

Smokeless tobacco - Rajasthan

- Although, there is a considerable decline in SLT use in the state compared to 2009-10, the number of those using betel quid with tobacco has increased three fold, there is slight increase in *Khaini* users and another three times increase in the use of oral tobacco.
- In absolute terms, more than 72 lakhs adults in the state use SLT products, this is almost seven times the population of Jodhpur city.
- More adults have started using betel quid with tobacco (increase of 2.7%) and oral tobacco (increase of 3.1%).

Table 1. Smokeless tobacco prevalence in Rajasthan

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	18.9	14.1
Betel quid with tobacco	1.3	4.0
<i>Khaini</i> /tobacco lime mixture	7.3	8.2
<i>Gutkha</i> , tobacco lime, areca-nut mixture	11.5	9.0
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	1.6	4.7
<i>Paan masala</i> with tobacco	-	4.6
Snuff	-	3.2
Other SLT	1.3	0.2
<i>Paan masala</i> without tobacco	Non-Tobacco Products	3.5
Betel quid without tobacco,		1.4
Areca nut		6.1

SLT use and patterns across gender

- From GATS-1 to GATS-2, the overall reduction in SLT use has been higher among men with 6.7% while among females it was only 2.7%.
- Out of various smokeless tobacco forms the majority of males and females are using *gutkha* with 14.6% and 3.1% respectively.
- Percentage of males using betel quid with tobacco has increased from 2.3% in GATS-1 to 7% in GATS-2 and the same for females has increased from 0.2% to 0.8%.

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Access to minors:

- Though the mean age of tobacco initiation has increased slightly in the state (from 17.1 years to 18.4 years), yet 38.5% SLT users started it before the age of 18 years while 58.2% started using it before the age of 20 year.

Cessation without any assistance:

- Number of adults who stayed quit for less than one year, from 1-4 years and from 5-9 year have increased in the state. However, the percentage of adults who have stayed quit for more than 10 years as significantly declined from 25.8% to 14.7%.
- There is almost a 10% increase in lack of interest in quitting while motivation to quit within next month and within next 12 months has also declined significantly.
- Almost 60% users were not asked by the health care professionals (HCP) if they used SLT and almost two-third SLT users were not advised to quit by the HCPs.
- Pharmacotherapy (4.8%), counseling (16.4%) and other measures (3.1%) 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.

Economic Aspect

- Almost all SLT users in the state purchase the product from Stores (97.7%) and only a few from Kiosks. Many SLT buyers have shifted from street vendors to kiosk for their purchase.
- The average expenditure for the last purchase has increased more than fourfold, from ₹5/- in 2009-10 to ₹19.1/- in 2016-17. This is 0.08% of the state GSDP if we consider the last purchase to be weekly and 0.6% if we consider it daily.

Advertising

- There is a reduction in percentages of adults who noticed any type of advertisement or promotion of SLT from 60.7% in GATS-1 to 18.9% in GATS-2.
- The percentage of adults who noticed anti-tobacco advertisements has also decreased from 66.5% in GATS-1 to 59.9% in GATS-2.
- The percentage of smokeless tobacco users (among those who noticed health warning on smokeless tobacco packages) who thought about quitting because of the pack warnings is 72.5%.

Knowledge, Attitudes & Perception

- The percentage of adults who believe that use of smokeless tobacco causes serious illness is 95.7. This percentage is slightly lower among adults not using smokeless tobacco.