

## Smokeless tobacco - Maharashtra

- There is a decline in SLT use (3.2%) in the state compared to 2009-10, however, the number remains 3% above the national prevalence of 21.4%.
- In absolute terms, more than 2.2 crore adults in the state use SLT products, this is almost seven times of the population of Nagpur city.
- Maximum decline is in the use of oral tobacco products i.e. snuff, *mishri*, *gul*, *gudakhu*.

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

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	27.6	24.4
Betel quid with tobacco	4.1	3.7
<i>Khaini</i> /tobacco lime mixture	14.5	15.5
<i>Gutkha</i> , tobacco lime, areca-nut mixture	8.3	8.6
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i> )	8.0	5.0
<i>Paan masala</i> with tobacco		1.2
Snuff		1.3
Other SLT	1.9	0.2
<i>Paan masala</i> without tobacco	Non-Tobacco Products	6.6
Betel quid without tobacco,		6.7
Areca nut		17.0

### SLT use and patterns across gender

- Number of females using Betel quid with tobacco was lower in 2009-10 (GATS-1) to higher in 2016-17 (GATS- 2)
- However, overall reduction in SLT use in the state, *khaini* use has increased both among females (1.7%) and males (1%). There is also a marginal increase in use of *gutkha*, tobacco lime, areca-nut mixture among both females and males.
- Majority of adult females and males have stopped using oral tobacco same is also evident in the use of other SLT products category.

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### Access to minors:

- Age of initiation has decreased about 1.2 years in the state (from 18.6 years to 17.4 years) and 51% SLT users start it before the age of 18 years. Almost 44% start SLT use before the age of 20 years.

### Cessation without any assistance:

- Adults who stayed quit in last 1 to four 4 years has decreased while those who stayed quit between 5-9 years has increased by 10%.
- There is increase of interest in quitting, the number of users who made quit attempts in past 12 months has increased by 3.3% and those not interested in quitting has decreased by 13%.
- Almost 60% users were not asked by health care professionals (HCPs) if they used smokeless Tobacco and almost two third users of SLT were not advised to quit by the HCPs.
- Pharmacotherapy (5.3%), counseling (5.4%) and other measures (8.6%) have little role in people quitting SLT use in the state. Almost 8 in 10 users responded that they preferred tobacco cessation without any assistance in GATS-2.

### Economic Aspect

- Majority of purchase is from Stores and Kiosks. Users have shifted from buying SLT products from stores and street vendors to purchasing it from kiosks (from 0% to 34%).
- The average expenditure for the last purchase has increased almost five-fold, from ₹5.4/- in 2009-10 to ₹27.4/- in 2016-17. This is 0.1% of the state GSDP if we consider the last purchase to be weekly and 0.8% 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 places (from almost 50% to 10%).
- The number of adults who noticed anti-tobacco advertisements has increased more than 20% from GATS-1 (from 60% to 81%).
- The number of users who thought about quitting because of the pack warnings has decreased by 11% in the state (From more than 51% to 40%).

### Knowledge, Attitudes & Perception

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