

Smokeless tobacco – Uttar Pradesh

- Contrary to the national level decline, smokeless tobacco (SLT) use has increased significantly in the state of Uttar Pradesh from 25.3 % in 2009-10 to 29.4% in 2016-17. This increase is more than 7% among males compared to 2009.
- More than 4.3 crore adults in the state use SLT products, this is almost 12 times the population of Lucknow city.
- A significant number of adults in the state use various areca nut based products which is also carcinogenic.

Table 1. Smokeless tobacco prevalence in Uttar Pradesh

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	25.3	29.4
Betel quid with tobacco	6.7	10.2
<i>Khaini</i> /tobacco lime mixture	13.7	15.9
Gutkha, tobacco lime, areca-nut mixture	10.5	11.5
Oral tobacco (as snuff, <i>mishri</i>, <i>gul</i>, <i>gudakhu</i>)	1.6	4.3
<i>Paan masala</i> with tobacco	-	7.2
Snuff	-	0.1
Other SLT	1.3	0.0
<i>Paan masala</i> without tobacco	Non-Tobacco Products	7.0
Betel quid without tobacco,		12.8
Areca nut		7.6

SLT use and patterns across gender

- There is marked increase in consumption of all forms of SLT products in the state, with highest increase in the use of betel quid with tobacco among males and oral tobacco (e.g. snuff, *mishri*, *gul*, *gudakhu*) among females.
- *Khaini* continues to be the most common SLT product among males and females both, however, a significant number of males also use *paan masala* with tobacco in the state.

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Access to minors:

While the overall age of initiation of tobacco use has increased nationally from 17.9 to 18.8, it has declined by 0.1 years in the state from 18.8 years in 2009-10 to 18.7 years in 2016-17. While 39% SLT users from the state reported initiating use before the age of 18 years.

Cessation without any assistance:

- Adults who quit in last 1 to four 4 years have almost doubled from 17.6 to 35.8% in GATS-2.
- There is lack of interest in quitting; the number of SLT users who are not interested in quitting has increased by 11.3%.
- Almost 70% users were not asked by health care professionals (HCP) if they used smokeless Tobacco and more than two third users of SLT were not advised to quit by the HCPs.
- According to GATS-2, pharmacotherapy (2.4%), counseling (4.6%) and other measures (4.0%) have little role in people quitting SLT use in the state. Almost 9 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.
- The average expenditure for the last purchase has increased more than twenty one-fold, from ₹3.5/- in 2009-10 to ₹74.4/- in 2016-17. This is 6th highest spending in any states and UTs in India. It is eight times what an SLT user in Bihar spends and nearly double the amount spent in Gujarat and Madhya Pradesh. This is 1.2% of the state GSDP if we consider the last purchase to be weekly and 8.5% if we consider it daily.

Advertising

- There is a significant decrease of 18% (from 54.7% to 36.7%) in adults who noticed any type of advertisement or promotion of SLT in the state.
- However, the number of adults who noticed anti-tobacco advertisements has also decreased greatly from 80.6% to 64.6%.
- The number of users who thought about quitting because of the pack warnings has increased from 38.5% in GATS-1 to 54.5% in GATS-2 in the state.

Knowledge, Attitudes & Perception

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