

## Smokeless tobacco - Karnataka

- A slight decline of overall SLT use is evident in the state from 19.4% in 2010 to 16.3% in 2017. However, there is increase in the number of adults using *khaini*, *gutkha* and areca nut mixture.
- In absolute terms, almost 80 lakhs adults in the state use SLT products, this is almost seven times of the population of Mysore city.
- Areca nut use is alarmingly high in the state with almost two crore adults using areca nut in some form.

**Table 1. Smokeless tobacco prevalence in Karnataka**

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	19.4	16.3
Betel quid with tobacco	9.9	9.4
<i>Khaini</i> /tobacco lime mixture	2.4	3.3
<i>Gutkha</i> , tobacco lime, areca-nut mixture	5.8	5.9
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i> )	1.9	1.3
<i>Paan masala</i> with tobacco		0.7
Snuff		0.5
Other SLT	1.8	0.5
<i>Paan masala</i> without tobacco	Non-Tobacco Products	4.7
Betel quid without tobacco,		27.8
Areca nut		8.3

### SLT use and patterns across gender

- Number of females using SLT has gone down significantly from being higher in comparison to male counterparts in 2005-06, with maximum decline in use of other SLT products.
- The number of adult males using *khaini*/tobacco lime mixture has more than doubled during the two survey periods.

## Smokeless Tobacco – Karnataka

### Access to minors:

- Though age of initiation has increased in the state from 17.7 years to 19.8 years, yet 19.7% SLT users start it before the age of 18 years and 42.8% before the age of 20 years.

### Cessation without any assistance:

- There is a decline in the number of adults staying quit. However, the number of adults staying quit for more than 10 years has increased more than three times (7.7% to 26.6%).
- Number of adults planning to quit within next month has halved from GATS-1 to GATS-2 while those who plan to quit someday (not within next 12 months) has nearly doubled.
- Almost 35% users were not asked by the health care professionals (HCP) if they used SLT and more than one-third users of SLT were not advised to quit by the HCP in the past 12 months.
- Compared to pharmacotherapy (3.2%), counseling (9.0%) and other measures (8.6%) every 1 in 2 users (45.6%) responded that they preferred tobacco cessation without any assistance.

### Economic Aspect

- Majority of SLT purchase continues to be from Stores. However, a great number of SLT buyers (36.2) have shifted to buying SLT from kiosks.
- SLT users in the state ranked 8<sup>th</sup> in terms of the average expenditure for the last purchase. There is an increase of more than tenfold, from ₹5.2/- in 2009-10 to ₹55.6/- in 2016-17. This is twice the expenditure made in Chhattisgarh and five times greater than what a SLT user spends in Bihar. This is 0.2% of the state GSDP if we consider the last purchase to be weekly and 1.2% 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 other place (from 87.3% to 23.3%).
- The number of adults who noticed anti-tobacco advertisements has also increased marginally from GATS-1.
- The number of users who thought about quitting because of the pack warnings has almost doubled in the state.

### Knowledge, Attitudes & Perception

- Non-users are more aware than users about the ill effects of SLT use, especially about the fetal harm (73% v. 52.7%).