



# TOBACCO-FREE Times

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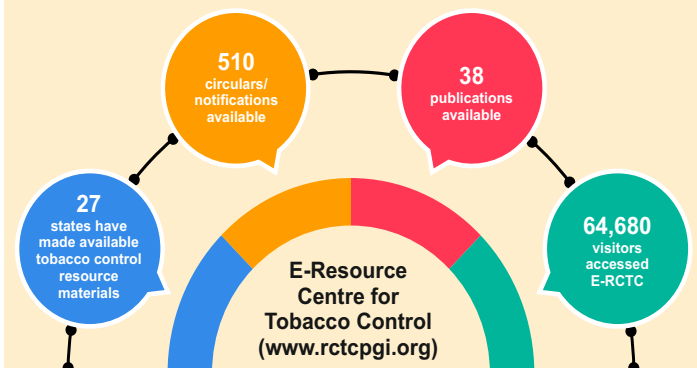
## India's first E-Resource Centre for Tobacco Control (E-RCTC)

### Streamlining tobacco control initiatives in India



India's first E-Resource Centre for Tobacco Control (E-RCTC), a joint initiative of Post Graduate Institute of Medical Education and Research (PGIMER) Chandigarh-India and The Union, is slowly and steadily emerging as one of the most-sought-after platforms for all those seeking tobacco control updates. Developed in a roundtable consultation chaired by Hon. Smt. Preeti Sudan, Union Secretary, Ministry of Health & Family Welfare, Govt. of India and attended by 45 experts from 20 organizations working in tobacco control in India, it was launched by prominent dignitaries (Dr. Prakash Gupta, Dr. Mira B Aghi, Ms Anne Jones, Dr. Jagdish Kaur, Dr. Tara Singh Bam) during Asia Pacific Conference on Tobacco or Health (APACT), Bali.

### E-RCTC: A storehouse of information



### EDITOR SPEAK



E-RCTC intend to catalyze tobacco control activities in the country and foster multi-sectoral convergence between organizations for 'Tobacco Free India'. This will help government, academia and non-government sectors to effectively implement tobacco control initiatives.

**Dr. Sonu Goel**

School of Public Health, PGIMER & Director E-RCTC

### EXPERTS SPEAK



Information is power. To get a comprehensive centre like E-Resource Centre for Tobacco Control (E-RCTC), is a luxury for program Managers, Researchers, Policy makers and other Stakeholders. This one-stop information centre on tobacco control initiated by PGIMER (Chandigarh) and The UNION (SEA) is a very welcome step and need of the hour. I wish researchers from various parts of the country and across the globe utilize the information provided in the resource centre for public health advocacy, policy formulation, implementation of best practices and information dissemination in the area of tobacco control.

**Dr. Sitanshu Sekhar Kar**

Additional Prof. of Preventive & Social Medicine, Associate Dean (Research), JIPMER, Puducherry



Tobacco consumption is assuming a bigger threat to the people's health. It is not only behaviour change which can prevent the ill effects of tobacco but also good advocacy with the various stakeholders can help in meeting this challenge.

Policy makers, planners and managers also require evidences for better decision making. E-RCTC can bridge this gap can help in efforts of mitigating the effect of tobacco.

**Dr. A. M. Kadri,**

Secretary General, IAPSM





# PROJECT UPDATES

## Puducherry-Workshop on FCTC at JIPMER held



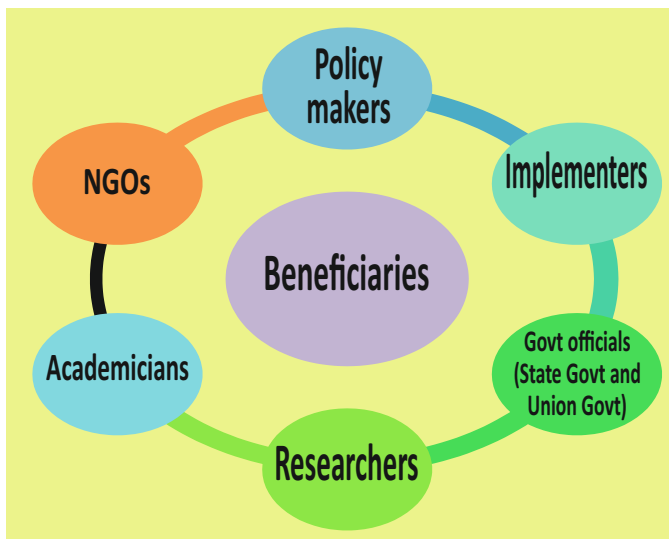
A high-level workshop on FCTC Article 5.3 policy was organised at JIPMER, Puducherry on August 30<sup>th</sup> 2019. A total of 45 senior participants from key stakeholder departments participated in the workshop. The participants were sensitized on various aspects such as MPOWER, FCTC, guidelines of Article 5.3 (Tobacco Industry Interference), utilising other legislations to strengthen COTPA, and good practices in tobacco control.

## Maghalaya-Awareness programme on harmful effects of tobacco



As part of its initiative to make Shillong a smoke-free city, the government of Meghalaya conducted a programme throughout the month of September to sensitize school children about ill-effects of tobacco. The programme, which also focused on tobacco control legislation, witnessed participation of over 1,000 students and teachers.

The E-RCTC showcases a repository of latest orders, circulars, notifications et al that are being released from time to time both by the state and central governments to curb the tobacco menace. For the convenience of the information seeker, these orders, circulars and notifications have been categorized in tabular forms-statewise, which was earlier lying scattered at different sources. Most importantly, this systematic arrangement of the documents on the portal is, in a way, facilitating exchange of information between the states to adopt good practices on tobacco control. This initiative has been immensely useful to diverse stakeholders in order to build capacity and catalyse tobacco control initiatives in their respective states.



Today, E-RCTC has emerged as a one-stop solution from where we can fetch all the information related to tobacco control activities. It regularly updates the evidences and facts which will solve the current issues of information-gap and facilitate program managers, implementors, academicians, researchers and other stakeholders in seeking correct, reliable, updated and contextual data and statistics in tobacco control. Further, it is facilitating coordination and collaboration between tobacco control organisations for strengthening tobacco control partnerships.

The E-RCTC has been providing momentum to country's coordination mechanisms for advocating harmonized tobacco control initiatives. This is a promising beginning to have a significant impact on the tobacco control landscape in India. All this will have a significant impact on the tobacco control landscape of India.

### 64680 visitors from 70 countries access E-RCTC

E-Resource Centre for Tobacco Control, which is a web portal and a joint initiative of PGIMER and The Union, clocked 63,863 visitors on October 28, 2019. These visitors are from as many as 70 countries. E-RCTC intends to emerge as a one-point reference system for varied tobacco control information and activities.



## Meghalaya - NTCP Workshop for doctors

A high-level workshop on National Tobacco Control Programme was organised for doctors at East Khasi Hills, Meghalaya, on 12<sup>th</sup> September 2019. A total of 44 doctors from different PHIs participated in the workshop that focused on MPOWER and FCTC, guidelines of Article 5.3 (Tobacco Industry Interference), utilizing other legislations to strengthen COTPA, and good practices in tobacco control.

## Odisha - Ensure tobacco-free educational institutions



The Government of Odisha has asked educational institutes to follow guidelines of the Health Department to make the institutes tobacco-free. As per the new guidelines, the Educational Institute (EI) management should ensure that no tobacco products are sold on the premises and within 100 yards of it. The EI management must not permit any use of tobacco products within institutions by anybody, including students, teachers, other staff members, school bus drivers and visitors.

## Telangana - First DLCC of Medchal held

### TOBACCO FREE EDUCATIONAL INSTITUTION

Sale of cigarettes and other tobacco products in an area within radius of one hundred yards of this educational institution is strictly prohibited and is a punishable offence.

If you see any violation, please report to –

Name \_\_\_\_\_

Designation \_\_\_\_\_

Contact Person \_\_\_\_\_

OR

Call at Quitline Number – 1800-112-356 (Toll free)

By Order

60 CM

45 CM

The first DLCC meeting of the newly formed district Medchal in Telangana was held on September 16<sup>th</sup> 2019. The meeting was addressed by Joint Collector K.Vidya



Sagar and DMHO Narayana Rao. Official from various departments like Police, Transport, Agriculture, Food Safety, Municipal and Town Committee were present during the meeting. Heads of educational institutes and representatives from NGO also participated in the meeting.

## Odisha-Monitor activities under COTPA: Chief Secretary



Chairing a meeting of the State-level coordination committee for implementation of tobacco control programme, Odisha Chief Secretary Asit Tripathy directed for constitution of a working group under the chairmanship of Home Secretary with representatives from key departments to monitor activities under Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act.

## Odisha -DLCC meeting for Cuttack and Khordha

The District Level Coordination Committee (DLCC) meetings for Cuttack and Khordha in Odisha state were held on September 13<sup>th</sup> and 18<sup>th</sup> respectively. Official from



various departments like Police, Transport, DMHO, Agriculture, Food Safety and Municipal Corporation participated in the meeting and also presented their progress regarding tobacco control initiatives by their department.



# India's E-Cigarette Story...ENDS to 'END of the Road'

E-cigarettes (also known as “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “tank systems,” or “electronic nicotine delivery systems (ENDS)) are electronic devices, which looks like regular cigarettes, cigars, or other everyday household items viz. USB flash drives, pens etc. Using an e-cigarette is sometimes called “vaping” or “JUULing.” JUUL is a popular brand of e-cigarette that is shaped like a USB flash drive. It has a high level of nicotine (a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes).

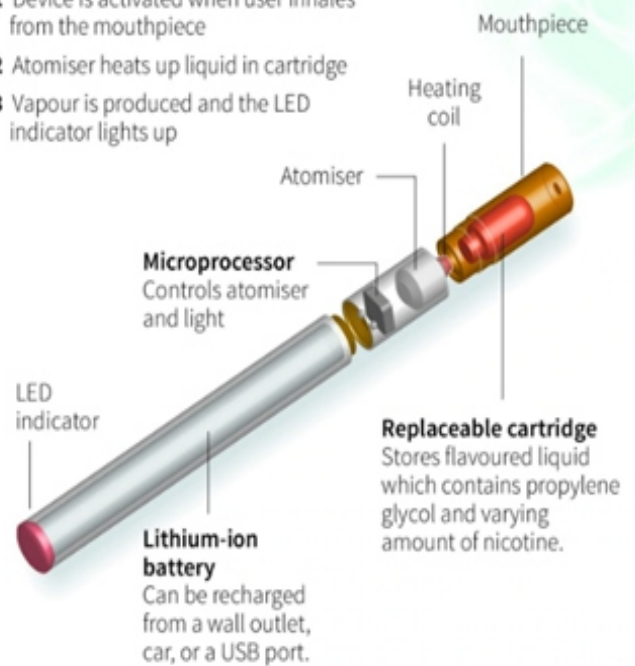
## How Do E-cigarettes Work?

Most have a battery, a heating element, and a place to hold a liquid (called “e-juice or “vape juice,” containing nicotine and flavorings). The liquid is heated to produce an aerosol (mix of small particles in the air) which is inhaled into the lungs of smoker (vaper) and by-stander (second-hand vaping). E-cigarette devices can be used to deliver marijuana and other drugs.

## What are ENDS/e-cigarettes?

### How e-cigarettes work

- 1 Device is activated when user inhales from the mouthpiece
- 2 Atomiser heats up liquid in cartridge
- 3 Vapour is produced and the LED indicator lights up



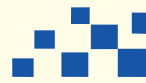
Credit: Reuters, Houstuffworks

## E-cigarette Aerosol?

It contains very harmful substances, including:

- Nicotine
- Ultrafine particles that can be inhaled deep into the lungs
- Volatile organic compounds
- Cancer-causing chemicals
- Flavorings such as diacetyl, a chemical linked to a serious lung disease
- Heavy metals such as nickel, tin, and lead<sup>1</sup>





## WHAT ARE THE RISKS OF E-CIGARETTES?

- E-cigarettes do not have any proven substantial benefits in terms of 'harm reduction' or 'quitting alternatives'
- E-cigarettes are not safe for youth, young adults, pregnant women, or adults. Most e-cigarettes contain nicotine (besides many other harmful substances) which is highly addictive and can harm adolescent brain development that control attention, learning, mood, and impulse control.
- Young people who use e-cigarettes may be more likely to smoke cigarettes in the future along potential for other addictions.
- Some of the ingredients in e-cigarette aerosol could be really harmful to the lungs in the long-term
- Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes.
- Defective e-cigarette batteries have caused some fires and explosions, a few of which have resulted in serious injuries.
- It is available in over 500 flavours, which masks the pungent taste of nicotine and it becomes difficult for consumers to know what e-cigarette products contain. For example, many e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine
- Widespread advertising for these products has contributed to the increase in e-cigarette use among youth.



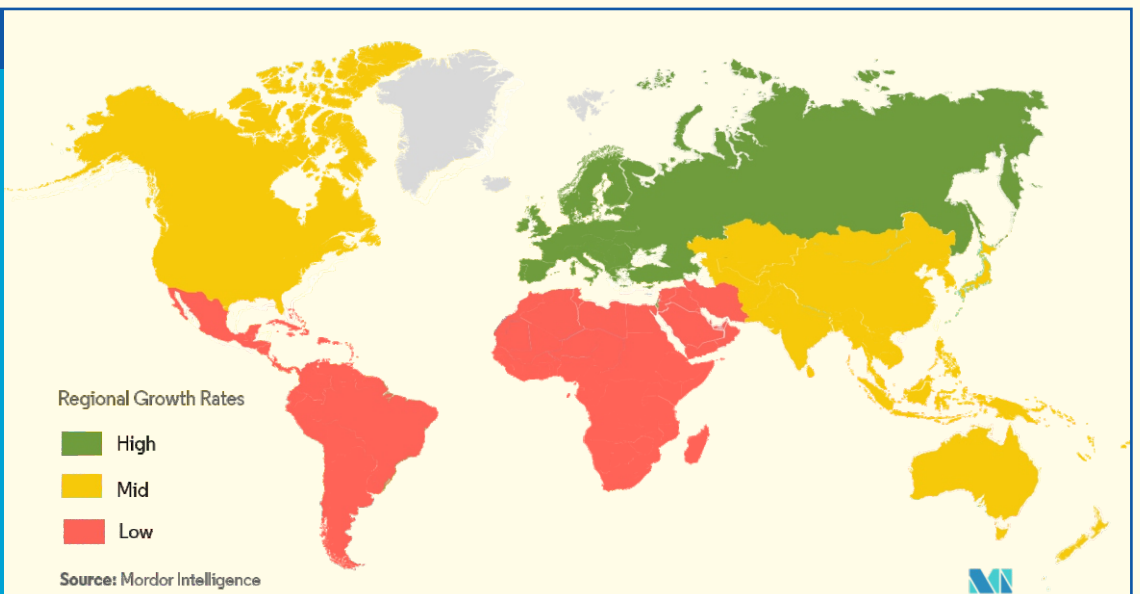
## The Decision

The Union Government recently issued an ordinance to ban the sale, storage and manufacture of e-cigarettes/ENDS. The ordinance came into effect on Sep 18, 2019. With this, consumption, production, manufacturing, import, export, transport, sale, distribution, storage and advertisement of e-cigarettes would become illegal in India. The penalties for violations of the law include one-year imprisonment or fine of up to Rs. 1 lakh (US\$1400) or both for first offence and three years' imprisonment and fine up to Rs. 5 lakh (US\$7000) for a subsequent offence. The law also makes it punishable to store electronic-cigarettes with six-month imprisonment or fine up to Rs 50,000 (US\$700) or both.

"E-cigarettes were promoted as a way to get people out of their smoking habits but reports have shown that many people are not using it as [a] weaning mechanism but are rather addicted to it," Union Finance Minister Nirmala Sitharaman had said while justifying the ban on e-cigarettes.

## GLOBAL PERSPECTIVE

Overall, more than 30 countries have banned these e-cigarettes/ENDS and other countries are planning to ban them. Tobacco growing countries like Thailand, Nepal, Brazil, Mexico, Sri Lanka have also banned ENDS to save the livelihoods of their farmers.





# India's E-Cigarette Story- From Boom to Bust

<b>2012</b>	<ul style="list-style-type: none"> <li>Anecdotal evidence suggests that e-cigarette entered the Indian market in the year 2012.</li> <li>A couple of Indian public health professionals trained in UCSF under Prof. Stan Glantz came to know about the deadly menace of ENDS- June 2012.</li> </ul>	<b>2017</b>	<ul style="list-style-type: none"> <li>Jammu &amp; Kashmir, Mizoram, Tamil Nadu, HP, Puducherry, Jharkhand, Haryana, UT Chandigarh, Rajasthan, Meghalaya, Odisha, Nagaland) banned ENDS gradually under Drug and Cosmetic Act or Poisons Act.</li> </ul>
<b>2013</b>	<ul style="list-style-type: none"> <li>Consultation on ENDS under Joint Secretary, Ministry of Health &amp; Family Welfare (MOHFW)-July, 2013</li> <li>Punjab was the first state in India to declare ENDS as an unapproved drug under Drugs and Cosmetics Act-July 2013</li> </ul>	<b>2018</b>	<ul style="list-style-type: none"> <li>MOHFW issues an advisory to states/UTs to act against ENDS and like products under Drugs and Cosmetics Act- August 2018</li> </ul>
<b>2014</b>	<ul style="list-style-type: none"> <li>Enforcement and regular monthly monitoring of sale of ENDS by highest officials at State and District level in Punjab. Seizure of these products in few districts and court cases launched against seven violators contravening Drugs and Cosmetics Act. First violator was imposed fine of 1 Lakh INR (1500 USD) and 3 years imprisonment-April 2014</li> <li>MOHFW and The Union follow up Consultation under Chairmanship of Additional Secretary. Three sub-groups were created-Legal, Health and Advocacy &amp; Public Opinion - July 2014</li> <li>Union Health minister proposed ban on ENDS in World Lung Conference, Barcelona- November 2014</li> </ul>	<b>2019</b>	<ul style="list-style-type: none"> <li>DO letters written by Commissioner-FDA to Govt. of India/ C-FDAs of all states after being sensitized in a consultation on ENDS conducted by SIPHER in collaboration with School of Public Health, PGIMER, Chandigarh. The 'Chandigarh Declaration on ENDS' was further endorsed in National Conference on Tobacco or Health, Mumbai- February 2019</li> <li>Three Ministries advance regulations to control the epidemic of e-cigarettes. Further, Central Drug Regulator directed all drug controllers to disallow manufacture, sale , import and advertisement of ENDS – March 2019</li> <li>MOHFW block entry to JUUL in India- March 2019</li> <li>Voice for Tobacco Free Victims (VoTV) launched a campaign where over 1000 doctors from 24 states of India appeal to Prime Minister to enforce ban on e-cigarettes– April 2019</li> <li>White paper on e-cigarette by Indian Council of Medical Research- May 2019</li> <li>Government of India (GOI) completely banned e-cigarettes and like products approving Prohibition of Electronic Cigarettes Ordinance 2019, following recommendations of a Group of Ministers (GoM)- September 2019</li> <li>A survey conducted to assess the impact of ordinance of GOI by SIPHER, a public health organization, observed 23 e-commerce websites and found that none was selling ENDS- October 2019</li> </ul>
<b>2016</b>	<ul style="list-style-type: none"> <li>Punjab Government issued a Demi-Official letter to Cyber Crime cell to curb the ENDS sale on the E commerce site- August 2016</li> <li>Cyber Crime Cell identified (and issued notice to) 26 E-commerce sites selling the E cigarettes- August 2016.</li> </ul>		
<b>2017</b>	<ul style="list-style-type: none"> <li>Vape-Expo organised in Noida-UP got cancelled by UP Govt. by intervention of Anti-Tobacco Activists-September 2017</li> <li>Various states (Punjab, Maharashtra, Karnataka, Kerala, Bihar, Uttar Pradesh,</li> </ul>		



## TOBACCO REPORTER

### Tobacco Testing labs to undertake research on product constituents

The National Tobacco Testing laboratories apart from testing tobacco samples for nicotine will also undertake relevant research and generate scientific data on products' constituents and explore ways of safe disposal of tobacco related wastes.

The officials in union ministry of health and family welfare have said that the research work has to be done as stipulated in Article 9 and 10 of Framework Convention of Tobacco Control (FCTC) of World Health Organization (WHO).

The laboratories are mandated to test products suspected to contain tobacco or its variants in violation of identified The Cigarettes and Other Tobacco Products Act, 2003 or COTPA, 2003 and food safety laws. Such products are often have been seized by government authorities for violation of provisions of various laws of the country or for analysis ordered by any court of law.

### Gutka, pan masala banned in Uttarakhand

The Uttarakhand government has put a total ban on the manufacture, storage, distribution and sale of products like gutka and pan masala which have a high content of tobacco and nicotine in them.



An order to this effect was issued here by Food Safety Commissioner Nitesh Kumar Jha late on October 18.

The decision was taken in view of the harmful effects of tobacco and nicotine-based chewing products like gutka and pan masala on human health.

Explaining reasons behind the ban, the order said, Food Safety and Standards Authority of India prohibits use of tobacco and nicotine as an ingredient in any product meant for human consumption but it has been found that gutka, pan masala and several other similar products being sold under different names continue to have a high content of them as components.



As a public health researcher for over 50 years, specialising in the control of cancer, NCDs and their risk factors, I fully support the "Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Bill, 2019." In addition to all other reasons for this bill, I would like to point out an

additional one.

E-cigarette is a fake, deceitful product, having nothing to do with a cigarette. To deceive the public and regulators, it is shaped and coloured like a cigarette with a red LED at one end that lights up when the contraption is sucked. In reality, it is a new form of a drug-delivery device made in the form of cigarette to escape regulations that are applicable to new forms of drug-delivery devices. The drug given by the manufacturer is nicotine but a user can put any other narcotic drug of choice in it. It is, therefore, a great danger for public health. I applaud and congratulate the MoHFW, Gol for this decision to prohibit this e-cigarette and similar devices.

**Dr. Prakash C. Gupta**

Director

Healis Sekhsaria Institute for Public Health



Electronic nicotine delivery systems (ENDS), also called e-cigarettes which contains nicotine, an addictive chemical also found in cigarettes. These products have gained significant popularity over social media and are advertised as socially attractive trend for young people. ENDS have greater potential of addiction than cigarettes as evident from US where these products have grown rapidly,

particularly among youth and young adults and e-cigarettes are the most commonly-used nicotine products which are rising at an alarming rate. **IPHA endorse the bold decision of Indian government on banning e-cigarettes.**

**Prof. (Dr.) Sanjay K Rai**

Professor of Community Medicine, AIIMS, New Delhi & National President Indian Public Health Association



The ban on Electronic Nicotine Delivery Systems (ENDS) is a significant and important decision. The ban on ENDS is a resounding 'yes' for public health and reflects a strong commitment towards better health.

**Prof. Sanjay Zodpey**

Vice President - Public Health Foundation of India

National President,

Indian Association of Preventive and Social Medicine (IAPSM)



Ministry of Health and family welfare, Govt. of India deserve a big applause for a timely action by banning ENDS and similar products. It is all the more satisfying as the process was initiated by Punjab. It is very timely considering the fact that US is already facing an epidemic with about 1500 hospital admissions and 30 plus deaths directly attributed to vaping.

**Dr. Rakesh Gupta**

Director/CCE

Dept. of Home Affairs and Justice

Govt. of Punjab, Chandigarh





## 4,300 quit tobacco a year after calling South India helpline

Since its inception on September 11, 2018, the Union government's tobaccoQuitline, for counselling in south Indian languages, has received more than 5 lakh calls. It is monitored by National Institute of Mental Health and Neurosciences (NIMHANS). The response came as a surprise to the team, who were able to attend to only 69,000 calls since there are only 18-20 dedicated counsellors on the line.



Of the 69,000 callers the counsellors spoke to, 19,000 registered to quit tobacco within a targeted period. From all the southern states, Karnatakasaw the maximum number of callers get through to a counsellor, at 29%.

## India issues ordinance to ban e-cigarettes

Government of India issued an ordinance on September 19 to ban e-cigarettes, making the production, import, export, transport, sale or advertisements of such "alternative" smoking devices a cognizable offence attracting jail term and fine. First time violators will face a jail term of up to one year and a fine of Rs.1 lakh. For subsequent offences, a jail term of up to three years or a fine of Rs.5 lakh, or both according to the ordinance.



## Tobacco Board officials opts out of U.S. event

The Executive Director of the Tobacco Board of India cancelled her appearance at the last minute at a U.S. conference aimed at promoting tobacco, avoiding embarrassment to the government because it would have violated not only Indian laws but also World Health Organization (WHO) rules.



**FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

The issue arose when anti-tobacco and public health activists brought to the notice of the Health Ministry that an official of the Tobacco Board was going to take part in the conference, which was in contravention to WHO Framework Convention on Tobacco Control (FCTC), to which India is a signatory since 2004.

## Rajasthan Bans Certain Categories of Pan Masala to Curb Addiction Among Youth

The Rajasthan government on September 2, announced a ban on pan masala containing magnesium carbonate, nicotine, tobacco, mineral oil and flavoured 'supari' in the state.



All such products will now be banned in the state under the Food Safety Act. This is an important decision taken to curb addiction among the youth, said Health Minister Raghu Sharma said. Production, storage, distribution and sale of these products will not be allowed in the state. With this, Rajasthan has become the third state after Maharashtra and Bihar to announce such a move, according to a government press release here.

## Decision to ban e-cigarettes praised by WHO



**World Health Organization**

The World Health Organization (WHO) has praised India's decision to ban e-cigarettes and other electronic nicotine delivery systems (ENDS), as it follows in the footsteps of other southeast Asian nations. India banned the devices in Sep 2019, with Union Finance Minister Nirmala Sitharaman citing growing usage among

## Information Partner



5th National Conference on Tobacco or Health  
(September 25th - 27th 2020)  
School of Public Health PGIMER, Chandigarh  
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