

A Decade of Change 2007–2018



A Trailblazing Decade. OUR 10-YEAR JOURNEY तवास्त्रम्बत तंबाकू से आजादी

2017

Integration of the Salaam Mumbai Foundation's tobacco control information in the Maharashtra State Board curriculum in textbooks for grades 5, 7, 8, 9, and 10.

2015

Salaam Mumbai Foundation makes it into the Limca Book of Records for a gathering of **406,384 people** in Yavatmal who take the tobacco-free schools oath.

Salaam Mumbai awarded the Rashtrapita Mahatma Gandhi Vyasanmukti Seva Puraskar by Hon. Union Minister Sri Nitin Gadkari.

2012

Salaam Mumbai Foundation now in 29 Maharashtra districts. 4 villages in Chandrapur are declared tobacco-free.

2007

Journey begins in Chandrapur, Maharashtra.

Today

Salaam Mumbai Foundation's tobacco control programme has taken root in 6 Indian states and across 34 districts of Maharashtra.

2016

Salaam Mumbai tobacco control programme expands to 4 more states—Karnataka, Gujarat, Rajasthan, and Madhya Pradesh.

2014

Presence grows to 30 Maharashtra districts.

Mhasala in Raigad becomes the first block in Maharashtra to be declared tobacco-free with 136 tobacco-free schools.

2009

Expansion into 16 more districts in rural Maharashtra.

Ten Years. Boundless Change. /

FOREWORI

en years ago, the Salaam Mumbai Foundation began its journey with a dream—to create a tobacco-free Maharashtra. It's my delight to present our first annual report as we take stock of our brightest triumphs and greatest learnings over the last decade.

Nearly 70% of India's population lives in rural areas, highlighting the need for strategic and intensive tobacco control response. Tobacco consumption is much higher in rural India, and this was the impetus for the creation of Salaam Mumbai as the rural outreach programme of the Salaam Bombay Foundation. Working at the grassroots, we understood that tobacco use is not a singular issue. In fact, it's a symptom—a manifestation of deeper problems that children face, which include issues such as low self-esteem, the inability to make the right choices, peer pressure, and a cultural tradition that condones tobacco consumption.

Working at the grassroots, we understood that tobacco use is not a singular issue but a manifestation of many deeper problems.

This multi-pronged problem led us to adopt a holistic approach, one that not only focuses on the individual but also addresses societal norms, works with local influencers to create lasting change, and enlists policy makers at all levels of the government, from village panchayats to district collectorates, all the way up to the national echelons. The Salaam Mumbai Foundation harnesses the power of multiple catalysts to bring about boundless change.



The Salaam Mumbai Foundation harnesses the power of multiple catalysts to bring about boundless change. Today, the spark of these catalysts has turned into a blaze of change. From a young girl determined to rid her village of tobacco to municipal officers inspired to root out health hazards, thousands have joined Salaam Mumbai's cause, some of whose faces you will see in this report. What began as a small effort in Chandrapur district in Maharashtra is now a movement, reaching five more Indian states including Gujarat, Madhya Pradesh, Rajasthan, Karnataka, and West Bengal. During this journey, we have reached more than forty thousand schools and impacted the lives of over a crore children.

Policy makers have showed their trust in Salaam Mumbai Foundation's work by integrating lessons in state curriculum text-books on the health hazards of tobacco consumption. It's a mark of our success that the Social Justice Ministry of Maharashtra awarded us the 2015 Rashtrapita Mahatma Gandhi Vyasanmuti Seva Puraskar for outstanding contribution in tobacco control.

We rally on, empowering local stakeholders to bring about sustainable change. With your support, we will continue to inspire, enable, and empower our agents of change, all of us united in our aspirations of a tobacco-free world.

Rajashree Kadam

Trustee, Salaam Mumbai Foundation



Indians are the highest consumers of smokeless tobacco in the world.

THE SCENARIO

Every

16 seconds, a child in India tries tobacco.1

out of 3

adults in India uses tobacco in some form or the other.2

Tobacco is entrenched into the cultural fabric of rural India. Tobacco consumption is higher in rural areas.³

38% vs 24%

of rural Indians consume tobacco.

of urban Indians consume tobacco.

Nearly

of India's population lives in rural areas, highlighting the need for strategic and intensive tobacco control response, as envisaged by the Salaam Mumbai Foundation.⁴

- 1 Patel DR (1999). Smoking and children. Indian Journal of pediatrics. 3 GATS 2009–10. 66(6):817-24; [accessed online on Sept 2014].
 - 4 WHO Census India 2011.

2 GATS 2009-10.



Easy availability of tobacco and social sanction have made tobacco consumption an epidemic in India, specially amongst children in the lower economic strata.





5,500 children take to tobacco EVERY DAY in India.
14.6% of them are 13 to 15 years old.5

20 lakh children annually consume tobacco in India.6

26% of the adult population in Maharashtra consumes tobacco.7

10 lakh Indians die annually from tobacco-related diseases.8

India accounts for

86% of the world's oral cancer.9

- 5 Patel DR. Smoking and Children. Indian J Pediatr. 1999; 66: 817-824.8. Rudman A. India Inhales, 2000. Available from URL: 9 NCRP – Consolidated Report of Hospital Based Cancer http://www.unaff.org/2001/f-india.html. Accessed on 7-06-05.
- 6 WHO Tobacco control in India 2004.
- 7 GATS 2009, 2016.

- 8 WHO GATS 2009-10.
- Registries 2007-2011, National Cancer Registry Programme (Indian Council of Medical Research), Bangalore, 2013.

Start with one school. Then make the whole country tobacco-free.

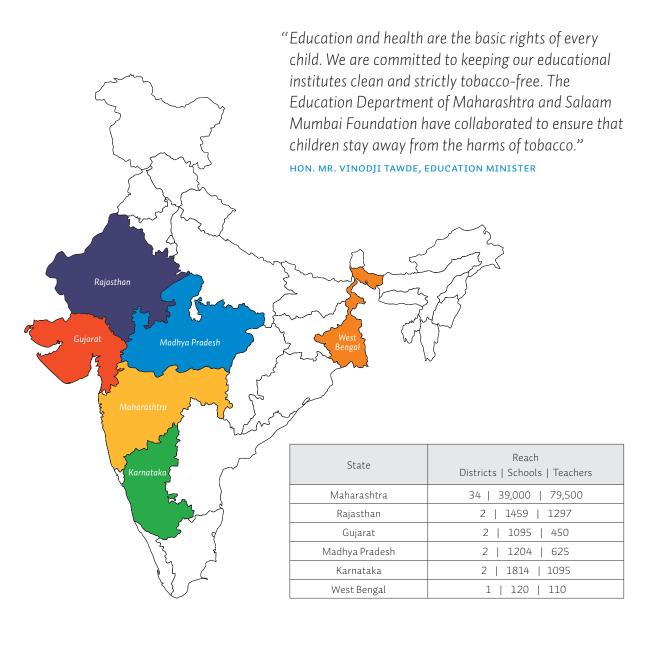
WHO WE ARE



alaam Mumbai Foundation is the rural outreach programme of the Salaam Bombay Foundation.

We work towards increasing awareness of the health hazards of tobacco and reduce consumption rates.

We began our journey in 2007 with a vision of a tobacco-free Maharashtra. What began as a small effort in Chandrapur district in Maharashtra has now turned into a movement, reaching Karnataka, Gujarat, Rajasthan, Madhya Pradesh, and West Bengal.



10 years

districts in maharashtra

579 NGO partners

____ 1,340 multipurpose health workers aligned to the cause

university students sensitised

trainers to implement the programme



"One book, one pen, one child, and one teacher can change the world."

MALALA YOUSAFZAI

4,300 schools declared tobacco-free

12,000 social and health workers empowered to spread the word

police personnel trained as effective enforcers of tobacco control law

44,692 schools reached

. 83,077 zilla parishad teachers engaged

_ 1.2 crore children impacted



"From a little spark may burst a flame."

WHAT WE DO



Salaam Bombay
Foundation programmes
have shown concrete
results in Mumbai.
The tried and tested
programmes are
implemented in the
rest of the state with
modifications for the
rural context.

t the Salaam Mumbai Foundation we understand that tobacco addiction is a result of multiple factors: low self-esteem, lack of refusal skills, and the inability to deal with peer pressure alongside societal norms, and industry practices.

Our comprehensive programmes **empower locals** to create real change. Our programmes are multifaceted and they aim to:

- Empower children to refuse tobacco and become change agents.
- **Increase the capacity of local leaders** to enhance their participation in creating a tobacco-free India.
- **Engage policymakers** and administrators to support tobacco control policies.
- **Boost public awareness** about the ill effects of tobacco through mass media campaigns.





Alone, a drop. Together, the ocean.

OUR APPROACH



e work at the individual, community, and policy levels.

Harnessing the capacity of state and local institutions, we collaborate with officials from the government and from private organisations along with social influencers to increase our reach and maximise impact.

"Smoking and chewing tobacco are associated with a high risk of oral cancer and other diseases. To curb this problem, the health department and the National Tobacco Control Programme (NTCP), Maharashtra, are working towards making all health institutes and schools tobacco-free. Lots of good wishes to the Salaam Mumbai Foundation for their journey in making Maharashtra a tobacco-free state."

DR. SADHANA TAYDE, JOINT DIRECTOR, HEALTH DEPARTMENT

Salaam Mumbai Foundation Training Model



- Sensitisation and engagement of ministry directors (Home, Health, Education, FDA and Social Justice Ministries).
- Integration of tobacco control in state curriculum.

DISTRICT

 Capacity building workshops and training for stakeholders and local NGOs.

BLOCK

- Sensitisation and implementation of programmes with educators, sarpanch and health workers.
- Outreach with local media.

COMMUNITY

 Programmes implemented in villages and communities through schools, health workers,
 NGOs and local government leaders.







Our Approach

Stakeholder Engagement

- **Capacity building** of local stakeholders (teachers, anganvadi sevikas, public health workers etc.)
- **Liaising** with local media for disseminating the anti-tobacco message.
- Advocating with state and district authorities.
- **Creation and dissemination** of anti-tobacco publications, press releases and presentations.
- NGO networking by involving the local NGOs in our district level training. We help the NGOs with their capacity building and in turn they assist us in monitoring the tobacco status of local schools. We also provide the local NGOs with a visible platform by recommending them for governmental and other awards. To date, we have trained 579 NGOs across India.

2 Scalability

Creating a replicable pan-India scale-up model of the tobacco control programme.

"Tobacco-free schools are important for the new generation to have a healthy lifestyle. During the process of making schools tobacco-free in Nandurbar, we found tremendous change not only in the students but also in the adults. I wish the Salaam Mumbai Foundation the very best for the tobacco-free Maharashtra mission."

MR. MALLINATH KALSHETTI, COLLECTOR, NADURBAR

3 Sustainability

- Advocacy with governmental and international aid agencies for policy level changes on tobacco control through evidence-based research. We have integrated tobacco control activities in governmental systems by integrating the 11 criteria in UDISE system and in 5th to 10th standard textbooks.
- Partnerships with NGOs across India.

 The local non profits—many of them award-winning organisations—know the demographics of their regions and have a good rapport with the local governmental bodies.
- Web presence for effective outreach. Salaam Mumbai conducts social media outreach via Facebook and Whatsapp. We have also digitised all our tobacco research and recently conceptualised four films on tobacco control.
- Publishing evidence-based research studies in renowned journals. Our papers have appeared in reputed international journals.

- "Tobacco-Free Village Programme: Helping Rural areas implement and achieve goals of tobacco control policies in India" in GHSP, "Adherence to the Tobacco-Free School Policy in Rural India" in APOCP, and "Tobacco-Free school policy in Maharashtra, India: A Qualitative Exploration of Implementation Facilitators and Barriers" in Ingenta.
- Launching web-based learning platforms such as an online learning management system for sharing of courses and best practices. Partners can complete the module on tobacco control online to get certified.
- Creating online monitoring tools like the Tobacco Free School app. Teachers can download the app from the Google Play Store to upload their 11 UDISE criteria with photos and documents to declare their schools tobacco-free. To date we have received data from 7000 schools through the app.

The making of tobacco-free spaces.

TOWARDS A NO TOBACCO WORLD



India is vast. Thousands of villages lie in the country's deep interior, often bypassed by change. In this milieu, schools act as major catalysts towards making the community tobacco-free.

ith 41% of India's population below 18 years*, schools are critical sites where a strong no tobacco movement can originate.

Schools are sites for unbound change

Schools act as a gateway to better health and actualise a tobacco-free environment for students. By banishing tobacco, schools set up a crucial example for the community.

Teachers in rural areas are important community members, often seen as role models. They play a vital role in leading the antitobacco programme in schools, serving as the backbone of the movement.

With the help of young students inspired to create change and determined teachers, this is how we go about fulfilling our dream of a tobacco-free world:

- The Salaam Mumbai tobacco control programme trains teachers to conduct classroom sessions about the harmful effects of tobacco use.
- Students learn tobacco refusal skills.
- Rallies as well as extracurricular activities incentivise students to become involved in tobacco prevention efforts.
- Students come together to form child-governing councils known as Bal Panchayats to create awareness about tobacco. They also sensitise their family and friends.
- Schools organise no tobacco events around commonly celebrated festivals as well as World No Tobacco Day and World Cancer Day, encouraging participation from families.
- School principals and staff are encouraged to counsel parents about the dangers of tobacco use. Parents also attend antitobacco sessions in the schools, conducted by trained self-help groups. Mass anti-tobacco pledges are conducted and entire families are invited to participate.

Incorporating tobacco control into the curriculum.

OUR BRIGHTEST TRIUMPH



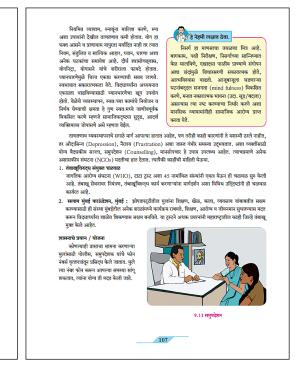
n one of our biggest victories, Salaam Mumbai Foundation successfully advocated for the integration of tobacco control information in the Maharashtra State Board curriculum. This means that Salaam Mumbai's no tobacco message is directly reaching 15 lakh students.

A crucial aspect of the Salaam Mumbai Foundation's work includes advocacy with the ministries of health and education to garner support for tobacco-free schools. We are also actively involved in ongoing advocacy with the ministry to ban gutkha across Maharashtra.

In 2013, the Salaam Mumbai Foundation submitted a proposal to include tobacco control activities and message into the existing curriculum for students across Maharashtra. The proposed addition would provide tobacco education for students in areas including the health consequences of tobacco use, the effects of addiction and secondhand smoke, and India's tobacco control law.

Since 2015, grades 5, 7, 8, 9, and 10 have had tobacco control activities integrated into the regular school curriculum in subjects ranging from science and environmental studies to physical education. This achievement has increased the reach of the message across the state to the relevant target group.





SCERT has recognised Salaam Mumbai in Science 2 book of SSC, 1st edition 2018, which will reach 15 lakh students every year.

The journey of a thousand miles begins with a single step.

MEET OUR CATALYSTS





Meet Ms. Vijaya Talkute

BLOCK EDUCATION OFFICER

Mhasala: Change comes to the Sahyadris

Mhasala in the rugged Sahyadri hills is a pastoral taluka, its beauty concealing the hard lives of its residents. A large part of the population consumed tobacco until the Block Education Officer Ms. Vijaya Talkute decided to do something about it.



During a district-level tobacco control workshop organised by Salaam Mumbai, Ms. Talkute received a copy of *Hallabol*, a newsletter created by Salaam Mumbai's children that highlights India's tobacco laws as well as the children's anti-tobacco activities, ideas and field experiences. The workshop and material empowered Ms. Talkute. Her first step was a tobacco control campaign in her office. She galvanised the entire block, involving teachers, headmasters, cluster cocoordinators, extension officers, villagers and

"Children are the pillars of our society.
For them to grow into healthy adults, we must keep our schools tobacco-free. Only a teacher is capable of creating an impact on children and that is why the Salaam Mumbai Foundation began their mission through schools."

MS. VIJAYA TALKUTE

students, and led an aggressive anti-tobacco drive in the block.

She inspired the schools to join the fight against tobacco. The movement spread across all the villages of Mhasala, rallying supporters from every home. Eventually, her efforts succeeded in making every school in the Mhasala taluka tobacco-free. Ms. Vijaya Talkute's struggle against tobacco set a benchmark in the education sector.

Ms. Vijaya Talkute was honoured with the Rashtrapita Mahatma Gandhi Vyasanmukti Seva Puraskar by the Maharasthtra government for her efforts in making all the schools in the Mhasala block of Raigad district tobacco-free.



Meet Akansha Shrivas

STUDENT

Yavatmal: A small girl makes a big difference

Young Akansha Shrivas is from Yavatmal, an impoverished area where chewing tobacco was a part of the residents' daily routines. Households served tobacco to guests. When there wasn't enough food, a few residents consumed tobacco, hoping to dull their hunger pangs.

It was in this complex setting that Akansha decided to take the responsibility of ridding her school of tobacco. After attending three

tobacco awareness sessions at school, she spear-headed an anti-tobacco campaign. To begin with, she requested the school principal to instate a ₹200 fine for tobacco consumption within the school premises. No one escaped her eye—everyone in the school was asked to refrain from tobacco use. When a teacher's friend was about to consume tobacco in the school, he was sensitised and asked to respect the students' right to a tobacco-free environment.

Yavatmal went on to become the first tobaccofree school district in India because of the combined efforts of resident activists like Akansha, local leaders such as Dr. Mallinath Kalshetti (former CEO, Yavatmal district) and Dr. Suchita Patekar (District Education Officer).





Yavatmal in Maharashtra is fraught with poverty and resources are scarce. Tobacco consumption was rampant in the district's villages and there was little awareness of tobacco's harmful effects.

Thanks to education officer Dr. Suchita Patekar in collaboration with Salaam Mumbai, more than 5 lakh students and 7,900 teachers in Yavatmal took an oath to ban tobacco from their district.

The Yavatmal mass pledge broke records and is listed in the Limca Book of Records!

With their hard work and determination, Yavatmal became the first district in India with tobacco-free schools. Today, the 2019 zilla parishad schools in Yavatmal are completely tobacco-free.



As the rural tobacco-free schools movement grew, we realised that it was important to engage the entire community in order to meet our goal. With this knowledge, we designed a comprehensive tobacco-free intervention at the village level, leading to tobacco-free villages!



Meet
Mr Dattatraya Chaugule

Dindori: A village transforms

Dindori in Nashik district is surrounded by rolling hills, and coconut trees gently sway in the breeze there. But in its streets, there was an unwelcome presence—shacks selling tobacco. Wherever one looked, gutkha packets adorned shop fronts.

26% adults in Maharashtra are tobacco users. Mr. Dattatraya Chaugule, a teacher at Mandakijam School in Dindori, was a part of this statistic, having fallen into the habit because of peer pressure. He tried to quit tobacco, but relapsed.

This changed when Mr. Chaugule attended a teacher training workshop conducted by the Salaam Mumbai Foundation. Our team led the teachers through the 11 criteria of making a school tobacco-free, as devised by the CBSE. The participants were shown presentations and films about the menace of tobacco. They also received *Hallabol*—the Salaam Mumbai Foundation newsletter that offers a glimpse into India's tobacco laws and describes our tobacco control programme.

For the first time, Mr. Chaugule was exposed to anti-tobacco ideas and experiences. Going

through this material, he found himself feeling empowered about shedding his tobacco habit. The first step Mr. Chaugule took after the workshop was to personally quit tobacco. But his journey did not end here. He could not forget the concept of a tobacco-free school. Like a lamp lighting another lamp, Mr. Chaugule initiated the tobacco-free movement in his school. Within a few months, Mandakijam School completed the lighting and became tobacco-free.

Today, all the students are aware of the ill effects of tobacco as well as of COTPA (Cigarettes and Other Tobacco Products Act), and are trying their best to make their homes tobacco-free. On Jan 2, 2017, the students organised an anti-tobacco rally in the village and created awareness of tobacco's harmful effects amongst the residents. Now, charged by the students, the villagers are inspired to give up tobacco as well.



Meet Vaman Bhivpure

SARPANCH

Thutra: Hope simmers in a distant village

It all started with a big bereavement. Arun Tanaji of village Thutra died a painful death due to oral cancer. This spurred the village sarpanch Vaman Bhivpure into urgent action.

The sarpanch led the way by shutting down his own tobacco shop. Village tais (also known as arogya sakhi) were trained by the Salaam Mumbai Foundation to spread awareness of the dangers of tobacco use. Soon the movement involved the entire village—anti-tobacco posters, street plays and rallies worked hard to change attitudes. Eventually, the sale of tobacco was banned altogether, and soon the village became tobacco-free.

Sarpanch Bhivpure ascribes this victory to the villagers. He points out how the youth, women, and vendors in the village were a crucial part of the movement that not only made the village clean and healthy, but also completely tobacco-free. The locals took ownership and that is why the initiative became sustainable. The future generations are safe now, and the villagers are proud.

Today all 750 residents of Thutra are safe from tobacco, making Thutra the first village in the district of Chandrapur to become tobacco-free.





The Way Forward

s we enumerate our successes of the last ten years, we also look ahead to the future.

The Salaam Mumbai Foundation is evolving. We are primed to-

We're proud of our achievements but we will not rest until our dream of a no tobacco world comes true.

The Salaam Mumbai Foundation is evolving. We are primed towards a national scale-up to replicate our successes more widely and intensively. In the coming months Salaam Mumbai will broaden its scope from advocacy to development. This would mean expanding the foundation's mission from tobacco control to preventive health. We are keen to become the go-to national organisation for preventive health regarding all tobacco-related issues.

With the design and development of digital learning and monitoring mechanisms, the foundation also aims to focus on rural students through our tobacco-free schools programme.

We're proud of our achievements but will not rest until our dream of a no tobacco world comes true. It's a vast aspiration, but as W. B. Yeats said, responsibilities begin in dreams. All of us at the Salaam Mumbai Foundation are intent upon fulfilling our responsibilities towards the coming generations.

Accolades /

Our supporters

We were **awarded** the **Rashtrapita Mahatma Gandhi Puraskar**. At the fourth state-level Vyasanmukti Sammelan,
Hon. Union Minister Shri Nitin
Gadkari felicitated the Salaam
Mumbai Foundation for its
initiatives and efforts to create



We have **published three evidence-based studies** in globally renowned journals.

a tobacco-free Maharashtra.

Salaam Mumbai Foundation set a record and made it into the **Limca Book of Records** when a gathering of 4,06,384 people took the tobacco-free schools oath in Yavatmal.



FIELD ACTION REPORT

The Tobacco-Free Village Program: Helping Rural Areas Implement and Achieve Goals of Tobacco Control Policies in India

Nilesh Chatterjee, a Deepak Patil, Rajashree Kadam, Genevie Fernandes

Tobacco-free School Policy in Maharashtra, India: A Qualitative Exploration of Implementation Facilitators and Barriers

Nilesh Chatterjee, PhD, MA, MBBS Deepak Patil, MSW Rajashree Kadam, MSW Genevie Fernandes, MSc, MA

DOI:10.22034/APJCP.2017.18.9.2367

Adherence to the Tobacco-Free School Policy in Rural India

RESEARCH ARTICLE

Adherence to the Tobacco-Free School Policy in Rural India Nilesh Chatterjee^{1*}, Rajashree Kadam¹, Deepak Patil¹, Priyamvada Todankar² Many thanks are in order to our supporters who have helped us impact the lives of 1.2 crore children.



Narotam Sekhsaria Foundation

























Ambuja Education Institute

With deep thanks to

Our Mentor

Padmini Somani

Our Trustees

Balkumar Agarwal

Rtd. Additional Chief Secretary, Government of Maharashtra

Pearl Tiwari

Director, Ambuja Cement

Foundation

Devika Chadha

GM, CSR Piramal Swasthya

Rajashree Kadam

Trustee, Salaam Mumbai

Foundation

"The highest education is that which does not merely give us information but makes our life in harmony with all existence."

RABINDRANATH TAGORI





Salaam Mumbai Foundation

ıst floor Nirmal Building Nariman Point, Mumbai 400021

+9122 6149 1900 | +9122 6639 1500 info@salaammumbai.org www.salaammumbai.org