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everest
FOUNDATION

IMPACT REPORT

Creating ripples of change with a successful partnership

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THE TOBACCO EPIDEMIC THREATENS INDIA'S FUTURE



28.6% Indian adults use tobacco

13,00,000 Indians die from tobacco related diseases annually

16s  Every 16 seconds, 1 child consumes tobacco for the first time in India

5.1% of all 13 to 15 year olds consume tobacco in Maharashtra

8.5% of 13 to 15 year olds consume tobacco in India

38% Tobacco consumption in India is higher in rural areas by 38%

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PARTNERSHIP FOR CHANGE





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Partnership for Change

With a vision of creating a tobacco-free world for children, the Salaam Mumbai Foundation and Everest Foundation partnership launched in 2015.

What started with interventions in one block of Maharashtra has steadily grown from strength to strength. Today, thanks to the efforts of our partnership, there are 5 tobacco-free schools blocks comprising over 2,505 tobacco-free schools in the Nashik district, improving the life quality of children and their communities.

We continue this fruitful partnership to work towards the future of making all schools tobacco-free for a healthy, happy, bright future for children.



VISION



Our mission in collaboration with the Everest Foundation is to positively impact the health of children in rural Maharashtra by creating a safe, hygienic tobacco-free environment for them to thrive in.

Working in tandem with local stakeholders that include residents, schools, grassroots government and nonprofits, we empower children to make the right choices about their health and livelihood.



MISSION

1. Build a sustainable tobacco control model

Increase tobacco awareness of local stakeholders such as teachers, students, NGOs, health workers and law enforcement.

2. Towards Tobacco-free Schools

Make schools tobacco-free based on CBSE guidelines, with reference to COTPA 2003, Section 4, 5 and 6(a) and 6(b).

3. Effective implementation of COTPA

Cigarettes and Other Tobacco Products Act (COTPA 2003), especially section 4, 5 and 6(a) and 6(b).



OBJECTIVES

The SMF x Everest Foundation strategy is to engage all the stakeholders in the ecosystem to create awareness and strengthen implementation.

1. Capacity building

We collaborate with local NGOs for a strong foundation and sustainability by training them with education modules on tobacco control and good health, hygiene and nutrition practices.

2. Community interventions

We organise training-led school and community interventions with local stakeholders such as teachers, students, health workers and law enforcement for sustainable outcomes.

3. Information, Education & Communication Material

We create research and evidence-based educational and informational material for effective advocacy and policy-level intervention.

4. Advocacy

We engage government administrators and departments for policy-level change. Liaising with the state government helps us set up a strong and sustainable foundation for the tobacco control programme.

APPROACH



The State Education Department integrated anti-tobacco messages in the science exhibition.

- **236 schools declared tobacco-free, including all three in Lakhmapur village of Dindori block.**

With effective community intervention, incorporated the anti-tobacco message in the local gram sabha and during national holidays and festivals

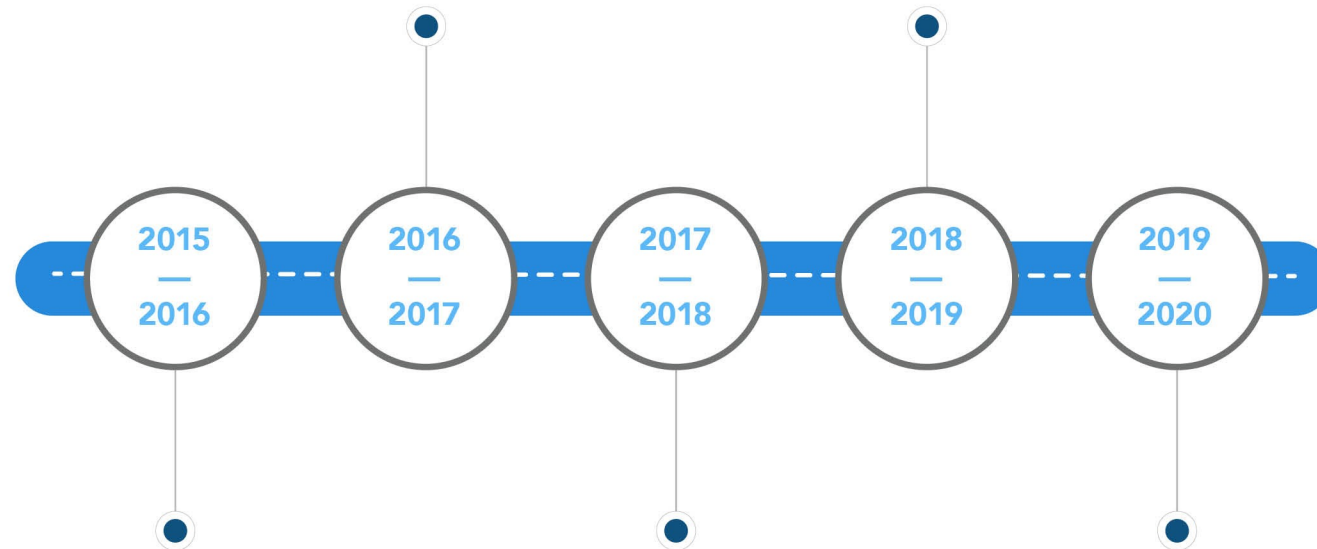
- **852 schools in Nashik district became tobacco-free schools.**

SALAAM
MUMBAI
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x

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5 Year Journey



Salaam Mumbai Foundation x Everest Foundation partnership launched in Dindori Block.

- **Stakeholders were sensitised and the villagers integrated tobacco control activities in the village's cultural life.**

Tobacco control partnership programme replicated in Nashik district, reaching all 15 blocks.

- **On 20th March 2017, Everest Foundation received the Mahatma Gandhi Vyasankti Award from the Social Justice Ministry of Maharashtra.**

With successful Salaam Mumbai Foundation advocacy, consolidated the tobacco-free schools programme with the NTCP. The Education Department made tobacco-free schools activities a part of their system

- **1298 schools declared tobacco-free schools.**

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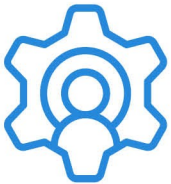
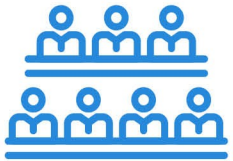
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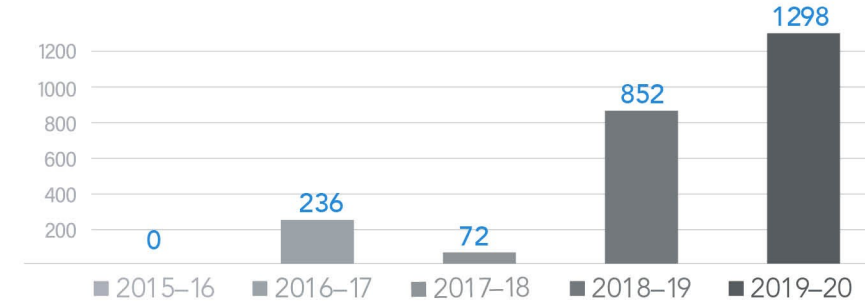


REACH AND IMPACT

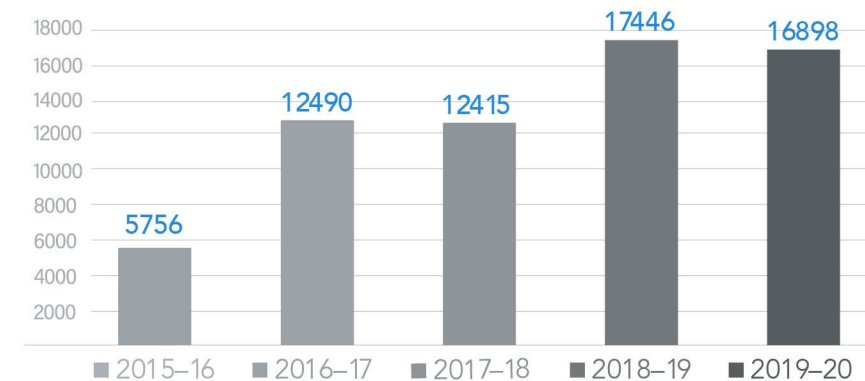


**5****tobacco-free school blocks****47****Everest Foundation members engaged****92****mass media coverage events organised****486 Master Trainers, 1850 Health Officers
& 8136 Teachers Trained****4327 Stakeholders Engaged****2505 Schools Became Tobacco-Free Schools****31,472 Rallies and Pledge Events Organized**

IMPACT



TOBACCO-FREE SCHOOLS



STAKEHOLDERS TRAINED

STAKEHOLDER ENGAGEMENT



2175

ASHAs, SHG (self-help group)
members, and others



320

Tribal Development Teachers



186

BEO and Cluster Coordinators



123

Health Functionaries

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IMPACT HIGHLIGHTS



1. 100% Tobacco-Free School Blocks in Nashik

Dindori, Niphad, Kalvan, Peth and Chandwad Blocks are now tobacco-free school blocks.

2. Mahatma Gandhi Vyasana-Mukti Award

Everest Foundation received a Mahatma Gandhi Vyasana-Mukti Award from the Maharashtra Social Justice Ministry.

In the presence of 3,000 participants, chief guest Mr. Rajkumar Badole, former minister, presented Everest Foundation with the award.

3. Bal Mahotsav

In partnership, Salaam Mumbai Foundation, Everest Foundation and the Dindori, Nashik Panchayat Samiti organized a successful anti-tobacco Bal Mela in Dindori.





4. Pledge Against Tobacco

- 25 tribal development schools organised rallies with an anti-tobacco message and 3100 students took the tobacco-free life pledge.
- 1500 schools from Nashik pledged to be active participants in the tobacco control programme. The mass event was covered in five local newspapers.
- Gram sabha with 700 villages took the tobacco-free life pledge for long term grassroots sustainability of the programme.
- Local primary health centres took an oath against tobacco with 1500 participants.

5. Anti-tobacco Resolution

Anti tobacco resolution passed in Nandra village and Waghola village.



6. Covid Response

- 2020 saw a big disruption in our work because of the COVID-19 pandemic. We pivoted and reformulated our strategy to give extra attention towards highlighting Covid-safe behaviours as well as sanitisation, hygiene and health.
- In partnership with Everest Foundation, a village sanitisation drive was organised in Lakhmapur where the entire village was sprayed with disinfectants.
- COVID-19 safety kits and masks were distributed across 1200 households, reaching over 4,000 villagers.
- The auto rickshaw awareness drive saw rickshaws with speakers and mics broadcasting information about social distancing, hand washing, mask wearing and also the emergency contact numbers of local hospitals.
- This information was also disseminated safely via pandals, banners at public places, the village WhatsApp group and the local teachers' group.
- Village youth enthusiastically participated in the mass awareness campaign and it was a success.



ACHIEVEMENTS



1. Capacity building

- Training sessions organised for SHG (self-help group) members, empowering them with information about COTPA 2003, tobacco and its side-effects, and cessation strategies.
- Anganwadi workers in Lakhmapur village were trained by Salaam Mumbai Foundation who in turn sensitised villagers during home visits. In their visits, the workers could reach 800 families, making them aware about the ills of tobacco and specially connected with the women and sensitised them about tobacco's harmful effect on young children and pregnant women.
- Workshops and training sessions were conducted for teachers from the education and Tribal Development department, district-level Master Trainers, district teachers and principals, cluster-coordinators and Health Department staff members.

- The teachers were trained on using the tobacco-free schools app for data keeping and also accessing the learning management system. The training programmes saw participation from the district education officer as well as the block development officer.



2. Advocacy

The Salaam Mumbai Foundation continuously liaises with the state education and health departments with meetings, workshops and trainings.

- Our advocacy efforts included meeting with the Ministry of Tribal Development which successfully led to the issuance of a government report making all Ashram schools tobacco-free.
- Meetings with the district magistrate resulted in the issuance of an order from the DM office to school principals to urgently work towards making district schools tobacco free.
- The Salaam Mumbai Foundation has been selected as a committee member in the Nashik district-level Tobacco Control Committee.
- Formed a district-level Balparishad to make all schools tobacco free in Nashik district.



3. Community Interventions

- Community interventions engage the local stakeholders, building a strong foundation for the programme. They also strengthen the movement towards sustainability and longevity.
- The Salaam Mumbai and Everest Foundation partnership has seen active participation and support for the anti-tobacco cause by local residents and authorities.
- Community engagement and awareness: With programmes such as anti-tobacco rallies, mass anti-tobacco oath programmes, drawing competitions, wall painting, banner making and display at local offices, slogans and posters with active participation of students, teachers and other villagers. Schools are specially involved in these programmes with poster exhibitions, rallies, letter writing and health checkup camps.
- Felicitation: By granting certificates to all the tobacco-free schools of Niphad block during a special event for teachers, principals, cluster coordinators and local authorities. After the screening of the film, "Towards Tobacco-Free Maharashtra," teachers were honoured for their enduring efforts in the tobacco control programme.
- Vyasankumari Melava was organised by a local religious group where we sensitised with 2,000 participants on the tobacco issue.
- Integrated the anti-tobacco message in local festivals.
- World No Tobacco Day: Organised in the Zilla Parishad offices with participation of the District Education Officer and 265 staff members, all sensitised to make the offices tobacco free. A bus decorated with anti-tobacco messages also spread awareness across villages in 15 blocks.

- Tobacco-free Schools: The TFS approach is critical for preventing tobacco use amongst adolescents, who constitute 20% of India's population. TFS encourages non-use of tobacco and creates an enabling environment for the practice of healthy behaviours.

In this component of the project, a tobacco-free schools intervention was executed with designated teachers from three schools in the village of Lakhmapur, Maharashtra at the school-level by training them to understand and implement the 11 TFS criteria.

In order to assess how many of the schools actually implemented and fulfilled these 11 criteria after an intervention, a pre-test/post-test designed study was conducted in three schools. The average score was 2.33 out of 11 in the pre-test scenario. The average score saw a massive improvement and rose to 10.66 out of 11 in the post-test scenario.



4. Innovations

The Salaam Mumbai Foundation regularly creates research-based IEC materials in multiple languages for training and awareness purposes. The material takes the form of modules, posters, flipcharts, reports and more. There were many innovations in the IEC materials:

- Digitised IEC material for the learning management system.
- Documented a story book with an anti-tobacco theme.
- Developed a Windows for the tobacco control programme.
- Created a dashboard for monthly reports and special event circulars to keep Everest Foundation updated.

5. Everest Foundation employee engagement activities

In our six years together, we have received great support from the Everest Foundation staff of 47 employees in the form of assistance during health check-up camps in schools, conducting rallies in schools and villages, and participating in and managing children's events.



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VOICES OF IMPACT





Saroj Jagtap

Block Education Officer (BEO), Peth

Ms. Saroj Jagtap has been a strong supporter of the Tobacco-free Schools mission. Before Peth, she was the BEO of Niphad and was successful in having it declared a tobacco-free school block in 2019.

When she took charge as the BEO of Peth, she already knew the strategy from her previous stint and lost no time in setting the wheels in motion. Cluster coordinators were sensitised under her guidance. She also avidly tracked the numbers on the TFS app and had an open channel of communication via WhatsApp.

Under her able supervision, Peth was declared a tobacco-free school block in 2020.



Dattatraya Chaugule

Teacher, Dindori

31% adults in Maharashtra are tobacco users. Mr. Dattatraya Chaugule, a teacher at Mandakijam School in Dindori, was a part of this statistic.

This changed when Mr. Chaugule attended a teacher-training workshop conducted by the Salaam Mumbai Foundation. For the first time, Mr. Chaugule was exposed to anti-tobacco ideas and experiences. Going through the tobacco control material, he found himself feeling empowered about changing his tobacco habit. The first thing he did was to quit tobacco entirely after the workshop. Mr. Chaugule also initiated the tobacco-free movement in his school. Within a few months, his school became a tobacco-free school.

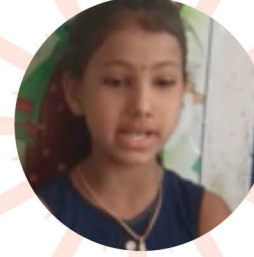


Mangalatai Sonvane

Sarpanch, Lakhmapur village

Ms Manglatai Sonavane has been associated with the Salaam Mumbai Foundation for the last three years. She is an enthusiastic supporter of our mission of creating a tobacco-free world for our children.

In taking the first steps towards this mission, she sensitised tobacco vendors near the village school to stop selling tobacco. She also lent all the support as sarpanch in helping the local school become tobacco free.



Shreya

Student, Class 4

Shreya's mother was a regular tobacco user who chewed tobacco. She was unable to quit due to her addiction. When Shreya attended a Salaam Mumbai Foundation awareness event, she was alarmed by the information she received about the dire effects of tobacco use. She went to her mother and told her, "Ma, I need you to be with me always, but this tobacco has the power to take you away from me."

This had a moving effect on Shreya's mother and she decided to kick the habit for good. Shreya didn't stop until she made all the family members see the light about tobacco consumption through her loving efforts, and all of them gave up tobacco. Now Shreya continues to spread the tobacco control message amongst other villagers too.

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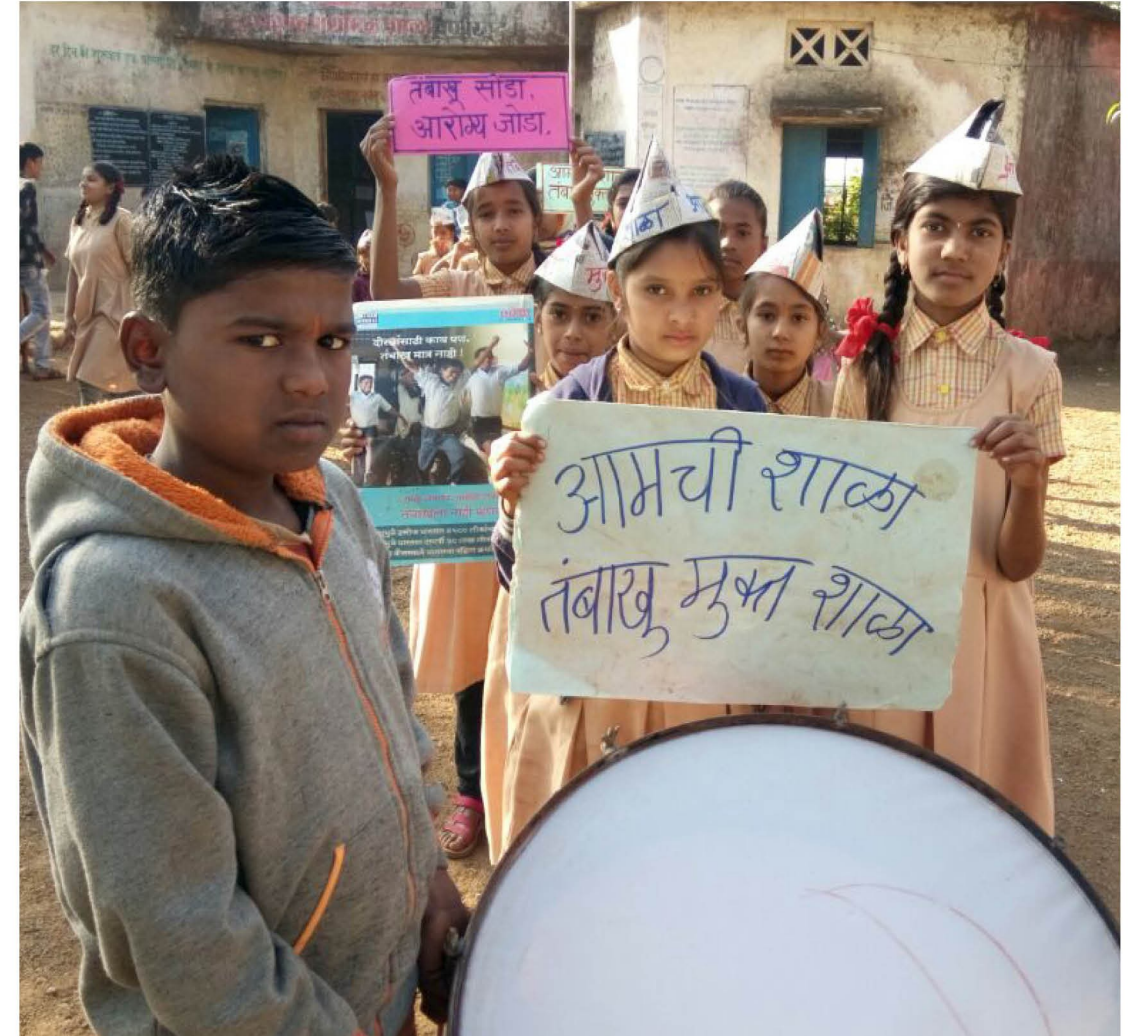
THE FUTURE



As we look towards the future, our highest aspiration is the long-term sustainability of the tobacco control programme at the school and village levels. We envision doing this with the support of local, district and state level government and non-government functionaries.

In the coming year, we are focused upon:

- Making all the Nashik district schools tobacco-free.
- Growing our stakeholder network to partner with and engage all of Nashik district's schools and health institutions.
- Deepening our advocacy efforts with the state and central ministries for the effective enforcement of tobacco-free schools policy as well as of COTPA.
- Successfully incorporating the health and hygiene module in all of Nashik's tobacco-free schools.
- Intensifying stakeholder engagement by conducting an even larger number of training sessions and workshops at the village level.





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