

Smokeless tobacco - Odisha

- While several states have seen decline in SLT use from GATS-1 to GATS-2, however the decrease in Odisha is a minuscule 0.2%.
- In Odisha, there is a shift from using betel quid with tobacco (decline of 9.1%) and other SLT (decline 10.9%) to using *khaini*/tobacco lime mixture (increase of 5.9%) and oral tobacco (increase of 7.6%).
- In absolute terms, almost 1.4 crore adults in the state use SLT products, this is almost ten times of the population of twin cities of Bhubaneswar and Cuttack.

Table 1. Smokeless tobacco prevalence in Odisha

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	43.1	42.9
Betel quid with tobacco	17.7	8.6
<i>Khaini</i> /tobacco lime mixture	11.0	16.9
<i>Gutkha</i> , tobacco lime, areca-nut mixture	9.4	9.4
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	7.3	14.9
<i>Paan masala</i> with tobacco		5.0
Snuff		0.3
Other SLT	12.4	1.5
<i>Paan masala</i> without tobacco	Non-Tobacco Products	11.0
Betel quid without tobacco		4.9
Areca nut		5.5

SLT use and patterns across gender

- Use of SLT among females and males is similar to the overall pattern of SLT use in the state during GATS-1 to GATS-2. Percentage of females using *khaini* has increased from 9.6% in 2005-06 to 11.2% in 2016-17
- There is minor decrease in SLT use among female (1.9%) which is compensated by the increase among men (1.3%). The steepest decline is in use of other SLT products among females (12.6%) while the steepest increase was in use of *Khaini* among men (10.3%).

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Access to minors

- Even with slight increase, the age of initiation continues to be below 18 years in the state (from 16.6 years to 17.4 years). Almost 48% SLT users start its use before the age of 18 years while more than 65% start using before 20 years of age.

Cessation

- SLT use quitters have increased from 1.5% to 2.1%. Adults who stayed quit for less than one year, from 1-4 years or more than 10 years has decreased while there is an increase in adults staying quit for 5-9 years in the state.
- Overall there is greater interest and motivation among SLT users to quit.
- Almost 80% users were not asked by the health care professionals (HCP) if they used SLT and more than 80% SLT users were not advised to quit by the HCP.
- Pharmacotherapy (3.6%), counseling (11.6%) and other measures (5.8%) have little role in people quitting SLT use in the state. Almost two-third of the SLT users responded that they preferred tobacco cessation without any assistance.

Economic Aspect

- Majority of users shifted to buying SLT from Kiosks (from 1.1% to 62.9%). There is slight increase in purchase from street vendors.
- The average expenditure for the last purchase has increased more than seven-fold, from ₹6.4/- in 2009-10 to ₹46.2/- in 2016-17. This is more than double of what an SLT user spends in Tamil Nadu. This is 0.8% of the state GSDP if we consider the last purchase to be weekly and 5.5% if we consider it daily.

Advertising

- There is increase (from 25.5 to 39.8%) in adults who noticed any type of advertisement or promotion of SLT. In comparison to other states the percentage of such adults is maximum in Odisha.
- The number of adults who noticed anti-tobacco advertisements has fractionally decreased from GATS-1 (from 54.5% to 54.3%)
- The percent of SLT users (among those who noticed health warning on smokeless tobacco packages) who thought about quitting because of the pack warnings is 57.9%

Knowledge, Attitudes & Perception

- Non-users are slightly more aware than users on the ill effects of SLT use, especially about the fetal harm (68.7% v. 79%).