



NATIONAL TOBACCO CONTROL PROGRAMME



NICOTINE DEPENDENCE & TREATMENT



Presented By-----
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Learning Objectives



Brain

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Lungs

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Heart

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Stomach

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Eye

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INTRODUCTION

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DEPENDENCE & ADDICTION

3

HARMFUL EFFECT & EXPOSURE

4

TOBACCO CESSATION

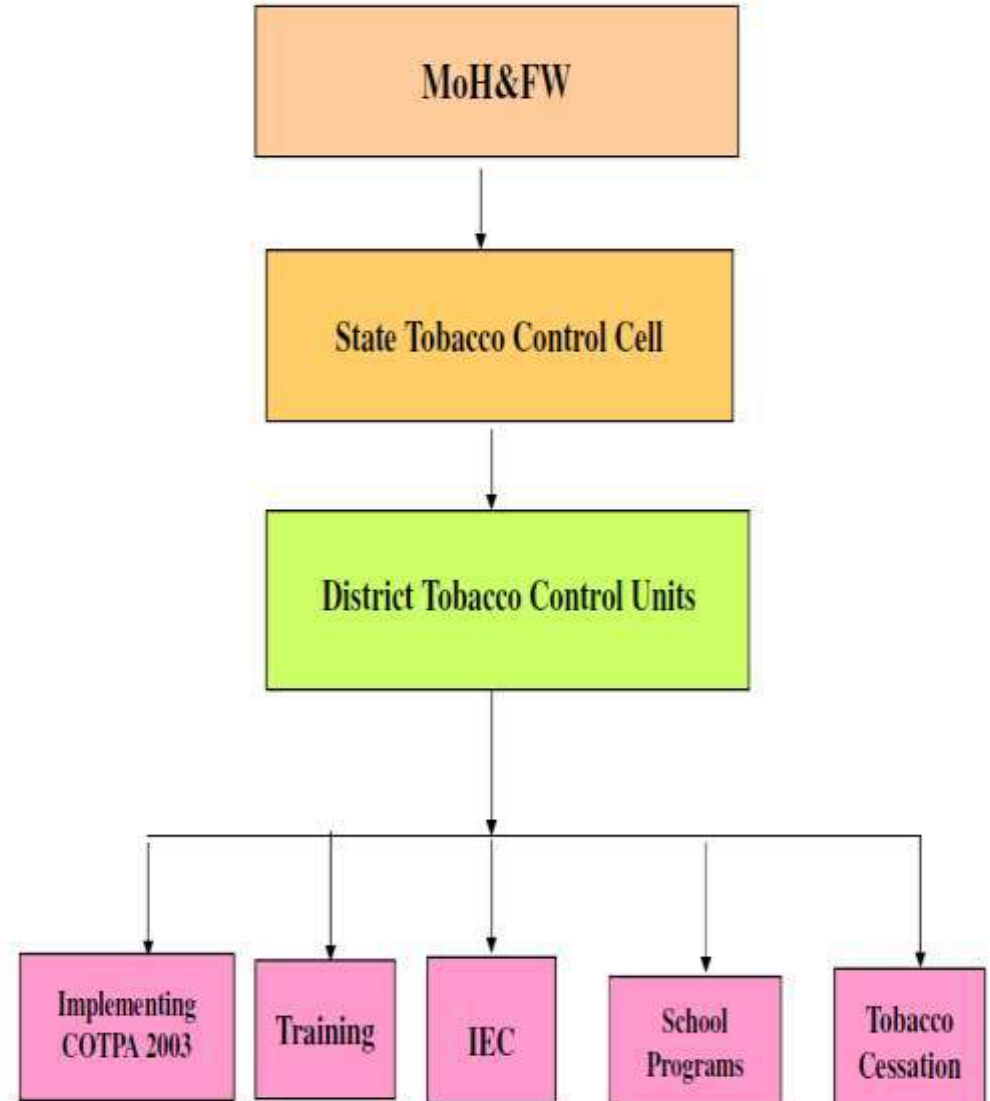
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COTPA & ROLE OF CHO

INTRODUCTION

- NTCP Launched 11th Five Yours Plan.
- Upscaled 12th Five Yours Plan.
- Aim:
 - IEC development.
 - School & College Programme.
 - Training.
 - Tobacco Cessation.
 - COTPA Implementation.

National Tobacco Control Program



TOBACCO

- Most common substance of abuse in India
- 21% of the population uses some form of tobacco (National Mental Health Survey 2015)
- Smokeless/chewable tobacco use is more prevalent as compared to smoking in India. (Global Adult Tobacco Survey GATS2)
- Both forms are highly addictive.
- There is no safe level of exposure, tobacco kills half of its users. (WHO)

Different forms of Tobacco

1. Smokeless forms

- » Khaini
- » Gutkha
- » Betel quid with tobacco (paan)
- » Zarda
- » Paan masala with tobacco
- » Mawa
- » Mishri
- » Gul
- » Bajjar
- » Snus
- » Snuff
- » Toothpowder with tobacco
- » Tuibur (tobacco water in use in Mizoram and Manipur)

2. Smoking forms

- » Bidis
- » Cigarettes
- » Hukka
- » Cigars
- » Cheroot
- » Chutta
- » Hukli
- » Dhumti
- » Pipes



SMOKING



SMOKELESS



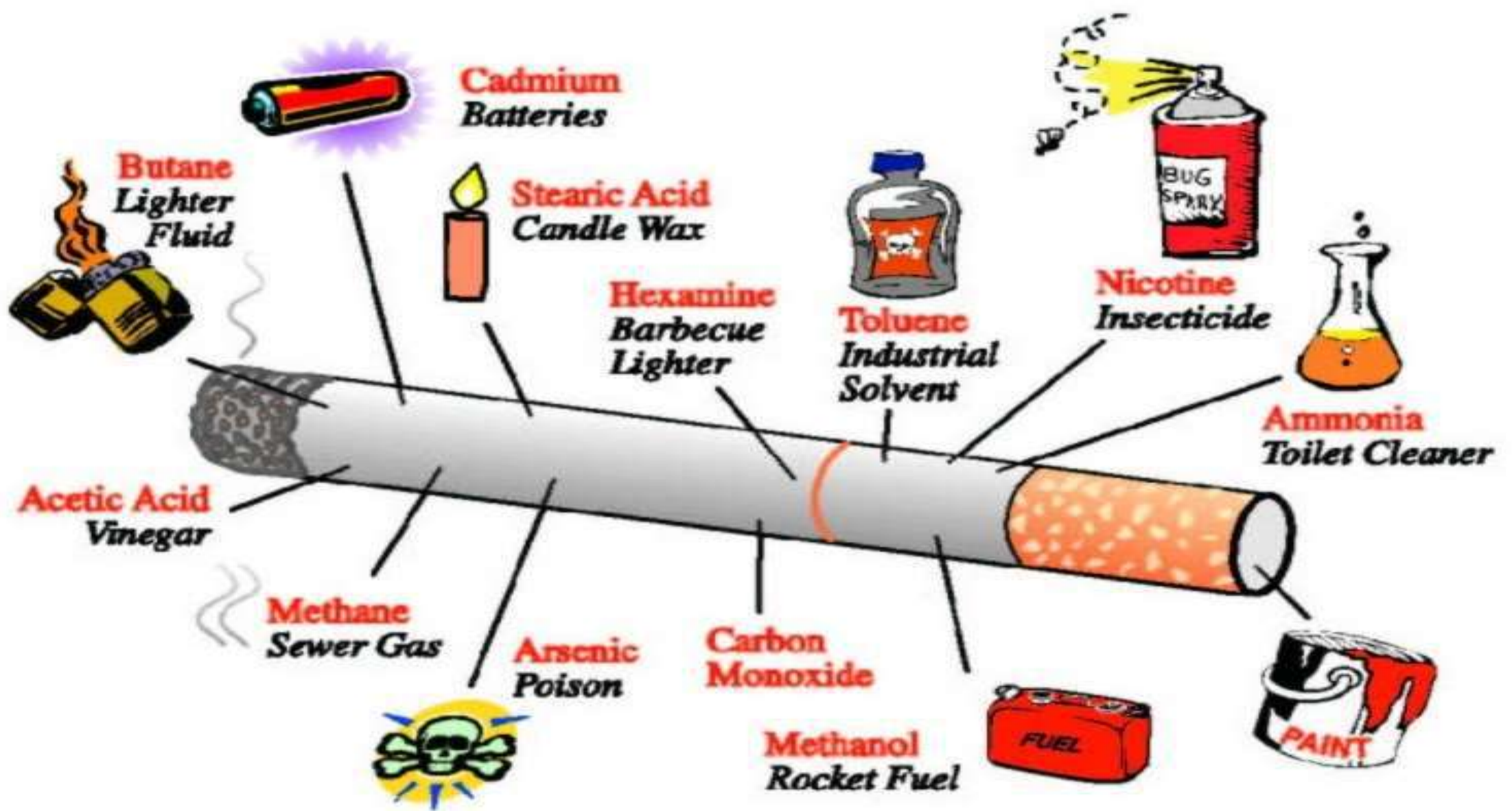
One Cigarette Contains

- More than **4000** substance.
- Most of the them are carcinogenic.

Substances like:

- Cadmium, Methanol, Toluene, Arsenic,
- Benzene, Formaldehyde, Hydrogen sulphide,
- Tar, Nicotine, Finial, Naphthalene,
- DDT, Nitrogen oxide, Butane, etc.





Indian Scenario of Tobacco use

- 2 people die/hour in India.
- 8.8% death, 8.2% Dysfunction are associated.
- 10 core people have died in 20th century.
- **100 core will die in 21st century.**
- 1 cigarette wasted-- 8 minute in life.
- 2200 people die/day in **India.**
- 8-9 lake people die/ year in **India.**

(malaria + dengue + AIDS etc.)

What is nicotine dependence?



Nicotine **dependence** is that—

When a person can not stop using Tobacco, knowing that it is harmful;
If he stops by force, he faces some Physical and Mental problems.

Addiction is a Physical and/or Psychological dependence on a substance.

Withdrawal Symptoms



Psychological

- Anxiety
- Restlessness
- Irritability
- Insomnia
- Headaches
- Poor concentration
- Depression
- Social isolation

Physical

- Sweating
- Heart Palpitations
- Muscle tension
- Tightness in the chest
- Difficulty breathing
- Tremors
- Nausea
- Vomiting, or diarrhea

Biological Reason of Addiction?

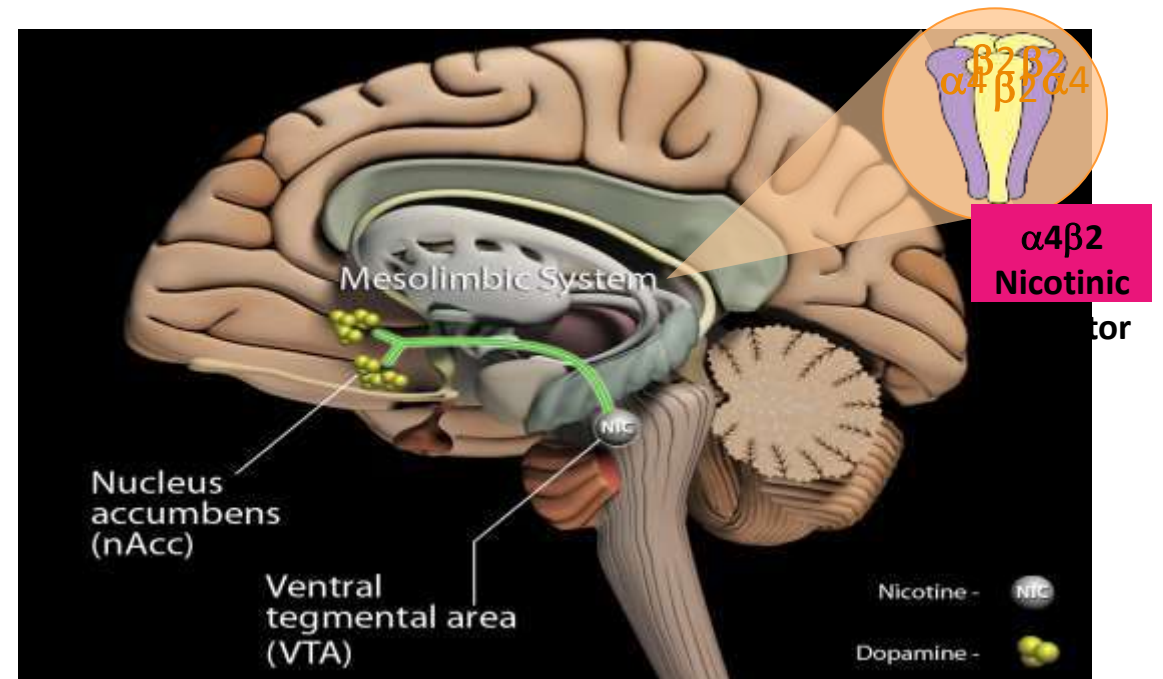
MECHANISM:

(Normal)— Natural Signal— Brain— Reward Point — ^{Dopamine} Good Feeling— Happiness

(Addiction)— Drug Abuse— Threshold

Repeated Use

Tolerance



PHYSICAL PROBLEMS

- Respiratory tract infection
- Respiratory problems
- COPD
- Tuberculosis
- **Cancer** (Oral, Lung, Throat, Oesophagus, Bladder, Breast, Cervix, Colon etc.)
- Cardiovascular problems
- Stroke & PAD
- Diabetes Mellitus
- Erectile Dysfunction in men
- Reduced fertility in women
- Miscarriage, Premature delivery, Low birth weight baby, SIDS etc.

PSYCHOLOGICAL PROBLEMS

- Depressive Disorders
- Panic Disorder
- Psychosis/ Schizophrenia
- Bipolar Affective Disorders
- Suicidal Thoughts



Smoking Exposure

- **First Hand Smoking-**
- **Second Hand Smoking-**
- **Third Hand Smoking-**

BENEFITS OF QUITTING

Quitting makes you feel better and you start tasting food better.

2 hours after quitting: nicotine is out of the system.

12 hours: carbon monoxide is out of the system and lung function begins to improve.

2 days: sense of smell improves; physical activity becomes easier and more air gets into the lungs.

2 months: lungs work more efficiently and are able to remove mucous; blood flow to the limbs improves.

12 months: risk of heart disease is half that of a continuing smoker.

10 years: risk of lung cancer is less than half that of a continuing smoker.

15 years: risk of heart attack and stroke is almost the same as a person who has never smoked.

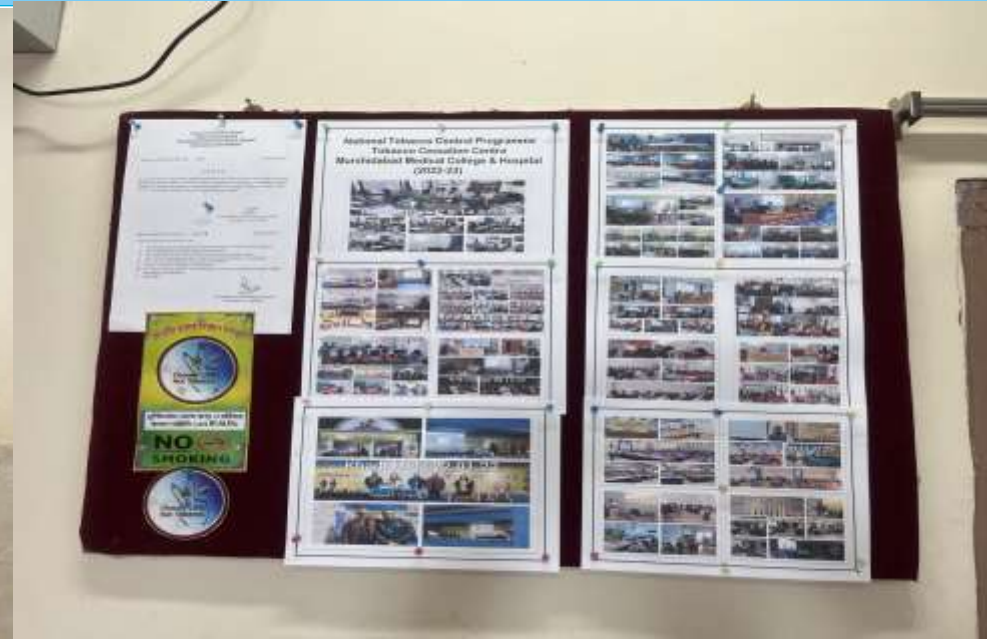
Tobacco Cessation Centre

The “Tobacco Cessation Centre” has been established at **Murshidabad Medical College and Hospital**, 4th Floor, room number **122**, attached Psychiatry OPD.

Open

(Monday, Wednesday & Friday)

(Mob: 9475556368)



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TREATMENT

Pharmacotherapy—

➤ Nicotine Replacement Therapy (NRT)—

- Nicotine Gums (2mg/ 4mg) Nicotine patch (7mg/14mg/21mg) etc.



➤ Medications—

- Bupropion (150 mg)
- Varenicline (Start with 0.5mg and gradually increase up to 1mg BD)

Withdrawal management is the main goal of the Therapy.

Psychological Management —

➤ Psychological Counseling—

(Withdrawal management, 5D method, 4A method, Homeostasis, Relaxation, CBT, DBT etc.)

Some Common Withdrawal Symptoms and Coping Strategies are as follows:

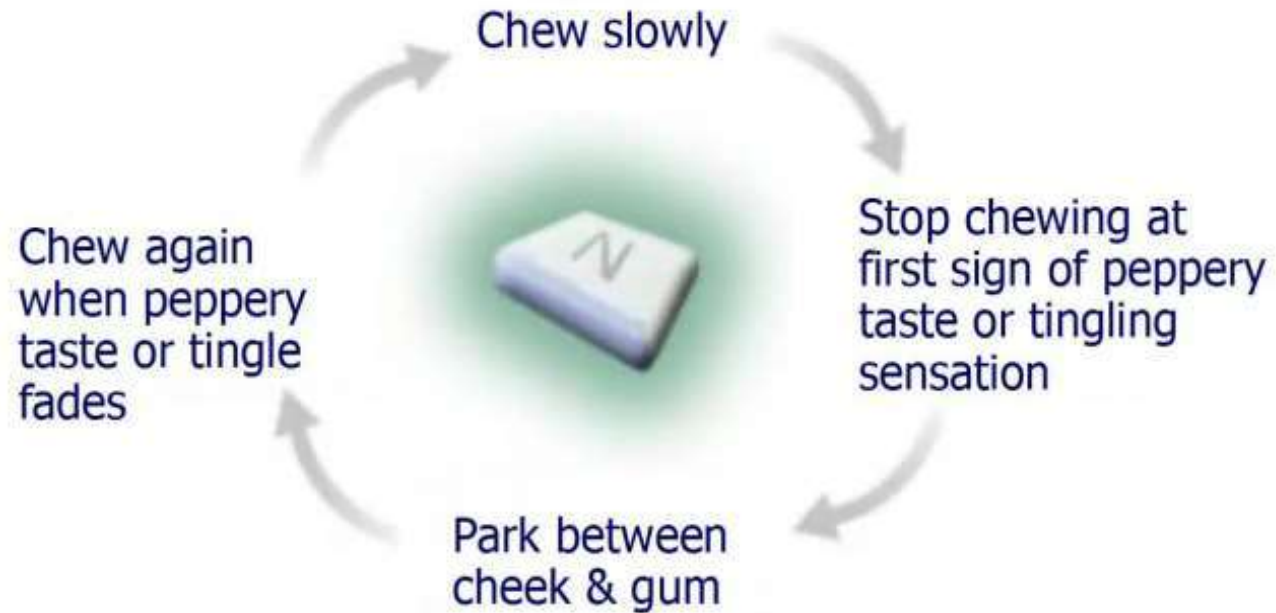
Symptom	Coping Strategy
Irritability	Take walk, take bath, relax and talk to friends, listen to favourite music, do breathing exercises/ Yoga.
Fatigue	Relax, take naps, increase intake of fluids
Insomnia	Avoid tea, coffee, aerated drinks after 6pm; develop habit of reading books
Cough	Drink plenty of fluids, use lozenges, steam inhalation
Nasal Drip	Drink plenty of fluids
Dizziness	Change positions slowly, relax
Lack of Concentration	Plan workload, avoid stress, time management
Constipation	Add fiber to your diet through fresh fruits, vegetables etc; drink plenty of fluids
Headaches	Drink plenty of fluids, and practice relaxation, eat small snacks
Hunger	Increase intake of fruits/ vegetables/ fluids; avoid heavy meals, take smaller meals at shorter intervals
Craving for tobacco	Distract yourself – Drink water, read, exercise, talk to family members/friends. Remind yourself that the urge will die down in a few minutes

Other Counseling Methods:-

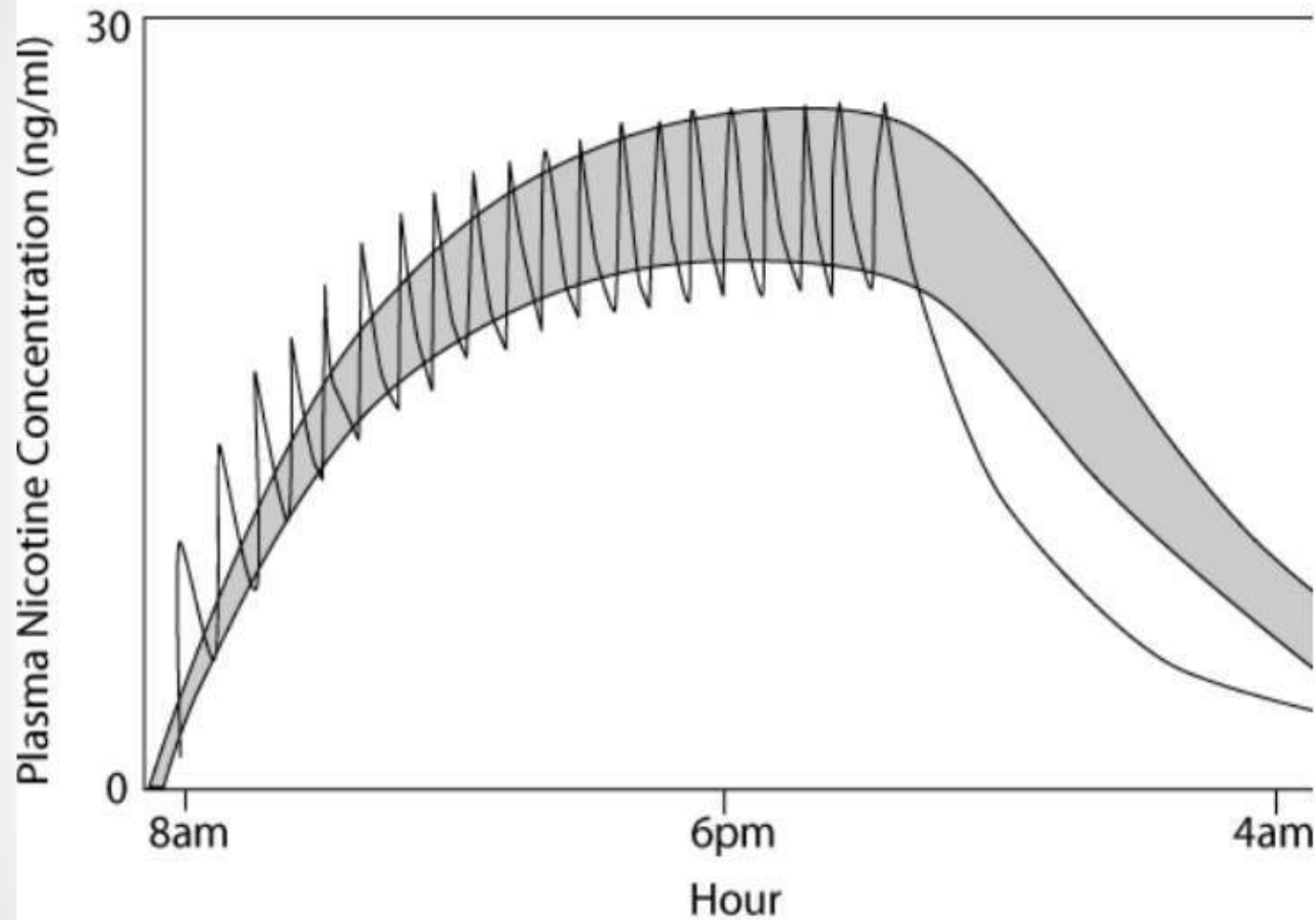
- **Individual Counseling** to overcome specific situation.
- **Peer Group Counseling** against smoking.
- **Combine anti-substance message** into routine health care activities.
- Organize **public awareness** programme.

How to use Nicotine Gum:-

NICOTINE "GUM"



How to Break Nicotine Addiction Cycle:-



**NICOTINE
ADDICTION
CYCLE**

What is Counseling

Counseling is professional guidance of the individual by utilizing psychological methods.

The three major technique used in counseling –

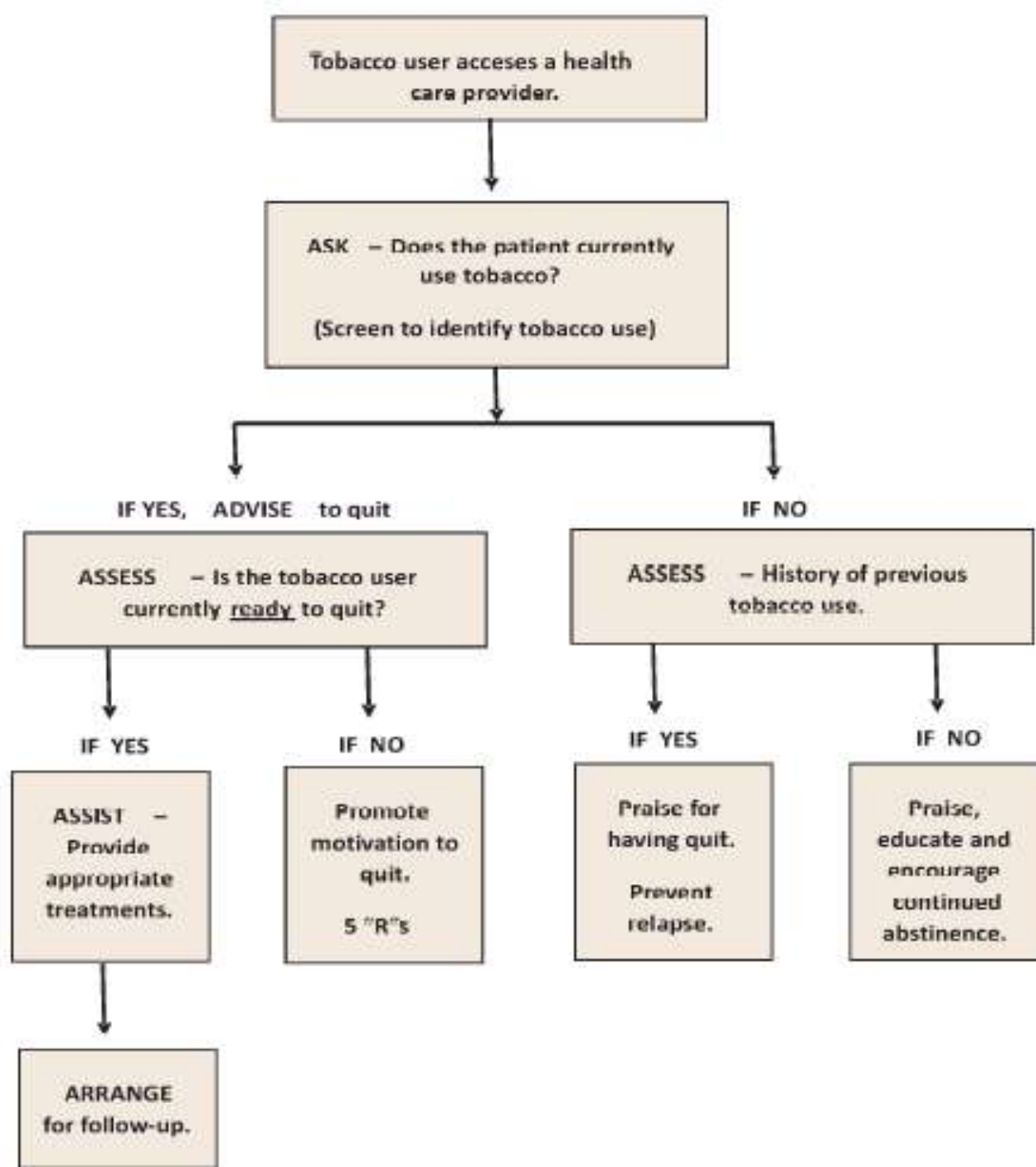
- Directive Counseling.
- Non-Directive Counseling.
- Eclectic Counseling.

There are many common forms of counseling include-

- Cognitive behavior therapy,
- Psychodynamic therapy,
- Humanistic therapy,
- Family therapy etc.

Principle of Counselling

- Listing-
- Empathy-
- Non judgmental attitude-
- Genuineness-
- Emotional maturity-
- Patience and flexibility-
- Respect to the Patient-
- Being a role model-
- Confidentiality-
- Unconditional positive regard-



Our new Website is launched

www.tccmsdmch.com

Tobacco Cessation Centre

Murshidabad Medical College & Hospital



9475556368



tcc.ms@gmail.com



www.tccmsdmch.com



Murshidabad Medical College Hospital
4th floor, OPD Building, Room no: 122
Berhampore Murshidabad 742101



www.tccmsdmch.com

Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003



सत्यमेव जयते

An act to prohibit the advertisement of, and to provide for the regulation of trade and commerce in, and production, supply and distribution of, cigarettes and other tobacco products and for matters connected therewith or incidental thereto.

Citation [Act No. 32 of 2003](#) 

Enacted by [Parliament of India](#)

Date enacted 9 April 2003 (Rajya Sabha) 30 April 2003 (Lok Sabha)

Date assented to 18 May 2003

Date commenced 1 May 2004

COTPA



Penalties for Violations of COTPA

Sections of COTPA

Section 4: Prohibition on smoking in a public place

Penalties (Fine or imprisonment or both)

- a) To the individual offender: Up to Rs. 200/-
- b) To owner, manager or authorised officer: Fine equivalent to number of offences in public place

Section 5: Prohibition on advertisements of cigarettes and other tobacco products

- a) 1st Offence: 2 years/ Rs. 1000/-
- b) 2nd Offence: 5 years/ Rs. 5000/-

Section 6: Prohibition on the sale to minors and around educational institutes

Up to Rs. 200/-

Sections 7,8 and 9: Prohibition on the sale of cigarettes and other tobacco products without specified health warnings

- a) Manufacturer:
 - 1st Offence: 2 years/ Rs. 5000/-
 - 2nd Offence: 5 years/ Rs. 10,000/-
- b) Selling/Retailing:
 - 1st Offence: 1 year/ Rs. 1000/-
 - 2nd Offence: 2 years/ Rs. 3000/-

Role of Health Worker (CHO)

- To collect the **Tobacco addiction history** from all patients.
- To explain the relation between **disease and Tobacco** addiction.
- To advice the **harmful effect** of Tobacco. (Physical, Psychological, Social, Economical)
- To highlight the **benefit of quitting**.
- To educate the **community members** on harmful effect of Tobacco.
- To **support** people who want to quite tobacco use. (5D's & 4A's)
- To improve the **referral system** between the centre and TCC.
- To **prevent the youth** from starting Tobacco use.
- To make the **Tobacco Free home and Office**.
- To being a **role model** in the society.

Thank You

