

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.

➤ In absolute terms 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	
		%	n
Current SLT use	25.3	29.4	43050126
Betel quid with tobacco	6.7	10.2	14935758
Khaini/tobacco lime mixture	13.7	15.9	23282211
Gutkha, tobacco lime, areca-nut mixture	10.5	11.5	16839335
Oral tobacco (as snuff, mishri, gul, gudakhu)	1.6	4.3	6296447
Paan masala with tobacco	-	7.2	10542888
Snuff	-	0.1	146429
Other SLT	1.3	-	-
Paan masala without tobacco	Non-Tobacco Products	7.0	10250030
Betel quid without tobacco,		12.8	18742912
Areca nut		7.6	11128604

➤ 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.

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.

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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 Rs. 3.5/- in 2009-10 to Rs. 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.

State SLT Ban Policy

- The Food Safety and Standards (Prohibition and restriction on sales) Regulation, 2011, clause 2.3.4 prohibits the use of tobacco and nicotine as ingredients in any food products and inter-alia bans the manufacture and sale of food products such as *gutkha* and *pan masala* (with tobacco or nicotine).
- On 04-10-2012, State of Uttar Pradesh notified the ban on manufacture, storage, distribution and sale of *gutkha* and *pan masala* (with tobacco or nicotine) under Regulation 2.3.4 by the Commissioner of Food Safety, Uttar Pradesh.
- The notification does not specify any time period for the ban. However it is limited to only two SLT products and does not include other SLT products.

Code Of Conduct for Public Officials in Compliance to Article 5.3 of WHO FCTC

- The Government of India has signed and ratified the WHO Framework Convention on Tobacco Control in 2004 with the intent to undertake measures to reduce the demand and supply of tobacco products. [Article 5.3 of the WHO FCTC](#) provides the Parties to protect their public health policies from commercial and other vested interests of the tobacco industry as there is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy. The State of Uttar Pradesh vide notification dated 16th September 2019 set up an Empowered Committee to restrain the interference of tobacco industry in tobacco control programme.
- The general guiding principles, meeting process, and Code of Conduct for civil servants are described in the notification.