



# **WORLD NO TOBACCO DAY REPORT**

**FORTNIGHT ACTIVITIES FROM 20-05-2025 TO 05-06-2025.**

**Submitted by**

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## CONTENT

The theme for World No Tobacco Day (WNTD) 2025 is “**Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products**”. Our main motto is to Raise Awareness and inform the public about how industry tactics manipulate the appearance and appeal of tobacco and nicotine products. A variety of activities were implemented over a period of fifteen days.

DAY	DATE	ACTIVITIES DONE	VENUE
Day-1	20/5/25	Rally, Flash Mob	Duggirala Village
Day-2	21/5/25	Training program on tobacco cessation for dental students	St. Joseph Dental College
Day-3	22/5/25	Oral Cancer Screening	Lingapalem Village
		Pledge Ceremony for dental students	St. Joseph Dental College
Day-4	23/5/25	Pamphlet Distribution	Old Bus Stand, Eluru
		Skit, Pledge Ceremony, Pamphlet Distribution	New Bus Stand, Eluru
		Oral cancer Screening, Pamphlet Distribution	Railway Station, Eluru
Day-5	24/5/25	Pamphlet Distribution	Tangellamudi centre, Eluru
		Pledge Ceremony for general public, Oral Cancer Screening,	Market Yard, Eluru

		Pamphlet Distribution	
Day-6	26/5/25	Oral Cancer Screening, Pamphlet Distribution	Koppaka Village
Day-7	27/5/25	Pamphlet Distribution	Adivarapu Peta, Eluru
		Documentary	Tobacco cessation centre, GGH, Eluru
Day-8	28/5/25	Reels, Posters competition for Dental Students	St. Joseph Dental College
Day-9	29/5/25	Lecture on tobacco cessation	Government School of Nursing, GGH, Eluru
		Oral Cancer Screening, Pamphlet Distribution	Postal Colony, Eluru
Day-10	30/5/25	Oral Cancer Screening, Pamphlet Distribution	Ammapalem Village
Day-11	31/5/25	Newspaper Article, Pamphlet Distribution	St. Joseph Dental College
Day-12	2/6/25	Pamphlet Distribution	Fire Station, Eluru
Day-13	3/6/25	Pamphlet Distribution	R.R.Peta, Eluru
Day-14	4/6/25	Oral cancer awareness	Eluru city
Day-15	5/6/25	Pamphlet Distribution,	Duggirala Village Ameena Pet, Sriram Nagar, Peruguchettu Centres, Eluru

## **ST. JOSEPH DENTAL COLLEGE**

### **World No Tobacco Day - 2025**

#### **Department of Public Health Dentistry**

#### **Fortnight Report**

From the directions of the Ministry of Health and Family Welfare, Govt. of India Department of Public health dentistry, St. JOSEPH DENTAL COLLEGE (SJDC) has successfully conducted Tobacco fortnight activities from **20-05-2025 to 05-06-2025**. We are submitting a brief report of the programs of above mentioned one. On **20<sup>th</sup> May Department of Public Health Dentistry**, SJDC has taken an initiative to campaign in **ELURU** city to raise public awareness regarding tobacco use and its harmful effects on human body. The timing of campaign is from 9.00 am – 1.00 pm. A total of 4 teams of doctors gathered and at different areas in Eluru city. In the campaign displayed sign boards, distributed pamphlets and screening and raised slogans on harmful effects of tobacco. This will help the public to know about harmful effects of tobacco and motivate the people to quit the habit. A **flashmob** displaying harmful effects of tobacco was done at Duggirala. A positive response was received from the public and they acknowledged our strong efforts in fighting with this deadly disease.

Every year across the globe around 3.5 million hectares of land are converted for tobacco growing. It also contributes to deforestation. On 20<sup>th</sup> May **flashmob** and awareness **rally** has been conducted from college to Duggirala by displaying posters and saying slogans against usage of tobacco.

on **21<sup>st</sup> MAY**, a lecture was conducted at SJDC by **speakers of Tobacco cessation center of Govt General Hospital ELURU**. The lecture included information about Tobacco burden in India, harmful effects of tobacco on systemic and oral health, tobacco counselling methods and briefly on nicotine replacement therapies. The timing of program was 9:30 am to 11 am.

There should be intersectoral coordination between different medical specialities for fighting diseases like oral cancer.

On **22<sup>ND</sup> MAY**, a free dental check-up was done for **screening of oral cancer**. A total of 56 patients were examined and provided necessary treatment in the peripheral center (Lingapalem) and also distributed free medicines. The response of people for the campaign was good. This was followed by distribution of pamphlets related to harmful effects of tobacco consumption. At our dental college SJDC, we arranged a pledge for dental students to motivate them to not use any type of tobacco products. All the students were asked to gather at Lecture Gallery 3 by **9AM** and it was followed by a pledge which included that they will not consume any type of tobacco products and will also motivate others to quit the habit of tobacco. Pledge was in their regional language.

On **23<sup>rd</sup> MAY**, **SJDC Public Health Dentistry Interns and staff** have been divided into three teams and conducted camps at **New bus-stand, Old bus-stand & Railway station**. Screening is important in early detection of disease in an apparently healthy individuals and also treatment can be given effectively.. At new bus-stand we conducted skit on tobacco usage and distributed pamphlets and made public to swear on no tobacco awareness. At old bus-stand we distributed pamphlets for awareness. At railways station screening for oral cancer and pamphlet distribution Shas done. The timing of program was 9am to 1 pm.

As part of awareness on **24<sup>th</sup> May**, **SJDC** has organized screening on oral cancer, pamphlet distribution and awareness was conducted on market yard ELURU, and awareness program was conducted and a pledge by the public people and screening and pamphlet distribution has been to bring the awareness among the local people.

On **26<sup>th</sup> May** **SJDC** an awareness program was conducted at Koppaka village which included pamphlet distribution and oral cancer screening.

On **27<sup>th</sup> May**, as part of awareness program we organized **screening on oral cancer, pamphlet distribution and awareness** programmer was conducted at AKG center ELURU, and a **pledge** by the public people and screening and pamphlet distribution has been to bring the awareness among the local people. A **documentary** was shooted at Tobacco cessation centre, GGH Eluru which involved the experience of past smokers, their cessation journey etc....

On **28<sup>th</sup> May**, an activity has been done in the Department of Public Health Dentistry to educate patients about harmful effects of tobacco and importance of maintaining oral hygiene. A social media activity is also conducted which included poster and reels competition between under graduate students with the theme of **unmasking the appeal: Exposing the industry tactics on tobacco and nicotine products**. Prizes were distributed for the best posters and reels.

On **29<sup>th</sup> May**, an awareness lecture was conducted for the nursing students of **Government School of Nursing** for the purpose of spreading awareness about harmful effects of tobacco consumption among the public. Patient education promotes health literacy helping individuals pinpoint the factors that will genuinely compel them towards wellness. Timing for this programme was from 2:00 PM TO 4: 00 PM. and awareness program was conducted at **Postal Colony** Eluru and Oral Cancer Screening has been done and pamphlet distribution has been to bring the awareness among the local people.

We held an oral cancer screening camp, distributed pamphlets, and raised awareness on **May 30** as part of our awareness campaign. Oral cancer screening has been conducted at Ammapalem, and the public has pledged to raise awareness among the local population through screening and leaflet distribution.

On May 31<sup>st</sup> We further conducted awareness by distributing pamphlets on Oral cancer at St. Joseph Dental College to patients who visited the OPD. Later we **published an article** in view of No Tobacco Day in local language. On **June 2<sup>nd</sup>**

we approached general population and explained about the tobacco industries how they are **manipulating the people** minds using nice advertisements using Pamphlets. We proceeded further with our campaign in to public in RR pet Eluru on June 3<sup>rd</sup>. We planned a oral cancer awareness and health education program in few areas of Eluru city on 4<sup>th</sup> June. We finished our campaign on June 5<sup>th</sup>. visiting Duggirala Village, Ameena Pet, Sriram Nagar, Peruguchettu Centres of Eluru. We conclude that the programmes we conducted during these 15 days brought some good change and awareness among the local population of Eluru.

<b>SL.NO</b>	<b>ACTIVITIES</b>	<b>DESCRIPTION</b>	<b>IMAGES UPLOADED</b>
1.	PROMOTIVE, PREVENTIVE AND SCREENING OUTREACH ACTIVITIES	547 ACWORDS	10 PHOTOS WITH GEOTAGG AND 1 VIDEO WITH URL
2.	IEC ACTIVITIES	568 WORDS	10 PHOTOS WITH GEOTAGG AND 5 VIDEOS / WITH URL
3.	ORAL CANCER SCREENING ACTIVITIES	565 WORDS	10 PHOTOS WITH GEOTAGG AND 1 VIDEO /AUDIO WITH URL
4.	TRAINING AND CAPACITY BUILDING PROGRAMS	583 WORDS	5 PHOTOS WITH GEOTAGG AND 2 VIDEOS WITH URL
5.	PUBLIC EVENTS LIKE RALLY	483 WORDS	9 PHOTOS WITH GEOTAGG AND 1VIDEO WITH URL.
6.	PLEDGE CEREMONY FOR PUBLIC AND PATIENTS FOR TOBACCO FREE GENERATION	278 WORDS	6 PHOTOS WITH GEOTAGG AND 3VIDEOS WITH URL
7.	PLEDGE CEREMONY BY HEALTHCARE PROFESSIONALS FOR OFFERING HELP TO QUIT	317 WORDS	3 PHOTOS WITH GEOTAGG AND 1 VIDEO WITH URL
8.	SOCIAL MEDIA ACTIVITIES	278 WORDS	4 POSTERS AND 4 REELS.
9.	NEWSPAPER, STREET PLAYS AND FLASH MOB AND DOCUMENTARY	513 WORDS	10 PHOTOS WITH GEOTAGG AND 4VIDEOS/AUDIO WITH URL



10.	COLLABORATION WITH AYUSH, MEDICAL AND NURSING COLLEGES AND STATE TOBACCO CONTROL CELL	497 WORDS	10 PHOTOS WITH GEOTAGG AND 1 VIDEO /AUDIO WITH URL
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## **Activity report 1: Promotive Preventive and Screening Outreach Activities**

### **Introduction**

Promotive, preventive, and screening outreach activities play a critical role in strengthening public health systems by shifting the focus from treatment to proactive health care. These activities are designed to enhance health awareness, reduce the risk of disease, and detect health issues at an early stage—often before symptoms appear. Through community-based engagement, education, and accessible health services, outreach programs empower individuals and populations to take control of their health and well-being.

Promotive activities focus on improving overall health by encouraging healthy lifestyles, nutrition, physical activity, and mental well-being. Preventive measures aim to reduce the incidence of diseases through immunizations, risk reduction strategies, and early interventions. Screening outreach complements these efforts by identifying health conditions such as hypertension, diabetes, cancer, and other chronic diseases early, enabling timely management and better health outcomes.

By integrating these three components, outreach initiatives address both the social determinants of health and barriers to care, particularly among vulnerable and underserved communities. This approach not only improves individual and community health but also reduces the long-term burden on health care systems.

To raise public awareness about the harmful effects of tobacco use and promote early detection of oral cancer through on-site screening and health education, in line with the global theme of World No Tobacco Day 2025. Pamphlets distribution has been done at railways station. screening was done visual inspection of oral cavity Counseling for high-risk individuals Referrals for further investigation where needed. Brief talks and one-on-one interactions to explain the impact of tobacco Sharing of success stories on quitting tobacco

## **Promotive Activities**

### **1. Distribution of Informational Pamphlets:**

Interns and students distributed pamphlets detailing the health risks associated with tobacco use, including lung cancer, heart disease, and addiction. These materials also provided information on available cessation resources and support systems.

A series of informative flipcharts highlighting the deceptive tactics used by the tobacco industry were distributed to patients.

### **2. Public Awareness Campaign:**

A public awareness campaign was launched to educate the community about the deceptive tactics employed by the tobacco industry, such as the use of appealing flavours and attractive packaging to attract younger audiences. The campaign aimed to empower individuals to make informed decisions and resist tobacco use.

## **Preventive Activities**

### **1. Health Education Sessions at college**

Health professionals conducted interactive sessions by using flip charts which focused on the harmful effects of tobacco use and the benefits of quitting. Participants were encouraged to adopt healthier habits and were informed about the support available to those seeking to quit tobacco.

## **Screening Activities**

### **1. Oral Health Screening**

A team of dental professionals conducted oral health screenings to detect early signs of tobacco-related oral diseases. Individuals identified with potential health issues were referred for further evaluation and treatment.

## **Outcome:**

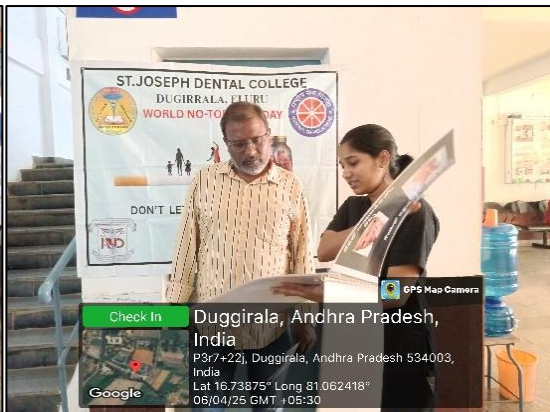
These initiatives have contributed to raising awareness about the dangers of tobacco use, challenges remain in combating tobacco consumption, especially among youth.

## Conclusion

The World No Tobacco Day event at Lingapalem, Eluru Railway Station, Market Yard of Eluru successfully engaged the community in health-promoting activities, provided preventive education, and offered screening services to detect tobacco-related health issues. By aligning with the WHO's 2025 campaign theme, the initiative contributed to raising awareness about the harmful tactics used by the tobacco industry and empowered individuals to make healthier choices







Video url

<https://youtu.be/gTgvYF2pAyc>

## ACTIVITY 2: IEC ACTIVITIES

### Introduction

World No Tobacco Day (WNTD) is observed annually on May 31<sup>st</sup> to raise awareness about the health risks associated with tobacco use and to advocate for effective policies to reduce tobacco consumption. In 2025, the theme was “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products,” highlighting how tobacco companies use attractive packaging and sweet flavours to target and mislead young people

To commemorate this day, Information, Education, and Communication (IEC) activities were organized at various locations, including Postal Colony, Tangellamudi, Old New Bus Stand, Adivarapupeta, Railway Station, and Ammapalem. **The primary activity involved the distribution of pamphlets containing information on the dangers of tobacco use, the benefits of quitting, and details about tobacco control laws.**

DATE	PLACE OF IEC ACTIVITY
23-5-2025	Old bus stand, New bus stand and Railway station, Eluru
24-5-2025	Tangellamudi, Eluru
26-5-2025	Koppakka Village
27-5-2025	Adivarapu peta, Eluru
29-5-2025	Postal colony, Eluru
30-5-2025	Ammapalem Village
31-5-2025	Dental College at Duggirala
02-6-2025	Fire station, Eluru
03-6-2025	R.R. Peta, Eluru
05-6-2025	Ameena pet, Eluru

## **Objectives:**

### **Assess Public Engagement:**

- Evaluate how recipients interacted with the materials (e.g., feedback, questions asked, increased interest in cessation support).

### **Highlight Awareness Impact:**

- Show how the pamphlet distribution contributed to raising public awareness on tobacco harms, especially among vulnerable or high-risk groups.

### **Key Activities**

- **Pamphlet preparation:**
- A pamphlet was prepared in local language which contains all the information about Tobacco, Its harmful effects, Types of Smoking and with a particular emphasis on this year theme also “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products,” highlighting how tobacco companies use attractive packaging and sweet flavours to target and mislead young people.
- Tobacco is the common name for several plants of the genus Nicotiana. Dried tobacco leaves are mainly used for smoking in cigarettes, rolls and | pipes. Tobacco use causes fatal diseases. Tobacco mainly affects the heart, mouth and lungs and it also causes many types of cancer.
- Smoking a cigarette or roll can reduce your life expectancy by 11 minutes and can lead to high blood pressure, respiratory diseases, heart diseases and diabetes. Also, chewing tobacco, gutka, paan masala can increase the chances of gum disease and mouth cancer. It also causes premature aging of the skin and loss of appetite | etc. also occur.

- **Pamphlet Distribution:** Informative pamphlets were handed out to individuals at busy public places to ensure maximum reach.
- **Public Engagement:** Interns interacted with the public to discuss the contents of the pamphlets and address any queries.
- **Awareness Raising:** The activities highlighted the importance of adhering to tobacco control laws and the benefits of a tobacco-free lifestyle among youngsters and particularly among auto drivers and daily wage workers in Market yard.

#### **Outcome: -**

- **Increased Awareness:** The pamphlet distribution led to heightened awareness among the public regarding the dangers of tobacco use and the importance of tobacco control laws. Many individuals expressed gratitude for the information provided and showed interest in quitting tobacco. The activities fostered a sense of community involvement in promoting public health and supporting tobacco-free environments.

#### **Conclusion**

The IEC activities conducted on World No Tobacco Day effectively contributed **to raising awareness about the harmful effects of tobacco use and the importance of tobacco control laws and at the same time people understood how companies are masking people and promoting their brands.** The public's positive response indicates a growing commitment to adopting tobacco-free lifestyles and supporting community health initiatives. Continued efforts and regular IEC activities are essential to sustain and further this momentum towards a tobacco-free society











<https://youtu.be/Q6aAkbaZH1A>

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<https://youtu.be/plszD-8TxpA>

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<https://youtu.be/gTgvYF2pAyc>

### **Activity 3: ORAL CANCER SCREENING ACTIVITIES**

Oral cancer is a significant health concern in India, with tobacco consumption being a major risk factor. Oral screening is a visual examination of the oral cavity to identify any abnormalities, lesions, or diseases. It's a quick, non-invasive, and painless procedure that can help detect oral health issues at an early stage.

Oral screening is crucial for:

1. Early detection: Identifying oral diseases, such as oral cancer, gum disease, and tooth decay, at an early stage when they are more treatable.
2. Prevention: Preventing oral diseases by identifying risk factors and providing education on good oral hygiene practices.
3. Improved treatment outcomes: Enabling timely referrals to specialists for further evaluation and treatment.

Oral screening is beneficial for:

1. High-risk individuals: Those with a history of tobacco use, betel nut chewing, or other risk factors for oral diseases.
2. Patients with symptoms: Those experiencing oral pain, bleeding, or other symptoms.
3. General population: As a routine preventive measure.

Oral screening typically involves:

1. Visual examination: A visual inspection of the oral cavity, including the lips, tongue, cheeks, gums, and teeth.
2. Risk assessment: Evaluating risk factors, such as tobacco use or poor oral hygiene.

3. Education: Providing guidance on good oral hygiene practices and prevention strategies. Studies indicate that approximately 80-90% of oral cancer cases are linked to tobacco use in various forms, including smoking and chewing.

The World Health Organization's theme for World No Tobacco Day 2025, "Unmasking the Appeal," focuses on exposing the tactics used by the tobacco industry to attract new users, particularly the youth to create awareness about the risks of tobacco consumption and screen for oral cancer on the occasion of World No Tobacco Day. A team of dental professionals from St. Joseph Dental College conducted oral cancer screenings at three locations: Tangellamudi (24-5-2025), Power pet (23-5-2025) and Ammapalem Village (30-5-2025). The screenings included visual examination of the oral cavity and surrounding tissues. The event also included awareness sessions on the risks of tobacco consumption, emphasizing the importance of quitting tobacco and maintaining good oral hygiene. Participants were educated on the early signs of oral cancer and the benefits of regular screenings. A total of 169 individuals were screened across the three locations. The findings revealed some of cases of suspected oral lesions

### **Activities Conducted**

#### **1. Awareness Sessions:**

Students from dental college conducted interactive sessions to inform residents about the signs and symptoms of oral cancer, emphasizing the importance of early detection.

Educational materials, including pamphlets were distributed to enhance understanding.

#### **2. Oral Cancer Screening Camps:**

Trained medical personnel performed visual and tactile examinations to detect early signs of oral cancer.

Over 169 individuals participated in the screening, with 20 showing early signs of oral cancer and Referral of cases requiring further evaluation and treatment to college

### **Outcomes:**

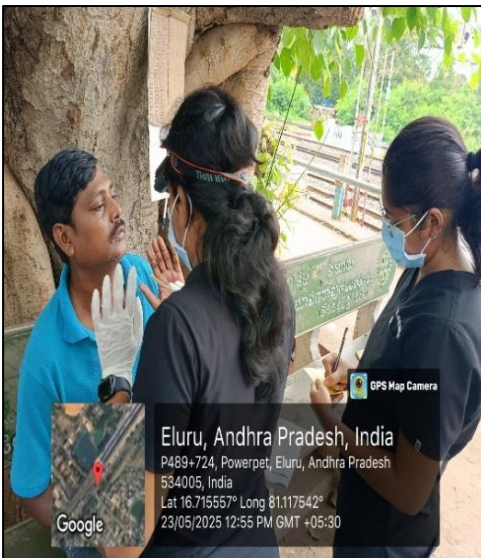
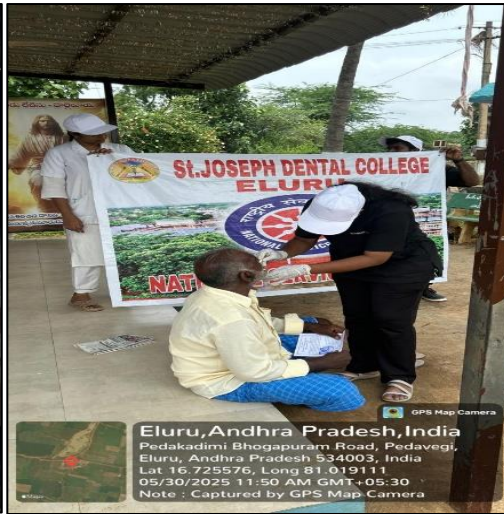
The screenings and awareness sessions led to:

- Increased awareness about oral cancer and its prevention
- Early detection of suspected oral lesions

### **CONCLUSION:**

The oral cancer screening and tobacco awareness initiative conducted by St. Joseph Dental College was a significant step toward educating the community about the risks of tobacco consumption and the importance of early detection of oral cancer. The findings highlight the need for continued efforts in raising awareness and promoting regular screenings to combat the rising incidence of oral cancer. All the students participated actively to improve awareness among public through this initiative.









Video url

[https://youtu.be/lxwXoqXS\\_Yk](https://youtu.be/lxwXoqXS_Yk)



## **ACTIVITY 4: TRAINING AND CAPACITY BUILDING PROGRAMS**

### **Introduction**

World No Tobacco Day, observed annually on May 31<sup>st</sup>, serves as a powerful global reminder of the health risks associated with tobacco use and the urgent need to implement effective policies to reduce tobacco consumption. Coordinated by the World Health Organization (WHO), the day emphasizes the importance of protecting current and future generations from the devastating health, social, environmental, and economic impacts of tobacco.

In alignment with this global initiative, training and capacity-building programs play a crucial role in empowering individuals, communities, healthcare professionals, educators, and policymakers to combat tobacco use effectively. These programs aim to enhance knowledge, develop practical skills, and promote evidence-based strategies for tobacco control, cessation, prevention. On the occasion of World No Tobacco Day, a specialized training and capacity-building program was conducted at the Government Nursing College, Eluru, aimed at enhancing the knowledge and skills of nursing students regarding tobacco-related health issues. The program was designed to empower future healthcare professionals to educate the public effectively and contribute to tobacco control initiatives.

### **Program Details**

- **Date:** 29<sup>th</sup> May 2025
- **Venue:** Government School of Nursing, Eluru
- **Facilitator:** Dr. M. Pavana Sandhya, Professor and HOD of Public Health Dentistry
- **Participants:** Nursing students and faculty members

### **Key Sessions and Activities**

## **1. Lecture on Tobacco-Related Health Risks:**

Dr. Pavana Sandhya delivered an insightful lecture highlighting the adverse health effects of tobacco use, including respiratory diseases, cardiovascular issues, and cancer. Because nurses are the trusted health educators, caregivers, and advocates for the public. Dr. Pavana Sandhya highlighted why nurses are important for awareness of tobacco usage and also gave a brief idea about the cessation tools through 5A'S model. This session also emphasized the importance of early intervention and the role of healthcare professionals in tobacco control. A special note on E-cigars and Vapes was also given describing how much dangerous they are for youth and discussed the role of health professionals in encouraging smokers to quit tobacco.

## **2. Interactive Discussions:**

- Engaging discussions were held to address common misconceptions about tobacco use and to explore effective communication strategies for counseling individuals on quitting tobacco.
- Case studies were presented to illustrate real-life scenarios and the impact of tobacco cessation programs.

## **Outcomes**

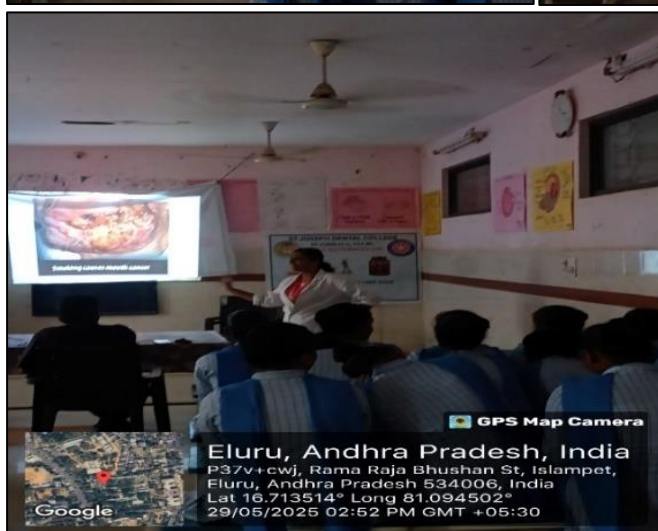
- **Increased Awareness:** Participants gained a comprehensive understanding of the health risks associated with tobacco use and the importance of tobacco control.
- **Enhanced Skills:** Students developed practical skills in counseling and educating individuals on tobacco cessation.
- **Commitment to Advocacy:** There was a demonstrated commitment among students to advocate for tobacco-free environments and to implement tobacco control strategies in their professional practice.

**Nursing students understood how tobacco companies are masking people using different branding techniques.**

## **Conclusion**

The Training and Capacity Building Program on the occasion of WORLD NO TOBACCO DAY has successfully enhanced the knowledge, skills, and confidence of healthcare professionals involved in tobacco control.

The training and capacity-building program at the Government Nursing College, Eluru, successfully equipped nursing students with the knowledge and skills necessary to contribute to tobacco control efforts. Under the guidance of Dr. Pavana Sandhya, participants are now better prepared to educate the public on the dangers of tobacco use and to support individuals in quitting tobacco. This initiative aligns with the objectives of the National Tobacco Control Programme and supports the broader goal of reducing tobacco-related health issues in the community through a comprehensive approach that included evidence-based practices, counseling techniques, policy awareness, and community engagement strategies, participants are now better equipped to support individuals in quitting tobacco use and to advocate for healthier environments.



<https://youtube.com/shorts/034iRogI0pM?feature=share>

<https://youtube.com/shorts/w4QfFx80iM0?feature=share>

## **ACTIVITY 5: Public Event: RALLY**

### **Introduction**

Public events such as rally is a powerful tool for raising awareness, engaging communities, and promoting causes or campaigns. These events allow organizers to connect directly with the public, convey messages clearly, and mobilize support in a dynamic and interactive way.

Rallies serve as a platform to bring together individuals who share common goals or concerns. Whether advocating for social change, environmental protection, political reform, or community development, rallies create visibility, unity, and momentum. Through speeches, demonstrations, and collective participation, they foster a strong sense of solidarity.

Rally played a crucial role in building awareness, shaping opinions, and driving action on issues that matter.

On May 20<sup>th</sup>, 2025, in observance of World No Tobacco Day, a Rally was planned in Duggirala village. This initiatives aimed to educate the community on the health risks associated with tobacco consumption and to promote a tobacco-free lifestyle.

### **Objectives**

#### **Raise Awareness**

To inform the public about a particular issue, cause, or campaign—be it social, political, environmental, or educational.

#### **Educate the Public**

To distribute accurate, easy-to-understand information through speeches, slogans, and pamphlets that explain the issue in detail.

## **Influence Public Opinion**

To shape attitudes and perceptions by presenting arguments, testimonials, and data in a persuasive manner.

## **Activities Conducted**

### **Rally**

A vibrant rally was organized, featuring participants from various local organizations and educational institutions. Placards were prepared in local language regarding the ill effects of Tobacco, and about the theme “**Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products**”. The rally commenced at Duggirala Yard and traversed key areas, attracting attention and engaging the public. Participants carried placards and banners with anti-tobacco messages, chanting slogans to raise awareness about the dangers of tobacco use.

- **Health Risks:** Discussing the severe health consequences of tobacco use, including cancer, respiratory diseases, and cardiovascular issues.
- **Industry Tactics:** Highlighting deceptive marketing strategies employed by the tobacco industry to attract new users, particularly among the youth.
- **Cessation Support:** Providing information on available resources and support systems for individuals seeking to quit tobacco use.

## **Outcome**

This event led to heightened awareness among the community about the dangers of tobacco use and the importance of adopting a tobacco-free lifestyle. Active participation from local residents, students, and organizations demonstrated a collective commitment to tobacco control.

## **Conclusion**

The public health event conducted at Duggirala in view of World No Tobacco Day was successful in raising awareness about the harmful effects of tobacco use. The community was engaged and educated on the importance of tobacco control. Continued efforts and regular awareness programs are essential to sustain and further this momentum towards a tobacco-free society.









<https://youtu.be/GgXhYQzakjU?si=83LTlsFR9v6xPdx9>

## **ACTIVITY 6: Pledge Ceremony for Public and Patients for Tobacco Free Generation**

### **Introduction**

On May 31, 2025, in observance of World No Tobacco Day, Pledge ceremony was organized at the St. Joseph Dental College, Bus Stand and Market Yard Eluru on 23<sup>th</sup> May, and Yard on 24<sup>th</sup> May for general public to promote a tobacco-free generation. These initiatives aimed to raise awareness about the harmful effects of tobacco use and encourage individuals to commit to a tobacco-free lifestyle.

### **Activities Conducted**

#### **1. Pledge Ceremony**

A formal pledge-taking ceremony was held at each location, where participants committed to abstaining from tobacco use. The pledge was administered by health professionals and community leaders, reinforcing the commitment to a tobacco-free lifestyle.

#### **2. Public Lectures**

Health experts delivered informative lectures at each venue, discussing the health risks associated with tobacco use, including respiratory diseases, cardiovascular issues, and cancer. The lectures also highlighted the deceptive marketing strategies employed by the tobacco industry to attract new users, particularly among the youth.

### **Outcome**

**Community Engagement:** Active The events led to heightened awareness among the community about the dangers of tobacco use and the importance of adopting a tobacco-free lifestyle. Many individuals pledged to support tobacco-

free initiatives. participation from local residents, students, and organizations demonstrated a collective commitment to tobacco control.

## **Conclusion**

The public health events conducted at the College, Bus Stand, and Yard on World No Tobacco Day were successful in raising awareness about the harmful effects of tobacco use. Through pledge ceremonies and public lectures, the community was engaged and educated on the importance of tobacco control. Continued efforts and regular awareness programs are essential to sustain and further this momentum towards a tobacco-free society.





[https://youtu.be/t\\_7HZnT1FYk](https://youtu.be/t_7HZnT1FYk)

<https://youtu.be/3qIs7BEnFs0>

<https://youtu.be/3jM6z8aE8I8>

## **Activity 7 :Pledge Ceremony by Healthcare Professionals for Offering Help to Quit**

### **Introduction**

On May 22, 2025, in observance of World No Tobacco Day, a pledge ceremony by healthcare professionals for offering help to quit was organized at St. Joseph Dental College by final year students to commit to a tobacco-free lifestyle. The event aimed to raise awareness about the harmful effects of tobacco use and to promote a tobacco-free generation.

### **Activities Conducted:**

#### **1. Pledge Ceremony**

A formal pledge-taking ceremony was held in the college auditorium, where students and faculty members committed to abstaining from tobacco use. The pledge was administered by Dr. Pavana Sandhya professor and HOD of Public health dentistry, reinforcing the commitment to a tobacco-free lifestyle.

#### **2. Distribution of Informational Materials**

Pamphlets and brochures containing vital information on the dangers of tobacco use, the benefits of quitting, and details about tobacco control laws were distributed to the college community. These materials aimed to educate individuals and encourage them to make informed decisions regarding tobacco consumption.

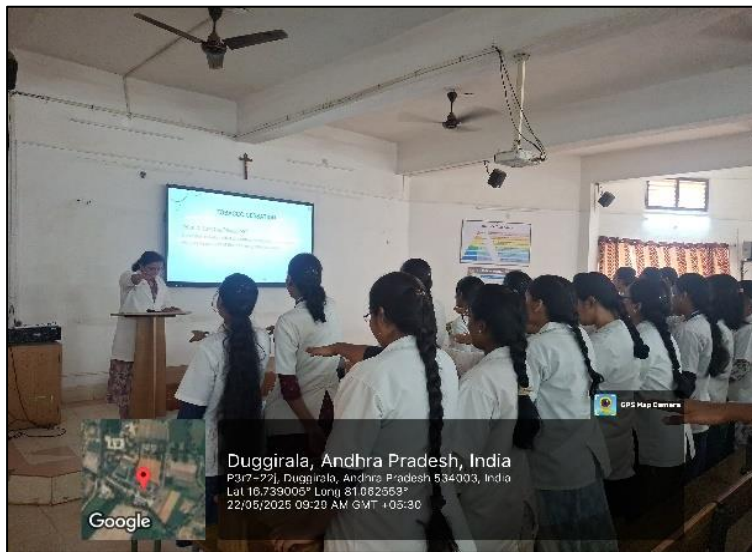
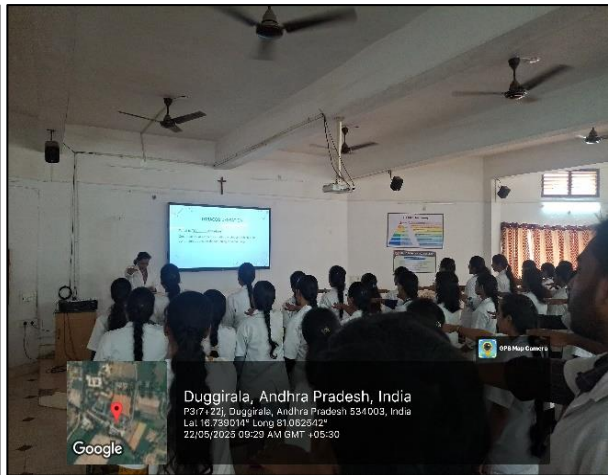
### **Outcome:**

- **Increased Awareness:** The event led to heightened awareness among the college community about the dangers of tobacco use and the importance of adopting a tobacco-free lifestyle.

- **Positive Feedback:** Many students and faculty members expressed gratitude for the informative session and pledged to support tobacco-free initiatives.
- **Commitment to Advocacy:** There was a demonstrated commitment among students and faculty to advocate for tobacco-free environments and to implement tobacco control strategies in their professional and personal lives.

### **Conclusion:**

The pledge ceremony held at St. Joseph Dental College on May 22, 2025, successfully raised awareness about the harmful effects of tobacco use and encouraged the college community to commit to a tobacco-free lifestyle. Through the distribution of informational materials, participants were equipped with the knowledge and resources to make informed decisions regarding tobacco consumption. Continued efforts and regular awareness programs are essential to sustain and further this momentum towards a tobacco-free society.



<https://youtu.be/e5Z2ZVWLiK4?si=DOv6GsQp9wVOlBoD>

## **Activity 8: Social Media Activities**

### **Introduction**

On May 28<sup>th</sup>, 2025, in observance of World No Tobacco Day, students from St. Joseph Dental College launched a dynamic social media campaign to raise awareness about the dangers of tobacco use. Leveraging platforms like Instagram, Facebook, and WhatsApp, the students created and shared engaging content aimed at educating their peers and the broader community on the health risks associated with tobacco consumption.

### **Campaign Activities**

#### **1. Creation of Reels and Posters**

Students designed and produced short video reels and visually appealing posters that highlighted:

- **Health Risks:** The severe health consequences of tobacco use, including respiratory diseases, cardiovascular issues, and cancer.
- **Industry Tactics:** Deceptive marketing strategies employed by the tobacco industry to attract new users, particularly among the youth.
- **Cessation Support:** Information on available resources and support systems for individuals seeking to quit tobacco use.

These materials were shared across various social media platforms, utilizing relevant hashtags to increase visibility and engagement.

### **Outcome**

- **Increased Awareness:** The campaign reached over 500 individuals across various social media platforms, significantly increasing awareness about the dangers of tobacco use. Many followers expressed appreciation for the



informative and engaging content, with several sharing their commitment to remain tobacco-free.

## Conclusion

The social media campaign conducted by St. Joseph Dental College students on World No Tobacco Day was a successful initiative that effectively utilized digital platforms to raise awareness about the harmful effects of tobacco use. By engaging the youth through creative content and interactive activities, the campaign fostered a sense of community and encouraged individuals to make informed decisions regarding tobacco consumption. Continued efforts in digital advocacy are essential to sustain and further this momentum towards a tobacco free society.



# UNMASKING THE APPEAL

**EXPOSING INDUSTRY  
TACTICS OF THE  
TOBACCO AND  
NICOTINE INDUSTRY**



## TARGETED MARKETING

Youth-oriented advertising, flavored products appealing to teens  
Sponsorships and product placements

## PRODUCT MANIPULATION

Designing cigarettes for faster nicotine delivery - labels "light" and "mild" - marketing as "harm reduction tools"

## LOBBYING & POLICY INTERFERENCE

Funding front groups opposing tobacco control laws  
Litigation to delay or block regulation

## PUBLIC HEALTH IMPACT

**OVER 8 MILLION DEATHS PER YEAR GLOBALLY**

**Tobacco thrills but it kills**

**sweetend lies**  
flavoured tobacco to attract teen

**targetting teens**  
candy vapes lure young users

**deceptive adds**  
smoking is glamorized to look cool

**profit over people**  
lives lost, corporation wins

**toxic secrets**  
7,000+ chemicals per puff

**false safety**  
safer alternatives like E-cigarettes

**WARNING:**  
This Product Contains Nicotine. Nicotine is an addictive chemical.

**PROFIT**

**Demands stronger regulation. Educate community. Protect the next generation**

# UNMASKING THE APPEAL

EXPOSING INDUSTRY TACTICS ON TOBACCO AND NICOTINE INDUSTRY



**CHOOSE LIFE NOT A  
LIGHTER**



**TOBACCO KILLS FASTER  
THAN DISEASE**

Made with PosterMyWall.com

[https://youtube.com/shorts/8Q68\\_T767wk?feature=share](https://youtube.com/shorts/8Q68_T767wk?feature=share)

<https://youtube.com/shorts/nEyLva11nnw?feature=share>

[https://youtube.com/shorts/dt4ZkfI-\\_cA?feature=share](https://youtube.com/shorts/dt4ZkfI-_cA?feature=share)

<https://youtube.com/shorts/NbSiG1aaVvk?feature=share>

## **ACTIVITY 9: Report on Flash Mob, Newspaper Campaign, Skit And Documentary**

### **Introduction**

In observance of World No Tobacco Day 2025, themed “Unmasking the Appeal,” Flashmob was conducted at Duggirala on 20th May, Skit at the New Bus Stand on 23rd May and News Paper article on 31<sup>st</sup> May by St. Joseph Dental College Students. These events aimed to raise awareness about the deceptive tactics employed by the tobacco industry to attract new users, particularly among the youth, and to promote a tobacco-free lifestyle.

### **Activities Conducted**

#### **1. Flash Mob**

A flash mob was organized at the Duggirala on 20-5-2025, where participants performed a choreographed dance to a popular song depicting the risks of smoking and passive smoking. The lively performance attracted attention and sparked conversations about the importance of living a tobacco-free life.

The theme highlighted the tobacco industry tactics which are manipulating and addicting young people with flavoured tobacco products. They also promoted awareness to educate public about the dangers of tobacco usage, passive smoking and the importance of tobacco free lifestyle.

#### **2. Newspaper Campaign**

Print media outlets published articles and advertisements highlighting the risks of tobacco use and the importance of tobacco control. These publications served as a tool to educate the public and reinforce the message of the campaign.

The theme focused on exposing the tactics used by the tobacco industry to manipulate and hook young people through the use of flavoured tobacco products. It also aimed to raise public awareness about the harmful effects of

tobacco use, second hand smoke, and the importance of leading a tobacco-free life.

### **3. Skit / Street play**

The skit, performed by a group of enthusiastic youth volunteers, portrayed how tobacco products are often glamorized through advertisements and peer influence, hiding their deadly consequences behind an attractive façade. The actors creatively used masks to symbolize the misleading appeal of tobacco, which was later "unmasked" to reveal the harsh realities of addiction, disease, and loss.

### **4.Documentary:**

Recently We visited Tobacco cessation centre at Government General hospital Eluru to explore the effects of tobacco use and speak with people affected by it. Many shared powerful stories of struggle and recovery—from battling cancer to finally quitting after years of use. Their courage and resilience were inspiring, and it was clear that support from healthcare professionals and family made a real difference. This visit was a reminder that tobacco addiction is not just a health issue—it's a human story. Greater awareness and support can change lives.

### **Outcome: -**

**Active Participation:** As a result of these events, there was increased public awareness of the manipulative strategies used by the tobacco industry, particularly in targeting young people. Participants demonstrated greater understanding of the health risks associated with tobacco use and many expressed a commitment to adopting or supporting a tobacco-free lifestyle within their communities

**Conclusion:**

The public setting at the bus stand helped attract a large and diverse audience, including travellers, shopkeepers, and local residents. Informative pamphlets were also distributed. The initiative successfully delivered a powerful message, encouraging people—especially the youth—to stay informed and make healthy choices.







[illegible]

<https://youtu.be/j5XtmBjQaJ4>

<https://youtu.be/Ah4IG3H1AVA>

<https://youtu.be/kT7rtNuAxaM>

<https://youtu.be/136GjcNBKy8>, <https://youtu.be/PO8yMMxdAKQ>



## **ACTIVITY 10: Collaboration with AYUSH, Medical, Nursing Colleges and State Tobacco Control Cell**

**DATE:21-05-25**

On the occasion of **WORLD NO TOBACCO DAY**, St. Joseph Dental College in Eluru, Andhra Pradesh, conducted a series of impactful events aimed at raising awareness about the dangers of tobacco use. The Department of Public Health Dentistry spearheaded these initiatives, **collaborating with the State Tobacco Control Cell** located at **GGH Eluru**.

The observance included activities such as awareness programs conducted for students in St. Joseph Dental College about emphasizing the health risks associated with tobacco use and promoting cessation strategies. These efforts were part of the college's commitment to public health and its ongoing initiatives to combat tobacco-related health issues.

This year's World No Tobacco Day theme, "Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products," focused on exposing the strategies employed by the tobacco and nicotine industries to make their harmful products enticing, particularly to young people. By aligning with this theme, St. Joseph Dental College aimed to contribute to the global effort to reveal these tactics and advocate for stronger policies to protect public health.

The State Tobacco Control Cell at Government General Hospital, Eluru, in collaboration with St. Joseph Dental College, conducted an awareness program for dental students and lecture was given by **Dr. Ch. Vamsi Krishna, HOD of psychiatry department, Dr. Usha Kiran, HOD** of dental department. The session focused on the harmful effects of tobacco use, strategies for tobacco cessation, understanding addiction and dependence, and the role of rehabilitation

centres. This initiative aligns with the objectives of the National Tobacco Control Programme (NTCP), which aims to create awareness about the harmful effects of tobacco consumption and assist individuals in quitting tobacco use.

St. Joseph Dental College has been proactive in promoting tobacco control and public health. The institution has established a Tobacco Cessation Cell and integrates tobacco cessation counselling into its curriculum. Additionally, the college organizes various health and awareness programs, including those focused on drug addiction and cancer prevention, to educate students and the community. The students are also educated about the modern forms of tobacco either in smoked or nonsmoker forms and their dangerous effects on our health. They explained the key sections of COTPA, including prohibitions on smoking in public places, advertising, sale to minors, and display of warning signs.

This collaborative effort between the State Tobacco Control Cell and St. Joseph Dental College underscores the importance of integrating public health initiatives within educational institutions to combat tobacco use effectively and educating the students and patients to abstain from tobacco and its products.

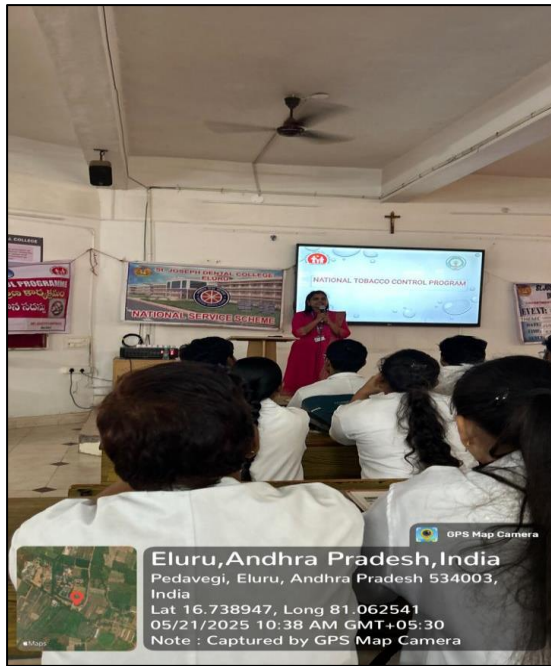
**Outcome:**

Through this interactive sessions, expert-led discussions, and collaborative efforts with the State Tobacco Control Cell, participants gained a deeper understanding of tobacco addiction, cessation methods, and public health legislation such as COTPA. Overall, the event strengthened the college's role as a hub for public health promotion and contributed to the broader goals of the National Tobacco Control Programme by inspiring long-term behavioural change and supporting preventive health strategies.









<https://youtu.be/kQ-OpVKgvQE>

## **OUTCOMES**

### **Activity 1: PROMOTIVE, PREVENTIVE AND SCREENING OUTREACH ACTIVITIES**

<b>SL.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>7 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>150</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>15</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>3</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>3</b>

### **Activity 2: IEC ACTIVITIES**

<b>SL.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>20 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>352</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>30</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>4</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>

<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>1</b>
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### **ACTIVITY 3: ORAL CANCER SCREENING ACTIVITIES**

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<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>5 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>169</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>8</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>—</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>3</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>-</b>

### **ACTIVITY 4: TRAINING AND CAPACITY BUILDING PROGRAMS**

<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>1 Hour</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>—</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>120</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>2</b>

<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>1</b>

### **ACTIVITY 5 PUBLIC EVENTS RALLY**

<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>2 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>60</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>100</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>12</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>2</b>

### **ACTIVITY6: PLEDGE CEREMONY FOR PUBLIC AND PATIENTS FOR TOBACCO FREE GENERATION**

<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>5 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>75</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>6</b>



<b>4.</b>	<b>Number of IEC developed</b>	<b>2</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>3</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>2</b>

**Activity7: PLEDGE CEREMONY BY HEALTHCARE PROFESSIONALS FOR OFFERING HELP TO QUIT**

<b>SL.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>2 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>–</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>180</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>180</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>2</b>

**Activity 8: SOCIAL MEDIA ACTIVITIES**

<b>SL.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>1 week</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>-</b>

<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>–</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>25</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>2</b>

**Activities 9: FLASHMOB, NEWSPAPER CAMPAIGN, SKIT AND DOCUMENTARY**

<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>10 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>-</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>16</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>4</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>4</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>4</b>

**ACTIVITY 10: COLLABORATION WITH AYUSH, MEDICAL,  
NURSING COLLEGES AND STATE TOBACCO CONTROL CELL**

<b>Sl.NO</b>	<b>OUTCOME</b>	<b>NUMBER</b>
<b>1.</b>	<b>Duration of activity</b>	<b>3 Hours</b>
<b>2.</b>	<b>Number of patients benefitted</b>	<b>–</b>
<b>3.</b>	<b>Number of training conducted and personnel skilled or trained</b>	<b>150</b>
<b>4.</b>	<b>Number of IEC developed</b>	<b>–</b>
<b>5.</b>	<b>Number of social media platform used and post done</b>	<b>3</b>
<b>6.</b>	<b>Number of activities related to tobacco industry interference</b>	<b>2</b>