BACKGROUND

- As per FCTC reports 70% of the reporting parties have implemented Article 12.
- The MPOWER Reports indicate that nearly 40% of the Parties conducted at least one anti-tobacco national mass-media campaign.
- However, both reports do not provide information on Article 12 with respect to SLT products.
- There are 23 Parties with >1 million SLT users.

METHODS

- This paper presents an analysis of relevant indicators with respect to mass-media, education and training efforts undertaken and reported by the Parties on SLT burden.
- The health warning regulations of these parties has been reviewed.
- The paper also looks at other sources of mass-media information on hazards of SLT use like YouTube.

RESULTS

Progress on Implementation of Article 12

Global Progress Report - WHO FCTC 2016

- 125 (70%) Parties implemented the Article mostly focused on smoking.

Global and Regional Efforts on Article 12

- Surgeon General Report on SLT 1986
- NCI Monographs
- SLT or Health: An International Perspective (1992)
- SLT and Public Health: A Global Perspective (2014)
- Expert Group Consultation on SLT use and Public Health in SEAR, July 27-28, 2015
- WCTOH: A global platform for sharing information on tobacco control including SLT
- However, at country level, limited efforts have been undertaken, that too from SEAR.

Mass Media Interventions India

- 30 second documentary, referred to as ‘Surgeon’in 2009.
- Followed up by ‘Mukesh’ the story of a 24 year old SLT user in 2011.
- Another campaign featuring Sunita, suffering from mouth cancer in 2014.

School Based Programmes

- School based interventions have yielded mixed outcomes in some developed countries whereas it has worked in developing countries like India.
- Under Project MYTRI, over two years of intervention, tobacco use decreased by 17% among students in the intervention schools and increased by 68% in the control.

RECOMMENDATIONS

- Parties should consider:
  - That SLT products are not sold without PHWs.
  - That the communication programs are more strategic, participatory and understand needs of the target audiences.
  - Implementing a dedicated national mass/social media campaign on SLT.
  - Reporting on SLT indicators under the FCTC reports, GYTS, GSPS and GATS wrt Art. 12.

CONCLUSION

- There is absence of dedicated mass media or communication strategy to reduce SLT use.
- All the studies on SLT from the SEAR suggest urgent need for comprehensive IEC-BCC efforts to prevent SLT use.
- There is lack of national education, awareness and communication programs to curb SLT.

SUMMARY

- There is earned media is an effective means of disseminating information without any cost.
- GATS report dissemination in India, Bangladesh and Thailand have received widespread earned media.
- A study on earned media in Himachal Pradesh, India, revealed that 55, 23 and 21% news items focused on smoking, smokeless and both forms of tobacco use prevention, respectively.
- The earned media news had a hypothetical value of USD $1.5 million.

Education and Awareness through Health Warnings (HW)

- Several Parties still do not mandate pictorial health warnings on SLT products.
- Only 14 Parties out of 36 High Burden Parties have mandates pictorial HW on SLT products.
- Only India records SLT information under GATS
- Except India, no other Party has collected information on important indicators of awareness about SLT products under GATS i.e.
  - Awareness of anti-smokless tobacco information
  - Percentage of SLT users who noticed HW

RECOMMENDATIONS

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  - Implementing a dedicated national mass/social media campaign on SLT.
  - Reporting on SLT indicators under the FCTC reports, GYTS, GSPS and GATS wrt Art. 12.