



सत्यमेव जयते

Ministry of Health and Family Welfare
Government of India



NATIONAL TOBACCO QUITLINE SERVICES

A sponsored scheme by

Ministry of Health & Family Welfare, Govt. of India
Vallabhbhai Patel Chest Institute, University of Delhi, Delhi-110007
VPCI Newsletter (30th May – 31st December 2016) | Vol. 1



NATIONAL TOBACCO QUITLINE
1800-11-2356

Prof. Raj Kumar
Director, VPCI, Delhi





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Editor-in-Chief & NTQLS Nodal Officer

Prof. Raj Kumar,
Director, VPCI, Delhi

NTQLS Supervisors

Mr. Shyam Mani Dubey
Mrs. Jyoti Mishra
Mrs. Rachna

Social Worker

Mr. Shyam Kanhaiya Saroj

NTQLS Counselors

Mrs. Amrita
Mrs. Aradhana Berry
Mr. Arun Raheja
Ms. Gunjan Goyer
Ms. Kadambri
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Mr. Naveen Kumar
Ms. Prachi Tyagi
Ms. Pooja Solanki
Ms. Ritu Verma
Ms. Ruchi Salaria
Mrs. Savitri
Mr. Sushil Kumar
Mr. Zuhaib Zafar

NTQLS Attendants

Mr. Anil
Mr. Raj
Mr. Vijender
Mr. Vivek

Phone: 011-27666846

Email: quittobacco2016@gmail.com



Director's Message

*"Superb infrastructure, dedicated staff
– a wonderful Startup"*

If we think positive, the result will be positive, that is the ideology on which we are working continuously and together. The superb infrastructure provided by the Vallabhbhai Patel Chest Institute and the staff who are dedicatedly working in the shifts are really commendable.

The participations from the general public regarding their tobacco quitting decision are also a matter of applause. As a new entrant we have gain wonderful experiences and the present edition shares all those experiences which will be definitely useful in further researches and expansion of Tobacco Quitline services.

From this, I would like to thank all those people who were and are part of this project and giving their valuable contribution, without them this project could not be succeeded.

Prof. Raj Kumar

Director, VPCI, Delhi



ABOUT TOBACCO QUIT-LINE SERVICES

Tobacco Quit-line services are the telephone-based free-of-cost services, with primary aim to provide counselling to stop use of tobacco in any form. These services include support through educational material in the form of SMS, e-mails and websites. Quit-line services are mostly owned and managed by the Government and/or NGOs in most of the countries including India. However, in some countries these are operated by private service providers. There are several advantages of these services to stop use of tobacco. First, it is convenient, and counselling on phone decreases logistical barriers to treatment and increases utilization of services more effectively. No need to go anywhere, just sit in a room or any place, make a phone call and get the quitting tips and counselling straight on your phone. If additional help over the time is needed, one can simply call back and re-engage in counselling. Secondly, the initial counselling session can progress quickly. The semi-anonymous nature of phone counselling facilitates discussion that helps counsellors gain an accurate clinical picture in a short time. Thirdly, it allows counsellor to provide proactive counselling (i.e., the counsellor calls the client), which ultimately increases the satisfaction levels in callers. In addition to reducing attrition, proactive counselling promotes accountability and social support. Fourthly, the telephone format lends itself to the use of a structured counselling protocol, thereby providing the minimum acceptable content for each session. A structured protocol ensures that every call is thorough yet focused and brief, making it suitable for large-scale application.

History and Growth of Tobacco Quit-lines

In the early 1980s, the U.S. National Cancer Institute provided the first telephone-based smoking cessation service as a component of the Cancer Information Service. However, the services were limited and its effectiveness were not formally evaluated but this had demonstrated that people are interested in these services for smoking cessation. The effectiveness of a reactive quit line—client-initiated calls only—was reported by Ossip-Klein and Colleagues in 1991. Tobacco Quit-line services were expanded so rapidly that in 2004 North American Quit-line Consortium (NAQC) was formed to share the experience and information among the 50 states of North America. In 1985, Quit Victoria was started for providing telephone-based tobacco cessation service to its people. In Europe, UK Quit was launched in 1988 exclusively for smokers to help them in their efforts to quit smoking. The experience gained from these Quit-line services encouraged to start the development of Quit-line services in other countries. Now, as per World Health Organization (WHO) report more than 53 countries have been operating tobacco Quit-line services. According to WHO, tobacco Quitline services potentially reach 4% to 6% of total tobacco users a year in a country. About 400,000 smokers in the United States are served annually by 50 state Quit-lines, representing about 1% of the 40 million smokers in the United States. In the first year of operation, the Australian National Quit-line received 144,000 calls, representing 4% of all Australian smokers of age 18 or more. Due to limitations in marketing and promotion (wider publicity through print as well as electronic media), benefit of these services is not reaching to all, and hence, it

affects the outcomes/results of this service world-wide. However, for a better promotion of this service, many countries have already made it mandatory to print its tobacco Quit-line number on the tobacco packets/products.

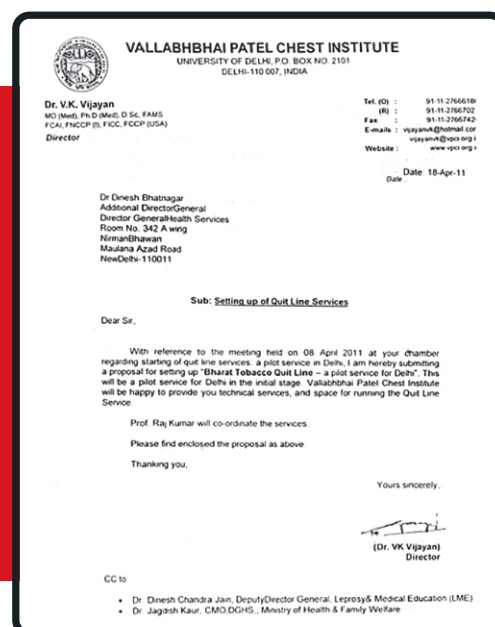
Functioning of Tobacco Quit-lines

Tobacco Quit-line services work on reactive and proactive both ways. The tobacco users initiate the call and the counsellors or quit coaches sitting in the Quit-line office responds to the callers. The quit coaches register the callers, assess them and apply the intervention strategies. Intervention strategies include 5As (Ask, Advise, Assess, Assist and Arrange), 5/- Rs Relevance, Risks, Rewards, Roadblocks, Repetition), recognizing danger situations, provide basic knowledge, develop coping skills etc. World Health Organization protocol suggests setting a quit date and making a pre-quit date call, post-quit date call and follow-up calls will prevent from lapses and relapses, followed by motivational interviewing in reactive call.


NATIONAL TOBACCO QUITLINE SERVICES IN INDIA – A JOURNEY

Origin of Tobacco Quitline in India: The Journey of National Tobacco Quit Line Services started on 8th April, 2011 when a meeting regarding Tobacco Quitline prospects were held at the chamber of Additional Director General health services; Nirman Bhawan between **Dr. V.K Vijayan** (*former Director of VPCI*), **Prof. Raj Kumar** (*Head, NCRAAI, VPCI*) and **Dr. Dinesh Bhatnagar** (*ADG, General health services, MoHFW*). After this there were so many meetings conducted for setting the national tobacco quit line, these are the details and process of finalization of tobacco quit line services-


18th April, 2011, submission of proposal for setting up of Quit Line Services by VPCI was sent to Additional Directorate General, General Health Services Nirman Bhawan. After the proposal submission, a letter was received from MoHFW for resubmitting the proposal for setting up Tobacco Quit Line at VPCI on **10th July, 2014**.



10th July, 2014, Availability of the fund and budget for the Tobacco Quit Line Services approved by the Ministry of Health and Family welfare, Government of India.



AMAL PUSP, I.R.S.
Director
Tel: 91-11-23063568
E-mail: amal_pusp@gmail.com



**GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110108**

आदेश संख्या
आदेश संख्या 16017/36/2012-फ.1
आदेश संख्या 16017/36/2012-फ.1

D.O. No P-16017/36/2012 PH-1
10th July, 2014

Dear *Dr. Prasad,*

This has reference to the proposal submitted by Vallabhshai Patel Chest Institute (VPCI) vide letter dated April, 18, 2011 to set up a 'Bharat Tobacco Quitline' (on a pilot basis for Delhi) for which the space as well as technical support was to be provided by the Institute.

We are happy to share with you that the budget for National Tobacco Control Programme for the 12th Five Year Plan has since been approved and funds are now available for setting up a National Quit Line on tobacco which could provide round the clock services (24x7). ✓


Since this proposal was submitted 2 years ago, you are requested to submit a fresh proposal with appropriate changes, if needed, for consideration of this Ministry, showing necessary commitment in terms of space and technical manpower.

With warm regards,

Yours sincerely,
A. Malpan
(Amal Pusp)

Prof. (Dr.) Rajendra Prasad
Director,
V.P. Chest Institute,
University of Delhi,
Delhi-110007.
Contact NO 011-27667420.

Copy to:
Dr. Raj Kumar,
Prof and Head,
Department of Respiratory Allergy and Applied Immunology
V.P. Chest Institute,
University of Delhi,
Delhi-110007.



**VALLABHBHAI PATEL CHEST INSTITUTE
UNIVERSITY OF DELHI, DELHI-110007, INDIA**

Tel.: +91-11-27666180 (Office), +91-11-27667027 (Residence)
Fax: +91-11-27666549, Website: www.vpci.org.in
Email: rprasaddir@vpci.org.in, rprasaddirvpci@gmail.com, rprasadkmc@gmail.com

Prof. Rajendra Prasad
MD, DTD, FAMS, FCFP (USA), FNECC, FCAI
FAB, FRDA, FCCS, DSc (Hon. Cause)
DIRECTOR

August 14, 2014

To,
Mr. Amal Pusp
Director
Ministry of Health and Family Welfare Govt. of India,
Nirman Bhawan, New Delhi-110108

Dear Mr. Pusp,

With reference to your letter D.O. No. P-16017/36/2012-PH-1 dated 10th July, 2014 regarding setup a 'Bharat Tobacco Quitline' at VP Chest Institute, Delhi

We are happy to know that the budget for National Tobacco Control programme for the 12th Five year plan has been approved and funds are available for setting up a National Quit Line on tobacco which could provide round the clock services (24 x 7).

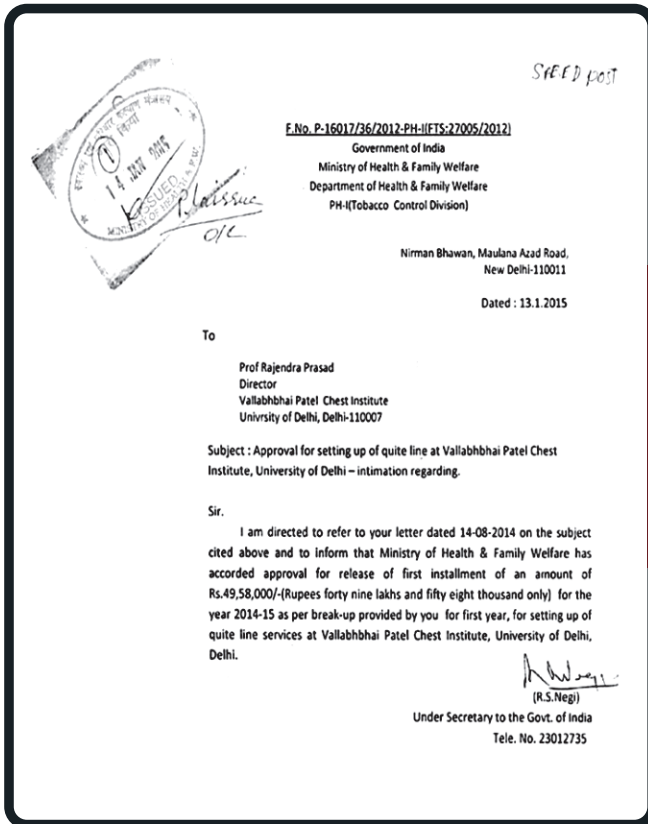
As desired, we are submitting a fresh proposal with appropriate change as earlier proposal was pilot basis for Delhi and only Day helpline. Now we have made proposal for round the clock service (24 x 7). We stick to your previous commitment for providing the space and other technicalities. Prof. Raj Kumar will Co-ordinate the programme. Please find enclosed herewith the proposal for the same for your kind assessment, consideration and necessary action.

Thanking you,
Yours sincerely,
Rajendra Prasad
(Prof. Rajendra Prasad)
Director
VP Chest Institute, Delhi

Copy to:
Dr. Raj Kumar
Prof. & Head
Dept. of Respiratory Allergy and
Applied Immunology, VP Chest Institute, Delhi

*Definitely Required for the
copy*


14th August, 2014, a fresh proposal was submitted for setting up Tobacco Quit Line at Vallabhshai Patel Chest Institute, University of Delhi, Delhi-110007



13th January 2015, the first installment for setting up Tobacco Quitline Services from Ministry of Health and Family Welfare (MoHFW) was released.

19th February, 2015, after the release of installment, a meeting with Joint Secretary (MoHFW) was held at Nirman Bhawan, New Delhi to discuss the work progress of setting Tobacco Quit Line at 7th Floor, multistoried building Vallabhbhai Patel Chest Institute, Delhi.

9th June 2015, advertisement for recruitment of 3 supervisors, 18 counselor and 4 attendants for Tobacco Quit Line was made in Hindustan Times & Times of India.



VALLABHBHAI PATEL CHEST INSTITUTE
UNIVERSITY OF DELHI, DELHI-110007
Tel.-011-27402400, 27667102, Fax No. 011-27666549

Applications are invited from eligible candidates for the following posts on purely contractual basis for one year (on consolidated salary) under **Tobacco Quit Line Services**, Ministry of Health and Family Welfare, New Delhi under Prof. Raj Kumar at Vallabhbhai Patel Chest Institute, University of Delhi, Delhi-110007.

Posts	No. of Posts	Eligibility/ Qualification	Age	Consolidated Salary
Supervisor	03	Essential: Post Graduate in Public Health or Social Sciences or Psychology or Social Work or Management or related field from a Recognized University Desirable: I. At least 3-5 years of work experience in the Health Sector. II. Experience in tobacco control issues and knowledge about international/ national tobacco control policies and health programs will be given preference. III. The person should fluency in speaking /writing Hindi & English IV. Knowledge of basic computer application	18 to 38 years	Rs.30,000/-
Counselor	18	Essential: I. Graduate in Psychology/ Social Work from recognized university II. The person should fluency in speaking /writing Hindi & English III. Knowledge of basic computer application Desirable: I. P.G. in Psychology/ Social work with experience in Tobacco related work	18 to 38 years	Rs.25,000/-
Attendant	04	Essential: Matric High School or equivalent from a recognized board	18 to 38 years	Rs.10,000/-

Eligible candidates may send their bio-data with attested copies of certificates, testimonials within 7 days of publication to the office of Director, Vallabhbhai Patel Chest Institute, University of Delhi, Delhi-110007

Joint Registrar
VPCI

❖ **7th - 9th October 2015**, the interview session for recruitment of shortlisted candidates was held at Paintal Memorial Golden Jubilee Auditorium, Vallabhbai Patel Chest Institute, University of Delhi. A total of 206 candidates applied against the 18 post of counsellors, out of which 84 candidates shortlisted for interview according to their qualifications and experience. For the 3 posts of supervisors, 71 candidates applied out of which 60 candidates met the eligibility criteria and called for interview. For the 4 posts of attendant 223 candidates applied out of which 218 candidates shortlisted for the interview.

❖ **9th October 2015**, a meeting held with Joint Secretary (MoHFW) to discuss the progress of Tobacco Quitline Services setup.

❖ **5th January 2016**, Supervisors were recruited and work on educational material under the supervision of Prof. Raj Kumar (Nodal Officer, NTQLS) started.

❖ **12th February 2016**, a meeting was held with Joint Secretary (MoHFW) to discuss the work progress.

❖ **16th March and 25th April 2016**, a meeting was organized by Prof. Raj Kumar with expert panel at Seminar Hall, 2nd Floor, and VPCI on for finalization of educational material for staff & public. In this meeting Dr Raj Kumar presented the educational material for callers, supervisors, counsellors and also gave overview of telephone counselling. The main objective of this meeting was to check and finalize the Tobacco Quit Line materials which were: Need of TQLS, Quitline Protocols, Edited Copy of Participant Workbook, Visiting Card, Pamphlet in English, Pamphlet in Hindi, Tobacco Quit Guide, Content of IVR (Interactive Voice Response) and software questionnaire. How the call sequences the Quitline to the team members that how it will proceed. The experts suggested that the quit guide can be sent to the clinics and health care centers. At the end of the meeting all the team members planned for counselor training and also visited to the site of tobacco quit line services. The following members were presented in the meeting –

1. Dr. Amal Pushp (Director, Ministry of Health and Family Welfare, Govt. of India)
2. Dr. S.N. Gaur (Director, VPCI Delhi University)
3. Prof. Raj Kumar (Professor and HOD, VPCI Delhi University)
4. Dr. Vineet Muneesh Gill (National Professional Officer, World Health Organisation)
5. Dr Rana Jugdeep Singh (Technical advisor, International union against Tuberculosis & lung disease)
6. Dr S. K. Arora (Additional Director (Health) Tobacco Control Officer, National Tobacco Control Program, Delhi)

7. Dr. Anand Krishnan (Professor, Centre for Community Medicine AIIMS, New Delhi)
8. Dr. Sonali Jhanjhi (Additional Professor, AIIMS, New Delhi)
9. Mr. P.R. Santhanam (Joint Registrar, VPCI, New Delhi)
10. Dr. Anand Sethi (Consultant) Starnet, A-26 East of Kailash New Delhi.
11. Mr. Manoj Kumar, Mr. Shyam Kanhaiya Saroj, Miss Rachna, Miss Jyoti Mishra, Mr. Shyam Mani Dubey (VPCI, Delhi).



**Meetings regarding finalization of educational material, IVR and software
Questionnaire on 16th March and 25th April, 2016**

During the meeting following documents were finalized -

a. Educational material:

- Pamphlet in Hindi and English for callers.
- Tobacco quit calendar and visiting card for public

b. Training material for counselor and supervisor:

- Tobacco quit guide for counselor and Day to day protocols for staff.
- Telephonic counseling modules (power point slides form) and workbook

c. Other topics which discussed and finalized:

- Content of interactive voice response (IVR) and software questionnaire.
- Finalization of scientific training schedule for 3 days training in quit line.
- Finalization of faculty for training to telephone counseling staff/counselors.



NATIONAL TOBACCO QUITLINE

Ministry of Health & Family Welfare
Government of India

QUIT TOBACCO
FOR A HEALTHIER LIFE

Process of Tobacco Quitline Services

- Your conversation and information will be kept confidential.
- Call toll free number 1800-11-2356 (8:00 am to 8:00 pm).
- Select your preferred language (Hindi or English).
- You will be registered with us and provided counseling services.
- Tobacco Quit Pack will be sent to you via mail/e-mail.
- We will arrange for follow up calls and call you back as per your convenience.

8:00 AM to 8:00 PM | Except on Monday

Call Sequence:

Call 1 - Call made by you

Call 2 - Pre-quit date call made by counselor 3-4 days before the planned quit date

Call 3 - Quit date call made by counselor on the planned quit date or 1-3 days after the planned quit date

Call 4 - Quit date follow-up call made by counselor 3-7 days after the planned quit

Call 5 - Ongoing support call made by the counselor about 1-3 weeks after the quit date, follow up call.

Whenever you need, you can call us at any time from 8:00AM to 8:00 PM, except on Monday

Vallabhbhai Patel Chest Institute
University of Delhi
Delhi - 110007

NATIONAL TOBACCO QUITLINE
1800-11-2356

NATIONAL TOBACCO QUITLINE
1800-11-2356

8:00 am to 8:00 pm | Except on Monday

Tobacco Quit Brochure



How will we help you?

- Make a call to us on our toll free number-1800-11-2356
- Your conversation and information will be kept confidential.
- Select your preferred language (Hindi or English).
- You will be registered with us and your assessment will be done.
- We will call you back as per your convenience.
- You can also call us at any time from 8:00 am to 8:00 pm, everyday, except on Monday
- Quit Pack will be sent to you via mail/e-mail.

Call sequence:

Call 1 - Call made by you

Call 2 - Pre-quit date call made by counselor 3-4 days before the planned quit date

Call 3 - Quit date call made by counselor on the planned quit date or 1-3 days after the planned quit date

Call 4 - Quit date follow-up call made by counselor 3-7 days after the planned quit

Call 5 - Ongoing support call made by the counselor about 1-3 weeks after the quit date, follow up call.

Bharat Tobacco Quitline Services

HELPLINE
TOLL-FREE No: 1800-11-2356

8:00 am - 8:00 pm
Except on Monday

An Initiative of Ministry of Health and Family Welfare, Govt of India

Vallabhbhai Patel Chest Institute, University of Delhi, Delhi-110007

Tobacco Quit Visiting Card

Ministry of Health and Family Welfare
Government of India
NATIONAL TOBACCO QUITLINE

Tobacco Quit Calendar

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


Tobacco Quit Calendar

When call comes to quitline IVR

नमस्कार राष्ट्रीय तम्बाकू मुक्ति हेल्पलाइन में आपका स्वागत है।
Welcome to National Tobacco Quitline.

हिंदी में जारी रखने के लिए 1 दबाएं। **To continue in English, please dial 2.**

(If pressed -1)

हम आपके द्वारा तम्बाकू छोड़ने के फैसले की तहे दिल से सराहना करते हैं। हम आपकी तम्बाकू छोड़ने में पूरी मदद करेंगे, यह सुविधा मुफ्त प्रदान की जाएगी, कृपया प्रतीक्षा करें, →  आपकी कॉल हमारे काउंसलर से कनेक्ट की जा रही है।

(If pressed -2)

**We appreciate your decision to quit tobacco. We will help you in quitting tobacco.
Please wait, we are connecting your call to our counselor**

(if telephone lines are busy)

हमारे सभी काउंसलर अभी अन्य कॉल पर व्यस्त हैं। कृपया लाइन पर बने रहे या कॉल बैक करवाने के लिए 1 दबाएं। आपकी कॉल हमारे लिए अत्यन्त महत्वपूर्ण है।
All our counselors are busy on other calls. Please hold the line or press 1 for call back. Your call is very important to us.

Finalized content of Interactive voice response (IVR).

(If pressed -1 for call back- in Hindi)

हमने आपका निवेदन दर्ज कर लिया है। हमारे काउंसलर आपको 3 दिन के अंदर कॉल बैक करेंगे। राष्ट्रीय तम्बाकू मुक्ति हेल्पलाइन में कॉल करने के लिए धन्यवाद।

(If pressed -1 for call back- in English)

We have recorded your request. Our counsellors will call you within 3 working days. Thank you for calling National Tobacco Quit line.

(if calls comes on holiday or after 8 p.m)

राष्ट्रीय तम्बाकू मुक्ति हेल्पलाइन अभी बंद है। हमारे कार्य का समय मंगलवार से रविवार सुबह 8 बजे से शाम 8 बजे तक है, कॉल बैक करवाने के लिए 1 दबाएं।
National Tobacco Quit line is closed today. Our working hours are 8 AM to 8 PM from Tuesday to Sunday. To request a call back please dial 1.

- ❖ 2nd May – 16 May 2016, appointment of Tobacco Quit Line Counsellor were done. A total of 206 candidates applied for the post of counsellor for the 18 posts. Initially appointment letter were sent to 18 selected candidates who made their merit in selection processes but 13 of them joined. Later 5 more counsellors were appointed who were in waiting list.

STAFF TRAINING PROGRAM

About Training: National Tobacco quit line is going to be the first telephonic tobacco cessation counseling services providing in India, to meet the global quality standard the NTQLS staff go through the rigorous training from the faculties of the international repute. The training program was organized by Vallabhbhai Patel Chest Institute, Delhi from 18th May – 29th May 2016 at Auditorium, Vallabhbhai Patel Chest Institute, Delhi. The faculties from the reputed institutions such as AIIMS, RML, IHBAS, MoHFW, WHO etc. trained the NTQLS staff on all the aspects of telephone counselling. To name a few, Dr. Radhika Shrivastav, Director- Health Promotion Hriday; Dr. Uday Kumar Sinha, Clinical Psychologist – IHBAS; Sonali Jhanjhi, Add. Professor, AIIMS; Dr. Gaurang Nazar, PHFI; Dr. L. Swasticharan, Chief Medical Officer, GHS, MoHFW; Dr. Praveen Sinha, National Consultant, WHO; Prof. Raj Kumar, Head NCRAAI, VPCI Delhi were the part of training. During the training, counsellors and supervisors learnt theoretical as well as practical aspect of counselling. They were trained by the technical team on handling of software such as Call CDR, report management, Interactive Voice Response (IVR), Inbound calls, Outbound calls. The training helped the counselors and supervisors in understanding different aspects of quit line. Overall, the training provided a knowledgeable session where all the queries of the counselors and the supervisors were resolved. The description of training is as follow:

(a) E- CIGARETTE AND HUKKA (18th May, 2016): The training program on ‘E-Cigarette and Hukka’ was organized by V.P Chest Institute at Paintal Memorial Golden Jubilee Auditorium, VPCI, Delhi on 18th May 2016. Dr. Radhika Shrivastav, Director- Health Promotion, Hriday delivered a lecture covering the current trend of E- cigarettes and Hukka in India. During the session the participants learnt about how E- cigarettes and Hukka become the new choice among the young generation. The lecture covered the health complications, safety, laws, regulations and threat to individual and society by use of E- cigarettes and Hukka.



**Dr. Radhika
(18th May, 2016)**



(b) FACILITATION SKILLS (18th May, 2016): Dr. Uday Kumar Sinha, Clinical Psychologist – Institute of Human Behavior and allied sciences (IHBAS), provided training on facilitation skills. His training helped the counselor to attain the good communication and facilitation skills. During his session he explained how a good relationship between counsellors client is very important during telephone counseling. The key points in his session was to build a therapeutic relationship, to create trust and open communication, to develop the facilitation skill, showing warmth and empathy, normalizing, active listening, flexing the communication style, managing time and respecting boundaries.



Dr. Uday Kumar Sinha
(18th May, 2016)



COTPA (19th May, 2016): Dr. Ranjeet Singh, Legal Consultant, National Tobacco Control Programme, Ministry of Health and Family Welfare, Govt. of India took the session on COTPA i.e. Cigarettes and other Tobacco product Act. He has spoken about the various laws and acts related to tobacco in India, what should be comes under which act, different sections for tobacco related acts. Tobacco control policies and restriction on tobacco usage in Films & Television etc.



Dr. Ranjeet Singh
(19th May, 2016)



PRACTICAL AND THEORITICAL APPROACHES FOR THOSE WHO ARE READY TO QUIT (20th May, 2016): Dr. Pragya Sharma, Psychology lecturer, RML Hospital, delivered the lecture on practical and theoretical approaches for those who are ready to quit. The lecture covered the basic knowledge about the nature of tobacco use and quitting, developing coping skills, recognizing danger situations and other behavioral and cognitive coping skill. During this session the staffs were trained on various elements of counselling. They were provided with different case studies to apply the appropriate practical approaches of counselling techniques.



Dr. Pragya Sharma
(20th May, 2016)



IMPACT OF TOBACCO USE (20th May, 2016): Dr Sonali Jhanjhi, additional professor in All India Institute of Medical Sciences has given the training on impact of tobacco use in India. She talked about the different effects that have an adverse impact of using tobacco on health, economy and even society. She gave the overview of the fact that how tobacco use affect the whole body and economy.



Dr. Sonali Jhanjhi
(20th May, 2016)



PRACTICAL AND THEORETICAL APPROACHES FOR THOSE WHO ARE NOT READY TO QUIT (20th May, 2016): Training on practical and theoretical approaches for those who are not ready to quit was delivered by Dr Sonali Jhanjhi, additional professor in All India Institute of Medical Sciences. The objective of the training was to train the counsellors on practical and theoretical approaches for those who are not ready to quit the use of tobacco. On completion of this session the counsellors were able to apply the different counselling techniques which are specifically tailored for those callers who take tobacco but not ready to quit. The training Session focused on goal of Motivational Interviewing (MI), basic M.I skills – OARS etc.



Dr. Sonali Jhanjhi
(20th May, 2016)



ACTION PLANS FOR CALLERS WHO ARE READY TO QUIT AND NOT READY TO QUIT (20th May 2016): A training session on action plans for callers who are ready to quit and not ready to quit was organized by V.P Chest Institute on 20th May 2016 at Golden Paintal Memorial Auditorium, V.P Chest Institute. Dr. Sonali Jhanjhi, Add. Professor, AIIMS, delivered the lecture on the scheduled topic by covering the various action plans such as motivational interviewing, 5R approaches, STAR elements, follows up sessions, relapse prevention plans using ACE model, management of withdrawal symptoms using DEADS strategy/4Ds strategy etc.

HISTORY AND PREVALENCE OF TOBACCO USE IN INDIA (20th May 2016): Dr. Gaurang Nazar, Research Scientist, Health Promotion Division, Public Health Foundation of India (PHFI) delivered the lecture on history and prevalence of tobacco use in India. Discussed the prevalence of tobacco use in India by different data such as Global Adult Tobacco Survey (GATS) 2010, Global Adult Youth Tobacco Survey, Ministry of Health and Family Welfare. Also explained the different types of tobacco and its use, functions and how many chemicals involved in this.



Dr. Gaurang Nazar
(20th May 2016)



TOBACCO USE AND TOBACCO DEPENDENCE (20th May 2016): A lecture was delivered by Dr. Gaurang Nazar, Research Scientist, Health Promotion Division, Public Health Foundation of India (PHFI) on 20th May at V.P Chest Institute, Delhi. The training session covered all the major topics under the head tobacco use and tobacco dependence. At the end of program the learner were able to understand the tobacco use, its dependency and can identify the types of dependency such as physical dependence, psychological aspects of tobacco dependence, habitual or social connections.

NATIONAL TOBACCO CONTROL PROGRAM (20th May 2016): A training program on National Tobacco Control Program was delivered by Dr. L. Swasticharan, Chief Medical Officer, GHS, MoHFW. The training was focused to aware all the counsellors about the various tobacco control program prevailing in India. During the training program various laws and acts related to tobacco control were discussed. At the end of session, the staff were able to understand the burden of tobacco on health and economy in context with Indian scenario, ban under food acts, NTCP, tax and related matters, role of other ministries and stakeholders, public awareness campaign etc.



Dr. L. Swasticharan
(20th May 2016)



W.H.O. FCTC & related control policies in India (20th May 2016): A training session on W.H.O. FCTC & related control policies in India was done by Dr. Praveen Sinha, National Consultant, World Health Organization (WHO) on 20th May 2016 at V.P Chest Institute, Delhi. The Session focused on FCTC and M Power progress in India. The Key highlights of the session was provisions of the FCTC –Article 5-17, 20 and MPOWER-Monitoring, Protect, Offer, Warn, Enforce, Raise taxes.



Dr. Praveen Sinha
(20th May 2016)

CALL CENTRE SOFTWARE TRAINING (21st-22nd May 2016): The call centre software training was conducted by Mr. Amit Kumar, VOIC Network Pvt. Ltd. regarding the software. He explained about how to use the database, handling the calls, how to login the system, filling up the form, taking follow up calls, the use of options in the form.



**Mr. Amit Kumar
(21st-22nd May 2016)**



PHARMACOTHERAPY (23rd May 2016): Prof. Raj Kumar, Head NCRAAI, VPCI Delhi University talked about the use of pharmacotherapy in tobacco cessation. Participants come to know effective tobacco cessation medication, assessment of the level of nicotine dependence, guidelines and uses, availability and cost, common barriers to using cessation medication, decision support for medication use.



**Prof. Raj Kumar
(23rd May 2016)**



BASIC COMPONENT OF CALL, CALL STRUCTURE OF TOBACCO QUIT LINE (23rd May 2016): Training program on Basic component of call, call structure of tobacco quit line was delivered by Prof. Raj Kumar Head NCRAAI, VPCI Delhi University. At the end of session the counsellors learnt the various call components such as introduction, assessment, agenda setting, action planning, and closing. The training briefed about how to give introduction during the call, make assessment and agenda setting. Training was very helpful in encouraging the caller to make a quit attempt and develop a realistic action plan.



**Prof. Raj Kumar
(23rd May 2016)**



ASSESSMENT AND AGENDA SETTING OF CALLERS (23rd May 2016): Prof. Raj Kumar Head NCRAAI, VPCI Delhi University, delivered the lecture on assessment and agenda setting of callers on 23rd May 2016. During this session, Prof. Kumar briefed the counsellors about the content of the assessment while taking the calls of the tobacco users or callers. Assessment content viz. readiness to quit, history of previous quit attempt, self-efficacy factors etc were explained scientifically. Possible questions with the callers and sequential phase of agenda setting were also discussed during the training.



**Prof. Raj Kumar
(23rd May 2016)**



THE CONTENT OF TELEPHONE COUNSELING INTERVENTIONS (23rd May 2016): Prof. Raj Kumar during this session explained about different type of calls, the call sequence, the call content, Interactive Voice Response (IVR) etc. The counsellors were also briefed about types of challenging calls and how to deal with challenging callers like those who are highly nicotine dependent, ambivalent about quitting. 5 steps disarming techniques (Kernel of truth, Empathy, Clarify, I feel, Thanking) which can help show empathy and restore an alliance with the caller were also discussed in the session. Crisis protocols such as suicidal ideations, threats, or attempts, threats of harm to others, medical emergencies, abuse of children or dependents adults, verbal abuse aimed at the counselor were also discussed in the session with the counsellors.

SUPPORTING THE INTERVENTIONS WITH SUPPLEMENTARY MATERIALS, W.H.O SAMPLE CONVERSATION OF QUIT LINE COUNSELLOR & CALLER (23rd May 2016): Training program on supporting the interventions with supplementary materials was delivered by Prof Raj Kumar, Head NCRAAI, VPCI Delhi University on 23rd May 2016 at V.P Chest Institute, Delhi. The training focused on supporting interventions such as use of hand held pamphlets, quit guide, brochures, internet etc in telephonic tobacco cessation counseling. The session also discussed the actual conversation of quit line calls of another countries provided by World Health Organization.



**Prof. Raj Kumar
(23rd May 2016)**





**Prof. Raj Kumar
(23rd May 2016)**

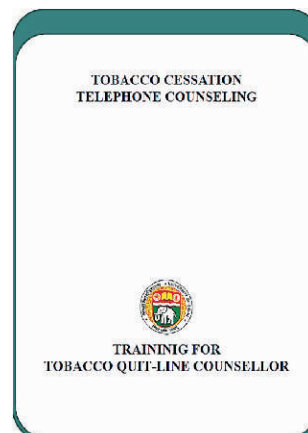


PRACTICAL TRAINING ON SOFTWARE AND TELEPHONE (24th – 29th May 2016): Training on software and telephone were given to the counsellors as well as supervisors by VOIC network Pvt. Ltd and its team from 24th May -29th May 2016. In this training, counsellors learnt about using software, I.P phone and managing database. The supervisors also learnt regarding the administration of the software such as Call CDR, report management, Interactive Voice Response (IVR), inbound calls, outbound calls etc. The practical training gave the in depth knowledge on system calling and handling the inbound outbound calls. Demo calls from the ministry with different situations were done without informing the counsellors and supervisors to check their efficacy and learning. All the counsellors met the expectations.



Supervisors and counsellors learning the troubleshooting steps and technical aspects of Quit Line software by the technical team of VOIC network Pvt. Ltd.

Telephone Counseling Training Manual: The following modules were prepared for training of counsellors and supervisors, strictly based on World Health Organization (WHO) guideline for telephone counselling for Tobacco Quit Line. The training was done accordingly that. It covers all the training contents with examples, illustrated picture, graphs, data and relevant case study.



INDEX		
Modules	Chapter	Pages
Module 1	Tobacco history and prevalence in India	1-12
Module 2	Tobacco Quitline: a new dimension in Tobacco Cessation	19-10
Module 3	Types of tobacco - addiction & dependency	17-35
Module 4	Consequences of tobacco use and benefits of quitting	36-43
Module 5	Counseling over phones - Skills & techniques	45-51
Module 6	Counseling over phones - Risk components	52-55
Module 7	Assessment and agenda setting for the callers	56-60
Module 8	Counseling over phones - For those who are not ready to quit	61-69
Module 9	Counseling over phones - For those who are ready to quit	70-80
Module 10	Pharmacotherapy	81-85
Module 11	Understanding your callers - Challenges and obstacles	86-98
Module 12	Tobacco control programs in India: Laws and Provisions	99-104
Module 13	WHO FCTC and MPOWER: provisions and progress in India	105-110
Module 14	Role of supplementary resources	111-117
Module 15	Tobacco Quitline in India - Successes and Successes	118-126
Module 16	Integrated Practice	127-129
Appendix I	Sample Script	130-135
Appendix II	References	136-139

INAUGURATION OF NATIONAL TOBACCO QUIT LINE (30TH MAY 2016):

On the eve of World No tobacco Day, Honorable Health minister Shri J.P. Nadda launched and inaugurated the National Tobacco Quitline Services which aims to guide tobacco addicts 'kick the butt' with proper counselling. The important dignitaries during the program were present Shri Bhanu Pratap Sharma,

Secretary, MoHFW; Dr.Henk Bekedam, WHO Representative to India; Dr. Jagdish Prasad, DGHS, Govt. of India; Dr. K Srinath Reddy, President, Public Health Foundation of India; Prof. S.N Gaur, Director, VPCI.



The Program was started with the presentation by Prof. Raj Kumar, Incharge ,National Tobacco Quitline Services & Professor, Department of Pulmonary Medicine, and Head, National Center of Respiratory Allergy, Asthma & Immunology, V.P. Chest Institute, Delhi. He spoke about tobacco quit line existence, functioning, benefits, etc.

Dr. Kumar said, reaching 275 Million users for providing tobacco cessation services-not possible through the health care delivery system THERE IS A HUGE GAP. A toll free telephone helpline can address this gap and reach tobacco users at their door step at their convenience”.

Further he added, as a citizen of India and as a faculty of Vallabhbhai Patel Chest Institute, it is a proud moment for me today to give a presentation on the Tobacco Quit Line Program that is Inaugurated Today. Finally Dr.Kumar, thanks the



MoHFW, Govt. of India for selecting VP Chest Institute as the pivoted Centre and for giving us opportunity to interact with our fellow country peoples to help them quit tobacco consumption.

Honorable health minister Shri J.P Nadda expressed his view on tobacco quit line and congratulated the dignitaries and people of India to witness the launch of tobacco quit line.

A short film on National Tobacco Quit Line was launched by Honorable Health Minister J.P Nadda. It was focused on National Tobacco Quit Line toll free number and all the people who have given their contribution in making tobacco quit line a reality.



After great round of applause Shri J.P Nadda launched the tobacco quit line by unveiling the tobacco quit line toll free number 1800-11-2356 for public.

Prof. Raj Kumar represented himself as a tobacco user stating Shyam and smoking bidi for last 20 years. On the other side Mr. Naveen Kumar, tobacco quit lines Counselor receive this call. First of all he introduced himself and National Tobacco Quit Line as in the following wording “NAMASKAAR, RASHTRIYA MUKTI HELPLINE ME AAPKA SWAGAT HAI, MAIN NAVEEN KUMAR AAPKI KIS TARAH SE SAHAAYTA KARSAKTA HOON”. After the introduction counselor did a brief assessment and counseling. At the same time media personality air the launch on DD News. It went viral and reached to the mass, even small villages of our country. Hundreds of calls were hitting at our I.V.R in a single minute till the next day. It was very difficult to handle all the calls, as there are only six sitting capacity of quit line counselor. It was the pride moment for us to stand among those countries that have their own national tobacco quit line.



Hon’ble Union Health Minister of India Shri J.P Nadda addressing the media on the eve of world no tobacco day during the launch of National Tobacco Quitline Services.

National Tobacco Quitline Services in News during launch on 30th May 2016

THE HANS INDIA
 Nadda launches Quitline to help tobacco addicts
 New Delhi (IANS): Union Health Minister JP Nadda on Monday launched the country's first Tobacco Cessation Quitline which aims to guide tobacco addicts 'kick the butt' with proper counselling.
 The National Tobacco Cessation Quitline, situated at the Vallabhbhai Patel Chest Institute in the national capital, will be open six days a week except on Monday, according to the Ministry.



एन सी हेल्थ मंत्री जे पी नड्डा का फोटो।

Nadda launches counselling helpline for tobacco addicts



नई दिल्ली: जानलेवा तंबाकू के खिलाफ एक और कदम बढ़ाते हुए स्वास्थ्य मंत्रालय ने इसकी लत छोड़ने वालों की मदद के लिए एक विशेष हेल्पलाइन शुरू की है। यहां लोगों को न सिर्फ तंबाकू से बचने की सलाह दी जाएगी, बल्कि तब तक तंबाकू की लत छोड़ने की तकनीकें बताए जाएंगी जो सफलता दर काफी बढ़ जाती है।

केंद्रीय स्वास्थ्य मंत्रालय की मदद से दिल्ली के क्लबमायंड प्रिंसीपल-लाइन शुरू की है। देशभर से लोग 1800112356 नुंनियामर में पाया गया है कि अगर तंबाकू की लत छोड़ने वाली तरीके बताए जाएं तो सफलता दर काफी बढ़ जाती है।

एन सी हेल्थ मंत्री जे पी नड्डा का फोटो।

Nadda launches counselling helpline for tobacco addicts

IANS | New Delhi May 30, 2016 Last Updated at 19:48 IST
 Union Health Minister J.P. Nadda on Monday launched a helpline which aims to guide tobacco addicts 'kick the butt'.

The National Tobacco Cessation Quitline, situated at the Vallabhbhai Patel Chest Institute in the national capital, will be open six days a week except on Monday, according to the Ministry, the helpline 1800112356.

"This is a boon for the tobacco consumers who want to quit smoking. All of them are well trained to guide tobacco addicts 'kick the butt' with proper respiratory allergy and applied immunology at Vallabhbhai Patel Chest Institute. The counsellors have background in psychology and medicine, which is very important for the addicts who are unable to quit it but were unable till now. We will slowly expand the centre. Currently, it has covered New Delhi and surrounding areas."

onmanorama
Nadda launches counselling helpline for tobacco addicts
 Tuesday 31 May 2016 08:32 AM IST
 New Delhi: Union Health Minister J.P. Nadda launched India's first Tobacco Cessation Quitline which aims to guide tobacco addicts 'kick the butt' with proper counselling.

हेल्पलाइन
 तंबाकू छोड़वाने के लिए हेल्पलाइन
 इस नंबर पर कॉल करें
 तंबाकू की लत को छोड़ने के लिए राष्ट्रीय हेल्पलाइन 1800112356 नंबर पर फोन किया जा सकता है। फोन नंबर परीक्षण होने के बाद काउंसलर तब तक सपोर्ट में रहेंगे, जो संदेश और ई-मेल के जरिए तंबाकू छोड़ने के लिए प्रेरित करेंगे।

तंबाकू छोड़ने में मदद करेगी हेल्पलाइन

नई दिल्ली: तंबाकू की लत छोड़ने के लिए एक विशेष हेल्पलाइन शुरू की है। यहां लोगों को न सिर्फ तंबाकू से बचने की सलाह दी जाएगी, बल्कि तब तक तंबाकू की लत छोड़ने की तकनीकें बताए जाएंगी जो सफलता दर काफी बढ़ जाती है।

केंद्रीय स्वास्थ्य मंत्रालय की मदद से दिल्ली के क्लबमायंड प्रिंसीपल-लाइन शुरू की है। देशभर से लोग 1800112356 नुंनियामर में पाया गया है कि अगर तंबाकू की लत छोड़ने वाली तरीके बताए जाएं तो सफलता दर काफी बढ़ जाती है।

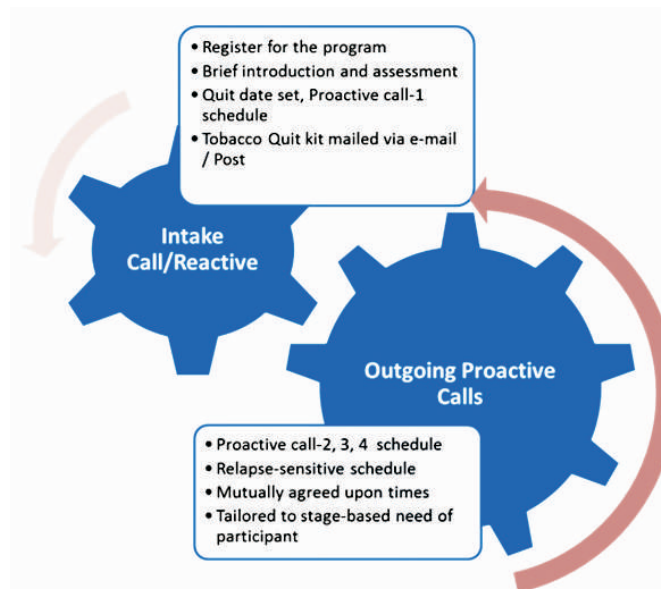
हेल्पलाइन
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Functioning of NTQLS

NATIONAL TOBACCO QUIT LINE SERVICES AT VPCI: The aim of National Tobacco Quit Line Services is to make people aware to quit tobacco and live a healthier life. The NTQLS is a confidential, non-judgmental telephonic counselling, information and referral service for anyone seeking help for own or for other relatives who use any type of tobacco product. The NTQLS is accessed through a **toll-free no. 1800-11-2356**. At VPCI these services are monitored under **Dr Raj Kumar**, Head, National Centre of Respiratory Allergy, Asthma and Immunology (NCRAAI). As a pilot project, these services are operational six days a week, (Tuesday to Sunday; 8AM to 8PM), following WHO protocol of Quit-line services.

Process of NTQLS at VPCI

- ❖ Make a call to the service on toll free number 1800-11-2356
- ❖ All the conversation and information will be kept confidential
- ❖ Select the preferred language (Hindi or English)
- ❖ Callers will be registered with this service and the assessment will be done
- ❖ We will arrange for follow-up calls and call you back as per your convenience
- ❖ Quit pack will be sent via mail/e-mail



Call Sequence of Quit-line is as follows

Call 1 – Call made by the tobacco user

Call 2 – Pre-quit date call made by the counsellor 3-4 days before the planned quit date

Call 3 – Quit date call made by the counsellor on the planned quit date

Call 4 – Quit date follow-up call made by counsellor 3-7 days after the planned quit date

Call 5 – Ongoing support call made by counsellor about 1-3 weeks after the fourth proactive call

Types of Calls Attended by the Counsellors

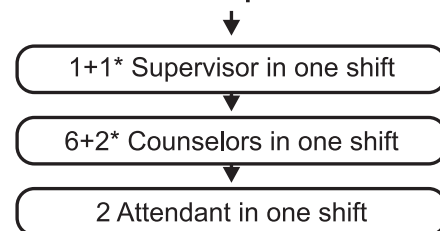
1. **Inbound calls** – An inbound call is the one that a client (tobacco user) initiates
2. **Outbound calls** – An outbound call is the one initiated by the counsellor to a client for follow-up
 - ❖ Inbound call is further divided into two sub-types; inbound answered calls by counsellors and inbound not answered calls.
 - ❖ Outbound calls are divided into four sub-types i.e. follow-up proactive calls, in full registered call backs, outbound answered calls and outbound calls not responding.

STAFF STRUCTURE

Staffs

1. 3 Supervisors: supervisors are employed to supervise the counsellors. 1 supervisor in 1 shift, 1 for back end support.
2. 16 Counsellors: 6+2 counselor in 1 shift. 2 counsellors are on back end to support
3. 4 Attendant: 2 attendants in 1 shift.

Head of Department



* Back end support

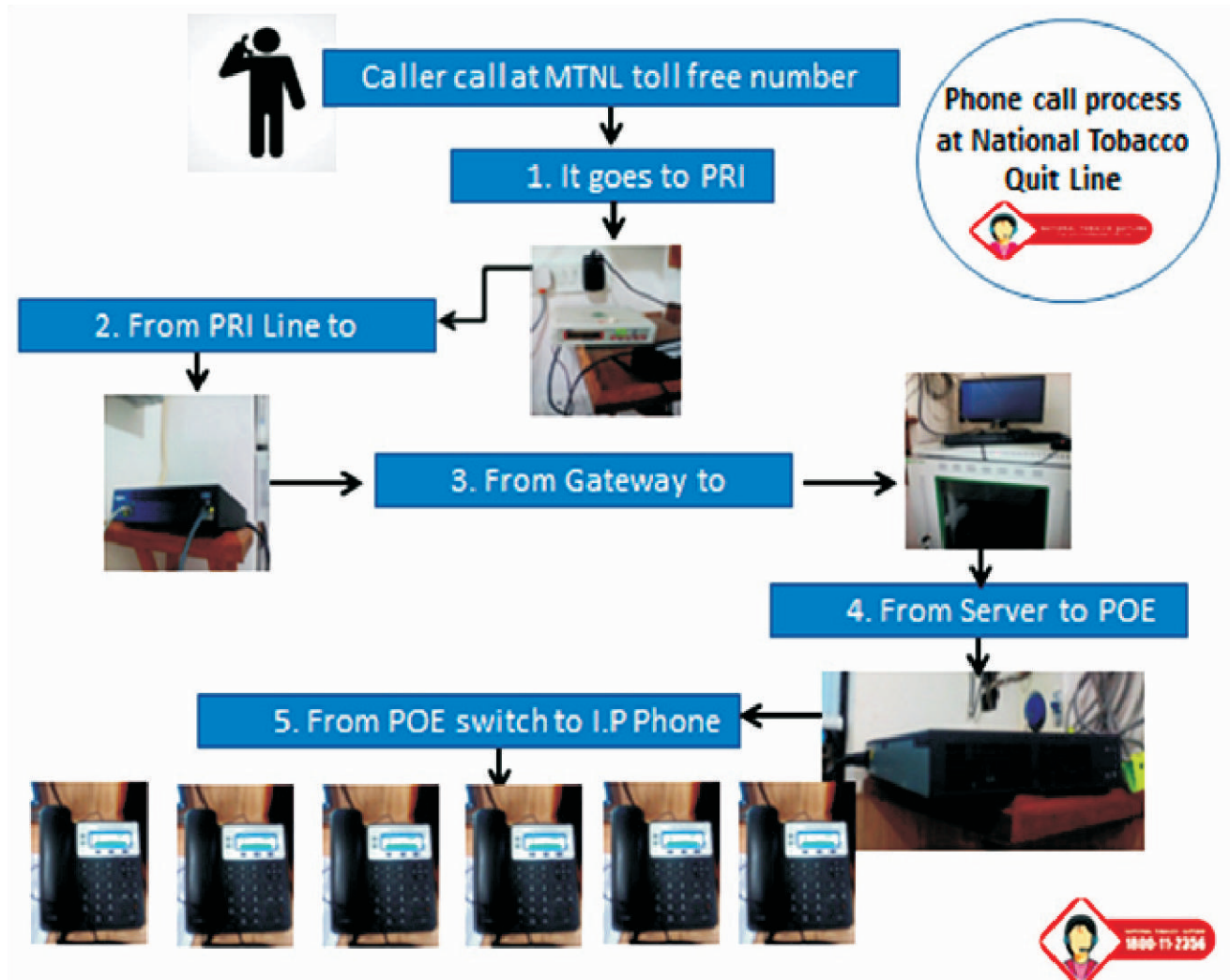


Prof. Raj Kumar along with NTQLS staff

CALLING PROCESS AT NATIONAL TOBACCO QUITLINE SERVICES

When a call is made to toll-free number (1800-11-2356), it first reaches to Primary Rate Interface Line (PRI). After the PRI Line, the call gets connected to Digium Gateway. The call made by the caller is then transferred to Server which has the role of saving all the data during the calling process and after that the server transfers the call to Power over Ethernet (POE) Switch that helps in connecting the call to I.P Phone which is further randomly connected with the counsellors. In case, all counsellors are busy on call, the Interactive Voice Response (IVR) gives caller an alternate i.e either wait or “Press 1 for call back” from counselor’s side.

National Tobacco Quitline Services toll-free number 1800-11-2356 is operative from 8 AM to 8 PM, except on Monday. If a call is made on Monday then the caller receives an IVR message “Press 1 for call back” on working days. The below is given a flow chart of calling process:



NTQLS FINDINGS AND RESULTS

(30th May 2016 – 31st December 2016)

Statistical analysis of data From 30th May, 2016 -31st December, 2016

Identifications of calls: Total calls made by the counselors to respective callers during these periods were 76537. In these 66936 outbound calls, 13017 callers were identified unique means the rest number was repeated by the same person. Of all 9600 inbound calls, 5259 unique callers were identified. Of these entire inbound and outbound calls, total N =1957 callers registered for tobacco cessation.

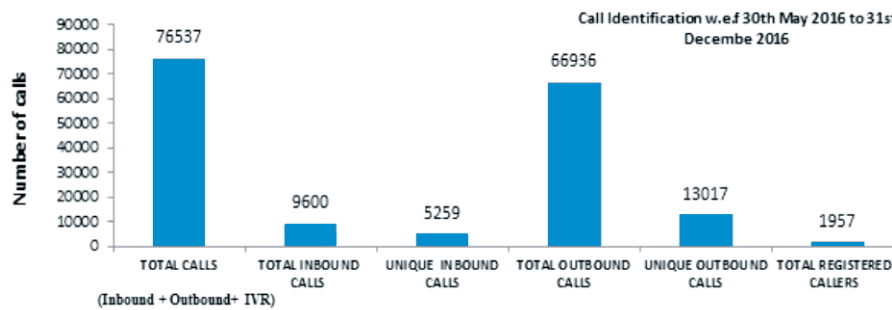


Fig. 1 Call identification of calls

Call Progress: Of all these registered callers (1957) for tobacco cessation, 1957 proactive calls-1 and 1313 proactive calls-2 were made to the callers. Callers reached to proactive call-3 are 908 and 759 callers reached to proactive call- 4. 707 callers have successfully quit till the 4th Proactive calls.

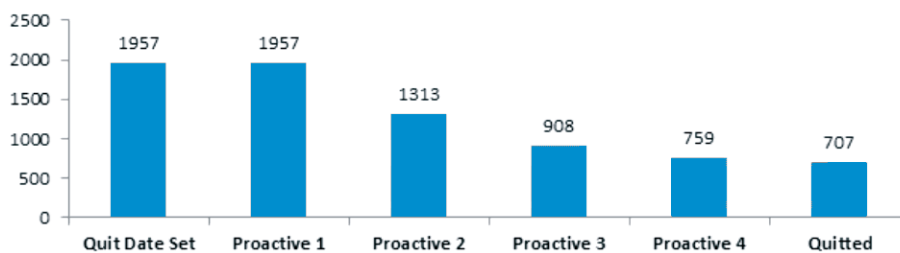
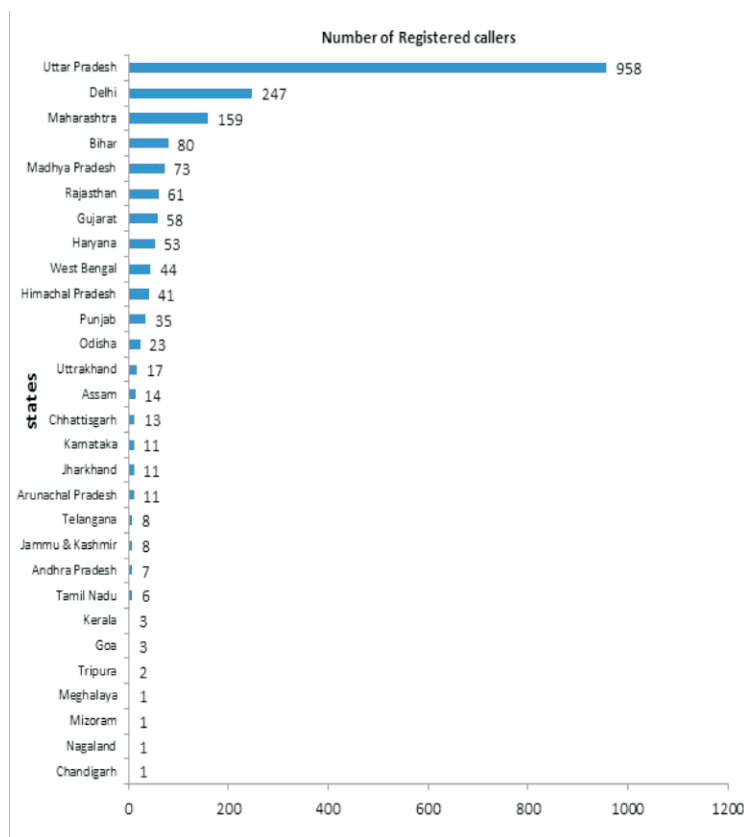


Fig. 2 call progress of total quit date set and successful quitters during this period.



Number of Registered Callers from different states during the period 30th May 2016 to 31st December 2016 (n =1957).

Calls to National Tobacco Quitline for seeking tobacco cessation counseling comes from every state of the country, in which most of the calls came from Uttar Pradesh representing 48.95% of total calls, followed by Delhi (12.62%), 8.12% from Maharashtra, 4.09% from Bihar and 3.73% from Madhya Pradesh. 2.96% calls from Gujarat and 2.71% from Haryana. 2.1% calls from Himachal Pradesh and 1.79% from Punjab. North-Eastern region had showed very lesser volume of calls. Nagaland, Mizoram, Meghalaya, Tripura totally contributed only 5 calls.

Percentage Of Callers From Different States (N=1957)



Population Characteristics at Baseline (n=1957)

Variables	Total number (n=1957)	Percentage
Gender		
Male	1104	97.29%
Female	53	2.71%
Age		
<14 years	9	0.46%
15-24 years	496	25.34%
25-64 years	1415	72.3%
65 years & above	37	1.89%
Marital status		
Married	1200	61.32%
Unmarried	750	38.32%
Widowed	4	0.2%
Divorced	3	0.15%
Education		
Illiterate	60	3.07%
1 st -10 th std.	521	26.62%
11 th -12 th std.	519	26.52%
Diploma after 12 th	47	2.4%
Graduation	599	30.61%
Post-Graduation	160	8.18%
Professional Degree	51	2.16%
Occupation		
Unemployed	100	5.11%
Retired	35	1.79%
Student	371	18.96%
Self Employed/ Business	500	25.55%
Government Sector Employed	109	5.57%
Private Sector Employed	842	43.03%
Type of Tobacco use		
Smoking	424	21.67%
Smokeless	1305	66.68%
Smoking & Smokeless both	228	11.65%
Quantity of Bidi/ cig smoke or chewable tobacco per day		
1-10 Qty	1128	57.64%
11-20 Qty	583	29.79%
20& more	246	12.57%
Previous Quit attempt made		
Yes	1262	64.49%
No	695	35.51%
Alcohol Use		
Yes	582	29.74%
No	1375	70.26%
Expense per month on Tobacco		
<500 INR	1167	59.63%
500-1000 INR	343	17.53%
1000 – 5000 INR	407	20.80%
5000 INR & above	40	2.04%
Intervention		
Behavioral Counselling	1907	97.45%
Behavioral Counselling & Referral to T.C.C	50	2.55%

SOME OF ENCOURAGING WORDS FROM THE CALLERS

Feedbacks from the Callers: In this one and half year (30th May 2016 – 31st December 2016), 707 quitters are the evidence of our sincere work which has been appreciated by thousands of callers. Few of appreciation and motivational words are enclosed here. These appreciations make us stronger, confident and fill enthusiasm to do our duty.



EVENTS AND ACTIVITIES OF NTQLS

WORLD NO TOBACCO DAY (3rd JUNE 2016): On 3rd June 2016, World No Tobacco Day was celebrated at the main auditorium of Vallabhbhai Patel Chest Institute, under the supervision of Prof. Rajkumar, Director (Acting) Vallabhbhai Patel Chest Institute. The aim of this function was to aware people about the harmful effects of tobacco on health and environment. NTQLS staff participated through a play named **“Pati, Patni or Wo”** here **“Wo”** refers to tobacco, through this play they shown that how a family member who use tobacco get benefited by the TQLS. They covered almost all things in the play which is important and related to tobacco such as health consequences, peer pressure, environmental factors, second hand smoke, family problems etc. They also show the process that how a tobacco user can register for free telephonic tobacco cessation counseling and Quitline counselor help him to quit tobacco.



Play by NTQLS Staff **“Pati Patni aur Wo”**

PARTICIPATION IN ICAAICON-2016 (25th OCTOBER 2016)

ICAAICON 2016, the 50th Golden Jubilee conference of Indian college of allergy asthma and applied immunology which organized by the VPCI, University Of Delhi from 22nd October 2016 to 25th October 2016 at VPCI. In this important event National Tobacco Quitline Staff got a good platform to promote and aware the visitors about NTQLS.

NTQLS put up a stall in which all its working has been shown. It includes several games such as there is a quiz named "SPIN TO WIN" which attracted a lot of visitors as it was providing knowledge on fun basis. By this game people got awareness about certain facts which never noticed about tobacco, in this game visitors came and answer the several questions regarding tobacco and they also got prizes by winning the game. Beside the game TQLS staff made a wall of pledge where people supporting the cause and who all visited the stall write a pledge which they want to carry with them.



Tobacco quitline promotion at ICAAICON 2016

NATIONAL TOBACCO QUITLINE SERVICES (NTQLS) PHOTO GALLERY



