



# NTQLS-VPCI NEWSLETTER

## NATIONAL TOBACCO QUITLINE SERVICES

*An Initiative by : Ministry of Health & Family Welfare, Govt. of India & Vallabhbhai Patel Chest Institute, University of Delhi, Delhi*  
(1<sup>st</sup> January 2018 – 31<sup>st</sup> December 2018) VOL.4 & 5

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**Editor-in-Chief**  
Director Prof. RajKumar

## MESSAGE

It is my pleasure to inform that NTQLS has been accomplishing various milestones since its operations. During the period from January 2018 to 31<sup>st</sup> December 2018, various strategies plan have been formulated to achieve its objective.

Events like Bachpan Gully- A Morning street fete; Dr. Ram Manohar Lohia Hospital's doctors and students training were held. One week training was provided to newly appointed counsellors and supervisors by NTQLS team. Counsellors from Tata Memorial Centre (TMC), Mumbai visited NTQLS, Delhi for learning telephonic counselling, strategies of telephonic counselling of tobacco cessation, problem handling of callers, checking data accuracy and data base maintenance. Three posters were presented by the Supervisor of NTQLS at NAPCON- 2018 National Conference of Pulmonary Diseases.





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Toll Free Number  
**1800-11-2356**

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## National Tobacco Quitline Services – A Brief Introduction

“National Tobacco Quitline Services” was launched and inaugurated by Honorable Union Minister of Health and Family Welfare, Government of India *Shri Jagat Prakash Nadda* on 30<sup>th</sup> May 2016. The project is financially supported by Ministry of Health and Family Welfare and runs under the guidance of Vallabhbhai Patel Chest Institute, University of Delhi, institution has the unique privilege of being the first provider of free tobacco cessation counseling across the country with the sole objective of making people free from the diseases caused by tobacco and aims to quit tobacco for a healthier life. This Quitline is accessed through a toll free no. **1800-11-2356**. It is operational 6 days a week, (Tuesday to Sunday 8AM to 8PM) following WHO protocol of Quitline services. National Tobacco Quitline Services (NTQLS) is a population-wide, confidential, non-judgmental telephonic counseling, information and referral service for anyone seeking help for their own or for another person to cease tobacco use. The program is headed under the supervision of Prof. Raj Kumar, Director, Vallabhbhai Patel Chest Institute, University of Delhi. The primary aim of this Tobacco Quitline Service is to provide free-of-cost counseling to people from every part of the country with a broader perspective of minimizing the problems caused by tobacco, and it also includes providing them educational material through e-mails and posts. In NTQLS, the counsellor focuses on individual and provides personalized assistance to each caller, helps them to understand the benefits of quitting tobacco, regardless of whether the caller is ready or not ready to quit.

The process begins when the client calls on the Tobacco Quitline toll free number 1800-11-2356. The client chooses his/her preferred language either English or Hindi. The number of the client gets registered and during the first inbound call some information is taken from the client so that the counselor could help them to quit. After the first inbound call a quit date is set as per the convenience and the severity of the client and subsequent follow ups are arranged by the counsellor. A total of 4 follow ups are taken by the counselor within a span of 1 month to understand the status of the client and if there is a need of subsequent counseling by the client. During this process the client can call any time if he/she is facing any withdrawal symptom.

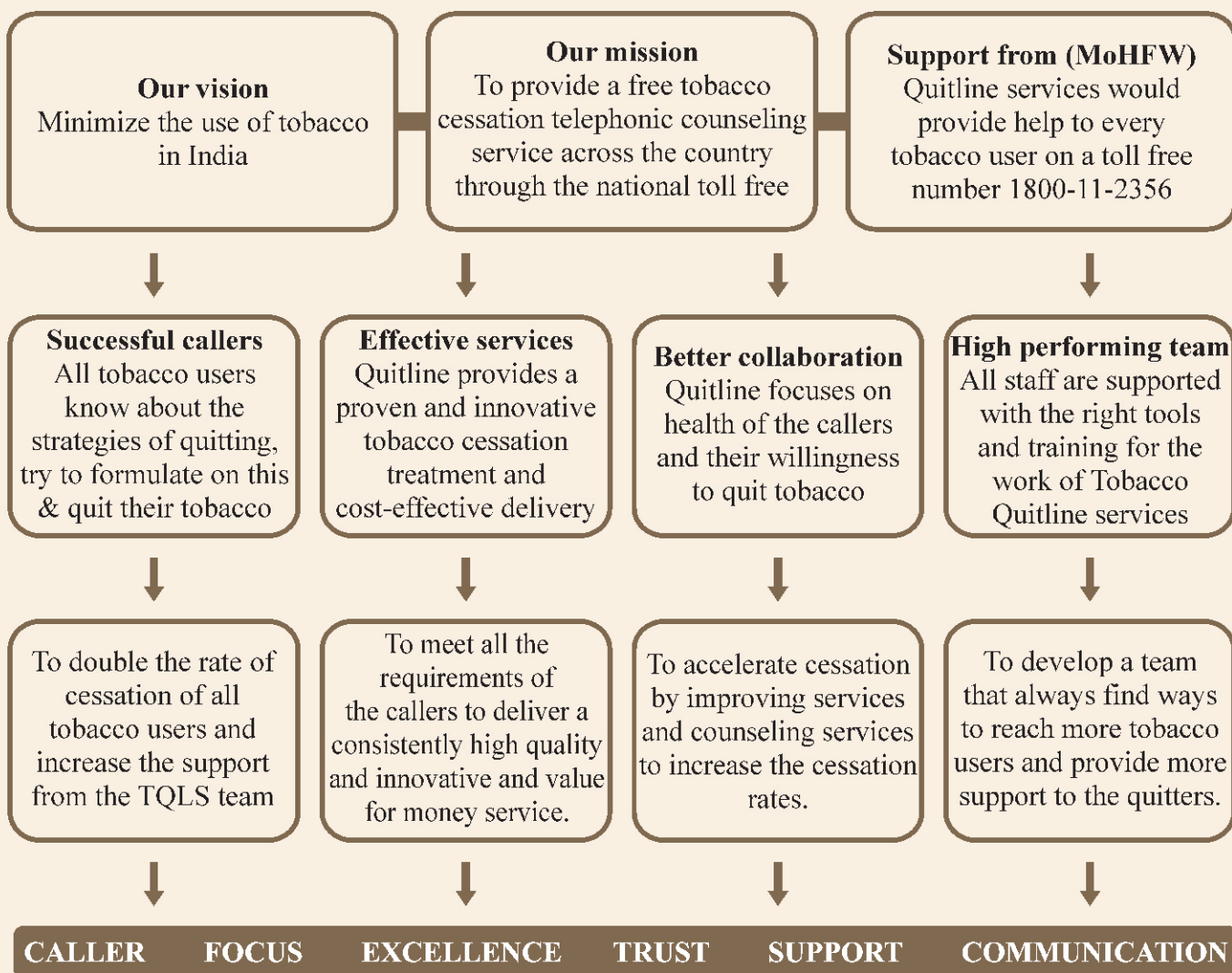
### Journey of National Tobacco Quit Line Services

The National Tobacco Quitline Services started from 8<sup>th</sup> April, 2011. The Meeting was 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*) for setting up Tobacco Quit line. After this meeting, there were many subsequent meetings conducted. On April 18<sup>th</sup> 2011, the proposal for setting up of Quitline Services sent to ADG, General Health Services Nirman Bhawan. On 10<sup>th</sup> July, 2014 a letter received from MoHFW for resubmitting the proposal for setting up Tobacco Quitline at VPCI. On 14<sup>th</sup> August 2014, a Fresh proposal



proposal submitted for setting up Tobacco Quitline at VPCI. The first installment of an amount of 49, 58, 000 rupees for setting up Tobacco Quitline Services from MOHFW was released on 13<sup>th</sup> January 2015. On 9<sup>th</sup> June, 2015 an advertisement for recruitment of staff was released in Hindustan Times and Times of India. The recruitment of the NTQLS staff was scheduled from 7<sup>th</sup> October to 9<sup>th</sup> October 2015 and a meeting was held with the joint secretary. On 5<sup>th</sup> January, 2016 the supervisors were recruited. A meeting was held on 12 of February 2016 with the joint secretary of Ministry of Health and family welfare. A meeting was held on 16<sup>th</sup> march 2016 for the finalization of educational material for counselors, supervisors and public. Another meeting was held on 25<sup>th</sup> of April 2016 for the finalization of Interactive Voice Response (IVR) and software questionnaire.

## Quitline Strategic Plan 2018





## Events and training

### Activity on Bachpan Gully- A Morning Street Fete, by Tata Power - DDL

This event was held at auditorium gate of VPCI, University of Delhi on 25<sup>th</sup> February 2018 from 6:30 am to 9:30 am. Approximately, 1500 people gathered for the event. There were many sub events including walkathon, skating, cycling, aerobics, mock fire drills, and self-defense sessions for women by Delhi Police. Supporting with this event theme, people revived their childhood by actively engaging in different activities.

In this event, National Tobacco Quitline Services also played a vital role in order to promote public health about tobacco use. Our department briefed public about our programme to promote toll free number 1800-11-2356. The distribution of educational material kit amongst the audience was done by the counselors and supervisors along with clarification of their doubts and giving away the important information to enhance their knowledge. We successfully promoted our toll free number at mass level. A positive feedback was received from the visitor's side and they praised our work as it's a great initiative by Ministry of Health and Family Welfare, Govt. of India.



## Dr. Ram Manohar Lohia Hospital's Doctors and students training

The training program of Dr. Ram Manohar Lohia Hospital's Doctors and M.Phil students was organized by Dr. Smita Deshpandey Professor and Head Department of Psychiatry, Dr. RML hospital & PGIMER with the coordination of Dr. Raj Kumar, Director, Vallabhbhai Patel Chest Institute at National Tobacco Quit Line Services. It was conducted two times 3<sup>rd</sup> - 27<sup>th</sup> July, 2018 and 25<sup>th</sup> Sep- 9<sup>th</sup> Oct, 2018. Total 55 M. Phil students including Doctors participated in this training program in order to perceive knowledge of telephonic counseling; difference between face to face counseling and telephonic counseling, strategies of telephonic counseling of tobacco cessation. It was one month long training in which different students visited NTQLS in small groups and observed NTQLS counselors while counseling. They learnt the different ways of handling cross questioning and checking data accuracy. The training was ended with the spirit of making India Tobacco free.



Ram Manohar Lohia Hospital, Delhi Student's training at NTQLS

## Tata Memorial Centre (TMC), Mumbai visit at NTQLS

**The Ministry of Health and Family Welfare, Government of India** after the success of National level tobacco cessation Quitline in Vallabhbhai Patel Chest Institute (VPCI), New Delhi have been expanded its 3 regional satellite centers since 2018. Now counseling is available in regional languages. Tata Memorial Centre (TMC), Mumbai is one of them. One week training was provided to newly appointed 2 counselors and 2 supervisors on the functioning of National Tobacco Quitline Services at Vallabhbhai Patel Chest Institute (VPCI), New Delhi by NTQLS team. Tata Memorial Centre (TMC), Mumbai's counselors and supervisors observed NTQLS team very closely. They learnt telephonic counseling, strategies of telephonic counseling of tobacco cessation, problem handling of callers, checking data accuracy and data base maintenance. The training was ended with the zeal of working in synergy to provide tobacco cessation counseling to every person who wants to quit tobacco.



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**Tata Memorial Centre (TMC), Mumbai Team taking training at NTQLS**

### **National Conference of Pulmonary Diseases (NAPCON-2018)**

Mr. Shyam Mani Dubey (Supervisor NTQLS), presented three posters entitled, “prevalence and patterns of tobacco use among the NTQLS callers”, “National Tobacco Quit Line services : Two years experience “and “Zonal and State wise analysis of caller availing services of NTQLS” at **NAPCON-2018** from 29<sup>th</sup> Nov 2018 to 2<sup>nd</sup> Dec 2018 at Gujarat University Convention and Exhibition Centre (GUCEC) Ahmedabad.



**Mr. Shyam Mani Dubey presenting posters to Examiner at NAPCON-2018**

## Mr. Rajesh (TV and Film Actor) Visited at NTQLS

Mr. Rajesh (TV and Film Actor) visited National Tobacco Quit line Services (NTQLS) with **professor Raj Kumar, Nodal Officer, NTQLS and Director, V.P. Chest Institute, Delhi** and had an interaction with the NTQLS team. He congratulated the team NTQLS for the helping people in tobacco cessation across country.



## Mr. Rajesh Kumar and Prof. Rajkumar during the conversation with NTQLS Team Training program for the new recruitment of Batch II

The National Tobacco Quitline Services has organized a training program for the new recruitment of counselors. Prof Rajkumar, Director, VPCI has taken a session with new counselors where he had an interaction with them.





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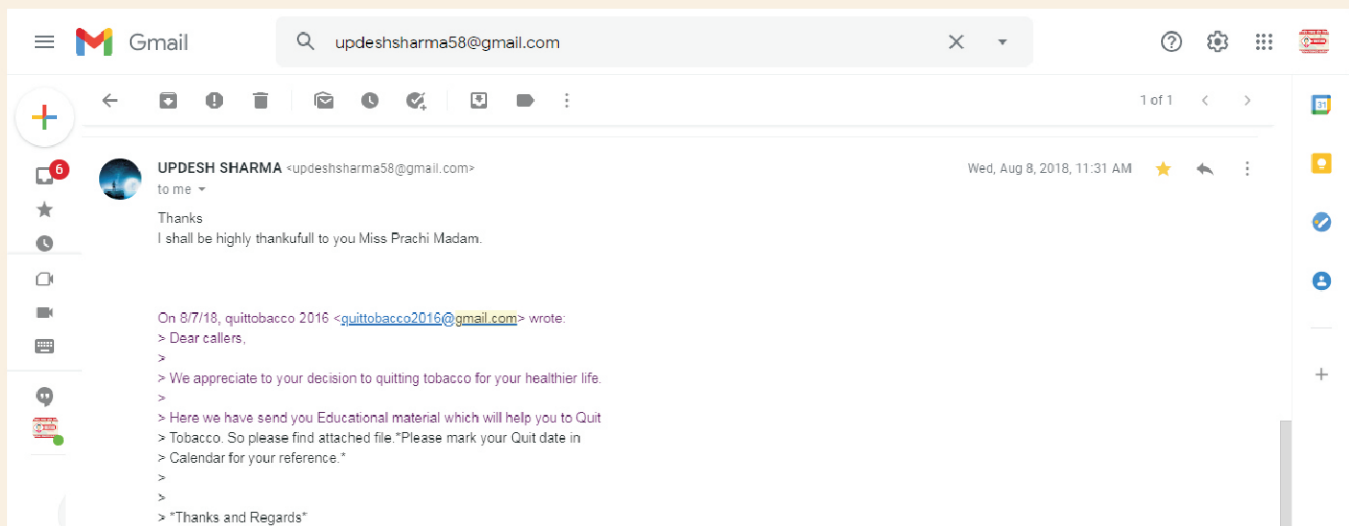
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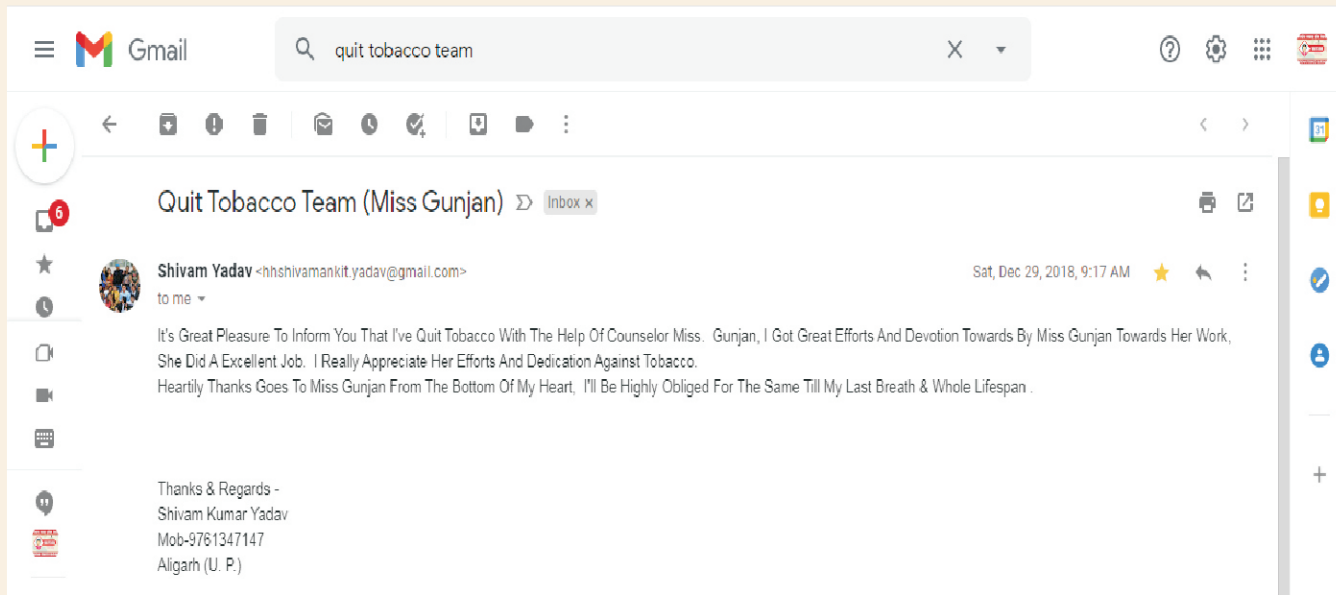
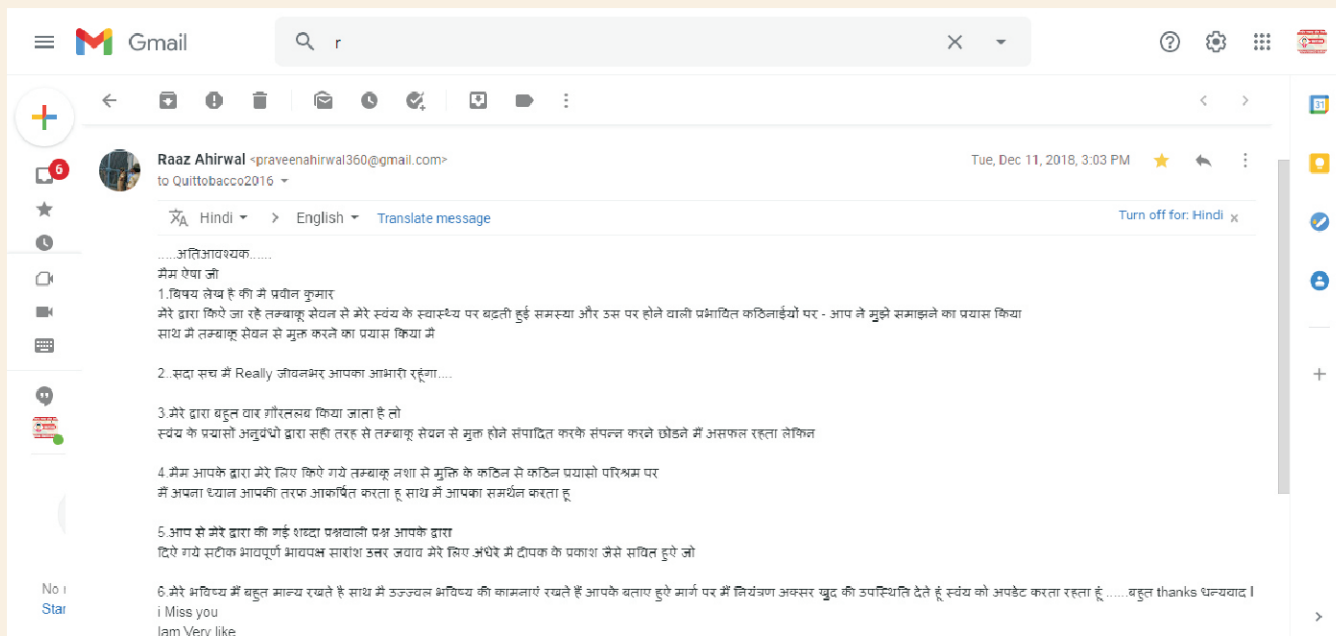
**Training program of 2<sup>nd</sup> Batch Counselors with Prof. Rajkumar**

## FEEDBACK FROM THE CALLERS

From 1<sup>st</sup> January 2018 to 31<sup>st</sup> December 2018, some of the feedbacks received from the callers are given below.







## Mails from our regional satellite center, National Institute of Mental Health & Neuron Sciences (NIMHANS), Bangalore.

Link up mails recieved at the regional satellite centers shows the strong tie up with them. We provide counseling in regional languages so that caller can share their tobacco addiction problems comfortably. It also helps us in reaching to tobacco addicted people anywhere in India.



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**Regarding call** Inbox x

**tqlnimhans** <tqlnimhans@gmail.com> Tue, Sep 11, 2018, 4:23 PM

Dear sir/Madam  
This is to inform you that a call landed at TQL NIMHANS ( Details given below) the caller wants to talk to Pooja (VPCI counsellor) as the caller spoken to her earlier hence kindly do needful

Amo(Caller) 8308596781.

Thank you

Regards  
TQL NIMHANS

**(no subject)** Inbox x

**tqlnimhans** <tqlnimhans@gmail.com> Tue, Sep 11, 2018, 5:25 PM

Dear sir,  
This is to inform you that we got a call from Rajasthan, and the client is not able to understand the dialect. Kindly please look into that. The requested number is given below.  
9887110299 (Hindi)

TQL NIMHANS

**caller from Jarkand wants to talk to Manisha** Inbox x

**Tobacco Quitline** Tue, Oct 2, 2018, 11:16 AM

A call landed from 8026991200 he wants to talk to Counselor Manisha as he spoke to her earlier. since we have no counselor in that name we are forwarding this n

**quittobacco 2016** <quittobacco2016@gmail.com> Tue, Oct 2, 2018, 3:44 PM

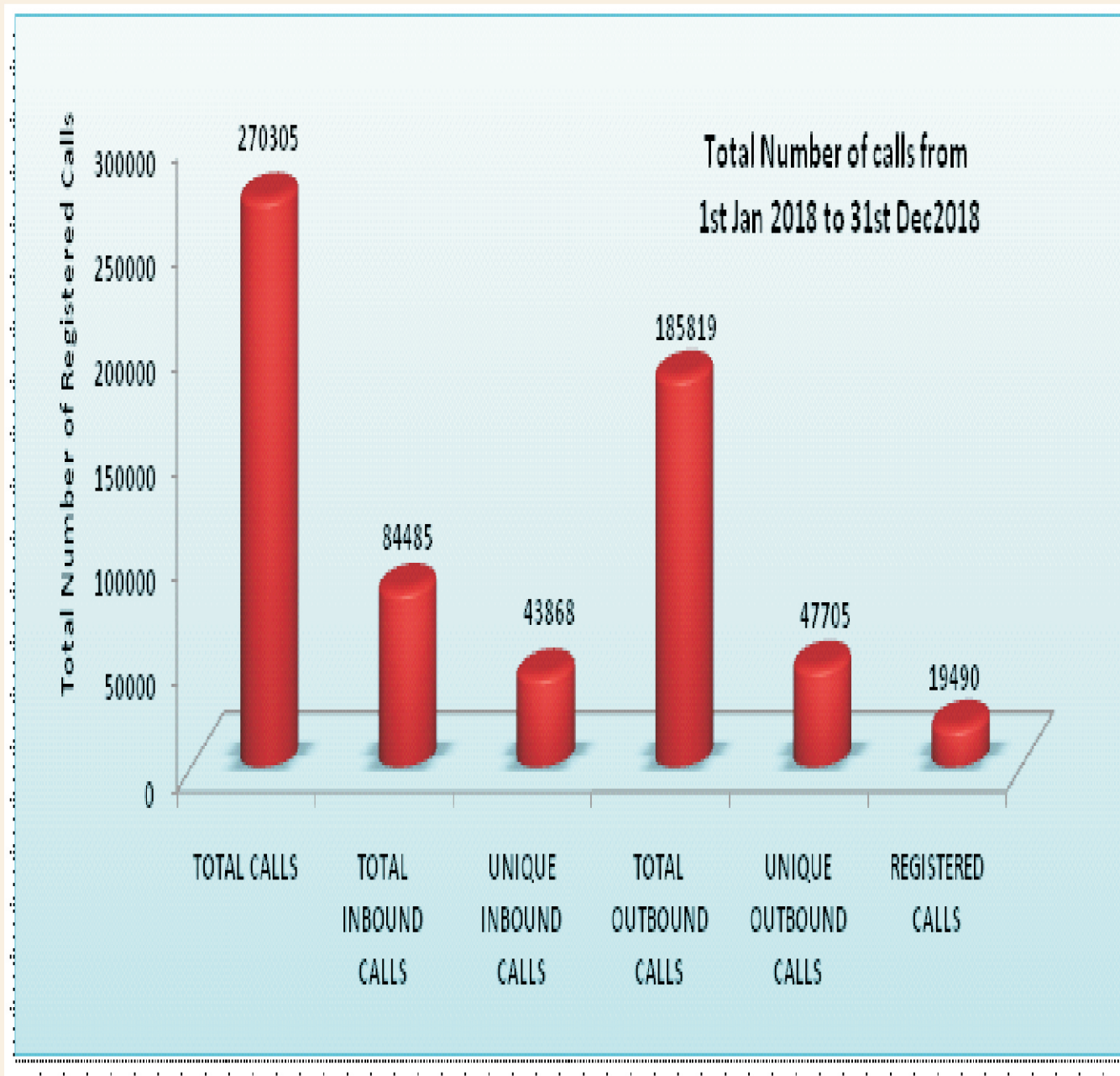
Ok

**Thanks & Regards**  
**Team - National Tobacco Quit Line Services**  
**Vallabhbai Patel Chest Institute**  
**University of Delhi**  
**Delhi**

## NTQLS FINDINGS AND RESULTS

### Statistical analysis of data from 1<sup>st</sup> January 2018 – 31<sup>st</sup> December 2018

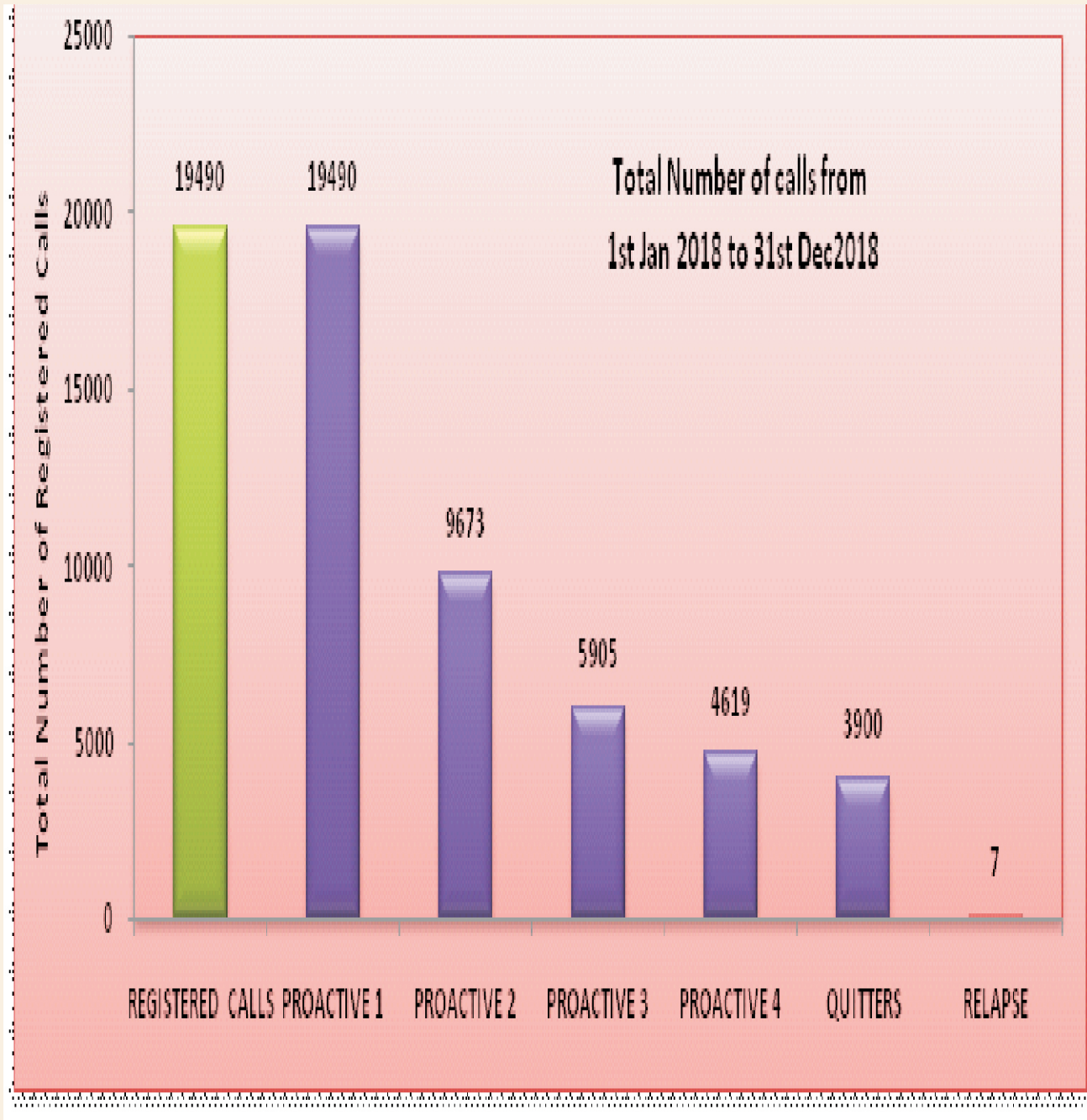
Identification of calls: total calls made by the counselor to respective callers during this period were 270305. In these 185819 were out bounds calls, 47705 callers were identified unique means rest number was repeated by the same person. Of all 84485 inbound calls, 43868 unique which callers were identified. Of these entire inbound and outbound calls, a total of 19490 callers were registered for tobacco cessation.





## IDENTIFICATION OF CALLS

Call Progress: Of all these registered callers (N=19490) for tobacco cessation, 19490 proactive calls-1 and 9673 proactive calls-2 were made to the callers. Callers reached to proactive calls-3 were 5905 and 4619 callers reached to proactive calls-4. Total of 3900 callers have successfully quitted till the fourth proactive calls.

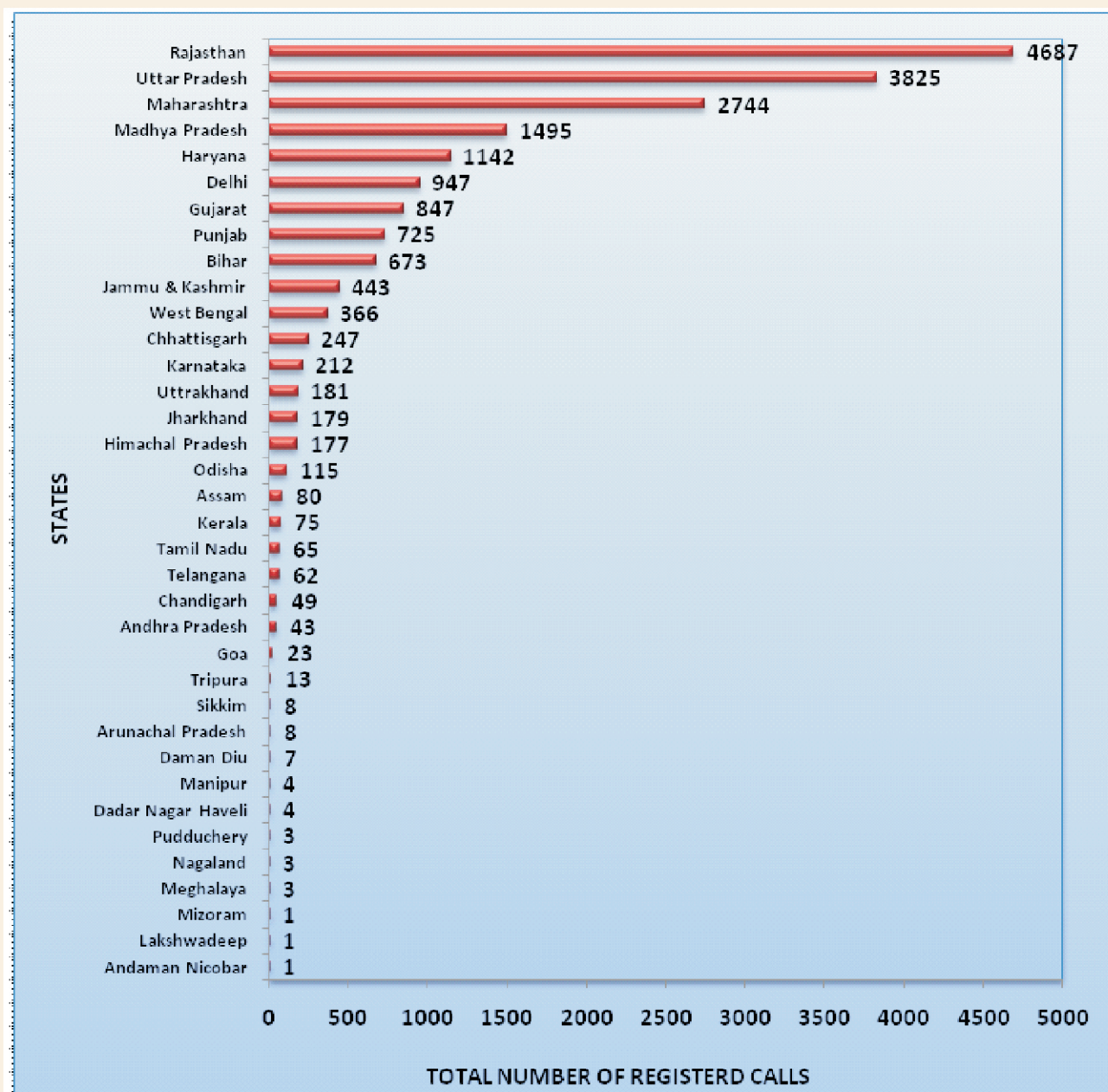


Call Progress of Total Quit Date Set And Successful Quitters During This Period



## NUMBER OF REGISTERED CALLERS FROM DIFFERENT STATES DURING THE PERIOD 1<sup>ST</sup> JANUARY 2018 to 31<sup>ST</sup> DECEMBER 2018

Calls to NTQLS helpline for seeking tobacco cessation counseling were made from every state of the country; most of the calls were from Rajasthan i.e. 24.05% followed by Uttar Pradesh 19.63%, Maharashtra 14.08%, Madhya Pradesh 7.67%, Haryana and Delhi i.e. 5.86% and 4.86% respectively. Number of calls from North Eastern region and some of the Union Territories were less, calls from Meghalaya, Mizoram and Nagaland were 7, and Dadar& Nagar Haveli, Daman & Diu has only 11 calls.



Number of calls received from different state of India from 1<sup>st</sup> January 2018- 31<sup>st</sup> December 2018



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## PERCENTAGE OF CALLERS FROM DIFFERENT STATES (N=19490)





## POPULATION CHARACTERISTICS AT BASELINE (N=19490)

Variables	Total number (n= 19490)	Percentage
<b>Gender</b>		
Male	19281	98.93
Female	209	1.07
<b>Age</b>		
<14 years	69	0.37
15-24 years	8096	41.54
25-64 years	11107	56.99
65 years & above	178	0.91
<b>Marital status</b>		
Married	10107	51.86
Unmarried	9351	47.98
Widowed	14	0.07
Divorced	18	0.09
<b>Education</b>		
Illiterate	772	3.96
1 <sup>st</sup> -10 <sup>th</sup> std.	5901	30.28
11 <sup>th</sup> -12 <sup>th</sup> std.	4936	25.33
Diploma after 12 <sup>th</sup>	531	2.72
Graduation	5721	29.35
Post-Graduation	1234	6.33
Professional Degree	395	2.03
<b>Occupation</b>		
Unemployed	1007	5.17
Retired	200	1.03
Student	4171	21.40
Self Employed/ Business	8288	42.52
Government Sector Employed	731	3.75
Private Sector Employed	5093	26.13
<b>Type of Tobacco use</b>		
Smoking	4444	22.80
Smokeless	12701	65.17
Smoking & Smokeless both	2345	12.03
<b>Quantity of Bidi/ cig smoke or chewable tobacco per day</b>		
1-10 Qty	10115	51.90
11-20 Qty	6246	32.05
20& more	3129	16.05
<b>Previous Quit attempt made</b>		
Yes	14888	76.39
No	4602	23.61
<b>Alcohol Use</b>		
Yes	5255	26.96
No	14235	73.04
<b>Expense per month on Tobacco</b>		
<500 INR	6060	31.09
500-1000 INR	5192	26.64
1000 – 5000 INR	7508	38.52
5000 INR & above	730	3.75
<b>Intervention</b>		
Behavioral Counselling	19442	99.75
Behavioral Counselling & Referral to T.C.C	48	0.25

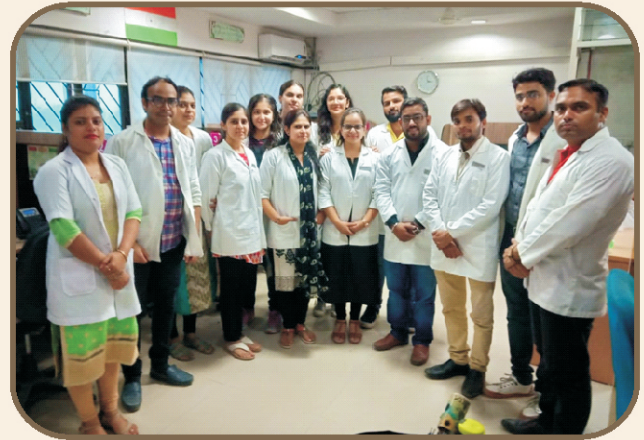


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## NTQLS Photo Gallery

**Mr. Rajesh Kumar, famous TV and film Actor visited NTQLS**



**2<sup>nd</sup> Batch counselors with Supervisors and senior counselors**



**Training program at NTQLS**