

WE KEPT AT IT

**SALAAM
MUMBAI**
FOUNDATION

TOBACCO - FREE HEALTHY CHILD

Annual Report 2020—2021

WE KEPT AT IT

Our work has continued effectively using a hybrid model of physical and digital that has proven its potential to create lasting change.

ANNUAL REPORT
2020—2021



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INTRODUCTION

Salaam Mumbai Foundation (SMF) intends to positively impact the health of children in rural India by making their environments and lives tobacco-free. Initiated in 2007 by Salaam Bombay Foundation and Ambuja Cement Foundation, as a pilot project in 20 schools and 20 villages in Chandrapur district, Maharashtra, SMF is today a countrywide movement that includes 1,00,264 schools in 10 states — Maharashtra, Rajasthan, Karnataka, Uttar Pradesh, Uttarakhand, Andhra Pradesh, Gujarat, West Bengal, Madhya Pradesh and Bihar.

In India where four of ten citizens are below the age of eighteen, schools are an important gateway to a tobacco-free society. We work collaboratively with citizens, educators, local governments, and nonprofit organisations to advocate change through Tobacco-Free Schools (TFS) for a tobacco-free society.

We equip our stakeholders (teachers, community and health workers, local authorities, NGOs, and Government) with the capacity to conduct sessions on the harmful effects of tobacco, reasons for tobacco consumption at a young age, manipulation of youngsters by tobacco companies, COTPA 2003, and TFS criteria. We support community workers to counsel parents of school children

It has taken the perseverance and dedication of our trainers, team, and local stakeholders to build successfully a digital outreach, training, and engagement methodology that works despite the infrastructure challenges in rural India.

about the dangers of tobacco and we organise extracurricular activities to empower children with knowledge and community engagement so that they learn to say no to tobacco and become change-makers in society.

However, the COVID-19 pandemic in 2020 and onward disrupted our hands-on model and approach, and brought training and community engagement to a sudden halt. With the perseverance and dedication of our trainers, team, and local stakeholders we have built successfully a digital outreach, training, and engagement methodology that works despite the infrastructure challenges in rural India. We can confidently say today that we have moved beyond the disarray experienced in the early days of the pandemic. Our work as you shall see in this Annual Report has continued effectively using digital and online infrastructure that has proven its potential to create lasting change.

WE KEPT AT IT: *Stories of continued effort*

A pandemic may bring countries to a halt and slow economies, but it won't stop tobacco addiction. Only continued effort will.

A TEACHER AND HIS CAUSE

Eknath Kumbhar is a teacher, living in Kolhapur, Maharashtra. His effort over ten-years has been to create awareness and move policy on tobacco control in villages. Kumbhar has been honoured with the Mahatma Gandhi De-Addiction Award, presented by the Social Justice Ministry of Maharashtra. This year he made and distributed masks with anti-tobacco messages to students and teachers and developed 500 stickers on the relation between tobacco and severe Covid that he circulated amongst villagers.



GRANDCHILD TO GRANDFATHER: "PERSISTENCE HAS NO AGE."

"Hello, I am **Ashwath Ganesh Patil**. I am six-years old. My mother's father is my grandfather. He is a headmaster at the school in our village. When I learned from my teacher that smoking is not good for health, I took help to write letters to him, because he smokes. After receiving four letters from me, he stopped smoking on his birthday."

SANIKA STEPS FORWARD TO HELP AJIT

Ajit Samage often became unwell and his work life was affected putting a burden on the family's finances. In 2019–2020, Samage was hospitalised. He stopped smoking, however only temporarily. Sanika, a member of the Bal Panchayat and a student of Grade 9 went with her father to see Samage, and started helping him to understand the implications of his habit. With their continuous support and with our involvement in creating the right framework to help him quit, Samage has not smoked since one year.



STAYING COMMITTED: *SMF for a tobacco-free world*

Children, our key change-makers, were no longer at school. Campuses were shut, travel and movement was banned, physical meetings were restricted. So we went digital.

The move from physical to digital has been cost-effective, though initially fraught with unprecedented challenges that we overcame with improvisations and consistent follow-up.

1 Convincing government authorities to grant permission for online sessions was a time-consuming process that required consistent follow-up. We submitted proposals and district-level plans for digital training to directors of primary and secondary education departments. When possible, we followed Covid protocol and visited the Zilla Parishad or District Council to acquire permission for digital and online training of master trainers and teachers.

2 Teachers, NGO partners, master trainers, and all stakeholders were accepting of the change and were willing to learn and adjust to the new medium of interaction and training. However, engagement through technology was new to most and was impeded by lack of devices and unreliable connectivity and electricity.

3 We reached out to approximately 800 teachers and 200 NGOs, and finally interviewed 494 teachers and 135 NGOs. Our objective was to understand and address challenges with, technological awareness and availability, familiarity in the use of online platforms, and health and safety of the community.

4 Initial attendance at meetings was poor, therefore we rebuilt our database of master trainers, NGOs, and teachers in Rural Maharashtra to conduct a survey.

5 We applied our findings successfully to, deploy the programme through Zoom and YouTube, assist teachers and trainers in the use of online software, improvise methodology to train smaller groups.

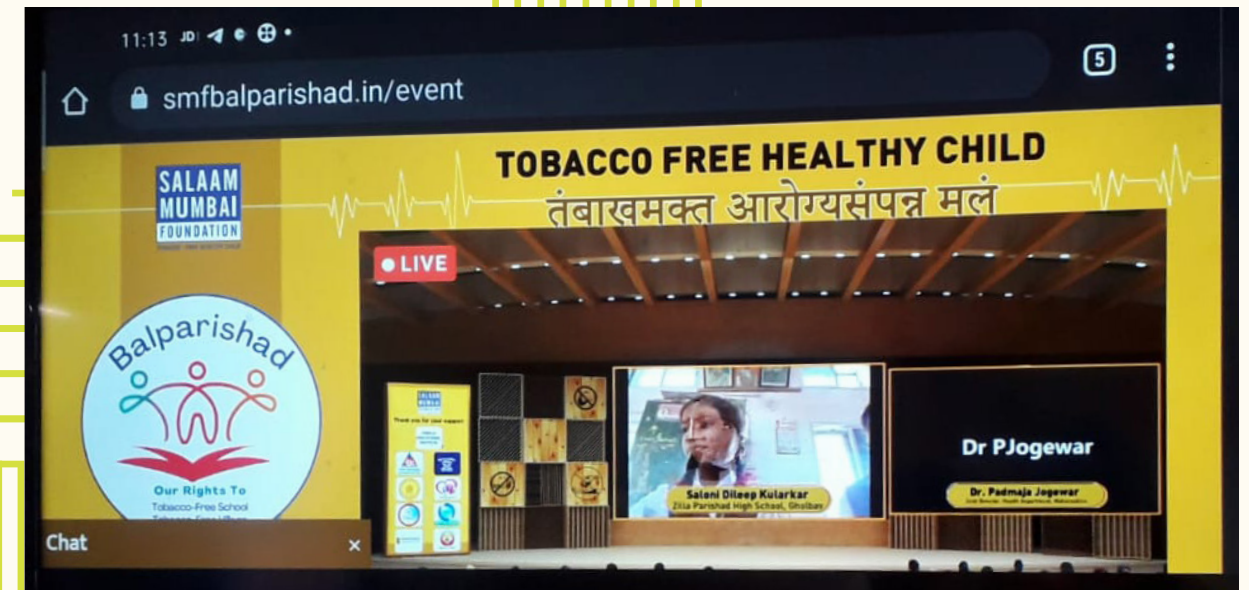
6 We reworked the Information Education Communication (IEC) content to include audiovisuals that enhanced the digital training experience. We created audiovisual content to circulate amongst children through existing channels such as WhatsApp Groups and Google Classroom.

7 Proposals were made to the government to include our informative audiovisual content on their e-learning portals and websites to improve access for teachers and students and to enhance the performance of our online training programme.

8 In due course, master trainers and teachers grew comfortable with the medium and became more engaged. All activities including training, review meets, state-and-national-level events and awards began to be conducted online.

MAKING HEADWAY: *Initiatives that covered ground*

Despite reduced mobility and physical interaction, qualitative initiatives helped us maintain momentum and create resonance within village communities and amongst government representatives, educators, media, and trainers.



2020–2021 was a year of webinars, video campaigns, online competitions, and the first-ever, two-month Bal Parishad training and session conducted digitally.

100-yards of a school), TFS criteria, and the role of NGOs in making schools tobacco-free.

WEBINARS

28 May 2020: A nationwide webinar in the run-up to World No Tobacco Day (WNTD). Key speakers from, The Union, The Health and Education Department, Maharashtra, National Tobacco Control Programme (NTCP), and media, with 317 listeners concluded that media is an effective tool to create awareness about industry manipulation.

5 November 2020: 110 NGOs across India participated in a webinar with speakers and contributors from the health department of Maharashtra and The Union to impart information on the Yellow Line Campaign (prohibiting the sale of tobacco within

VIDEO CAMPAIGNS

Teacher's Day (5 September 2020):

A video with messages from Health Director and Joint Education Director of Maharashtra, teachers, and students launched the Salaam Namaste Campaign. 149 customised Salaam Namaste digital cards were sent as a token of appreciation to teachers. The online



programme had a turnout of 675 master trainers, education officers, and block education officers.

COMPETITIONS

Mahatma Gandhi’s birth anniversary (2 October 2020): Approximately 300 entries of poems, posters, one-act plays, songs and charoli with COVID-19 relevant anti-tobacco and TFS messages were submitted by students across Maharashtra. Winners were felicitated by Marathi actor and comedian and by dignitaries from the State Council of Educational Research and Training (SCERT).

World Cancer Day (4 February 2021): A drawing competition at schools in Akola, Nashik, Raigad, Washim, and Kolhapur helped students become aware about the harmful effects of tobacco and the significance of a tobacco-free life.



Other important events that marked the year included anti-tobacco messages by teachers on Human Rights Day, a motorcycle awareness rally by young women in Kolhapur district, and an exhibition about ToFEI guidelines and TFS criteria at Zilla Parishad Schools in Sangli District.



PREPARATION AND TRAINING FOR BAL PARISHAD



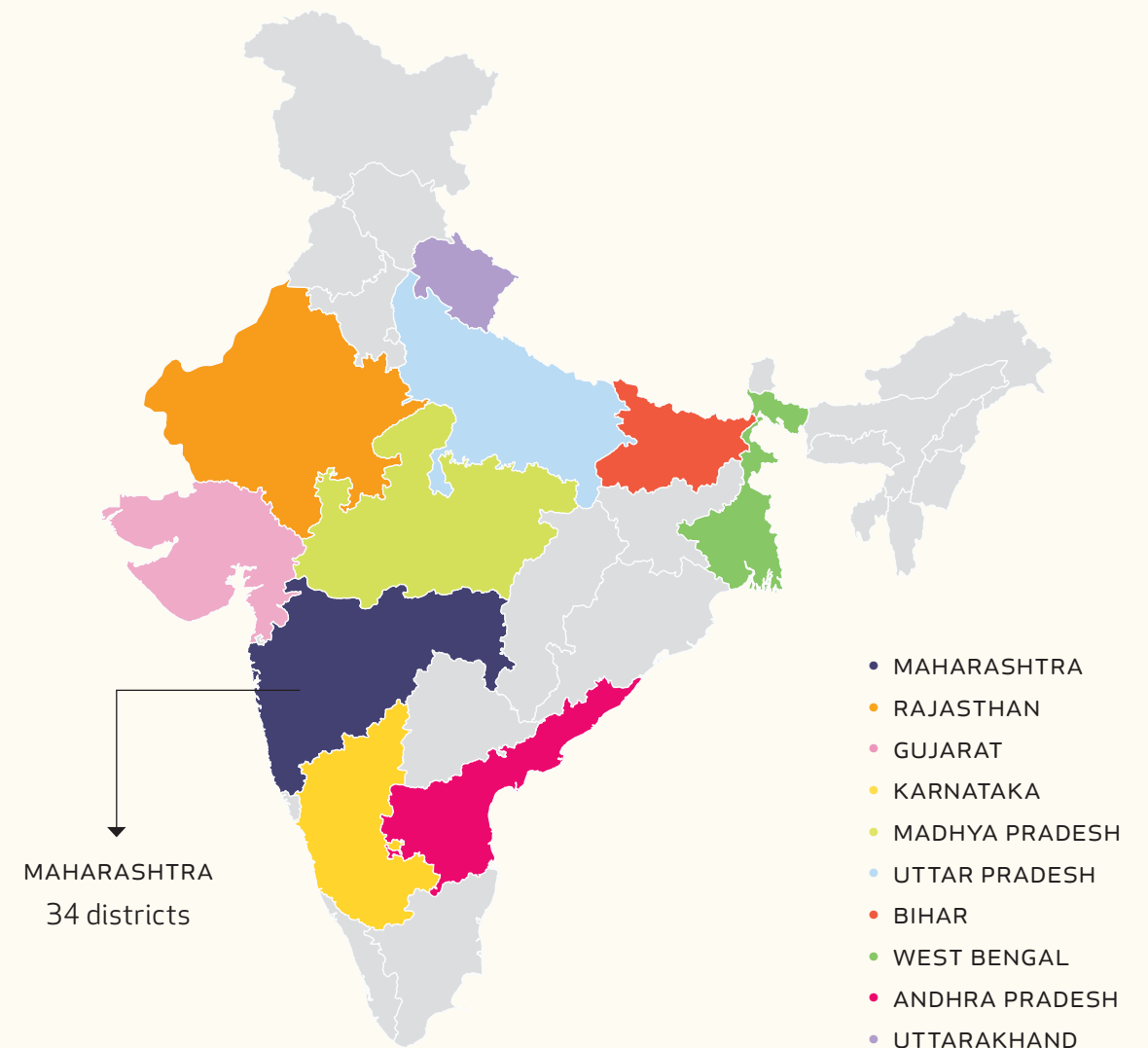
A module of eleven-sessions that included laws and global data on tobacco and its detrimental effect combined with logical thinking, conversational skills, and confidence enhancement.

COVERING GROUND

- Online state-and-national-level workshop for authorities from Directorate of Higher Education, SCERT, and Balbharati.
- Letter on revised TFS criteria sent by the Ministry of Public Health and Family Welfare, Maharashtra to education and health functionaries.
- An op-ed in *Business World* about survey findings in Rural Maharashtra on technological and health challenges, co-authored by SMF’s Dr. Manasi Bawdekar (VP Research, Monitoring and Evaluation) and Ms. Rajashree Kadam (Trustee).
- Research paper on, “The Effectiveness of Teacher Training and TFS Schools” published in *Population Medicine*.
- Permission from the Directorate of Primary and Secondary Education, Pune, to conduct online meetings with teachers of Maharashtra.
- Government Regulation on revised TFS criteria by the Ministry of School Education, Maharashtra.
- Anti-tobacco messages included in Grade 12 sociology books by SCERT, Maharashtra.
- Appeal letter by Collectors, Chief Education Officers, and Education Officers to school principals to make their institutions tobacco-free.
- Adaptation of the SMF module into a PowerPoint Presentation, uploaded on YouTube and circulated amongst teachers of Maharashtra, by Balbharati Textbook Mandal.

LEARNING WITH DOING: *The year in highlights*

Every challenge was countered with a solution, built on the trust of communities, executed with determination by our master trainers, and enabled with the support of local governments.



Our integrated approach engages with state authorities, district bodies, teachers, and gram panchayat workers. We move policy to influence decisions within village blocks and communities, and engage local role models as trainers and master trainers to inspire behavioural change.

To access these individuals and institutions while they were on frontline Covid duty was a challenge, amplified by gaps in infrastructure that made 2020–2021 a year of learning with doing.

PRESENCE IN 10 STATES

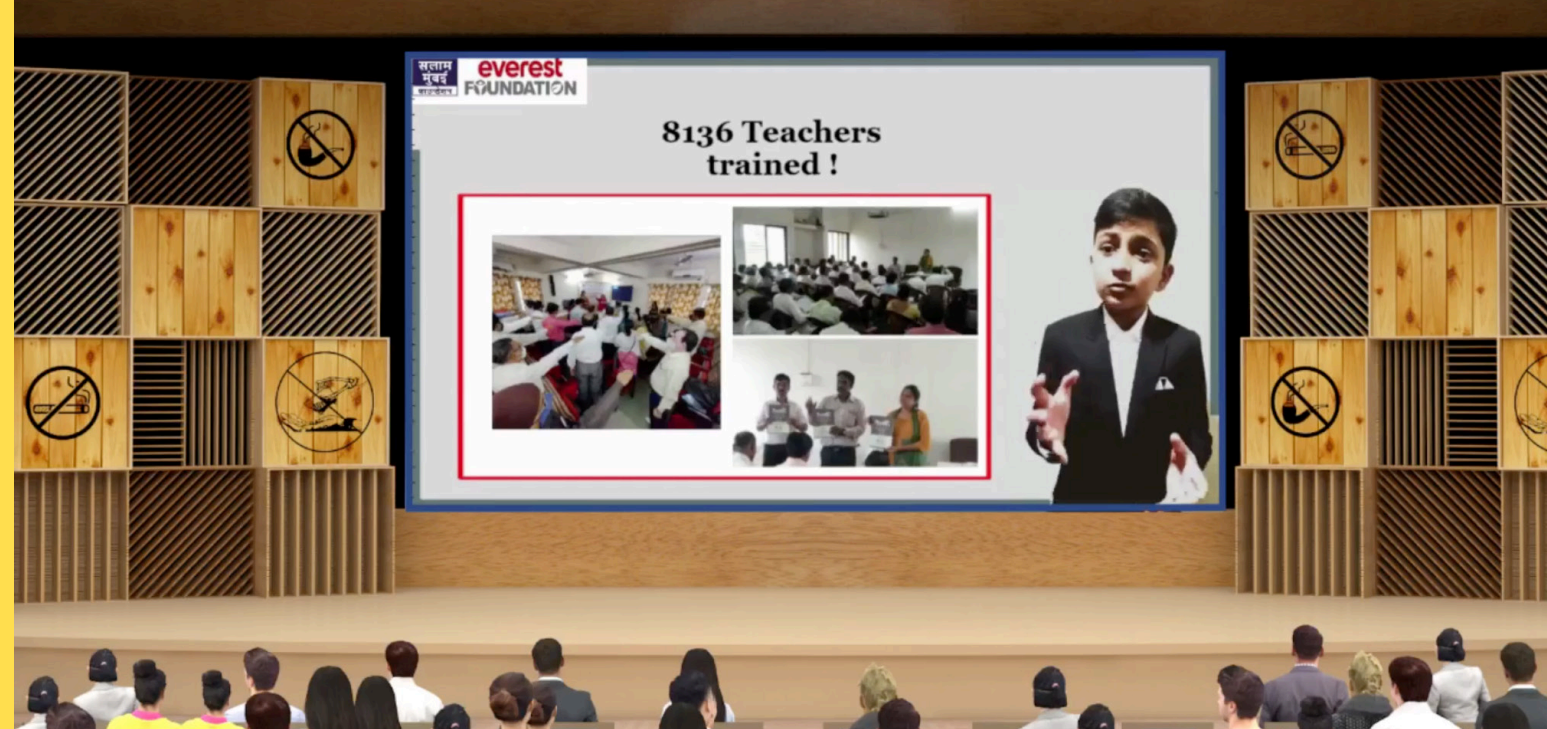
46 DISTRICTS

94,767 STAKEHOLDERS ENGAGED

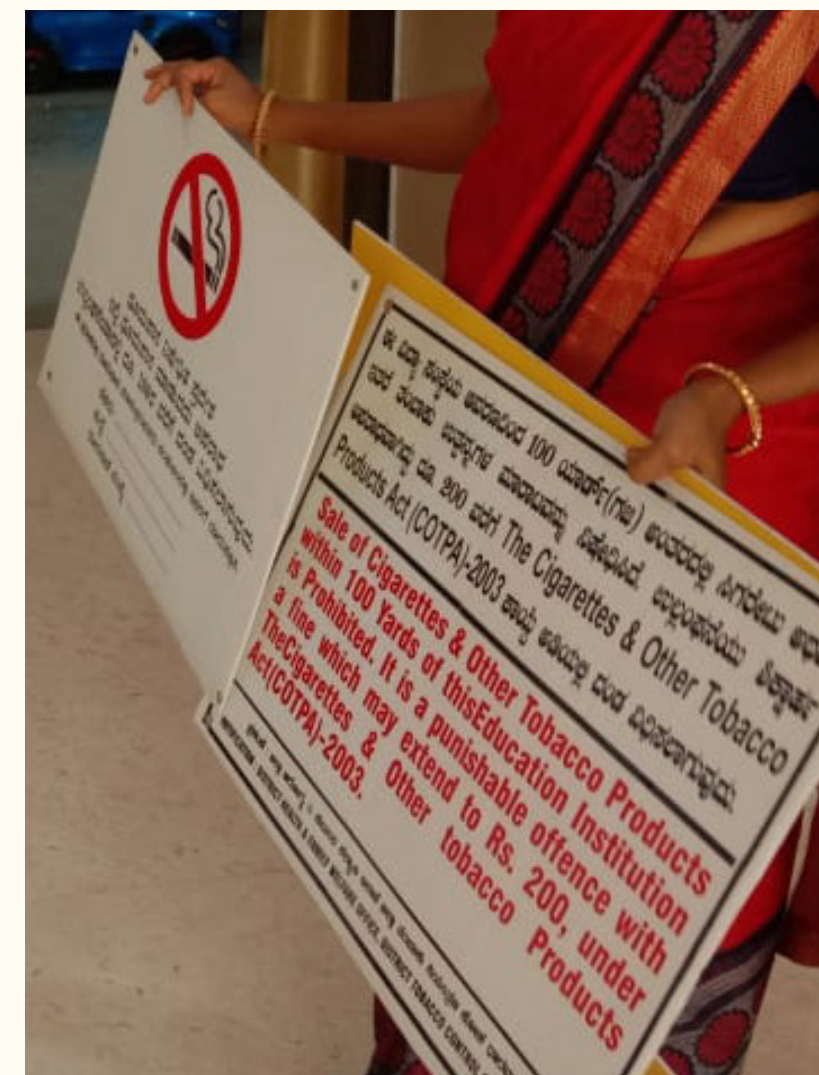
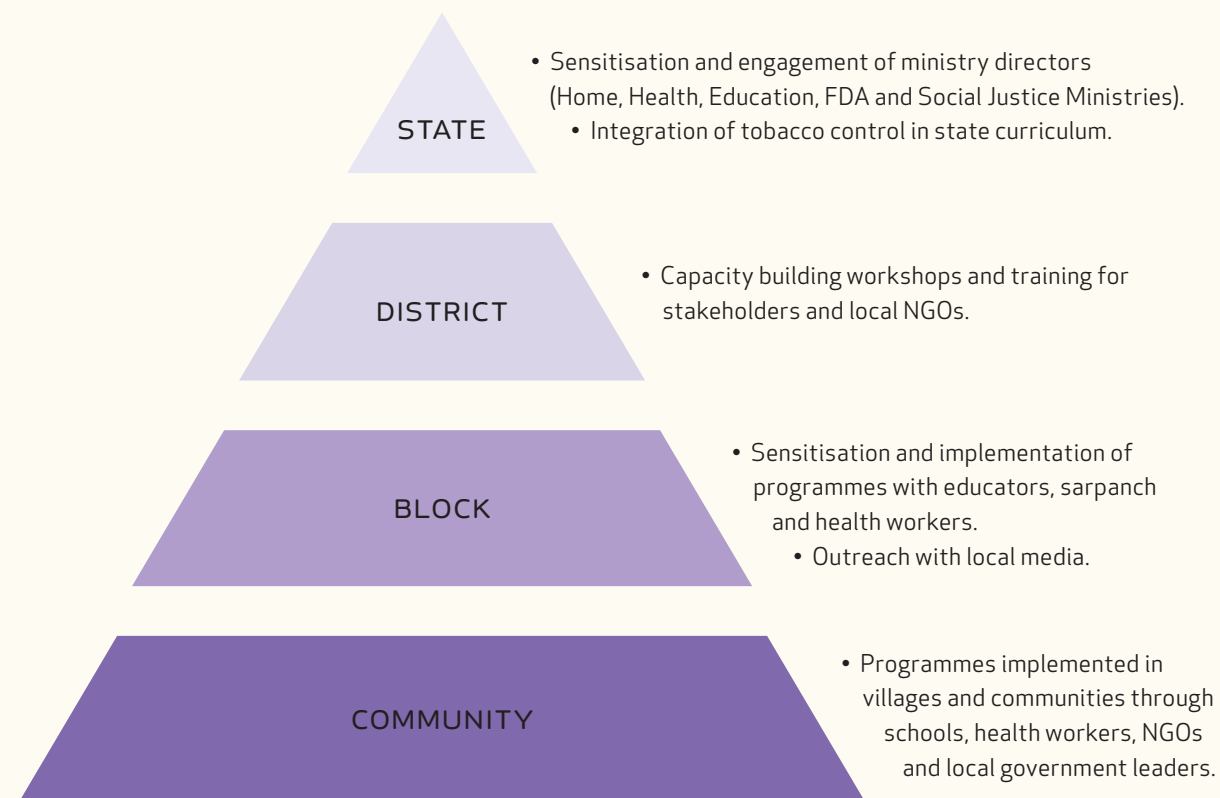
44,555 TEACHERS TRAINED



An amendment was made to Cigarettes and Other Tobacco Products Act (COTPA) 2003;
We lobbied successfully to increase the minimum legal age for smoking to 21-years.



THE SALAAM MUMBAI FOUNDATION MODEL



BUILT
ON
TRUST

- The education department and villagers denied us permission to engage with the community; **We trained and motivated local NGO representatives to follow appropriate Covid protocol and meet with smaller groups of individuals.**
- Stakeholders were busy on Covid duty; **We got their attention by explaining the connection between tobacco and COVID-19 through the NTCP.**

EXECUTED
WITH
DETERMINATION

- The online adaptation of Bal Parishad faced resistance; **We convinced our master trainers of the internet's widespread reach and equipped them with data packages to coordinate successfully with children in remote areas.**
- The Health and Hygiene project stalled because of the lockdown; **We created DIY mask-making videos to circulate on WhatsApp and taught children about the application of floor circles to monitor social distancing at high-footfall locations.**

ENABLED
WITH
SUPPORT

- A letter to 1,10,000 schools by Mr. Rajesh Tope, Minister of Public Health and Family Welfare, Maharashtra, to adapt to Tobacco-Free School criteria; **It gave our programme the needed momentum.**
- Two government reports by two ministries (School Education and Public Health and Family Welfare, Maharashtra), endorsed Tobacco-Free Schools; **We could make a more convincing appeal to schools and senior authorities.**

TOBACCO-FREE SCHOOL APP:

A challenge that required persistent follow-up, training, and technology upgrades

- 1 The TFS app was affected by a virus. We rebuilt and hosted it on a secure cloud server in four months.
- 2 New ToFEI guidelines were issued. We incorporated them with updated modules in English, Hindi, and Marathi.
- 3 Experts from WHO and The Union trained teachers, master trainers, Kendra Pramukhs, and NGO partners on the new guidelines.
- 4 Secondary NGOs were appointed to improve usage numbers on the TFS app.
- 5 Digital certificates to recognise effort for meeting the Tobacco-Free School criteria were presented to schools and published on social media.
- 6 By March 2021, TFS app had 6157 school registrations.
- 7 2 Zilla Parishads and 8 villages of Maharashtra became 100-percent Tobacco-Free School and 1551 schools transitioned to Tobacco-Free Schools.

BEING ROOTED: *Collaboration in the digital world*

Through our fourteen years of experience in rural India, we have learned that scalable and replicable solutions rely on, the active participation of communities and the organisations that influence decisions within these communities.

We not only train local protagonists, but also collaborate across ministries and media to create systemic change rooted in informed and engaged leadership.



- + EDUCATION
- + HEALTH
- + TRIBAL DEVELOPMENT
- + SOCIAL JUSTICE
- + MEDIA

SMF + EDUCATION

The State Council of Educational Research and Training (SCERT), Maharashtra

Meeting to include anti-tobacco communication on their website and grant permission for online training across districts.

Ministry of School Education and Directorate of Higher Education, Maharashtra

Government Regulation and circular for Tobacco-Free Schools. Suggestion to appoint a committee in each district to monitor adherence to TFS criteria.

Balbharati Textbook Mandal

Meeting on the importance of anti-tobacco communication for school children across age groups. Participation in workshop, webinar, and online training to guide teachers and students. Anti-tobacco messages included in Grade 12 sociology textbook.



Dr Rana J Singh
Deputy Regional Director,
The Union South East
Asia



Dr Shivam Kapoor
Technical Adviser (M&E)
The Union South East
Asia



TOBACCO CONTROL IN INDIA
SERIES OF CAPACITY BUILDING WORKSHOP FOR
NGOs AND STAKEHOLDERS

TOPIC :
**Burden of Tobacco
Epidemic in India
&
National Tobacco
Control Programme**

First Session
July 26, Monday | 11:00 am

*A journey towards Tobacco-Free schools in India for
Tobacco-Free and healthy children.*



SMF + HEALTH

The Ministry of Public Health and Family Welfare, Maharashtra

Participation in a pledge ceremony against tobacco by affiliated primary health care centres and medical educational institutions. Online workshop with NTCP to disseminate information about TFS and encourage district and block level teachers to implement the Yellow Line Campaign. A webinar on TFS criteria organised with the support of Dr. Sadhana Tayde, Director, Commissionerate of Health Services. Translation of revised TFS criteria in Marathi submitted to increase compliance across ministries.

SMF + TRIBAL DEVELOPMENT

Hosted a webinar on TFS criteria and COTPA 2003 for 2,500 teachers across Maharashtra on World No Tobacco Day 2020, with the aim to help schools under the Tribal Ministry of Maharashtra transition to TFS.

SMF + SOCIAL JUSTICE

Organised a live webinar on Facebook, for 2,300 participants, along with The Ministry of Social Justice, Maharashtra and All India NGO Association on Anti-Drugs Day.

SMF + MEDIA

Akashwani Radio, interview on World No Tobacco Day 2020 with a focus on the theme 'to protect youth from industry tactics and prevent consumption of nicotine and tobacco.' Talk about making schools and homes tobacco free and an appeal to the youth to keep away from tobacco and smoking on New Year's Eve (31 December 2020). Talk about the hazards of tobacco, COTPA 2003, and TFS criteria on Tobacco-Free Maharashtra Day.

We assist NGO partners with capacity building programmes and closely monitor their work in relation to our mandate.



डांगसौंदाणे शाळेला तंबाखूमुक्त केंद्राचा बहुमान

लोकनामा प्रतिनिधी

तताणी : बागलाण गटातील तंबाखूमुक्त केंद्राचा बहुमान डांगसौंदाणे केंद्रशाळेला मिळाला असल्याची माहिती केंद्रप्रमुख हिरालाल बधान यांनी दिली.

तंबाखूमुक्ती होण्यासाठी शिक्षक, पालक, विद्यार्थी यांच्या माध्यमातून व्यापक जनजागृती करण्यात आली. कर्करोगाचे मूळ तंबाखू असून, शालेय जीवनापासून व्यसन केले, तर त्याचा परिणाम आरोग्यासह शिक्षणावरही होतो. त्यामुळे प्रथम शाळा तंबाखूमुक्त होण्यासाठी केंद्रातील मुख्याध्यापकांनी मनोदय व्यक्त करून शिक्षक मनापासून जनजागृतीच्या कामाला लागले,

सर्वांना प्रोत्साहन देण्याचे काम शिक्षण विस्तार अधिकारी विजय पगार यांनी केले. केंद्रातील १६ शाळा तंबाखूमुक्त झाल्या आहेत. तंबाखूमुक्त अभियानाचे समन्वयक अजय चव्हाण यांनी सलाम मुंबई फाउंडेशनच्या विद्यमानाने शाळांना तंबाखू मुक्तीचे कीट वाटप करून मोबाईल ॲपवर कशाप्रकारे माहिती भरावी, याविषयी मार्गदर्शन केले. केंद्रप्रमुख बधान यांच्याकडे सद्या केंद्राचाही अतिरिक्त कार्यभार असल्याने तेथील ३७ पैकी ३० शाळा तंबाखूमुक्त झाल्या आहेत. सर्व शिक्षकांना प्रेरणा देण्याचे काम शिक्षण विस्तार अधिकारी कैलास पगार यांनी केले. तसेच गट शिक्षणाधिकारी चित्रा देव यांनी सर्वांचे अभिनंदन केले.



PARTNERSHIPS

Apart from our collaborations with government and media, we partner with NGOs to improve our outreach in states other than Maharashtra. We assist NGO partners with capacity building programmes and closely monitor their work in relation to our mandate.

9 States + 9 NGO Partners

Karnataka + Maya Foundation

Rajasthan + SRKP

Gujarat + Chetana India Foundation

Madhya Pradesh + Deendayal Research Institute

West Bengal + Ambuja Cement Foundation

Uttar Pradesh + Bundelkhand Seva Sansthan

Bihar + Dishay Ek Prayas

Uttarakhand + Balaji Seva Sansthan

Andhra Pradesh + EFFORT

- Conducted a statewide workshop with 169 participants from the Department of Education and Department of Health, Rajasthan and special guests from NTCP India, WHO, and state representatives of NTCP Rajasthan. The Department of Education issued a circular for all schools to adhere to TFS criteria.

- Invitation by the Health & Family Welfare Department, Karnataka to present online our work across the nation to the state education authority and NTCP.

- Motivated six blocks in Jhunjhunu District, Rajasthan to implement the Yellow Line Campaign and village gram panchayats in Hanumangad to initiate the TFS programme at all schools.

GOVERNMENT ADVOCACY

- Integrating revised TFS criteria in SARAL – A student portal by the School Education and Sports Department, Maharashtra.

- Organising a national webinar on Quit Tobacco in partnership with WHO and National Tobacco Control Cell, India.

- Including SMF material in websites of Balbharati, SCERT, and The Ministry of Public Health and Family Welfare, Maharashtra.

- Meeting with Mr. Dharmendra Pradhan, Education Minister, Government of India.



LAYING GROUND: Health and Hygiene changes mindsets

Children are the best proponents for and examples of better health and hygiene practices. They influence behaviour in families and communities, and bring lasting change to society.



Existing locations:

Yavatmal and Nandurbar Districts

New locations:

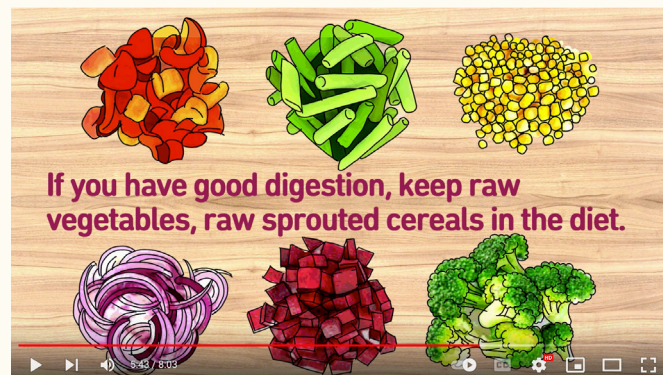
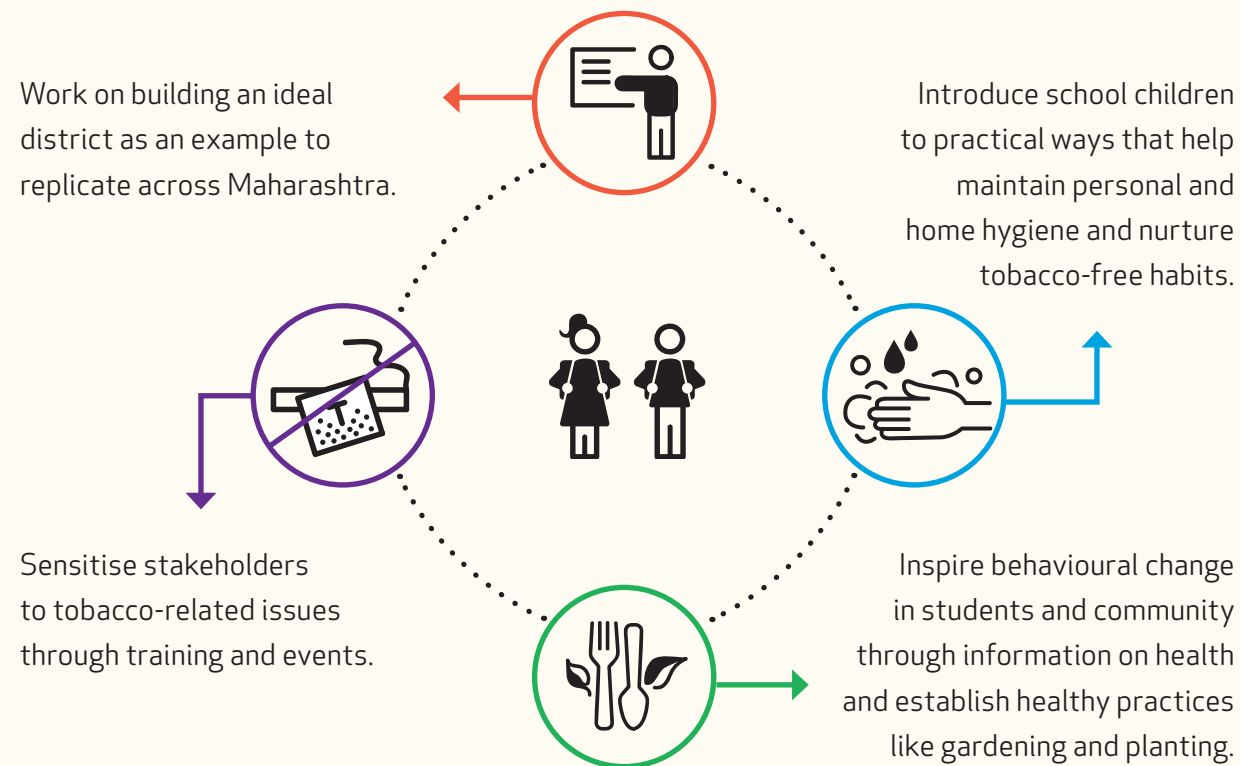
Dhule and Wardha Districts

LAYING GROUND FOR PERSONAL TRANSFORMATION AND COMMUNITY WELFARE

Ajay Mahesh Padvi, a Grade 4 student from Shegve, Nandurbar, didn't bathe or cut and clean his nails regularly. He would bite his nails and wear dirty clothes, and children hesitated to play with him. A youth fellow in a session, 'I am clean, I am strong, I will stay away from disease four arms long,' explained the ill effects of being unclean through posters, videos, and other content. The session influenced Ajay and he started bathing and cutting his nails regularly. Children began to play with him and he made more friends.

Rishikesh Gajanan Wankhade is a Grade 4 student from Husnapur in Yavatmal. He lives in a family of four. Before the lockdown, Sunil, a youth fellow, demonstrated and shared information with Rishikesh and his fellow students about creating a kitchen garden. Rishikesh's father approached Sunil for more information and for vegetable seeds. Rishikesh tended the plants and in a couple of months, the family had a flourishing kitchen garden. They did not have to purchase vegetables from the market and during lockdown they shared vegetables with others in the village.

OBJECTIVES



A youth fellow in a session: 'I am clean, I am strong, I will stay away from disease four arms long,' explained the ill effects of being unclean through posters, videos, and other content.

SESSION	ACTIVITY
Harmful effects of tobacco and the need for Tobacco-Free Schools	A rally to increase awareness about a tobacco-free environment at home and at school.
Personal hygiene	Helping women in the village understand the aspects of and ways to maintain personal hygiene.
Village hygiene and sanitation	A village clean-up drive by school children, followed by a meeting with the sarpanch to maintain cleanliness in the village.
Balanced diet, physical activity, and kitchen garden	Demonstrating and teaching children to create kitchen gardens at home.
Food and felicitation event	Felicitating school children for their effort at maintaining health and hygiene at an event where they present a low-cost, nutritious food option along with an adult from their family.

In Dhule we partnered with Swaraj Mitra and in Wardha with Dyandeep Prathisthan.

Developing IEC Content

Diary for daily records. Posters. Worksheets. Audiovisuals.

Digital training & Orientation

Maharashtra state: 4 districts.
4 NGO partners. 12 NGO coordinators.
64 youth fellows.

Monitoring and Evaluating

- NGO partners kept the Collector, CEO, and EO informed about project.
- Youth fellows conducted sessions with schools while following Covid protocol.

EVENTS

Session on regular exercise and a healthy, balanced, non-toxic diet

4 districts. 2,581 attendees (students, teachers, and villagers).

Felicitation with a certificate

10 student champions. 400 villages.
4 districts.

Online poetry reading competition

85 contestants. 2 districts: Nandurbar and Dhule.

Online essay competition on Marathi Language Day

4 districts. 120 contestants.

CREATING SCALE: Corporate Partnerships keep it going



We developed Covid-specific informational and educational content relevant to tobacco consumption habits in the three locations – Hookah in Chirawa, Gutkha in Kodinar, Bidi in Farakka. At Chirawa, we reached approximately 4000 villagers through a mobile announcement campaign. In Kodinar, we distributed masks with anti-tobacco messages and painted 200 murals. The Chief Medical Health Officer, Farakka asked us to paint murals at government hospitals and NTCP, Murshidabad requested use of our IEC content for their community-awareness initiative. This year too, students from ACF's Skill and Entrepreneurship Development Institute (SEDI) performed a street play at the three locations.

STAKEHOLDERS AND PRESENCE

Ambuja Nagar at Kodinar,
Gujarat – 12,398
Farakka, West Bengal – 2,254
Chirawa, Rajasthan – 7,617



BENEFICIARY SPEAKS

'An intention to do good can make the smallest deed amazing.'
Mr. Bhupatbhai Lakhabhai Vaja, Farmer, Singhsar Village, Gujarat

'I had been consuming five packs of mawa (tobacco) for 22-years and it cost me approximately ₹4,81,800 in earnings. One morning, I accompanied my wife (Sahayog Vaja) to the school (Som School) where she is a committee member. We joined the morning prayer session at which the teachers along with the team at ACF and SMF were informing students about the adverse effects of tobacco. What they were saying made me want to quit mawa, which I did in February 2021. I now motivate others in the village to quit tobacco.'



Vani Sanstha – Dholpur, Rajasthan

Conducted training for staff on Health and Hygiene, COTPA 2003, and the relation between COVID-19 and tobacco, and on TFS criteria for 60 teachers in Dholpur District. Went on school visits to support with TFS criteria.

STAKEHOLDERS AND PRESENCE

Chetna India, Gujarat – 1,244

Sahayak Sevbhavi Sanstha,
Karnataka – 14,644

Vani Sanstha, Rajasthan – 6,822

Sahayak Sevbhavi Sanstha – Belagavi and Dharwad Districts, Karnataka

Distributed COVID-19 kits and demonstrated hygiene methods to 320 villagers. Conducted an awareness programme for Asha and Anganwadi workers. Pursued advocacy efforts with the Dharwad District Collector and with the Deputy Chief Minister of Karnataka to help implement TFS criteria in Dharwad and Belagavi. Organised a street play by children

to inform villagers about the adverse effects of tobacco and its relation to COVID-19.

Chetna India – Ahmedabad District

Despite not receiving funding this year, Chetna continued their work on tobacco-control. They conducted an observational survey to understand enforcement of COTPA 2003 near educational institutes at Vasna

in Ahmedabad City; findings were referenced frequently by the media, including 'Ahmedabad Mirror' and 'Sandesh', the leading daily in Gujarat. Met the Chief District Health Officer and Epidemic Medical Officer to discuss IEC activities. Held advocacy meetings with the Deputy District Primary Education Officer and the Deputy Health Officer, Ahmedabad Municipal Corporation to seek permission for online training of teachers and to implement the tobacco-control programme in Ahmedabad City.



Narotam Sekhsaria Foundation

This year, the NSF award was presented to 5 NGOs and 10 individuals at an online event attended by approximately 250 people. Each awardee from the NGO category received a grant of ₹10,00,000 and each individual awardee received ₹50,000 to help continue with their endeavours at tobacco control. The Special Contribution Award went to Dr. Sadhana Tayade, Director, Commissionerate of Health Services, Maharashtra.

Bundelkhand Sewa Sansthan – Lalitpur, Uttar Pradesh

Launched the tobacco-control and training programme at an event attended by 400 community members and government officials. Conducted workshops to train 35 master trainers and explained the concept of a Tobacco-Free School to children and teachers, who pledged to make their schools tobacco-free.

STAKEHOLDERS AND PRESENCE

EFFORT, Andhra Pradesh – 160

Disha, Bihar – 566

MAYA, Karnataka – 140

Deendayal Research Institute,
Madhya Pradesh – 6,819

Nirman Vikas Sanstha,
Maharashtra – 2,775

SRKPS, Rajasthan – 178

Tarun Chetna, Uttar Pradesh – 2,488

Budelkhand Sewa Sansthan,
Uttar Pradesh – 5,562

Balajee Sewa Sansthan,
Uttarakhand – 238



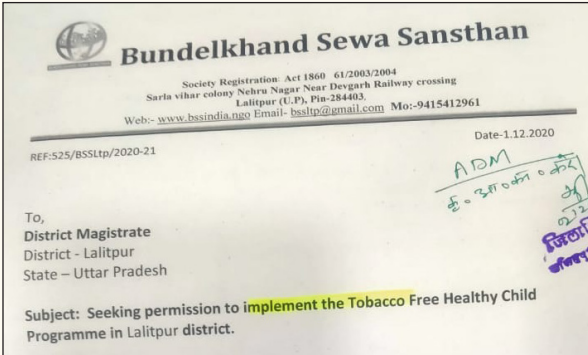


Balajee Sewa Sansthan – Dehradun, Uttarakhand

Held a capacity-building workshop on COTPA 2003 for state and district tobacco-control teams. Organised a workshop for 38 media persons including the President of the Press Club, Dehradun, on 'Role of Media' to help strengthen the National Tobacco Control Programme. Conducted a session on ToFEI that encouraged students and teachers of Government Inter College to take a lifelong oath against tobacco.

SRKPS – Jhunjhunu, Rajasthan

Conducted an orientation workshop for the police department and received a commitment from the Superintendent of Police that vendors violating the Yellow Line Campaign will be fined. Organised, along with the health department, a drawing competition for 9 schools. Awarded three winners from each school and displayed paintings as IEC content.



Tarun Chetna – Pratapgarh, Uttar Pradesh

Conducted training for 101 teachers that was covered by 12 digital and print publications. Focused on school visits, community mobilisation, and mural art to create awareness about the relation between tobacco and COVID-19.

Deendayal Research Institute – Satna, Madhya Pradesh

Conducted comprehensive training for 65 teachers. Organised an eight-day health camp for 361 doctors, patients, and villagers, and held an awareness session and pledge ceremony for The Sarpanch of 35 villages and for 47 women from self-help groups.



Nashik District, Maharashtra

This year's big step forward was an online Bal Parishad for 265 school students and stakeholders and the tobacco-free life oath taken by approximately 1,400 students and teachers. At Lakhamapur Village, we worked on Covid awareness and relief. We distributed COVID-19 safety kits to 1,200 homes and reached nearly 4,000 people. Efforts were made at village sanitisation, distribution of masks, setting up an information *pandal* or tent, and at repeated announcements about medical aid facilities, using an auto-rickshaw and a megaphone. We felicitated 35 Asha workers and medical officers. We also gave a talk on *Radio Vishwas*, a community radio station with a reach of about 50,000 people in Nashik District and nationwide, and organised an online session on "Building Resilience: Dealing with challenging times" conducted by Psychologist, Ms. Manasi Gokhale.

Katni District, Madhya Pradesh

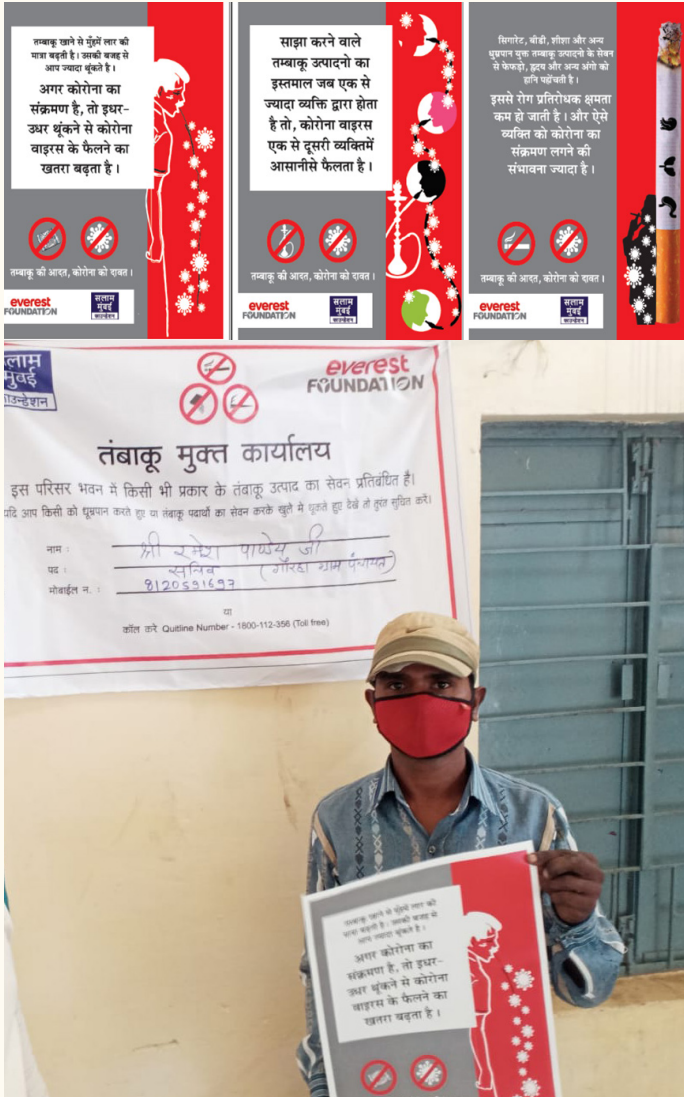
This year we took our association with Everest Foundation beyond Nashik District to Katni in Madhya Pradesh, where we conducted training for 86 teachers and organised school visits for follow-up and information dissemination. We developed a digital baseline survey to assess our intervention and its impact in Katni, and we sensitised 109 teachers about the tobacco-control programme at the 36

STAKEHOLDERS AND PRESENCE

Nashik District, Maharashtra – 8429

Katni District, Madhya Pradesh – 993

schools that participated in the survey. We also conducted COVID-19 awareness activities to sensitise 576 stakeholders to recommended safety protocol during the pandemic.





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नाशिक जिल्हास्तरीय बालपरिषद मोठ्या उत्साहात संपन्न विद्यार्थी, शिक्षक व अधिकारी यांनी घेतला सहभाग; मा.ना.श्री.छमन भुजबळ यांच्या हस्ते उदघाटन

नाशिक दि.१० (एयतेचा कैवारी - ऑनलाइन) सलाम मुंबई फाऊंडेशन आणि एम्बुजा एज्युकेशन फाउंडेशन यांच्या संयुक्त विद्यमाने, दिनांक १० फेब्रुवारी २०२२ रोजी सकाळी १० . ४५ ते १२ . १५ दरम्यान नाशिक (महाराष्ट्र) आणि विस्तरावल्यात (महाराष्ट्र) आंतरराज्य स्तरीय डिजिटल बालपरिषद संपन्न झाली. शाळेय आणि गाव स्तरावर युवांनी केलेल्या वेगवेगळ्या ठरावीक कार्याना प्रोत्साहन मिळाले. यांनी केलेल्या कार्यरत एवढा व्यावसायिक शिक्षक आणि युवांचा संयुक्त मुलीचा आवाज कुल द्यावा या हेतूने डिजिटल बाल परिषदेने आयोजन केले होते. शाळेय आणि गावस्तरावर कार्य करीत असताना विद्यार्थ्यांना काही समस्या आलेल्या आहेत. काही प्रश्न निर्माण झालेले आहेत आणि बांगले अनुभव देऊन आलेले आहेत. या अनुभवाची देवाण घेऊन खात्री करून निर्माण झालेल्या प्रश्नांची उत्तरात काही हा देऊन एक उद्देश बालपरिषदेचा होता.



मुख्य अतिथी सचिव मा. श्री. छमन भुजबळ यांचे (मा. श्री. अन्न, मागील पुढावा व शाळा संस्था, महाराष्ट्र) सलाम मुंबई फाऊंडेशन आणि एम्बुजा एज्युकेशन फाऊंडेशन यांच्या संयुक्त विद्यमाने, दिनांक १० फेब्रुवारी २०२२ रोजी सकाळी १० . ४५ ते १२ . १५ दरम्यान नाशिक (महाराष्ट्र) आणि विस्तरावल्यात (महाराष्ट्र) आंतरराज्य स्तरीय डिजिटल बालपरिषद संपन्न झाली. शाळेय आणि गाव स्तरावर युवांनी केलेल्या वेगवेगळ्या ठरावीक कार्याना प्रोत्साहन मिळाले. यांनी केलेल्या कार्यरत एवढा व्यावसायिक शिक्षक आणि युवांचा संयुक्त मुलीचा आवाज कुल द्यावा या हेतूने डिजिटल बाल परिषदेने आयोजन केले होते. शाळेय आणि गावस्तरावर कार्य करीत असताना विद्यार्थ्यांना काही समस्या आलेल्या आहेत. काही प्रश्न निर्माण झालेले आहेत आणि बांगले अनुभव देऊन आलेले आहेत. या अनुभवाची देवाण घेऊन खात्री करून निर्माण झालेल्या प्रश्नांची उत्तरात काही हा देऊन एक उद्देश बालपरिषदेचा होता.



MAINTAINING CONTINUITY:

This year we continued to build the intervention online, through trainings, Bal Parishads, Health and Hygiene initiatives, and advocacy meetings. We learned that the digital medium can help us reach larger numbers at economical costs.

Going forward, we will adopt in-person and digital interactions in a 60:40 ratio to help with the outreach and performance of the programme. For example, learning to create a kitchen garden needs sharing of seeds, while tutorials about the process can be shared online. Similarly, awareness at a community scale requires physical setups and vehicles with megaphones, while awareness amongst

Future beyond a pandemic

government officials and capacity building of community workers can be managed through online sessions.

In the coming months, we envision that our work will have had significant influence to declare 10 districts of Maharashtra as tobacco-free zones. We will continue to engage with the youth and take the number of youth fellows from 64 to 100. We are studying the impact of our anti-tobacco messages from Grades 5 to 10 and a comparative study of trained and untrained teachers in Katni District is underway. The Health and Hygiene project is being replicated in 4 blocks in the existing four districts in Maharashtra. With the support of our corporate and NGO partners, we are extending the collaboration with NTCP in 9 states to host workshops on Tobacco-Free Schools and organise a national level Bal Parishad for students to present their



"बालपरिषद" हे यंग लिडर्स निर्मित हक्काचे व्यासपीठ

सलाम मुंबई फाऊंडेशन आपणास राष्ट्रीय स्तरावरील ऑनलाइन बालपरिषदेसाठी आमंत्रित करीत आहे.

सलाम मुंबई फाऊंडेशन कार्यरत असलेल्या 10 राज्यांमधील " तंबाखुमुक्त आरोग्य संपन्न मुलं " कार्यक्रमासाठी आपले सक्रिय सहकार्य अपेक्षित आहे

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उपमुख्यमंत्री, महाराष्ट्र राज्य

विशेष अतिथी

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demands to the authorities. We are also partnering with media to spread awareness about COTPA 2003 and the need for tobacco-control around schools.

We should have new adoption numbers and positive growth stories to share with you in 2021–2022 as we continue to combine advocacy, knowledge, and participation through local government, media, schools, families, and community to empower and inspire the children of India to make healthier, beneficial choices.



Thank you
to our partners,
supporters, stakeholders
and well wishers.

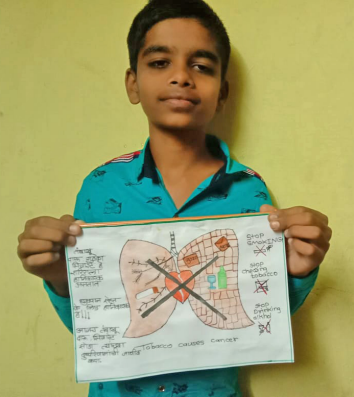


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