



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

July 2017 – December 2017

Vol. 3

Editor-in-Chief

Prof. Raj Kumar
Director, VPCI, Delhi

Assistant Editors

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

Editorial Assistant

Mr. Sushil Kumar
Mr. Arun Raheja
Ms. Gunjan Goyer
Ms. Ayesha Iqra

Phone : 011 27666846
E-mail : quittobacco2016@gmail.com

Message



Dear Readers

I am delighted to inform that the NTQLS has accomplished various milestones since its inception. During this period, an awareness programme was organised at Sri Ram College of Commerce, University of Delhi on 25th October, 2017 on "Tobacco Not Cool-A Dialogue by WHO and Youth Ki Awaaz"

A Public Lecture on "Harmful Effects of Tobacco and How to Quit Tobacco" was organised on 14th December, 2017 at Paintal Memorial Golden Jubilee Auditorium of V.P. Chest Institute.

Number of positive feedbacks from the registered callers and quitters have been received during the period from 1st July, 2017 to 31st December, 2017. An effort has been made by the NTQLS for segregation of state-wise percentage of calls received from various parts of the country and gender of callers with age etc.

I wish all the team members of NTQLS success in their commitment to the mandate of NTQLS.

Editor-in-Chief

ABOUT NATIONAL TOBACCO QUITLINE SERVICES



National Tobacco Quitline Services (NTQLS) is a sponsored scheme of The Ministry of Health and Family Welfare, Government of India and functioning at Vallabhbhai Patel Chest Institute, University of Delhi under the guidance of Prof. Raj Kumar, Nodal Officer, NTQLS and Director, V.P. Chest Institute, Delhi. NTQLS is a population-wide, confidential, non-judgmental telephone-based counselling, information and referral service for any one seeking help for their own or for another person to cease tobacco use. The NTQLS can be accessed through a toll-free no. 1800-11-2356 from anywhere in India. It is operational six days a week, from 8AM to 8PM except on Monday following the protocol of quitline service of the World Health Organization (WHO).

EVENTS & ACTIVITIES OF NTQLS



Tobacco Not Cool - A Dialogue by WHO and Youth Ki Awaaz (25th October 2017): NTQLS participated in “Tobacco Not Cool – A dialogue by WHO and Youth Ki Awaaz” on 25th October 2017 from 2 PM to 4 PM at Shri Ram College of Commerce, University of Delhi. Mrs. Vineet Gill Munish, National Professional Officer, World Health Organization, New Delhi, Dr Bhavuk Garg, Consultant Psychiatrist, Fortis Healthcare, Ms. Aditi Kaul, Counselling Psychologist, Fortis Healthcare and Mr. Vinay, Journalist were the speakers of this programme. Introduction and an overview about tobacco usage and its harmful effects was given by Mrs. Vineet Gill Munish; a reflective session by Dr Bhavuk Garg and Ms. Aditi Kaul, success stories by Mr. Vinay. At last, Question-Answer round was held between all the dignitaries on the dais and the audience.





PUBLIC LECTURE



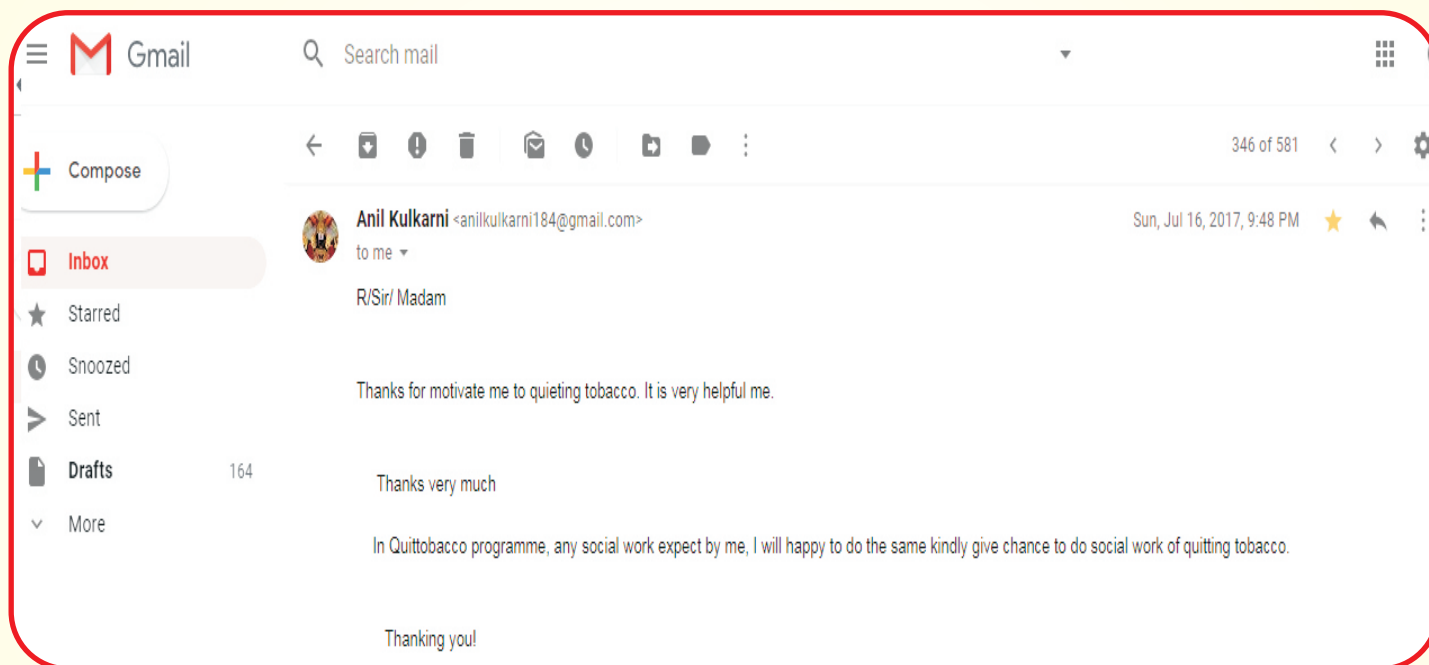
A Public Lecture on “Harmful Effects of Tobacco and How to Quit Tobacco” was organized on 14th December 2017 at Paintal Memorial Golden Jubilee Auditorium of V.P. Chest Institute. Prof. Raj Kumar, Nodal officer, NTQLS and Director (Actg), VPCI, Prof. B.K. Menon, VPCI, Dr Nitin Goel, VPCI, Delhi, were the speakers.



FEEDBACKS FROM THE CALLERS



From 1st July 2017 to 31st December 2017, some of the feedbacks received from the callers are reproached below.

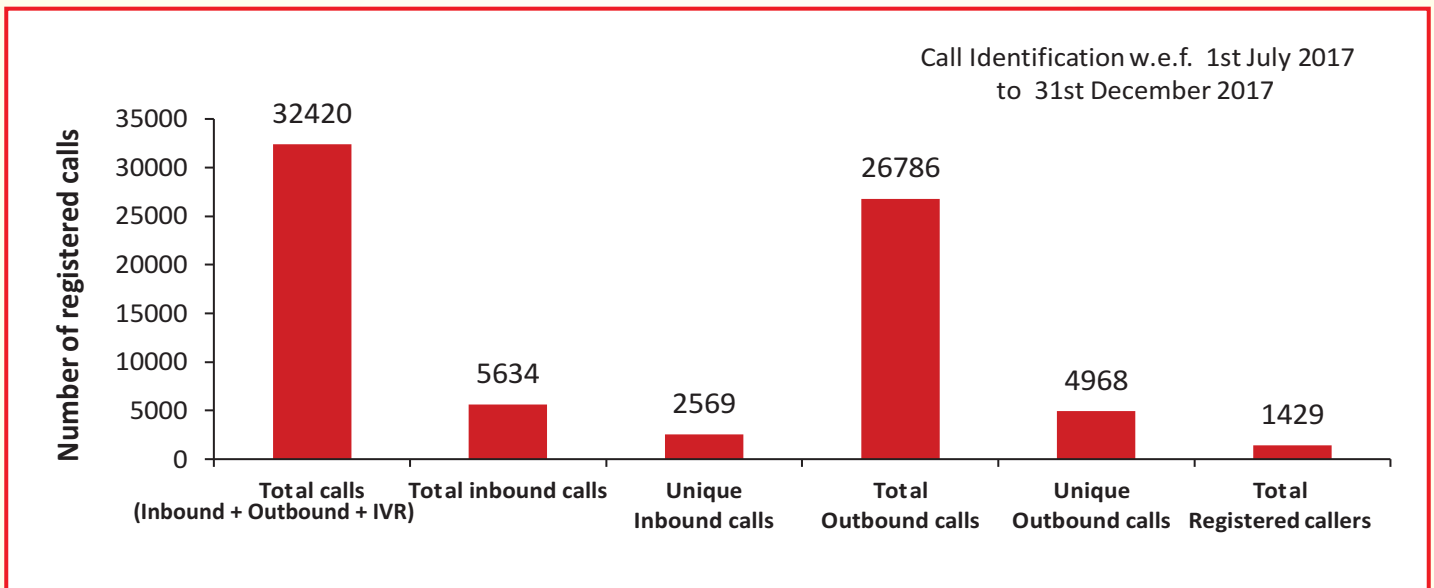


NTQLS FINDINGS AND RESULTS



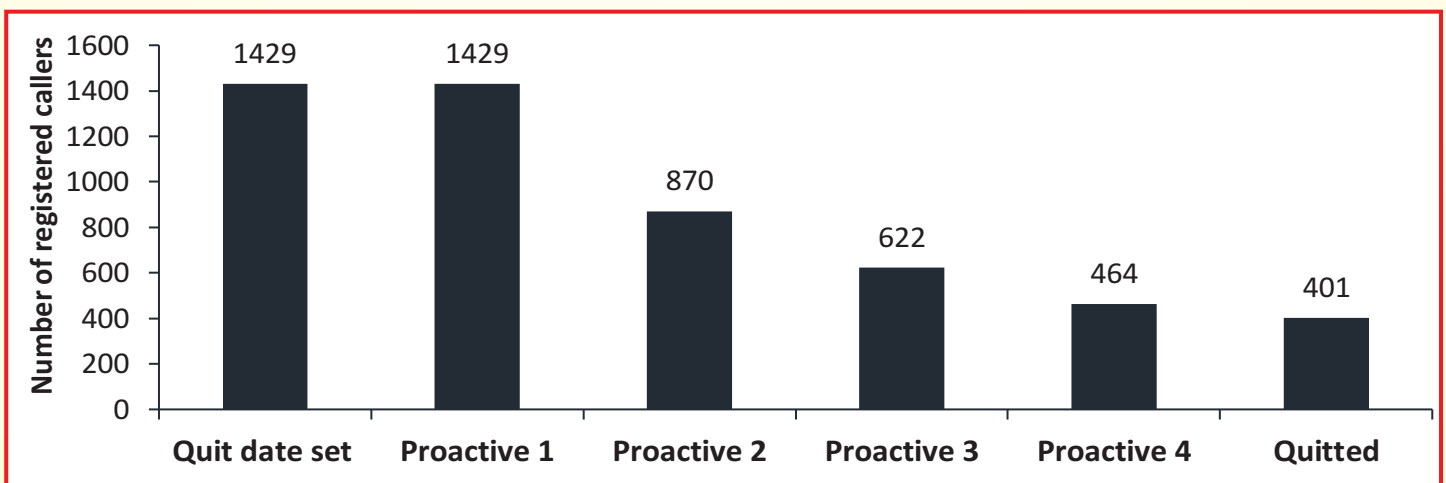
Statistical analysis of data from 1st July, 2017-31st December, 2017

Identifications of Calls: Total calls made by the counsellors to respective callers during this period were 32420. In these 26786 were outbound calls, 4968 callers were identified unique means the rest number was repeated by the same person. Of all 5634 inbound calls, 2569 unique which callers were identified. Of these entire inbound and outbound calls, a total of 1429 callers were registered for tobacco cessation.



Identification of calls

Call Progress: All these registered callers (N=1429) for tobacco cessation, 1429 proactive calls-1 and 870 proactive calls-2 were made to the callers. Callers reached to proactive call-3 were 622 and 464 callers reached to proactive call-4. Total of 401 callers have successfully quitted till the 4th proactive calls.



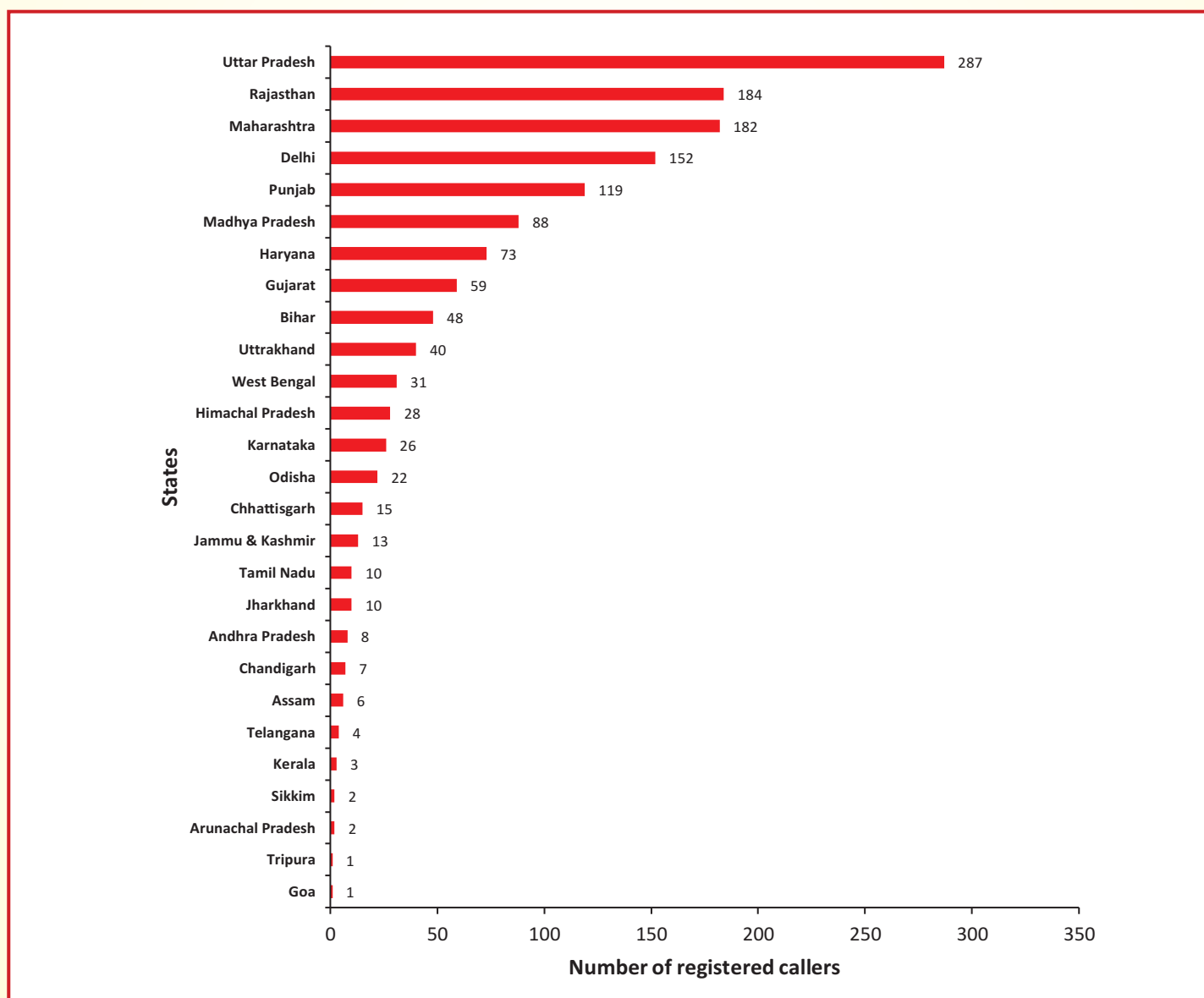
Call progress of total quit date set and successful quitters during this period



NUMBER OF REGISTERED CALLERS FROM DIFFERENT STATES DURING THE PERIOD 1st July 2017 to 31st December 2017 (N=1429)



Calls to NTQLS helpline for seeking tobacco cessation counselling were made from every state of the country, most of the calls were from Uttar Pradesh 20.08% followed by Rajasthan 12.88%, Maharashtra 12.74%, Delhi 10.64%, Madhya Pradesh 6.16%, Haryana 5.11%, Gujarat 4.13%, Bihar 3.36% and Odisha 1.54%. No. of calls received from North-Eastern region were less, calls from Sikkim and Tripura were only 3.



**Number of calls received from different state of India
from 1st July - 31st December 2017**



PERCENTAGE OF CALLERS FROM DIFFERENT STATES (N=1429)



POPULATION CHARACTERISTICS AT BASELINE (N=1429)



Variables	Number (%)
Gender	
Male	1401 (98.0)
Female	28 (2.0)
Age	
<14 years	6 (0.4)
15-24 years	523 (36.6)
25-64 years	877 (61.4)
65 years & above	23 (1.6)
Marital status	
Married	767 (53.6)
Unmarried	660 (46.1)
Widowed	1 (0.1)
Divorced	1 (0.1)
Education	
Illiterate	32 (2.2)
1st-10th	413 (28.9)
11th-12th	324 (22.6)
Diploma after 12th	17 (1.2)
Graduation	475 (33.2)
Post-graduation	111 (7.7)
Professional degree	57 (4.0)
Occupation	
Unemployed	71 (5.0)
Retired	16 (1.1)
Student	290 (20.2)
Self Employed/ Business	489 (34.2)
Government Employe	78 (5.4)
Private sector Employe	485 (34.0)

Variables	Total Number (N=1429)
Type of tobacco used	
Smoking	419 (29.3)
Smokeless	848 (59.3)
Smoking and smokeless both	162 (11.3)
Quantity of bidi/cigarette smoke or chewable tobacco (per day)	
1-10	791 (55.3)
11-20	427 (29.8)
>20	211 (14.7)
Previous quit attempt made	
Yes	1045 (73.1)
No	384 (26.8)
Alcohol use	
Yes	467 (32.6)
No	962 (67.3)
Expense per month on tobacco (in ₹)	
<500	559 (39.1)
500-1000	364 (25.4)
1000 – 5000	456 (32.0)
>5000	50 (3.5)
Intervention	
Behavioural counselling	1426 (99.6)
Behavioural counselling + Referral to TCC	6 (0.4)

NTQLS Photo Gallery



Dr. Pratima Murthy, Professor, Dept. of Psychiatry, & Chief, De-addiction Services, NIMHANS visited NTQLS



Prof. Raj Kumar, Nodal Officer, NTQLS interacting with the counsellors



NTQLS staff with Prof. Raj Kumar

NTQLS Photo Gallery



Member of Srilanka with NTQLS staff



Staff of NTQLS

