



# Stakeholder Engagement Meeting to Develop a Research Network for Tobacco Control in India

15-16 March 2022, New Delhi, India

Venue: Aloft, Aerocity, New Delhi

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following text:

**STAKEHOLDER ENGAGEMENT MEETING TO DEVELOP A RESEARCH NETWORK FOR TOBACCO CONTROL IN INDIA**

BURDEN OF DISEASE DUE TO SMOKELESS TOBACCO & POLICY GAPS

16 March 2022

**Prof. RAVI MEHROTRA** MCh, DPM

- Founder, CHIP Foundation
- Co-Director, NIHR-ASTRA Project
- Adjunct Professor, School of Health Sciences, University of York, UK
- Founder & Ex-Director WHO-FCTC KH SLT

CHIP  
Center for Health Innovation & Policy Foundation

The right-hand side of the window shows a list of 16 participants:

- AC Anshika Chandra (Me)
- HI HRIDAY India (Host)
- RM Ravi Mehrotra
- A Anuj Gangal (Co-host)
- DB Dr Barsa - HRIDAY (Co-host)

The chat window shows a message from Dr Barsa - HRIDAY to Everyone: "Thank you all for joining us virtually. We will be starting the next session in five minutes."

The screenshot shows a Zoom meeting interface in gallery view. The main window displays a video feed of Mira Aghi, with a virtual background of the Golden Gate Bridge. Other participants visible in the gallery include:

- Anshika Chandra
- HRIDAY India
- Ravi Mehrotra
- Subhashi Pokhrel

The bottom of the window shows the Zoom control bar with icons for Unmute, Start Video, Participants (16), Chat, Share Screen, Record, Reactions, and Leave.



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Session	Session time (hours in IST)	Session title	Speaker/Moderator	Talk title
<b>Theme 6</b> Co-Chairs: Dr Mira B Aghi, Behavioural and Communication Scientist;  Dr Vinayak Prasad, Programme Manager, Tobacco Control, World Health Organization (WHO)	1120 - 1130	<b>Smokeless tobacco control in Asia: Evidence from ASTRA</b>	Prof Ravi Mehrotra Founder, Centre for Health Innovation and Policy (CHIP) Foundation	Burden of disease due to smokeless tobacco and policy gaps
	1130 - 1140		Prof Kamran Siddiqui Professor, Public Health, University of York	Deliverables of ASTRA project
	1140 - 1150		Dr Suneela Garg	Are the FCTC rules about tobacco sales being followed?
	1150 - 1200		Dr Ray Croucher Department of Health Sciences, University of York	Impact of different arms of cessation used in the trial in ASTRA countries
	1200 - 1210		Dr Subhash Pokhrel Head of Department: Social Sciences, Brunel University, London	What is the economic cost of smokeless tobacco use in South Asia after adapting version of an economics model for smoking interventions?
	1210 - 1220		Dr Neha Jain Research Fellow, Public Health Foundation of India (PHFI)	Global Impact of Tobacco Control Policies on Smokeless Tobacco Use
	1220 - 1240		Discussant - Dr Gopal Chauhan, State Programme Officer, Non-Communicable Disease (NCD) Prevention & Control, Directorate of Health Services, Government of Himachal Pradesh. Co-Chairs will moderate panel discussions with panellists including sessions speakers and discussant on the theme: <i>Identifying future research priorities and generating evidence-based recommendations for smokeless tobacco and areca nut in the Region</i>	
	1240 - 1250			Q&A session moderated by Co-Chairs
	1250 - 1350		Lunch Break	

Recording You are viewing Ravi Mehrotra C...'s screen View Options

HRIDAY CHIP ASTRA UK Research and Innovation GCRF

## STAKEHOLDER ENGAGEMENT MEETING TO DEVELOP A RESEARCH NETWORK FOR TOBACCO CONTROL IN INDIA

### BURDEN OF DISEASE DUE TO SMOKELESS TOBACCO & POLICY GAPS

16 March 2022

**Prof. RAVI MEHROTRA** MD, DPH

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Unmute Start Video Participants 16 Chat Share Screen Record Reactions Leave

Mira Aghi

Vinayak PRASAD



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**WHY SLT NEEDS SPECIAL ATTENTION**

- High prevalence of use in South Asia
- Increase in spitting leading to an unhygienic environment incl. ? Covid 19 infection
- Higher use in rural areas & lower socio-economic groups

The slide also features logos for HRIDAY, CHIP, ASTRA, UKRI, and GCRF, along with images of a person spitting, a tobacco shop, and a 'no spitting' sign.

**Participants (16)**

- AC Anshika Chandra (Me)
- HI HRIDAY India (Host)
- RM Ravi Mehrotra
- A Anuj Gangal (Co-host)
- DB Dr Barsa - HRIDAY (Co-host)

**Chat**

tor joining.

Dr Barsa - HRIDAY to Everyone

DB Thank you all for joining us virtually. We will be starting the next session in five minutes.

Who can see your messages? Recording On

To: Everyone

Type message here...

**Participants (18)**

- Ravi Mehrotra
- Subhaash Pokhrel
- Priyanka
- Rohith Bhagawath
- Vinayak PRASAD
- HRIDAY
- Stephymol George
- Veena Kamath
- Anshika Chandra
- HRIDAY India
- Anuj Gangal
- Ray CROUCHER
- Dr Tanya Khanna
- Dr Barsa - HRIDAY
- Stuti Bhargava
- Aishwarya Vidyasagar
- Dr. Rakesh Gupta

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**Smokeless Tobacco (ST)**

- 25% of the world's tobacco is consumed as smokeless tobacco
- A heterogeneous array of products Consumed without burning through the mouth or nose
- Most smokeless tobacco products cause **mouth cancer**
- 250,000,000 Smokeless tobacco users live in South Asia
- Most lethal & unregulated

South Asia

Zoom Meeting interface: Recording, 18 Participants, Share Screen, Record, Reactions, Leave.

**Health and economic burden**

- 13.5 lakh deaths are attributable to tobacco use every year in India.
- A major risk factor for the main NCDs – Cancer, Cardiovascular disease, Diabetes and Chronic lung disease
- As per ICMR report (2020), 27% of all cancers in India can be attributed to tobacco use.
- Economic burden of diseases and deaths attributable to tobacco use alone in 2017-18 in India is as high as Rs. 1.77 lakh crores, amounting to 1% of GDP.

Zoom Meeting interface: Recording, 19 Participants, Share Screen, Record, Reactions, Leave.



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Recording You are viewing HRIDAY's screen View Options View

## Eligibility Criteria

**RQ1 (to identify policies)**

- Population – ST users (not ENDS users)
- Intervention – Tobacco control policies /FTC and non-FTC notified and implemented by the government by June 2020
- Date of document – after 2005 (after WHO FTC came into force)
- Language – English
- Reviews were excluded

**RQ2 (to assess impact of policies)**

- Comparator – Absence of intervention or usual care
- Outcomes –
  - State of tobacco use (prevalence, incidence, health outcomes for cancers and CVDs attributed to ST use)
  - Intermediate: ST availability, affordability, accessibility; change in KAP; constituent change; health warning noticeability
  - Reported unintended effects
- Study Design: cross-sectional studies were excluded

Press ESC or double-click to exit full screen mode

Unmute Start Video Participants 16 Chat Share Screen Record Reactions Leave

Zoom Meeting Recording

Participants: Anshika Chandra, Subhash Pokhrel, Ray CROUCHER, HRIDAY, Anuj Gangal, Dr Tanya Khanna

Video Feeds: HRIDAY India, Vinayak PRASAD, Mira Aghi

Taskbar: Proposal, hrday, untitled - Planni..., Modified Clinic..., pics - Microsoft..., exercise for preg..., Zoom Meeting, 13:30

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