







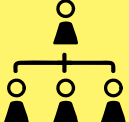







	
Annual Report 2019—2020						
						
						
						
						
						
						



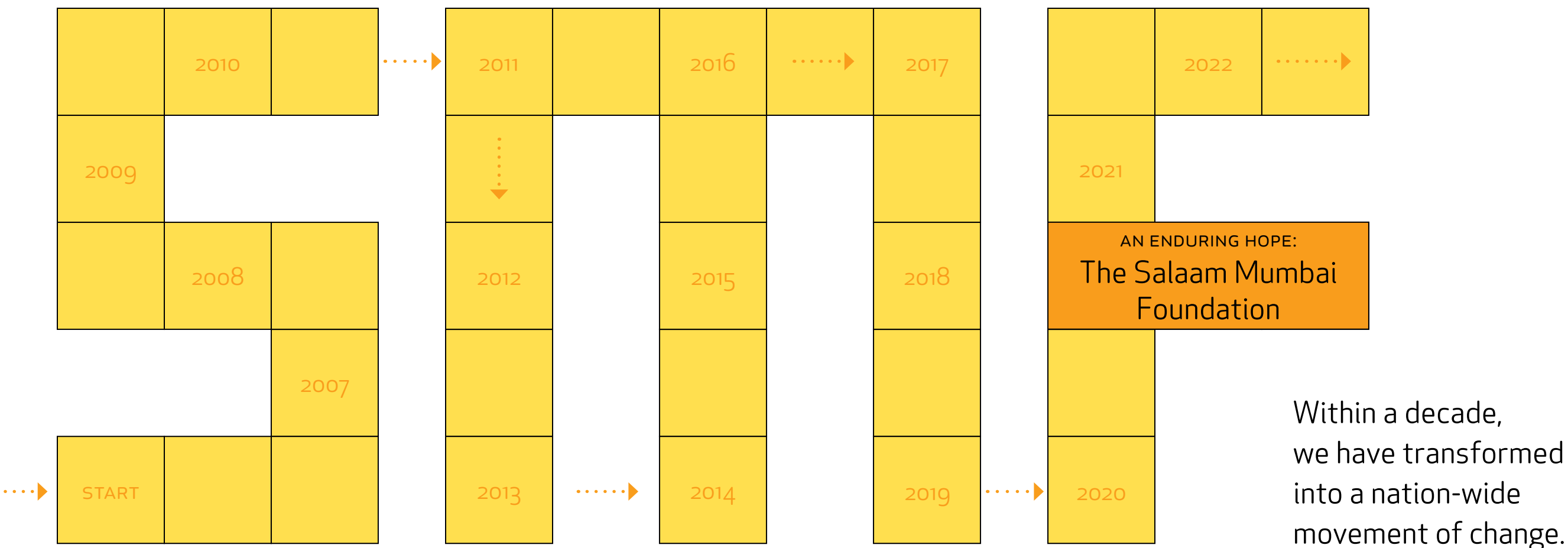
The reasons behind tobacco addiction are multi-dimensional.

Our solutions should be, too.

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ANNUAL REPORT
2019—2020



The Salaam Mumbai Foundation began in 2007. As the rural outreach branch of the Salaam Bombay Foundation we sought to further the organisation's vision of a tobacco-free world. In the last decade plus, we have transformed into a country-wide movement to positively impact the health of children in rural India by making their environments tobacco-free.

The Salaam Mumbai Foundation has achieved this by engaging multiple stakeholders in the ecosystem. In collaboration with local citizens, schools, grassroots government and non profit

organisations, we have sought to empower children so they can make the right choices about their health and livelihood and create a bright future for themselves.

We have crafted education modules on tobacco control, done extensive advocacy for policy-level change, and harnessed local trainer networks to boost robust information about good health, hygiene and nutrition practices. Our pilot project that involved 20 villages has today grown to encompass 54,000 tobacco-free schools across rural India.



Vision

Empowered children lead a tobacco-free healthy life with knowledge about the ill effects of tobacco, good hygiene and nutrition practices, thereby ensuring that they can thrive with a sustainable societal health outcome.

Mission

Keep children in school by empowering them to make the right choices about their health, education and livelihood thereby ensuring that they can thrive with a bright future.

Objectives



Tobacco-free Healthy Child

1 Making tobacco-free schools as per the criteria approved by the WHO.

2 Equip all stakeholders with scientific information on the ill effects of tobacco use and enhance their participation for enforcement of COTPA.

3 Scalability and sustainability of the Salaam Mumbai Foundation tobacco control programme.

2019—2020 Achievements & Reach

government administrators at the national and state levels for policy-level change.

In 2020, the foundation's pan-India work carried out in Maharashtra and seven other states was appreciated by the Principal Health Secretary. We were also a part of the state level meeting for Nirogi Rajasthan along with WHO, UNICEF, Piramal Foundation, UNESCO, Tata Trust and local NGOs.

Besides building stakeholders' capacity and increasing awareness, the Salaam Mumbai Foundation engages and advocates with

TRIBAL DEVELOPMENT

- Developed a Tobacco-free Schools model for tribal schools, inaugurated by Hon. Central Minister Mr. Nitin Gadkari.
- Integrated the educational and informational material developed by the Salaam Mumbai Foundation on the tribal development website.

EDUCATION DEPARTMENT

- Issued Government GR for all Maharashtra schools on Tobacco-Free Schools criteria.
- Anti-tobacco messages integrated in Bal Bharti Grade 11 textbook (child development booklet).

SOCIAL JUSTICE MINISTRY

Salaam Mumbai Foundation is on the ministry's committee for social justice. The foundation functions as a resource organisation for the tobacco control programme in Maharashtra.

RURAL DEVELOPMENT

- Formation of a Tobacco Control Committee in all villages.
- Advocacy of the Tobacco Control Programme through the Gram Sabha in all village councils.

HEALTH DEPARTMENT

- Organised World No Tobacco Day event in Mantralaya and set up a Salaam Mumbai Foundation stall.
- Conducted Gram Sabha on 15th and 2nd October with the support of the state health department.
- Conducted a state-level workshop in Nagpur with the support of NTCP, Maharashtra.



- MAHARASHTRA
- RAJASTHAN
- GUJARAT
- KARNATAKA
- MADHYA PRADESH
- UTTAR PRADESH
- BIHAR
- WEST BENGAL

PRESENCE IN 8 STATES

MAHARASHTRA

34 districts

• Kolhapur declared a Zila Parishad with 100% tobacco-free schools.

• 6 blocks with 100% tobacco-free schools: Dodamarg and Vaibhavvadi (Sindhudurg)

Sadak Arjuni, Amgaon and Devri (Gondia)

Varora (Chandrapur)

268 BLOCKS REACHED

1,436 MASTER TRAINERS SENSITISED

1,799 CLUSTER COORDINATORS ALIGNED TO THE CAUSE

49,188 STAKEHOLDERS ENGAGED

53,555 TEACHERS TRAINED

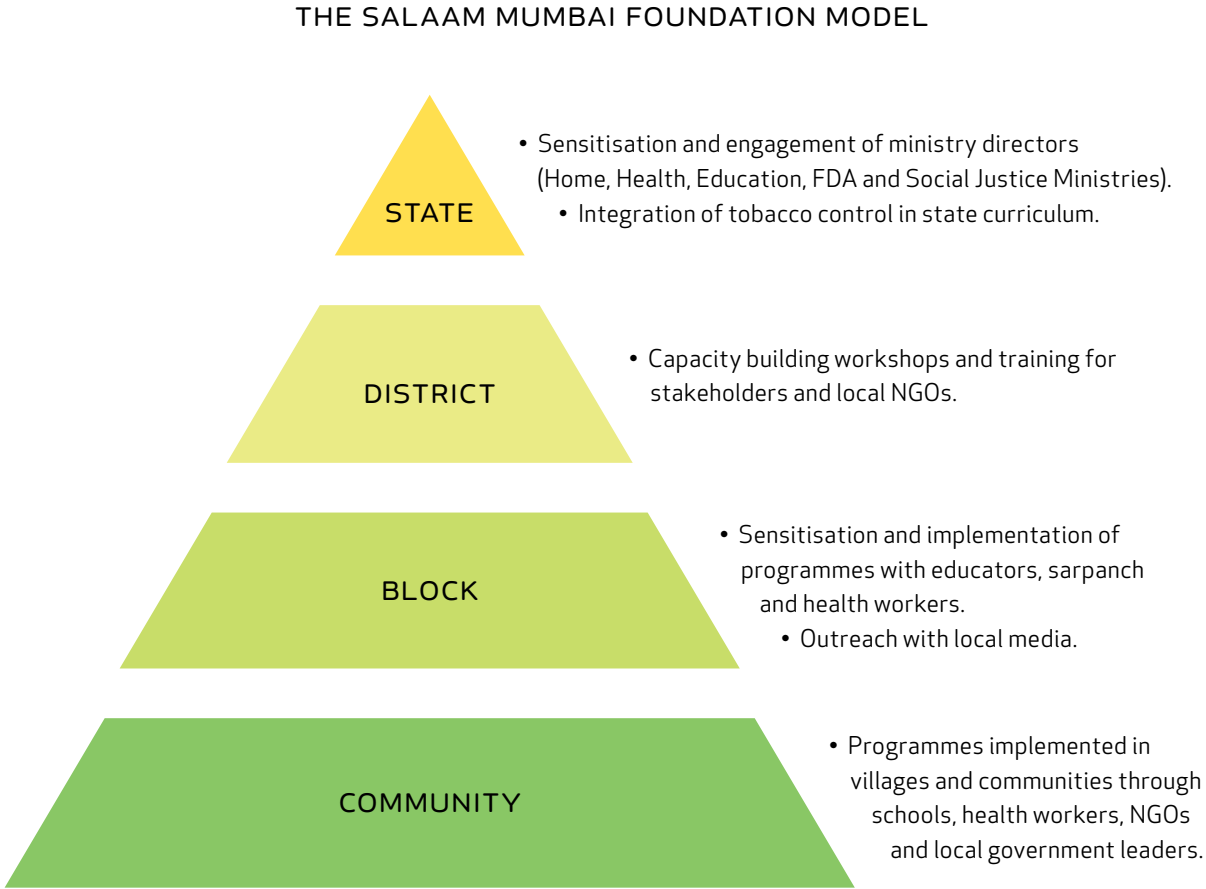
A SUSTAINABLE GAMEPLAN: Our Approach & Model		

A healthy, tobacco-free future for children can only be created with the active participation of children, parents, teachers and all other local stakeholders.



While working on the ground, we have understood that interventions at the school and community levels are some of the most effective set ups to deliver change-making programmes.

A sustainable path towards ensuring a healthy, tobacco-free future for children can only be achieved with the active participation of children, parents, teachers and other community members. Collaborating with local-level stakeholders not only strengthens a model, it also lays the foundation for long-term sustainability and growth.



One of the ways we undertake capacity-building of local stakeholders is by accessing and empowering existing educational infrastructures for training. This model spurs enduring community mobilisation by facilitating change at the individual and community level to create a tobacco-free, healthy environment.

TRAIN THE TRAINER

Communities offer supportive environments for behavioural change. For realising our vision

School is a place where a child spends a majority of her time. Schools therefore are important sites for positive interventions and change.

of a tobacco-free healthy life for children, we determined that schools are gateways for tobacco control to enter the community.

Salaam Mumbai Foundation’s modus operandi has been to tap into the “train the trainer” model. Through this approach we reach out to local community role models such as school

The SMF model is set up to be scalable as well as sustainable.

teachers, anganwadi workers, gram panchayat leaders, public health workers and local non profits. These stakeholders are the most important influencers and decision-makers for the child.

These community members form the first level of educators who disseminate the message to various target groups. We implement tried and tested modules that have delivered results to various Mumbai schools aided by the Brihanmumbai Municipal Corporation and the government, with adjustments for the rural milieu.

In this way, SMF works with:

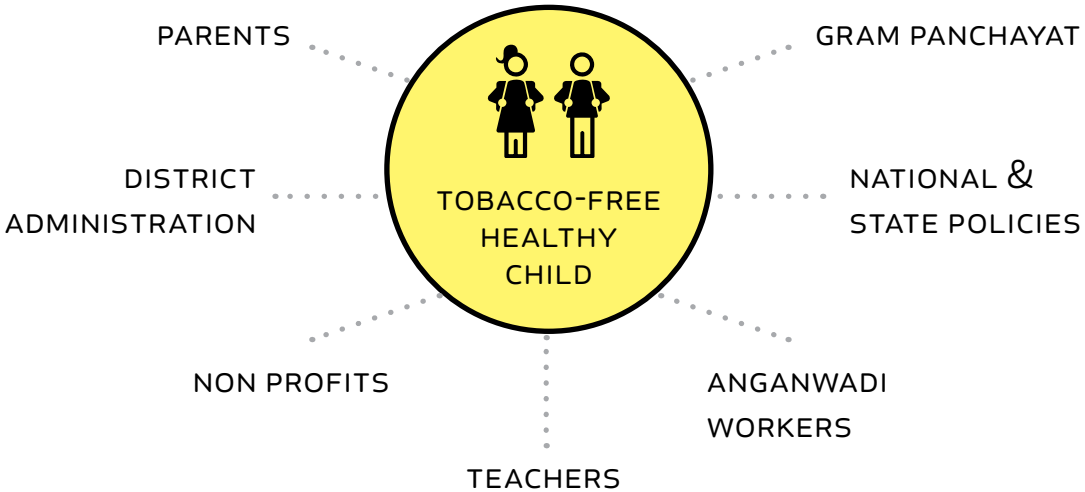
GOVERNMENT
For policy-level strengthening and implementation of the programme to boost sustainability.

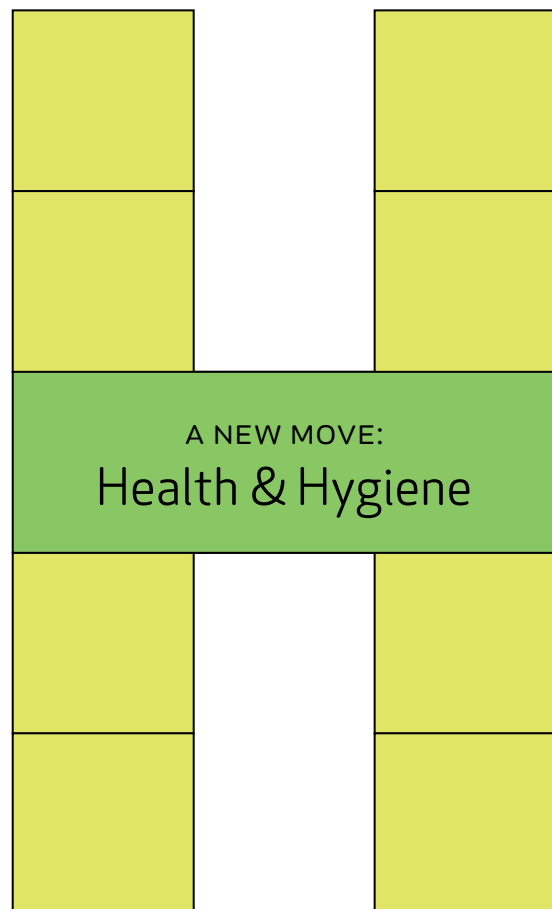
MEDIA
For responsible media coverage of tobacco control information and constraints on tobacco product advertisements.

NGOs
For collaboration and partnership with local non profits for strengthening the programme at ground level.



- SUSTAINABLE & SCALABLE**
- The Salaam Mumbai Foundation model is set up so it can be scalable as well as sustainable. Our successes have been easily replicated in other locations as we grow. The model:
- EMPOWERS**
children as the primary change agents
- FORMULATES**
training-led school and community interventions for sustainable outcomes
- MOBILISES**
local NGOs and corporates for scalable implementation
- ADVOCATES**
with governmental bodies to build support for the implementation of the child health, hygiene and school development programme
- CREATES**
research and evidence-based educational and informational material for effective advocacy and policy-level intervention





The reasons behind tobacco addiction are multi-dimensional.

Our solutions should be, too.

A tobacco-free, healthy life is a basic right of a child.

While working at the grassroots level we noticed the correlation between health, hygiene and tobacco. Poor diet and hygiene have high costs for India's children, problems compounded by poverty and low awareness.

Lack of personal hygiene and unhygienic living conditions favour person-to-person transmission of infections. They are important factors for higher incidences of skin diseases, respiratory diseases, worm infestations,

diarrhoeal diseases and dental diseases. Against the background of COVID-19, the issue could not be more urgent.

Another crucial component of the healthy development of children is good nutrition, which influences health, learning, physical fitness, the ability to withstand stress, and work at maximum productivity. Nutrition and food security are key points in the United Nations' sustainable development goals.

Personal hygiene, poor nutrition and tobacco are responsible for high rates of morbidity

NUTRITION

- Tobacco is a hunger suppressant so it impacts the child's nutrition.
- Junk food

HYGIENE

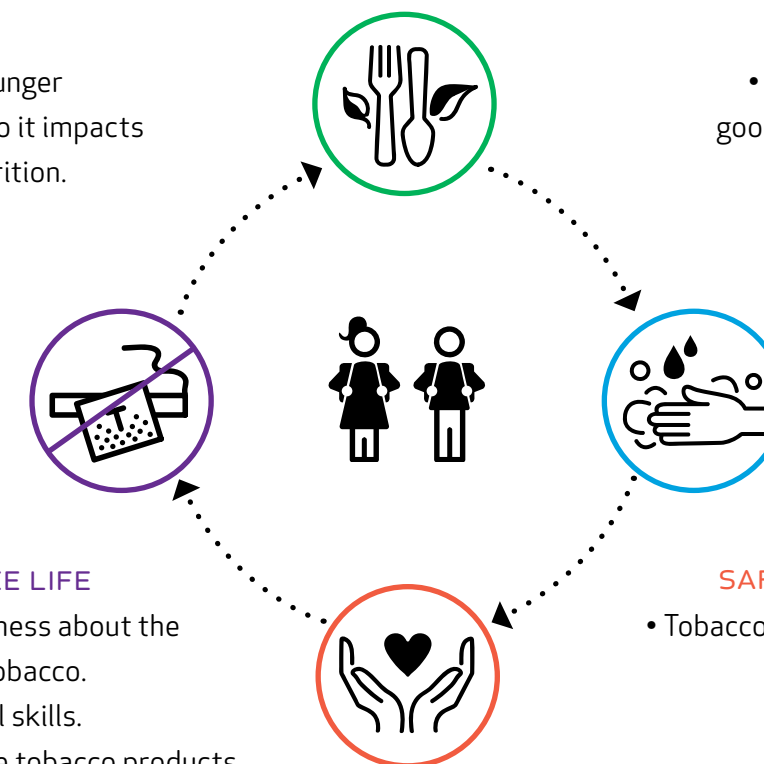
- Scant awareness of good hygiene practices.

TOBACCO-FREE LIFE

- Lack of awareness about the ill effects of tobacco.
- Lack of refusal skills.
- Easily available tobacco products.

SAFE ENVIRONMENT

- Tobacco use by role models.
- Passive smoking.



A child needs proper nutrition, good personal hygiene and hygienic surroundings, a safe environment and a tobacco-free life for a happy, successful life. Many rural children do not have access to these key markers.

and mortality in rural India. The rates are higher and more severe among children.

Research shows that improved access to clean water, basic sanitation and hand washing practices are affordable and effective interventions to prevent acute gastrointestinal diseases, respiratory infections, dental and skin conditions.



- Lack of good hygiene practices leads to tobacco spitting and smoking at home, which are damaging for health and hygiene of the entire family.
 - In rural areas, adolescent girls, often responsible for cooking, work with unwashed hands and also chew tobacco. This not only leads to contamination of food but also to ingestion of tobacco by other family members.
 - Because of poor hygiene education,
- many villagers still use misheri, or tobacco-laced tooth powder, to clean their teeth. This is detrimental to their health as well as hygiene.
 - There is a general lack of awareness of good hygiene practices in villages. Many people do not bathe regularly and believe myths related to bathing with soap.
 - Open defecation is common during summer when there is a lack of water in toilets.
 - The condition of toilets in schools is dismal.

TOBACCO & HYGIENE

- Tobacco is a hunger suppressant. Consumption by mothers and children impacts their nutritional levels and further leads to children's suboptimal physical and mental development.
- There is a lack of knowledge about nutritious food in rural communities. Meat, fish and fruit are commonly not a part of their diet because of financial constraints, leading to the problem of anemia in pregnant women. Many children remain underweight.

TOBACCO & NUTRITION

- Bidi smoking by the parents exposes children to secondhand smoke, leading to pulmonary diseases.
- Tobacco usage by role models sets up the kids to become tobacco users themselves.

TOBACCO & HEALTH



KNOWLEDGE IS EMPOWERMENT

The Salaam Mumbai Foundation, while focusing on building tobacco-free communities, realized the importance not only of information about tobacco's harmful effects but also of health education.

We saw that the lack of awareness regarding personal hygiene often lands school children in poor health. We also understood that the problem of health and hygiene needs to be tackled at the community level.

For this goal, there are no better change agents than children who have the potential to transform their lives as well as the lives of their family members and communities.

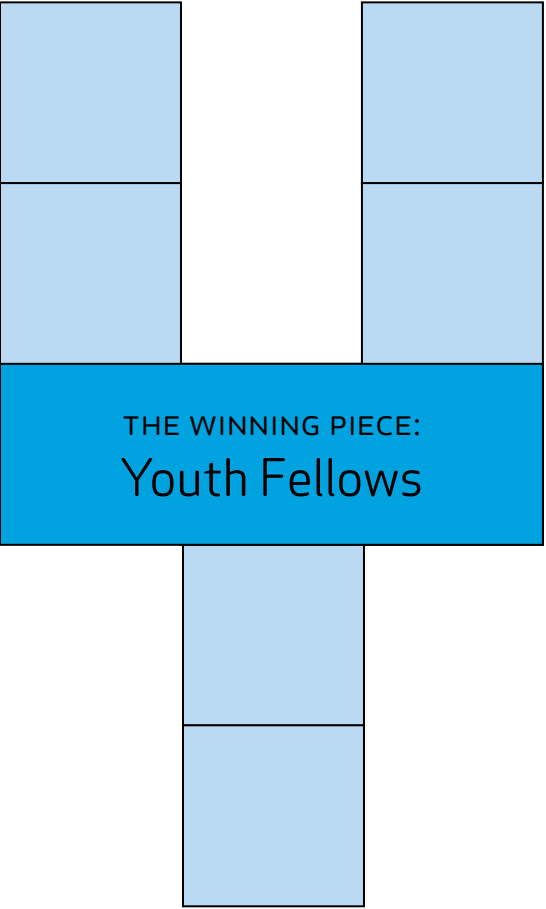
Infection and malnutrition form a vicious cycle for rural children, compromising their attendance and performance at school, and impeding their physical, mental and social development.



HEALTH & HYGIENE APPROACH

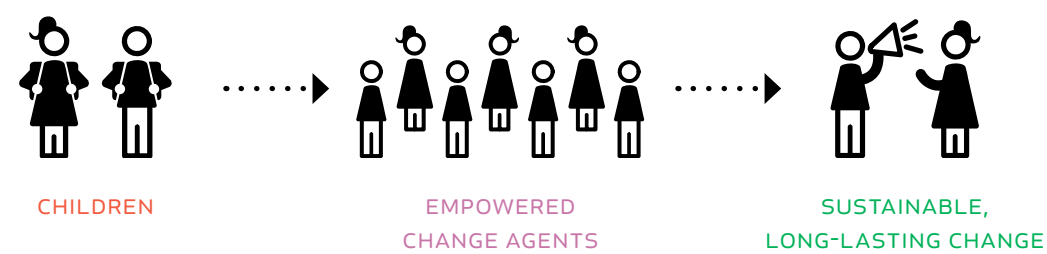
For the health & hygiene programme, we pivoted from the "train the trainer" model to work directly with the main stakeholders—the children. We focused on:

- Empowering the child as the MONITORING AGENT at school and community levels through the Bal Panchayat model.
- Building capacity of Salaam Mumbai Foundation YOUTH FELLOWS through extensive training and arming them with the right toolkit to effect behavioural changes among adults.
- Advocacy with the ministries of health and education to build support for the implementation of the child health, hygiene and school development programme. We synced our approach to schemes such as the SWACHH BHARAT MISSION to expand our footprint and impact.
- Collaboration with LOCAL NON PROFITS working on health and sanitation issues in targeted districts.



Children are the primary change agents who can transform society in a sustainable manner.

In our decade-long journey, time and again we have come face to face with a simple truth—children are the primary agents who can bring out real, sustainable change in society.



This is why we launched the Salaam Mumbai Foundation Youth Fellow programme. Fellows

are youth representatives from local villages who receive training to become role models for their communities.

We champion our youth fellows and support them to become grassroots leaders. We do this by leveraging existing infrastructures for educating and empowering local change agents through capacity-building training.

As change agents, children have the potential to transform their lives as well as the lives of their family members and communities.

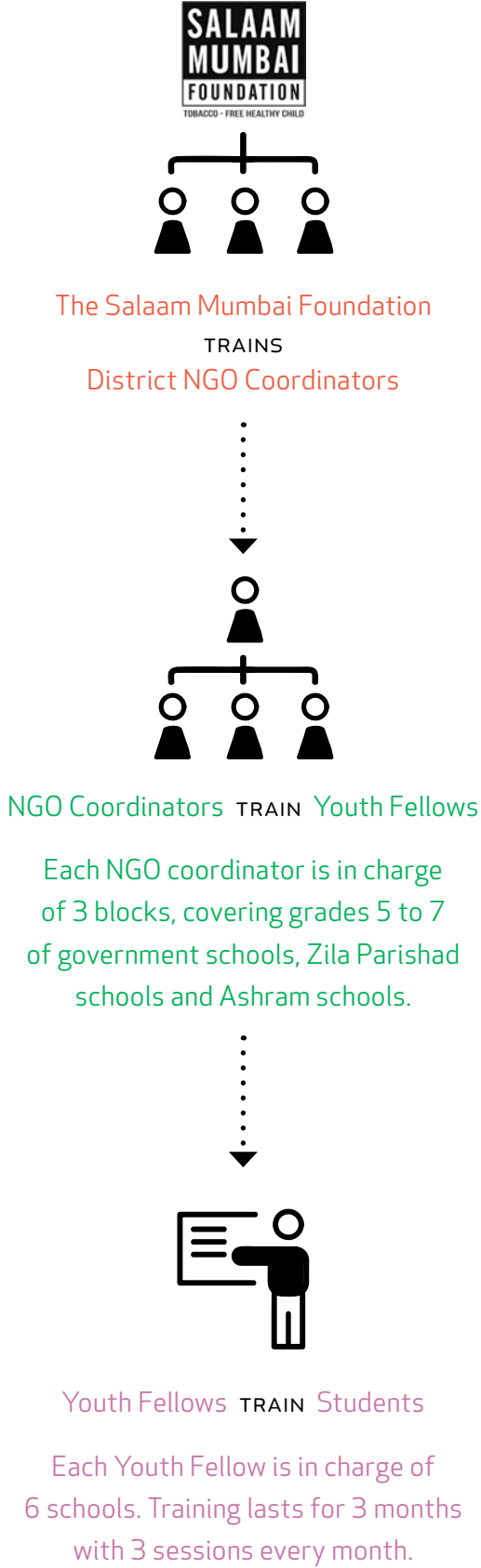
YOUTH FELLOWS PROGRAMME LAUNCH

Two districts with tobacco-free schools were selected for the implementation of the child health, hygiene and school development programme. These districts were Yavatmal and Nandurbar in Maharashtra.

Local non profits were screened. Coordinators from the selected organisations underwent a two-day training programme in Mumbai.

The NGO coordinators led capacity-building of youth volunteers, picking a champion group of 200 youths to work as change agents.

Youth Fellows were trained by the NGO coordinators so the fellows could become local role models and effect change at the grassroots level.





NGO PARTNERS

The NGO partners help us widen our reach to disseminate our tobacco-control message.

Tarun Chetna: Pratapgarh, Uttar Pradesh

REACH – 8,211 people

Meetings with local office holders such as the District Education Officer and Block Education officer. Baseline surveys in all 75 schools were completed.

Nirman Vikas Sanstha: Jalna, Maharashtra

REACH – 1,827 people

On Independence Day, “Tambakhu Se Azadi” programme was arranged with a rally where the attendees took an oath against tobacco consumption.

On Gandhi Jayanti, 200 attendees from girls’ and boys’ hostels took an oath against tobacco.

Deendayal Research Institute: Satna, Madhya Pradesh

REACH – 20,572 people

The Deendayal Research Institute, set up on March 8, 1968 under the inspirational guidance of Padma Vibhushan Shri Nanaji Deshmukh, is currently working to validate the philosophy of “Integral Humanism”. The institute conducted several activities throughout the year to create awareness. They also sensitised an impressive number of beneficiaries about the tobacco control programme, reaching over twenty thousand people.

Disha—Ek Prayas: Bhojpur, Bihar

REACH – 6,892 people

Conducted baseline surveys in 75 schools across Bhojpur, sensitising 42 teachers and 45,000 students. Due to the organisation’s advocacy efforts, we were able to make two government offices in Ara, Bhojpur—the labour department office and the district welfare department office—tobacco free.



Salaam Mumbai’s Ambuja Cement Foundation-funded project grew across three locations—Ambuja Nagar in Kodinar (Gujarat), Farakka (West Bengal) and Chirawa (Rajasthan).

Based on our on-ground experiences, we developed informational and educational materials depending on the local tobacco consumption patterns of each of these locations: gutkha in Kodinar, bidi in Farakka, and hookah in Chirawa.

The Salaam Mumbai Foundation members visited each block and conducted training for teachers and principals, Anganwadi workers and other stakeholders.

We introduced many new awareness activities. Students wrote letters to their loved ones with appeals to quit tobacco, which saw remarkable success. All three locations organised teacher training and undertook village-level activities such as puppet shows, no-tobacco wall murals and poster painting events.

We also requested Ambuja Cement Foundation to involve SEDI in tobacco-control activities at the school and community level, which led to the production and performance of a street play by the students.

REACH

Kodinar – 4,434 people
Farakka – 2,034 people
Chirawa – 3,158 people

HIGHLIGHTS

ACF FARAKKA: Ajija Bibi

Single handedly, Ajija Bibi has helped 12 people quit tobacco. Not only is her home tobacco-free with no family members using tobacco, she also always carries a tobacco control kit with her, and uses it often to convince people to quit tobacco.





In association with Everest Foundation, the Salaam Mumbai Foundation initiated the tobacco control programme in Dindhori, Nashik district in 2015. The programme comprises capacity building and sensitisation activities with stakeholders and mass activities with the larger population.

Our programme has seen great success. Nashik district schools were declared tobacco-free. In 2019–20, Peth Block was declared a tobacco-free schools block.



HIGHLIGHTS

Tobacco-free Life Pledge: A total of 1500 villages took the tobacco-free life pledge between November 14, 2019 and October 2, 2020 (Mahatma Gandhi's 150th birth anniversary).

Anti-Tobacco Holi: On February 4 2020, the occasion of World Cancer Day, about 1500 schools from Nashik district participated in anti-tobacco Holi activities.

Akashwani Event: On World No Tobacco Day on May 31, 2019, the Salaam Mumbai Foundation delivered a tobacco control

REACH

15 blocks covered with a reach of 28,72 teachers, 68 master trainers, 8,000 students and more than 5,000 stakeholders with 22 instances of media coverage.

message on Akashwani, All India Radio. The teachers of Lakhamapur village participated in the programme.

Tobacco Control in Government Offices:

All the government offices in Dhindhori proudly displayed their "Tobacco-free Office Premises" banners provided by us.

ACHIEVEMENTS

1 On World Cancer Day on February 4, 2020, Peth block in Nashik district became the first 100% tobacco-free schools block.

Ms Saroj Jagtap, the Block Education Officer, has undertaken rigorous follow-ups with the schools and organised several trainings in the block. The 226 schools in the block are registered with the Tobacco-Free Schools app.

2 Chandwad block became another 100% tobacco-free schools block with 270 schools registered with evidence on the Tobacco-Free Schools app.



The tobacco control programme was launched in partnership with DHFL Ltd in five remote villages from Phulambri Block in Aurangabad district of Maharashtra. This programme focuses on awareness of the ill effects of tobacco and eradicating tobacco usage for overall well being. Community workers have been appointed to work with the schools, SHG groups, villagers and stakeholders.

REACH

5,837 people and 6 schools.

HIGHLIGHTS

Awareness sessions conducted with adolescents and pregnant women about the ill effects of tobacco.

Tobacco control activities organised on occasions such as Raksha Bandhan, Ganesh Chaturthi, Guru Poornima and Teachers' Day. Community workers visited 279 households and met 1,255 family members motivating them to quit tobacco.

NTCP, RAJASTHAN

This collaboration began with the objective of formulating a state-level approach for making all the schools in Rajasthan tobacco-free. The state has over 1 lakh schools.

SMF conducted a state-level workshop for master trainers in collaboration with Vani Sanstha and NTCP, Rajasthan. 33 districts participated with 120 master trainers and authorities from the NTCP State Nodal Cell. A proposal for integrating the Tobacco-Free Schools app on the government website has been submitted. We have also been

encouraging schools across the state to work towards gaining a tobacco-free status and use the Tobacco-Free Schools app as a monitoring tool.

Looking ahead, the plan is to collaborate with the NTCP department at the state level by implementing the Tobacco-Free Schools programme with the participation of the district representatives.

Looking Ahead

The Salaam Mumbai Foundation is evolving from advocacy to development. We have set our bar high—in the coming months we look forward to creating replicable prototypes for tobacco control to grow from ten Indian states to the entire country.

The foundation has always formulated its mission and strategy on evidence-based methodologies. Having created a strong, sustainable tobacco control model that can be easily replicated, we are also documenting and producing educational and informational resources. These process documents and research papers can become the gold standard for tobacco control and prevention in rural schools and communities.

This year we took our long-running Maharashtra blueprint and implemented it in partnership with local stakeholders in new states such as Madhya Pradesh and Rajasthan to great success. The Salaam Mumbai stakeholders are the backbone of our approach. We consider them equal partners in achieving our mission, working together as we lend our expertise in capacity building, mobilisation and resource allocation. We are in

We are in the process of setting up sustainable systems for local NGOs and community leaders to launch tobacco control activities on their own while we support them with start up know-how and seed capital.

the process of setting up sustainable systems for local NGOs and community leaders to launch tobacco control activities on their own while we support them with start up know-how and seed capital.

Overall, our goal is to become the go-to organisation for government or international aid agencies as well as research and academic institutions. We will continue to partner with them for long term programmes as well as short term projects in the area of rural tobacco control. Our eyes are on the prize on the horizon—that of the Salaam Mumbai Foundation becoming a global leader in rural tobacco control and prevention for resource-deprived countries.

Join us and lend your support as we grow from strength to strength.



Join us as we grow from strength to strength.

www.salaammumbai.org

ગુટકા છોડવાનો નિર્ધાર કરો.

ગુટકા ખાવાથી
મોં અને ગળાના કેન્સર થવાની સંભાવના ખૂબ જ વધી જાય છે.
(ગાળ, પેંડા, ડાઘ, મોં, અંતરંગી)

- ગુટકાના વપરાશ અને તેનાથી થતા કેન્સર માટે ગુજરાત મોખરે છે.
- ગુટકામાં અનેક રસાયણો આવેલા છે જેનાથી કેન્સર થઈ શકે છે.

જો મોં કે ગળા ઉપર ચાંદુ પડે અને સુકાઈ નહીં. અંકર ગાળ ઉપર સફેદ કે લાલ રંગનો ડાઘ દેખાય.

મોં માં ચાંદુ, ગળામાં ચાંદુ

નીચેના ચિન્હો દેખાય તો તુરંત કેન્સરના નિષ્ણાંત ડોક્ટરની સલાહ લો.

અંકર ગાળ ઉપર ચાંદુ પડે

અંકર ગાળ ઉપર ચાંદુ પડે

ગુટકા છોડવાનો નિર્ધાર કરો, કેન્સરના નિષ્ણાંત ડોક્ટરની સલાહ લો...



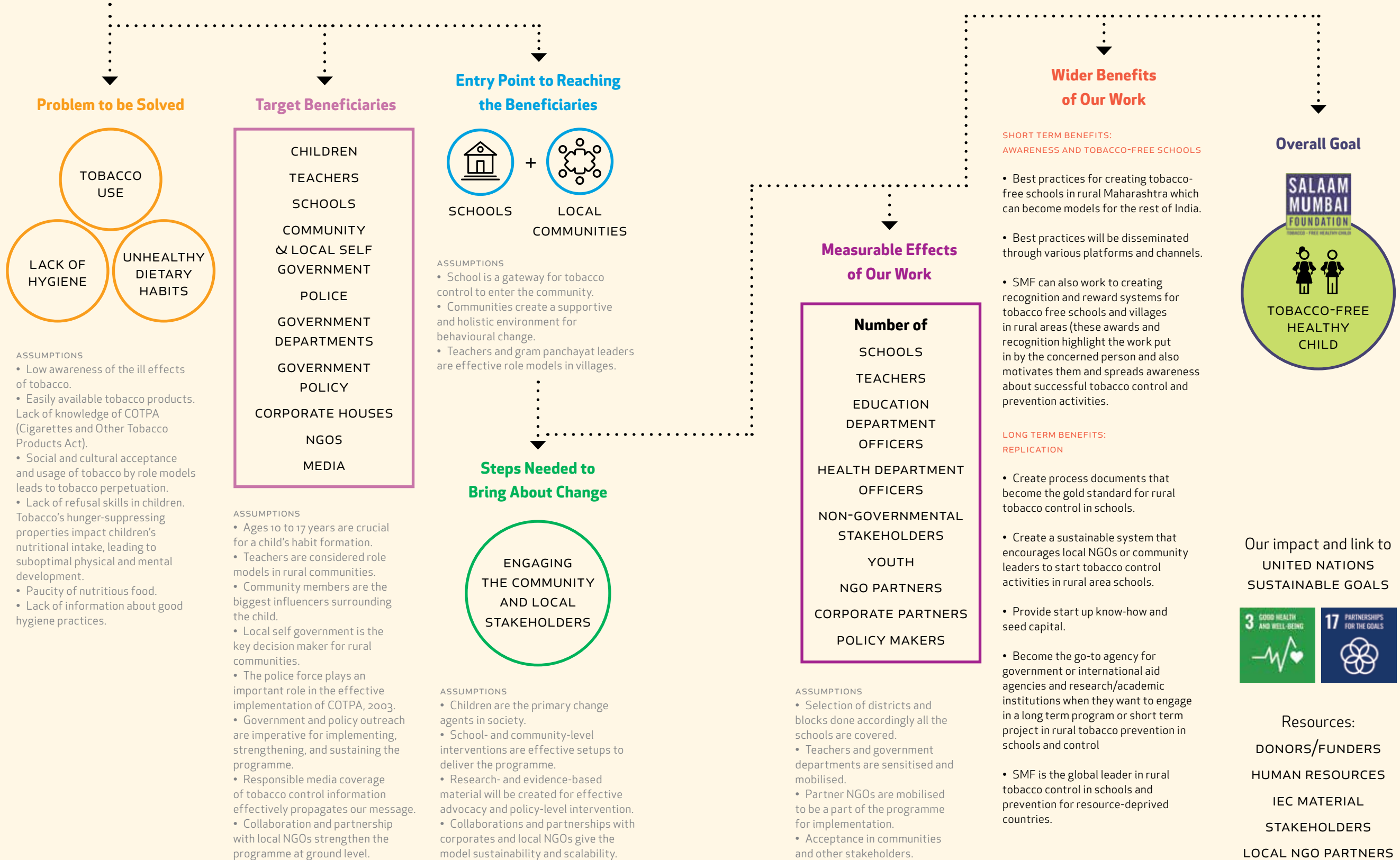
Thank you
to our partners,
supporters, stakeholders
and well wishers.



Narotam Sekhsaria Foundation



Theory of Change: Salaam Mumbai Foundation





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