

# NATIONAL TOBACCO QUITLINE SERVICES



*An Initiative by*

Ministry of Health & Family Welfare, Govt. of India &  
Vallabhbhai Patel Chest Institute, University of Delhi, Delhi



## NTQLS-VPCI NEWSLETTER



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### Message



Dear Readers,

It is heartening to note that activities of National Tobacco Quit Line Services (NTQLS) have increased manifold since its inception. We have witnessed an increase in the calls both incoming and outgoing from various parts of the country, number of quit date set and number of quitters. We have also received appreciation of work from the quitters' side.

NTQLS organised an event for creating awareness about tobacco, its harmful effects and how to quit tobacco at Vishwavidyalaya Metro Station on 10th February, 2017 and General public was made aware of NTQLS through distribution of pamphlets etc.

Delegates from Sri Lanka visited the NTQLS at VPCI on as the Government of Sri Lanka was planning to start a Tobacco Quit Line Services in their country. During the visit, they interacted with the Supervisors and Counsellors and also observed how the Counsellors provide tele-counselling to the tobacco users.

I would like to congratulate the team of NTQLS for their commitment to the work and wish them all success in their endeavour.

**Editor-in-Chief**



## Events and Activities of National Tobacco Quitline Services

The National Tobacco Quitline Services is the first ever telephone-based counselling services launched by the Government of India through a toll-free number 1800-11-2356 which is operative from 8:00 AM to 8:00 PM except on Monday.



**राष्ट्रीय तम्बाकू नियंत्रण कार्यक्रम, उत्तर प्रदेश**

**विश्व स्वास्थ्य दिवस 7 अप्रैल, 2017**

**!! धूम्रपान पड़ेगा महेगा!!**

**तंबाकू की लत या संतान का सुख ?**

- असमान्य धूम्रपान
- धूम्रपान की भी संख्या घटना
- तंबाकू न रोकना करने वाली की दुनिया में तंबाकू रोकना करने वाली की जगह तक ले जाने की संभावना करीब 85% अधिक होती है।

**विश्वीय एवं अन्य तंबाकू उत्पाद अधिनियम, 2003 की धारा-4 अंतर्गत तंबाकू उत्पाद (सम-समापक, अनापक, काराहीन समापक, काराहीन समापक, प्रतीसमापक, अनापक/समापक, लोक प्रतिसमापक आदि) पर धूम्रपान करने पर प्रतिबंध लगाया गया है।**

**!! धूम्रपान, आज ही छोड़ें !!**

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**राष्ट्रीय तम्बाकू नियंत्रण कार्यक्रम, 2003**

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विज्ञान तम्बाकू नियंत्रण प्रकॉमंड फिलोनायाद। मुज्त चिकित्सा अधिकारी फिलोनायाद। जिलाधिकारी फिलोनायाद।

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**आपल महानगर**

**पुण्यात चाळीशी पार ; परभणी सर्वात गरम**

**जुन्या नोटा भरण्यासाठी उरले काही तास आरबीआयवाहेर लागल्या लांबचलांब रंगा**

**मिशातील तापमानाबद्दल संशय**

**मुंबईत 9 लाख 24 हजार वीगस रेशनकार्ड**

**तंबाकू उत्पादनाचे निर्गम, वितरण आणि विक्रीचे**

**कूपया लक्ष या**

**विश्वीय एवं अन्य तंबाकू उत्पाद अधिनियम, 2003 की धारा-4 अंतर्गत तंबाकू उत्पाद (सम-समापक, अनापक, काराहीन समापक, काराहीन समापक, प्रतीसमापक, अनापक/समापक, लोक प्रतिसमापक आदि) पर धूम्रपान करने पर प्रतिबंध लगाया गया है।**

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**Awareness of NTQLS** through Print Media and Various Camps organized by the NTQLS to make aware the public at Vishwavidalaya metro station, north campus, about harmful effects of tobacco use and how to quit its use.

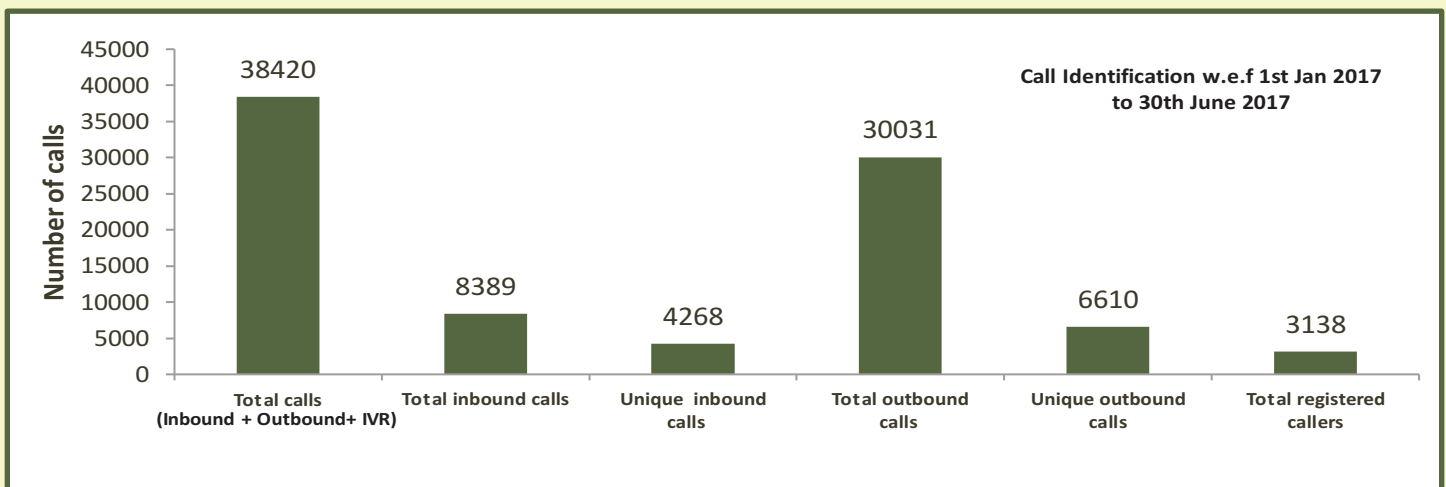


## NTQLS Findings and Results

Statistical analysis of data from 1st January 2017 – 30th June 2017

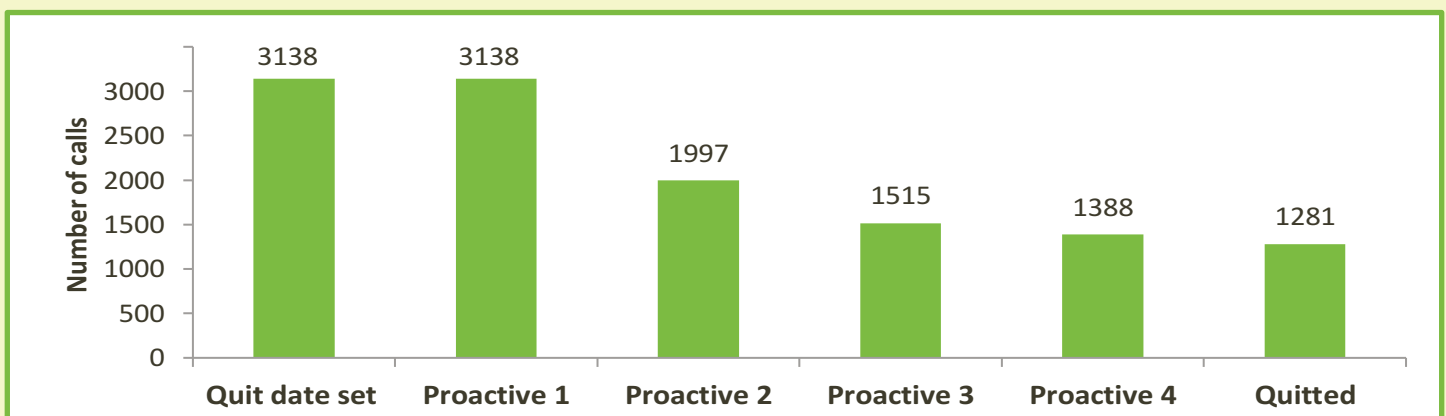
Identifications of calls:

Total calls made by the counsellors to respective callers during the period were 38420. In these , and 30031 outbound calls 6610 callers were identified unique i.e. the rest of the calls were repeated by the same person, whereas, 4268 unique callers were identified from 8389 inbound calls. A total number of 3138 callers were registered for tobacco quitting.



Identification of calls

**Call Progress:** During this period, 3138 callers were registered for tobacco quitting, 3138 proactive calls-1 and 1997 proactive calls-2 were made to the callers. Callers reached to proactive call-3 were 1515 and 1388 to proactive call-4. A total of 1281 callers have successfully quit till the 4th proactive calls.

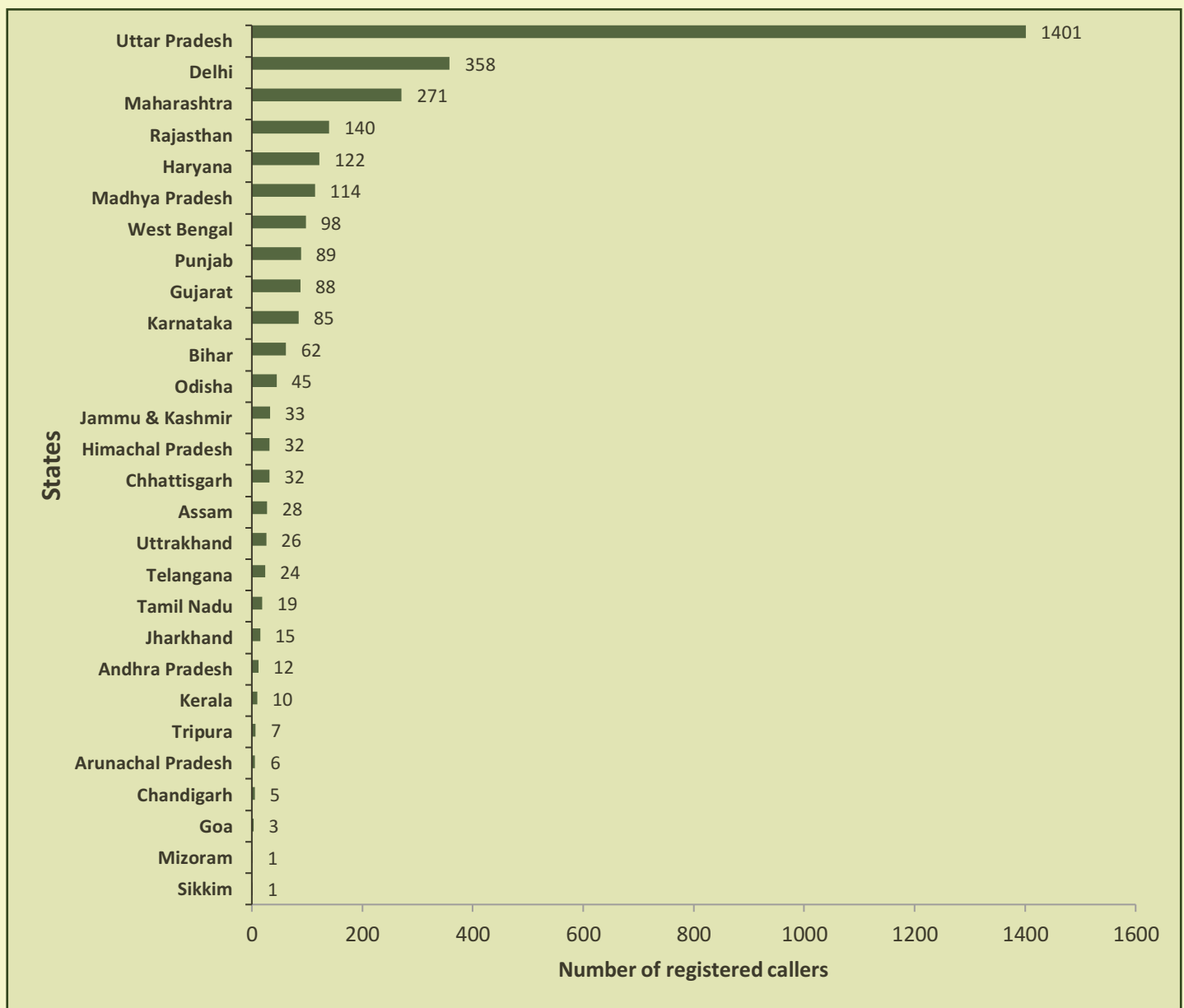


Call progress of total quit date set and successful quitters during this period



## Number of registered callers from different states during the period 1st January to 30th June 2017 (3138)

The NTQLS received calls for seeking tobacco cessation from every state of the country, most of the calls were received from Uttar Pradesh representing 44.7% of total calls, followed by Delhi (11.4%), 8.6% from Maharashtra, 4.5% from Rajasthan and 3.9% from Haryana. 3.6% calls from Madhya Pradesh and 3.1% from West Bengal. 2.8% calls from Punjab and 2.8% from Gujarat. A less number of calls were received from North-Eastern region. Mizoram & Sikkim totally contributed to only 2 calls.





## Number and Percentage of Callers from different States (N=3138)





## Baseline characteristics of registered tobacco users at NTQLS (3138)

Variables	Number (%)
<b>Gender</b>	
Male	3080 (98.2)
Female	58 (1.9)
<b>Age</b>	
<14 years	11 (0.4)
15-24 years	976 (31.1)
25-64 years	2094 (66.7)
65 years & above	57 (1.8)
<b>Marital status</b>	
Married	1744 (55.9)
Unmarried	1386 (44.2)
Widowed	4 (0.3)
Divorced	4 (0.3)
<b>Education</b>	
Illiterate	57 (1.8)
1st-10th	749 (23.8)
11th-12th	750 (23.9)
Diploma after 12th	65 (2.1)
Graduation	1060 (33.7)
Post-graduation	280 (8.9)
Professional degree	177 (5.6)
<b>Occupation</b>	
Unemployed	137 (4.4)
Retired	54 (1.7)
Student	671 (21.4)
Self Employed/ Business	970 (30.9)
Government Employee	215 (6.9)
Private sector Employee	1091 (34.8)



Variables	Number (%)
<b>Type of Tobacco use</b>	
Smoking	941 (33.0)
Smokeless	1797 (57.3)
Smoking and Smokeless both	400 (12.8)
<b>Quantity of Bidi/cigarette smoke or chewable tobacco (per day)</b>	
1-10	1806 (57.6)
11-20	928 (29.6)
>20	404 (12.9)
<b>Previous quit attempt made</b>	
Yes	2215 (70.6)
No	923 (29.4)
<b>Alcohol use</b>	
Yes	942 (30.0)
No	2196 (70.0)
<b>Expense per month on tobacco (in ₹)</b>	
<500	1239 (39.5)
500-1000	667 (21.3)
1000 – 5000	1120 (35.7)
>5000	112 (3.6)
<b>Intervention</b>	
Behavioural Counselling	3106 (99.02)
Behavioural Counselling + Referral to TCC	32 (1.0)





## Feedbacks from the callers

Some appreciative and motivational words from 1281 successful quitters are given here that depicts sincerity and hard work of NTQLS team. These appreciations make us stronger, confident and fill enthusiasm to do our duty.

The screenshot shows a Gmail interface with a search bar containing 'SYED'. A notification banner reads 'Click here to enable desktop notifications for Gmail. Learn more Hide'. The email is titled 'Letter of Gratitude' and is from Syed Rafi (syedraphy@gmail.com) dated Feb 19. The content of the email is as follows:

Dear Manisha,

Its been a great initiative from the government for the people, in quitting tobacco, the counseling has really helped me, every tobacco user wants to quit tobacco, but counseling help them in setting a date and will really help the persons who want to quit the tobacco.

I whole heartedly thank you for helping me in quitting tobacco.

Thanks and regards,

Rafi Syed

The screenshot shows a Gmail interface with a search bar containing 'is:starred'. A notification banner reads 'Click here to enable desktop notifications for Gmail. Learn more Hide'. The email is titled 'Thanks Giving for your Motivation and help.' and is from joshi mahin (mahin\_joshi@yahoo.co.in) dated 2/21/17. The content of the email is as follows:

Dear Manisha Madam Thank you so much for all your support in helping me become a NON SMOKER. I have no words to thank you and your organisation. i haven't had a cigarette from past 21 days i quite it as planned last month on jan 30th and i dont have any desire to start again. I will stay focused and i will also recommend my friends to your programme who wants to quit tobacco and smoking....

You are giving people like me the best gift you could give, the confidence and support to quit smoking because of which i am able to spend more time with my family which is priceless gift to them.

Once again a Big Thank you whole heartily to you and your team.....

Regards,  
Mahender joshi.  
Hyderabad.  
9908223344.

## Delegates from Sri Lanka at National Tobacco Quitline Services, VPCI

The Government of Sri Lanka intend to start a Tobacco Quitline Service in their country, therefore, they sent a team of Physicians on February 15, 2017 to acquaint themselves about nature and functioning of NTQLS at India. A meeting was held under the chairmanship of Prof. Raj Kumar, Nodal Officer, NTQLS and Director (Actg.) Vallabhbhai Patel Chest Institute, University of Delhi, Delhi. The session started with a brief introduction about the National Tobacco Quitline Services in India. Prof. Kumar gave a brief account about the history of tobacco, type of tobacco use, harmful effect of tobacco, pharmacotherapy, need of NTQLS, function of Tobacco Quitline Services, and 7-month success rate of NTQLS to the Sri Lankan Physicians. At the end, team members of the Sri Lankan delegates visited the National Tobacco Quitline Services office at the 7th Floor of the Institute and interacted with the supervisors and counsellors and observed how the counsellors provided telephone-based counselling to the tobacco users.





