

Smokeless tobacco - Bihar

- Although, there is a significant decline in SLT use in the state compared to Global Adult Tobacco Survey 2009-10 (GATS-1) versus Global Adult Tobacco Survey 2016-17 (GATS-2), the proportion of users still remains almost 24% greater than the national prevalence of 21.4%.
- In absolute terms, almost 1.70 Crore adults in the state use SLT products, this is more than seven times of the population of Patna city.
- The significant relative change of >40% from GATS 1 to GATS 2 is observed in the use of SLT

Table 1. Smokeless tobacco prevalence in Bihar

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	48.7	23.5
Betel quid with tobacco	7.7	3.4
<i>Khaini</i> /tobacco lime mixture	27.6	20.4
<i>Gutkha</i> , tobacco lime, areca-nut mixture	7.5	3.7
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	4.3	1.6
<i>Paan masala</i> with tobacco		1.4
Snuff		1.4
Other SLT		0
<i>Paan masala</i> without tobacco		5.2
Betel quid without tobacco,		1.5
Areca nut		2.3

SLT use and patterns across gender

- There is substantial decline in SLT use among females (from 34.6% to 3.6%). Women in the state have altogether stopped using other SLT products (from 30% to 0%).
- In spite of the significant decline in SLT use of all kinds among men, nearly two in every five men in the state continue to consume SLT products.
- Among women, use of oral tobacco has declined noticeably, whereas among men, decline in use of *khaini*/tobacco lime mixture was highest.

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Access to minors:

- The age of SLT initiation has almost remain static (from 18.8 years to 18.9 years) with nearly 30.6% SLT users (almost 2.2 crore) reported starting tobacco use before the age of 18 years and almost 60% reporting initiation before the age of 20 years.

Cessation without any assistance:

- Adults who stayed quit in last 1 to 4 years have increased marginally from 39% to 41.0%.
- There is a lack of interest in quitting; the percentage of users who plan to quit within next month decreased from 33% to 2% while more than 55% are not interested in quitting.
- Nearly 48% users were not asked by health care professional (HCP) if they used SLT and nearly 37% users of SLT were not advised to quit by the HCP.
- Pharmacotherapy (0.7%), counseling (5.9%) and other measures (6.2%) do little to help people quit SLT use in the state. Over 80% SLT user responded that they preferred tobacco cessation without any assistance.
- The number of SLT users who thought about quitting because of the pack warnings has significantly increased in the state from 32.2% to almost 50%.

Economic Aspect

- Majority of purchase in the state is from stores (68.8%) and kiosks (29.7%). SLT purchase has declined from street vendors.
- The average expenditure for the last purchase has increased slightly, from ₹8.2/- in 2009-10 to ₹9.7/- in 2016-17 this is among the lowest expense on SLT purchase in the country after Utrakhland and Chandigarh. For the state it amounts to 0.2% of the state GSDP if we consider the last purchase to be weekly and 1.4% if we consider it daily.

Advertising

- There is a huge decline in exposure to SLT advertisements in the state. Adults who noticed any type of advertisement or promotion of SLT products at point of sale or at other places reduced from 85.7% to 6.4% from 2010 to 2017.
- However, the number of adults who noticed anti-tobacco advertisement during the last 30 days at any location in the state decreased from 87% to 55%.

Knowledge, Attitudes & Perception

- Non-users are more aware than users about the ill effects of SLT use.