

Smokeless Tobacco - Gujarat

- Although overall SLT use has decreased from 21.6% to 19.2%, the number of daily SLT users has increased from 16.4% to 17.1% from GATS-1 to GATS-2.
- Almost 92 lakhs adults in the state use SLT products. This is almost four times the population of Vadodra city.
- More Gujarati adults have stopped using betel quid with tobacco and *khaini* (2% each) while the same is not evident for *gutkha* which has remained static.

Table 1. Smokeless tobacco prevalence in Gujarat

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	21.6	19.2
Betel quid with tobacco	3.1	1.1
<i>Khaini</i> /tobacco lime mixture	5.3	3.3
<i>Gutkha</i> , tobacco lime, areca-nut mixture	12.8	12.8
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	4.2	3.0
<i>Paan masala</i> with tobacco		0.8
Snuff		2.7
Other SLT	4.0	0.9
<i>Paan masala</i> without tobacco	Non-Tobacco Products	3.5
Betel quid without tobacco,		4.9
Areca nut		4.7

SLT use and patterns across gender

- Percentage of females using oral tobacco has declined significantly while among males it has increased from GATS-1 to GATS-2.
- The overall reduction in SLT use has been higher among men (3.8%) while among females it is only 1%. Further use of *gutkha* has increased 1.3% among females while it has declined 1.2% among males from GATS-1 to GATS-2.

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Access to minors:

- Though age of initiation has increased slightly in the state (from 18 years to 18.6 years), yet 34.8% SLT users (more than 1.6 crore) reported starting it before the age of 18 years and 51.4% start is before reaching the age of 20 years.

Cessation without any assistance:

- Adults who stayed quit for last 1 to four 4 years has doubled from 26.8% during GATS-1 to 52.4% in GATS-2.
- There is lack of interest in quitting, the number of users who made quit attempts in past 12 months has halved.
- Almost 60% users were not asked by the health care professionals (HCPs) if they used SLT and almost two third users of SLT were not advised to quit by the HCPs in the state.
- Pharmacotherapy (4.2%), counseling (3.6%) and other measures (1%) seem to have a little role in people quitting SLT use in the state. Almost 8 in 10 users responded that they preferred tobacco cessation without any assistance.

Economic Aspect

- Majority of purchase is from Stores and Kiosks. SLT buyers have shifted from kiosk to stores for their purchase. There is a threefold increase in purchase from stores.
- The average expenditure for the last purchase of SLT has increased more than seven fold, from ₹5/- in 2009-10 to ₹38/- in 2016-17. This is four times of what a SLT user spends in Bihar and twice compared to Rajasthan. This is 0.16% of the state GSDP if we consider the last purchase to be weekly and 1.07% if we consider it daily.

Advertising

- There is a significant reduction in adults who noticed any type of advertisement or promotion of SLT at point of sale or at any other place (from 76.4% to 32.9%).
- However, the number of adults who noticed anti-tobacco advertisements in last 30 days has also decreased from 73.5% to 54.5% from GATS-1 to GATS-2.
- The number of current users who thought about quitting because of the pack warnings has decreased by 11.3% in the state.

Knowledge, Attitudes & Perception

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