,6] Among school students and high school students of United States, it is estimated about 27.1% school students and 7.2% high school students currently use tobacco products [7]. In India as per GATS survey (2016-17) 26.8%

Prevalence, Tobacco and Cigarette Use (Boys and Girls)



are current adult users of tobacco. The mean great initiation of smokeless tobacco is 18.8 years. [8] Prevalence of tobacco use among Indian children belonging to 13 to 15 years of age was estimated through GYTS survey of 2009.14.6% of students currently use any form of tobacco, 4.4% currently smoke cigarettes, 12.5% currently use other forms of tobacco. [9] The comparison of the both Global Adult Tobacco Surveys conducted in 2006 and 2009 surveys concluded that, between the two surveys there was no significant difference in the prevalence of smoking and smokeless tobacco use among students. The percentage of boys who smoke tobacco (cigarettes/bidis) or chew smokeless tobacco are almost same whereas significantly higher percentage of girls chew smokeless tobacco compared to smoking tobacco. [10] Unfortunately, half the people using tobacco die a premature death. Khaini and Beedi are most common forms of tobacco which are freely available in India. There is substantial evidence that tobacco smoke contains more than 7000 chemicals amongst which hundreds are harmful and 70 are known to cause cancer.[11]

Children are vulnerable to secondhand smoke (SHS) exposure because of limited control over their indoor environment. Usually homes and their surroundings remain the major places where children and youths may get exposed to SHS. Passive smoking is a significant and preventable cause of disease and disability and an important public health problem. Passive smoking increases the risk of lung cancer and heart disease in adults. Among children, passive smoking increases the risk of sudden infant death syndrome, asthma, bronchitis and pneumonia.[12] Worldwide, around 40% of children are exposed to the damaging and sometimes deadly effects of tobacco smoke.[13] Exposure to second-hand smoke is common in many countries, but the magnitude of the problem worldwide is poorly defined. Parental smoking is the commonest source of ETS exposure to children. They are further exposed to ETS in schools, restaurants, public places and public transport vehicles. Children are more sensitive than adults to ETS for several reasons, including immaturity of immune systems and smaller bronchial tubes. They also breathe faster and hence inhale more harmful chemicals per kg of body weight than adults.[14] Present and future generations must be urgently protected from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke. This manual will serve as a resource material for the paramedical staff who are engaged in creating awareness among the children regarding the ill effects of using tobacco.



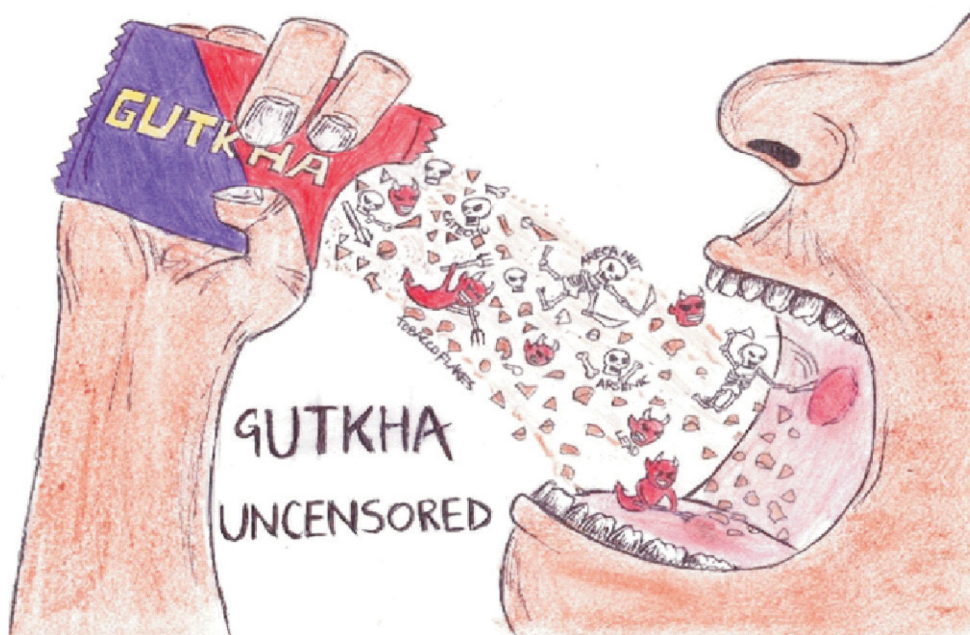
Forms of Tobacco

Which are the various forms of tobacco you are aware of?

Tobacco is used in various forms in our country. It is used in the form of smoking, chewing, applying on teeth and even inhalation through the nose.

The smoked forms which are commonly used are cigarettes, beedies and hookah. The popular chewed forms of tobacco are khaini, paan with tobacco, gutka and mawa. Tobacco which is used for application on teeth is in the form of masher, gul and tobacco paste.

All forms of tobacco, in any quantity, are harmful. Sometimes people try to justify their tobacco habit by thinking that the particular form of tobacco they use is not harmful. Also they feel that if they use tobacco in a limited quantity, it will not be harmful for them. There is no safe form or limit for tobacco use.



Gutkha

Can you say which forms of tobacco are popular among children?

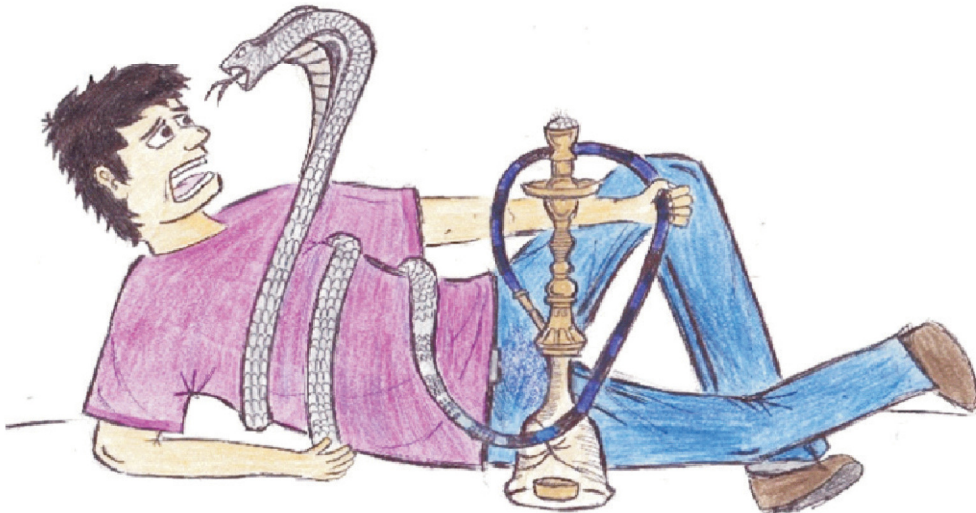
What do you see in the picture?

Gutka is one of the forms of tobacco which children like to use.

Can you say why it is so?

Gutka is cheap, easily available, easy to carry and easy to hide and hence children find it convenient to use Gutka. Do not get fooled by the attractive appearance of Gutka pouches as it contains plenty of harmful chemicals which are injurious to health. Most of the states in India have now banned Gutka and Paan Masala.

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Hookah

Have you heard about Hookah Bars?

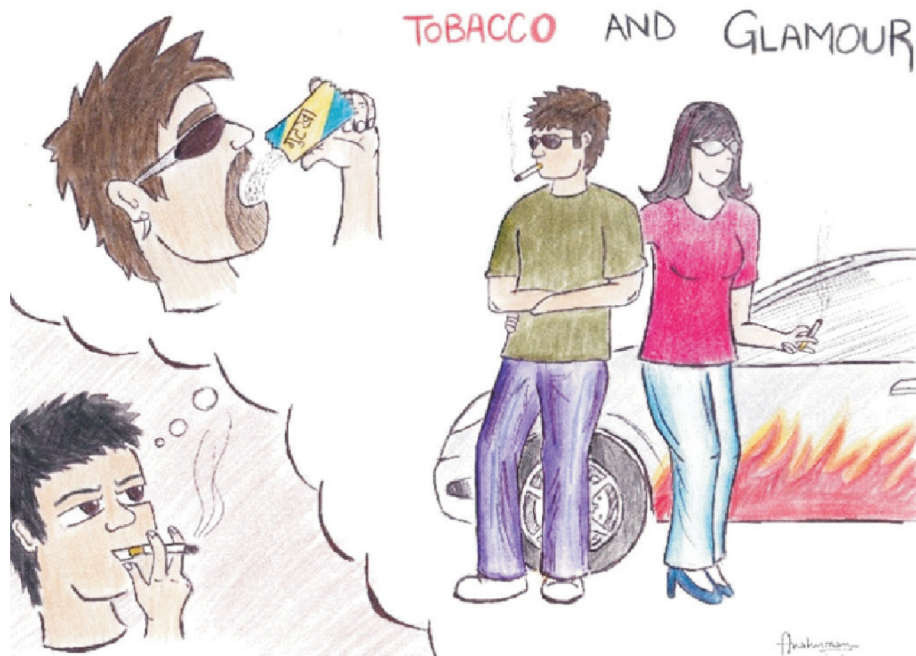
In fact, there was also a Bollywood movie song about it.

Do you remember which actor was singing the song in the movie?

Can you say what is so wonderful about the Hookah Bar or Pub?

Is it right to ban Hookah Parlours when they are so popular among the youth?

Yes, it is right to ban it! Many people feel Hookah does not contain tobacco and they smoke Hookah as they enjoy its various flavors. But the fact is that Hookah contains tobacco and all its harmful chemicals. Hookah can be as harmful as any other form of tobacco. What do you see in the picture? This man is smoking Hookah which is as dangerous as a poisonous snake. The man is now in the clutches of the snake and you can imagine what the snake can do to the man.



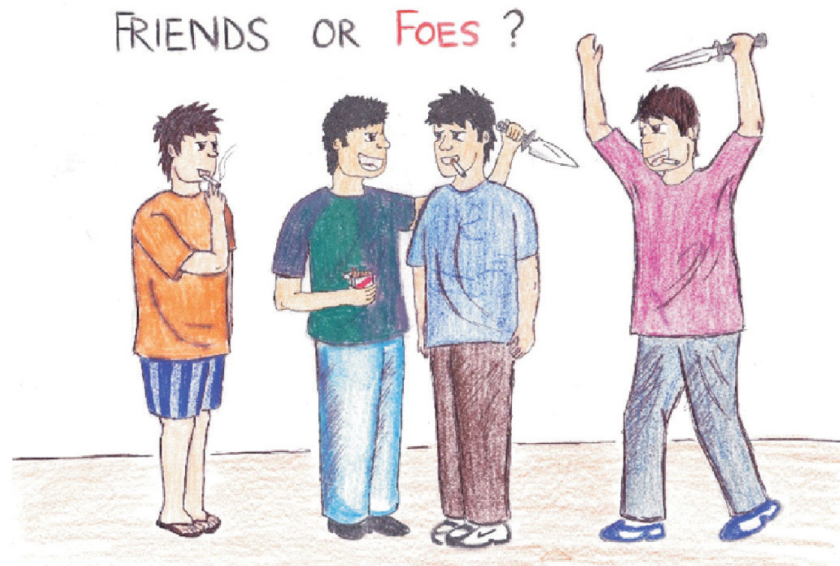
Tobacco and Glamour

Why do you think children or youth start using tobacco?

There are various reasons for it. One reason for starting tobacco use is the desire for experimenting. Children want to do something new and thrilling and hence they feel trying out tobacco would fulfill the purpose.

Can you think of other healthier options for adventure?

Engaging in sports such as swimming, mountaineering, cycling, football can provide excitement and exercise to the body. Hobbies such as reading, painting, singing, dancing, acting etc. enhance your creativity and would be fun.



Friends or Foes

What do you see in the picture? What do you understand by it?

Influence of friends is one of the most common reasons why children start using tobacco in any form. Children may feel that they need to follow what their friends are doing, otherwise they will not be accepted by the group.

The question that arises is – What do you understand by friends?

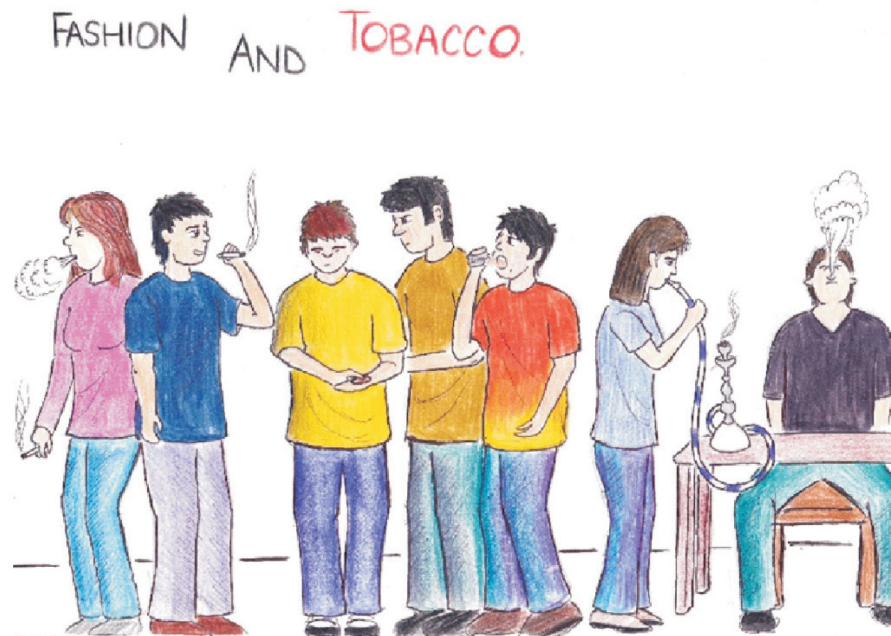
Do you think friends are your well wishers or do they wish bad for you?

Those who offer or tempt you to use tobacco are not friends but your enemies. Tobacco use will bring you illness and early death.

Is it worth maintaining such friendships?

Do you want to select friends who will bring you happiness or pain?

You always have the choice to choose friends who are not tobacco users.



Fashion and Tobacco

What are the other reasons why children or youth feel tempted to use tobacco in any form?

You may sometimes see film stars smoking and have the desire to imitate them. Many people are fascinated by the world of glamour and want to be a part of it. They feel that they too would also look glamorous and attractive if they copy the behavior of their favorite stars.

Are you aware that there is a ban on smoking in movies and that tobacco companies cannot sponsor any sports events?



Advice of Parents and Teachers

Children sometimes want to defy elders as they are irritated by the rules imposed by parents, teachers, etc. Children, at times, want to do exactly what they are forbidden to do.

When parents and teachers prevent you from using tobacco, whose interest is it in?

Children, sometimes, may not be sure whether to listen to parents or ignore them and follow their friends.

Do you think children have the ability to think and decide what is good and bad for them? Do you have to rebel authority just for the sake of it?

It may also happen that family members themselves are using tobacco. In these circumstances, do not think of copying them. Try to persuade your family members to quit the habit instead.



Tobacco Constituents

Are you aware why you are not supposed to use tobacco in any form?

Do you know how many harmful chemicals are there in tobacco?

Can you guess?

There are more than 7000 chemicals in tobacco. You may be familiar with many of the harmful ingredients which are there in tobacco. These consist of chemicals which are present in phenol, toilet cleaners, car batteries, arsenic which is poison, acetone which is used as paint stripper, tar, candle wax, etc. As these chemicals are not in a very high concentration in tobacco, the harmful effects are not immediately seen. The effects of these chemicals are seen after a few years. Therefore, people easily are not able to understand the connection between tobacco use and its health hazards.



Smoker on Fire

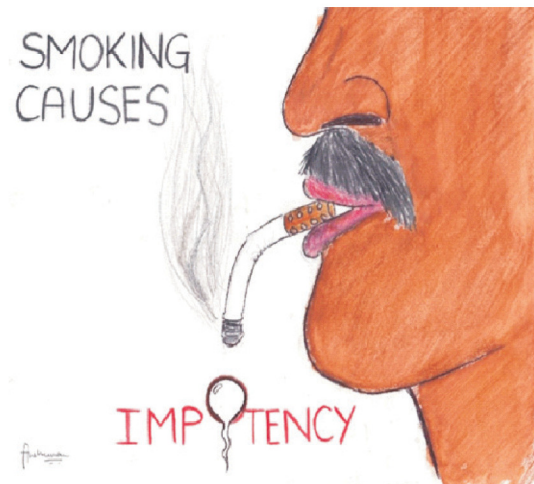
What do you see in this picture?

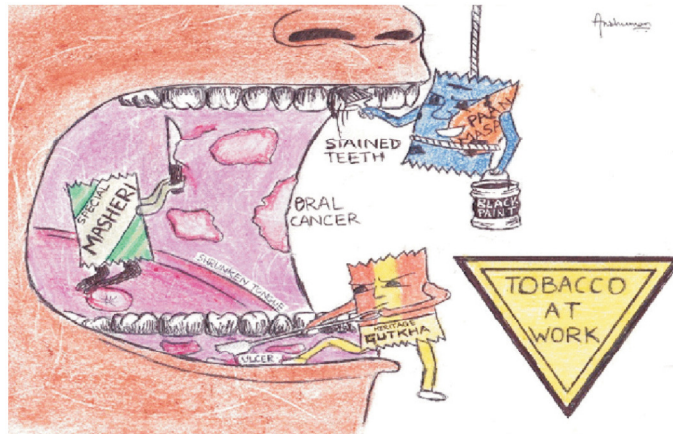
This person is a cigarette smoker and smoke is coming out through various parts of his body. This picture is to make you understand how cigarettes and other tobacco products affect our body from within. These effects are not pleasant and very harmful for the body.

Smoking causes Impotency

Are you aware that tobacco can cause impotency?

Many studies have showed relation between tobacco use and impotency.

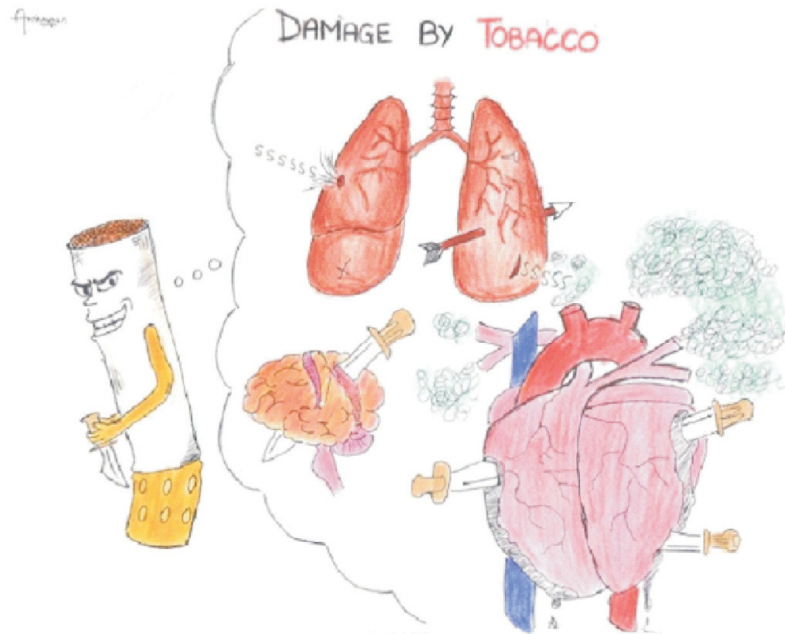




Tobacco at Work

Imagine a new building is being constructed and many workers are working on it. A beautiful building is built after the efforts of many years. The end result of this work is very pleasant. Tobacco use does the opposite of this. As you can see in the picture, tobacco is vigorously working at various levels in the mouth to destroy it. One part of tobacco is painting the teeth black. Other tobacco workers are giving ulcers, white and red patches, sub mucous fibrosis and even cancer in the mouth. This picture only shows the ill effects of tobacco in the mouth. Many other organs of the body can get cancer and other diseases due to tobacco use in any form. The ill effects of tobacco use cannot be seen immediately. It takes years of body abuse to have a major illness. The destructive changes within the body are at work all the time. We eventually see it in the form of cancer, heart attack and many other diseases. It is always advisable to quit tobacco use completely, but if you are not able to do so immediately, at least you should clean your mouth thoroughly every time you use tobacco.

Also, examine your mouth at least once a month to see if there are any colour changes in any part of the mouth. Consult a doctor immediately if you notice any abnormal changes.



Damage by Tobacco

Which organs of the body do you see in this picture?

What is happening to these organs?

What do you understand by this picture?

Yes, the cigarette is harming the lungs, heart and the brain in our body. Smoking in any form destroy the lungs. People can get lung cancer because of smoking. Other major ill effects of tobacco use are heart attack and paralysis. We can only see people enjoying smoking and using various forms of tobacco. What we cannot easily notice is the destruction tobacco is creating within the body. Suffering and being bed ridden is not glamorous. All these illnesses will only bring an early death.



Passive Smoking

Have you ever seen a factory?

A factory produces different products. What do you see in this picture?

A person is smoking and the people around him are suffering. The smoker is like a factory that produces death causing products not only for himself but also for others around him. While smoking, a person inhales the smoke but at the same time he/she also exhales the smoke. People around the smoker involuntarily inhale this smoke and also that emitted from the burning cigarette. They are then susceptible to various illnesses just like the smoker himself. Thus, you can see in the picture, that the smoker is distributing illnesses such as stroke, asthma, heart attack and even lung cancer to his near and dear ones.



Who is more intelligent?

Have you ever been to the zoo and seen different animals there?

What do you see in this picture? A man is smoking and observing an ape in the zoo. It is said that human beings have evolved from apes. This ape is feeling ashamed that human beings have regressed instead of progressed. Animals don't indulge into self-destructive behavior but human beings do.



Tobacco Devil

What do you understand by this picture?

You may have seen monsters in some movies. In this picture you can see the giant monster of tobacco that is crushing people under him. This is what tobacco can actually do. Tobacco is taking the toll on lives of millions of people around the world. It is possible to save these unfortunate deaths by avoiding tobacco use. Stopping tobacco use is very beneficial and can gradually reduce the risk for various illnesses.



Aspire

When you grow up, which profession would you like to choose?

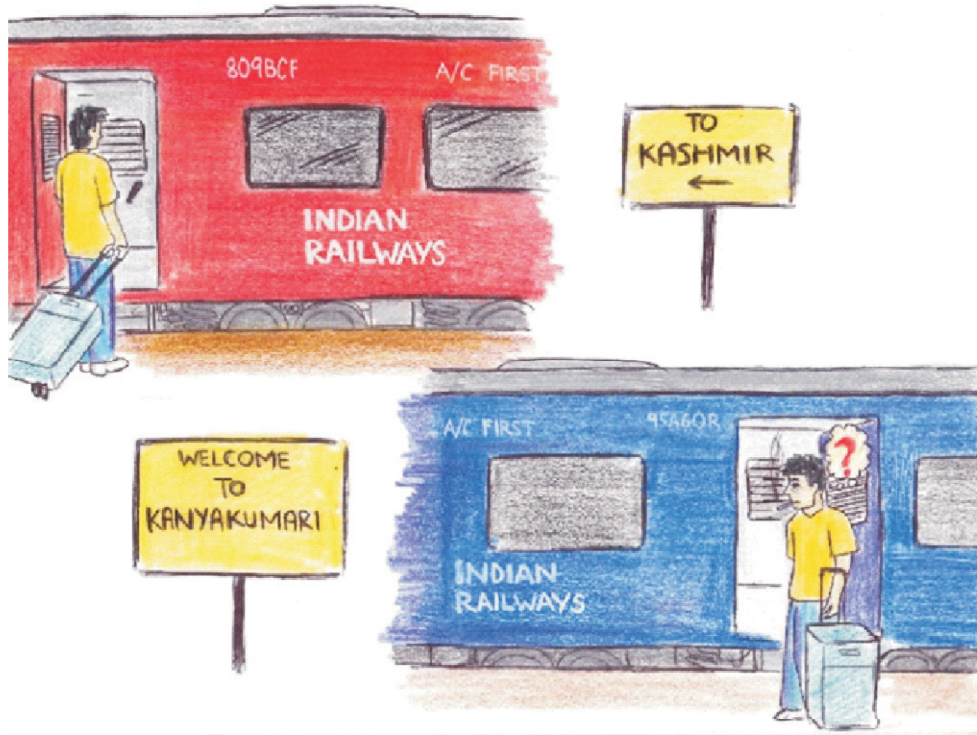
Children dream of becoming a doctor, an engineer, a pilot, a scientist etc. You also must have thought of something like that for yourself.

What is the basic requirement of fulfilling your ambition?

Education and the right opportunities are all secondary. You can live up to your dreams only if you are alive and healthy.

Can you see yourself achieving your desires?

How happy would you feel? Do you think you are on the right path for achieving your goal?



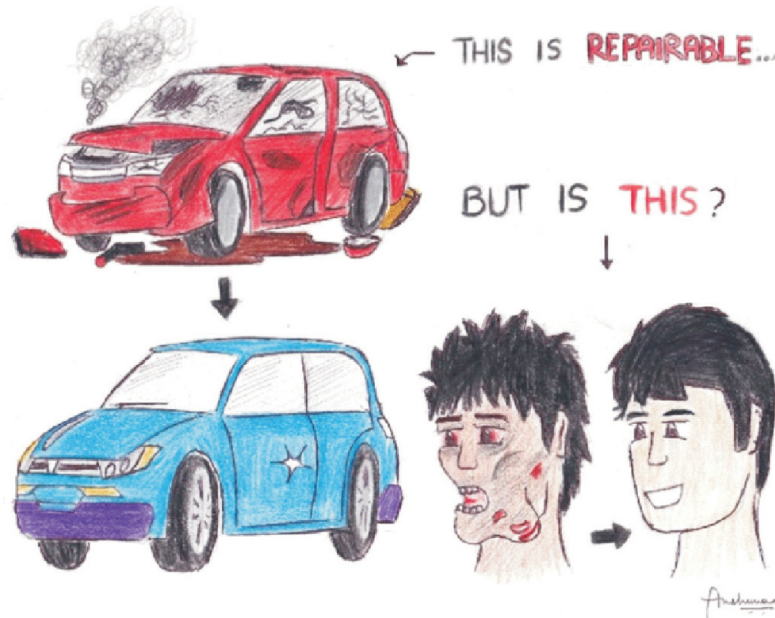
Health Destination

Have you ever been out for holidays?

People like to go to Kashmir for holidays. If you want to go to Kashmir, you have to board a train which will take you to Kashmir.

Would you ever be able to reach Kashmir if you get in a train which goes in the opposite direction, say Kanyakumari?

On one hand you want to enjoy life but on the other hand if you are using tobacco it is going to destroy your life. If you desire a beautiful life, then you have to follow the path which gives you health and happiness.



Value Your Health

Can you see a damaged car in the picture? Is it possible to repair a damaged car?

Yes, it is possible. You can even replace the damaged car with a new car.

If our body gets diseased, can we ask the doctor to replace it with a brand new body? Is that possible?

We take so much care of all our belongings, be it our clothes, our vehicles or our house.

Do you think we take as much care of our health?

Does tobacco use promote health or destroy it? Think about it!



Choose healthy ways to enjoy life!

People say they need to use tobacco to bring some pleasure in life.

Is there any pleasure in self destruction?

Can you think about some healthy ways of enjoying life?

There are many options available with us such as singing, dancing, participating in sports, reading, listening to music, etc. Can you add to this list?

Which option of enjoying would you prefer?



Quit tobacco and love life!

Take a healthy decision today! If you are using tobacco in any form, make a firm decision to quit at the earliest. Make efforts to stick to this resolution.

Choose and Love your Life!



Self Check – Up

Children, or even adults for that matter, need to stop tobacco use. You should maintain good oral hygiene. Examine your mouth regularly to see if there are any abnormal changes in the mouth. Consult a doctor if required.



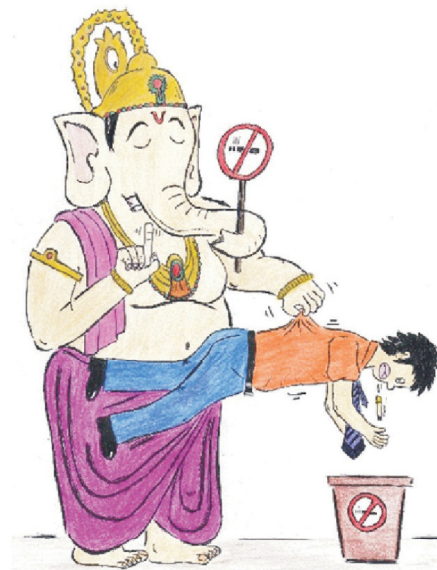
Unite for a Tobacco Free Society

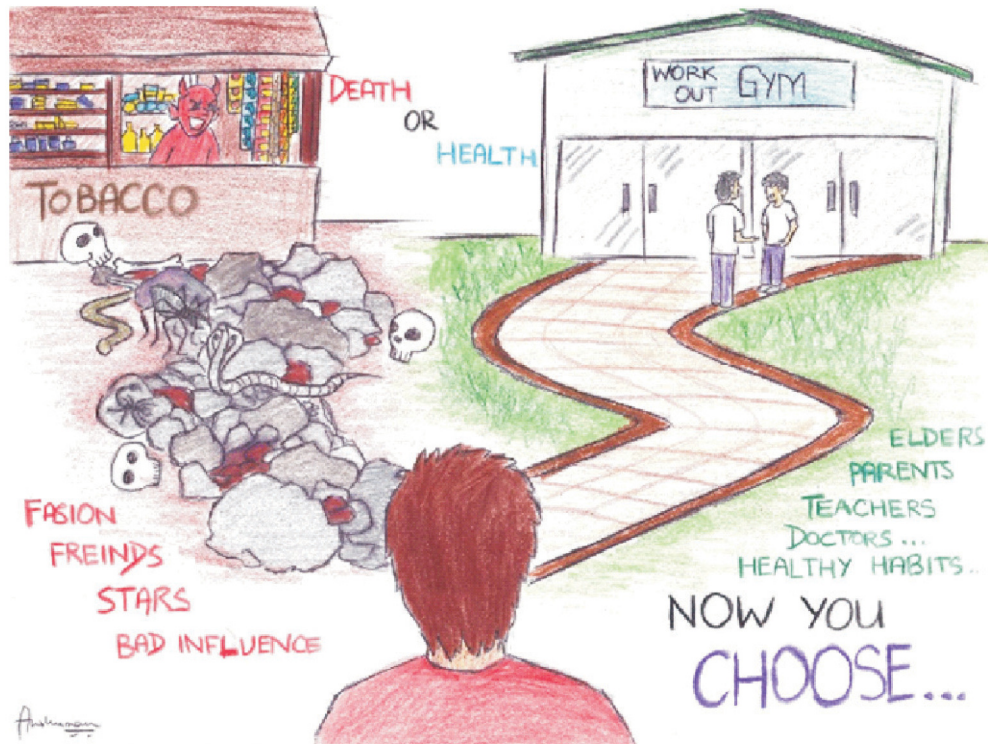
Can you imagine what wonderful service you would be doing to mankind if you could join hands with your friends to promote a tobacco free society?

Use your intelligence and creativity to make your own and others' lives beautiful.

Even God cannot help you!

Remember that God can only help those who help themselves. When people make every possible effort at self destruction by using tobacco, God cannot save them. God is also forced to throw such people in the dustbin!





Death or Health?

It is now time to make a choice. You are standing at the junction of two roads. One path is leading you to temptation towards tobacco. You find tobacco using friends, fashion and glamour on the way. The other street is taking you towards health and happiness. Your parents, teachers, doctors and well wishers are guiding you for the same.

Where would you like to go?

Are you intelligent enough to make a wise decision?



Kick the Habit

What is the moral of the story?

Just make a ball of all the tobacco products you are using, crumple it and kick it out of your life! Enjoy a long and healthy life with your near and dear ones. Fulfill your ambitions. Be a source of inspiration to others.

Conclusion

Tobacco is the single largest cause of premature deaths. Consuming tobacco not only leads to disease and disability but harms nearly every organ of the body. No amount of second hand smoke is safe. It is important to protect yourself and your family from second-hand smoke. Second-hand smoke causes immediate harm to non-smokers who breathe it. School based programmes are extremely valuable for creating awareness of health risks, inculcating practice of decision-making and understanding myths about tobacco use. Awareness regarding the hazards of using tobacco should not only reach school children but also reach children who do not attend school. Discussion about the ill effects of tobacco use can be initiated by teachers and parents for children at young age. Awareness sessions in the form of role plays regarding the harmful effects of smoking and chewing tobacco can be conducted among youths in colleges. Parents have to be a good role model by not smoking or chewing tobacco. They should not allow smoking in their home and strictly enforce the rule. The purpose of publishing this manual is for it to be used as resource material to educate youth and children about the hazards of tobacco, different forms and composition of tobacco, value of health and life, how to avoid getting into tobacco habit and methods of quitting tobacco.

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If you need help to quit habit of tobacco contact us :-

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