

Smokeless Tobacco – Madhya Pradesh

- There is a 3.3% decline in SLT use in the state compared to the prevalence in 2009-10. However, the number still remains almost 7% greater than the national prevalence of 21.4%.
- More than 1.5 crore adults in the state use SLT products, this is almost seven times of the population of Bhopal city.
- Maximum decline is in the use of other smokeless tobacco from 6.1% to 0.3%.

Table 1. Smokeless tobacco prevalence in Madhya Pradesh

Tobacco and Areca Nut use	GATS-1	GATS-2
Current SLT use	31.4	28.1
Betel quid with tobacco	6.8	4.1
<i>Khaini</i> /tobacco lime mixture	14.0	11.7
<i>Gutkha</i> , tobacco lime, areca-nut mixture	17.0	13.7
Oral tobacco (as snuff, <i>mishri</i> , <i>gul</i> , <i>gudakhu</i>)	4.5	3.8
<i>Paan masala</i> with tobacco	-	4.4
Snuff	-	0.4
Other SLT	6.1	0.3
<i>Paan masala</i> without tobacco	Non-Tobacco Products	3.8
Betel quid without tobacco,		2.4
Areca nut		6.7

SLT use and patterns across gender

- *Khaini* use has declined among males, however it has slightly increase among females in 2016-17 in comparison to 2009-10.
- Overall reduction in SLT use has been higher among men 4.7% while among females it was only 1.6% from GATS-1 to GATS-2.
- Highest decrease in SLT use among both males and females is in other SLT products category.

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Access to minors:

- Though age of initiation has increased slightly in the state (from 18 years to 18.3 years), 40% SLT users start it before the age of 18 years, while 57% start before the age of 20.

Cessation without any assistance:

- Adults who quit SLT products in last 1 to four 4 years has increased from 11.9% to 26.6% in GATS-2.
- The number of users who made quit attempts within one month or past 12 months has decreased and the number of users who are not interested to quit has increased.
- Almost 65% users were not asked by health care professional (HCPs) if they used smokeless Tobacco and almost 70% users of SLT were not advised to quit by the HCPs in the past 12 months.
- Pharmacotherapy (3.3%), counseling (2.7%) and other measures (3.6%) 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. SLT buyers have switched to buying SLT from stores while there is significant increase in purchase from street vendors. Overall it is the minors (15-17 years of age) who buy more from street vendors, which not only make SLT easily accessible but also create room for illicit trade. This calls for licensed sale to ensure compliance with COTPA and also prevent illicit trade in tobacco.
- The average expenditure for the last purchase has increased more than five-fold, from ₹7.3/- in 2009-10 to ₹38.2/- in 2016-17. This is about 0.43% of the state GSDP if we consider the last purchase to be weekly and 3% if we consider it daily.

Advertising

- There is a significant decrease in adults who noticed any type of advertisement or promotion of SLT at point of sale or at other place.
- However, the percentage of adults who noticed anti-tobacco advertisements has decreased more than 15% from GATS-1.
- Unlike other states, the percentage of users who thought about quitting because of the pack warnings has decreased (10%) in the state.

Knowledge, Attitudes & Perception

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