



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

## MESSAGE

It is my proud privilege to inform that we have received valuable feedback and appreciation from our callers. It is a great encouragement for NTQLS to perform with more enthusiasm.

During the period from January 2019 to December 2019, Conference on Tobacco and Lung Health was organised and also attended the National Consultation Programme. Various delegates attended the programme and applauded the efforts of NTQLS.

I would like to congratulate the team of NTQLS for its commitment and wish them all for their continued effort to fulfil the objective of its mission.



**About NTQLS-** The NTQLS is India's first telephonic counseling based service sponsored by the Government of India. The department is working successfully since 2016 at the Vallabhbhai Patel Chest Hospital, under the supervision and guidance of Professor and Director Rajkumar. The NTQLS was established with the aim of reaching out to the masses and provide confidential and quality counseling services all over India. This service can be easily accessed six days a week, through a toll free number from 8 am to 8 pm.

**Our Events and Activities-** *WORLD NO TOBACCO DAY:* In view of the World No Tobacco Day, VPCI organized an informative conference on “Tobacco and Lung Health” on 30<sup>th</sup> May, 2019. The objective of the conference was to address the issue of tobacco use and its harmful impact on the health of the individual. Professor Raj Kumar, the director of VPCI, addressed the gathering and welcomed the guest of honour from various reputed institutions. Sri Praveen Sinha, National Professional Officer, WHO, was the chief guest of the program.



The other guests of honour were Dr. Manoj Kumar, Dr. Vibha Singh Chauhan, Dr. Simrit Kaur and Dr. Vipin Aggarwal. The guests enlightened the audience and highlighted the importance of tobacco cessation at the national level. The staff of NTQLS had put great efforts to make the event a great success. They performed a role play focusing on empowering the youth to fight against tobacco. In the end of the program, a dance a performance was given by the staff members to grace the occasion.



Celebration on world no tobacco day and performance by counsellors of NTQLS.

**National Consultation on Tobacco and Lung Health-** Professor Rajkumar, Director VPCI was invited to the Lalit hotel, Delhi, for a National Consultation Program. He attended the event along with the supervisors and counsellors of NTQLS on 31<sup>ST</sup> may, 2019. The agenda of the consultation program was to highlight the adversities of tobacco on the lungs of the people engaging in tobacco use. Professor Rajkumar was part of the prestigious panel members at the event. He enlightened the addressees and laid emphasis on dispensing the message of choosing health over tobacco. It was an experiential and informative experience for all the team members of NTQLS.



National Consultation Programme attended by prof. Rajkumar and the team of NTQLS

**Visitor from Guwahati-** In view of the successful functioning of the NTQLS Delhi, a guest from Guwahati visited the NTQLS at VPCI. Mrs.Srabana Mishra is an associate professor-cum in-charge of the preventive oncology department at Dr. B. Borooah cancer institute, BBCI. She was keen to know about the working of the department, training of counselors, how counseling sessions are conducted, and the outcomes of efforts put in by all the staff members. Her visit is indicative of the fact that telephonic counseling has gained momentum in India and the sole purpose is to reach out the masses to curb tobacco use and create a tobacco free nation.



Mrs. Srabana Mishra associate professor from BBCI visited NTQLS



Prof. Rajkumar with NTCP batch

**National Tobacco Control Program-** The NTQLS has been a leading example working for tobacco cessation. For the purpose of exposure and training of individuals, around 50 keen learners from all over India came to VPCI and visited the center. The people visited in different batches between the periods of June to August 2019. The purpose of their visit was to gather first- hand experience on how the NTQLS works. A lecture was delivered to add to their theoretical knowledge. After this, they visited the department to observe and learn specifics of counseling, software, protocol of telephonic counseling, etc. This was a one day program for the visitors organized to benefit individuals by gaining direct field experience.

**Visits from Ministry-** It was a moment of pride for the entire department when Shri Sanjeeva Kumar, additional secretary, MOHFW visited us on 5<sup>th</sup> April, 2019. He visited with an objective of enquiring about the functioning of the NTQLS and to gain insights into the reach of telephonic counseling. Professor Rajkumar introduced him about the set up and gave detailed account of the functioning of quit line service. Shri Sanjeeva Kumar also interacted with the counselors to know about their experience of working in this department.



NTCP visitor learning about telephonic counselling



Visit of Shri Sanjeeva Kumar, additional secretary, MOHFW on 5<sup>th</sup> April, 2019

**Training of 3<sup>rd</sup> Batch of NTQLS-** The 3<sup>rd</sup> batch of NTQLS was welcomed and trained in the month of August 2019. The batch had their first meeting with Professor Rajkumar, who briefed them about NTQLS. The batch had their training session subsequent to that. The training session included informative lectures from the supervisors, practical and experience based observation session in the counseling room and mock call sessions. Besides this, software training session was also conducted for the newly joined batch to prepare them for handling the system and confidently take up their role as a counselor.



Training sessions with prof. Rajkumar and the supervisor

**Johar Ali Khan Visits the Department-** The famous Indian violinist; Johar Ali Khan visited the department of NTQLS at Vallabhbhai Patel Chest Institute. He is the brand ambassador of the Society for Tobacco Control, operating from VPCI. A meeting was headed by professor Rajkumar in which he gave an account of the functioning of the NTQLS. The meeting was attended by the supervisors and the entire team of counselors. After the meeting, Johar Ali Khan gave a mesmerizing performance for all those present there.

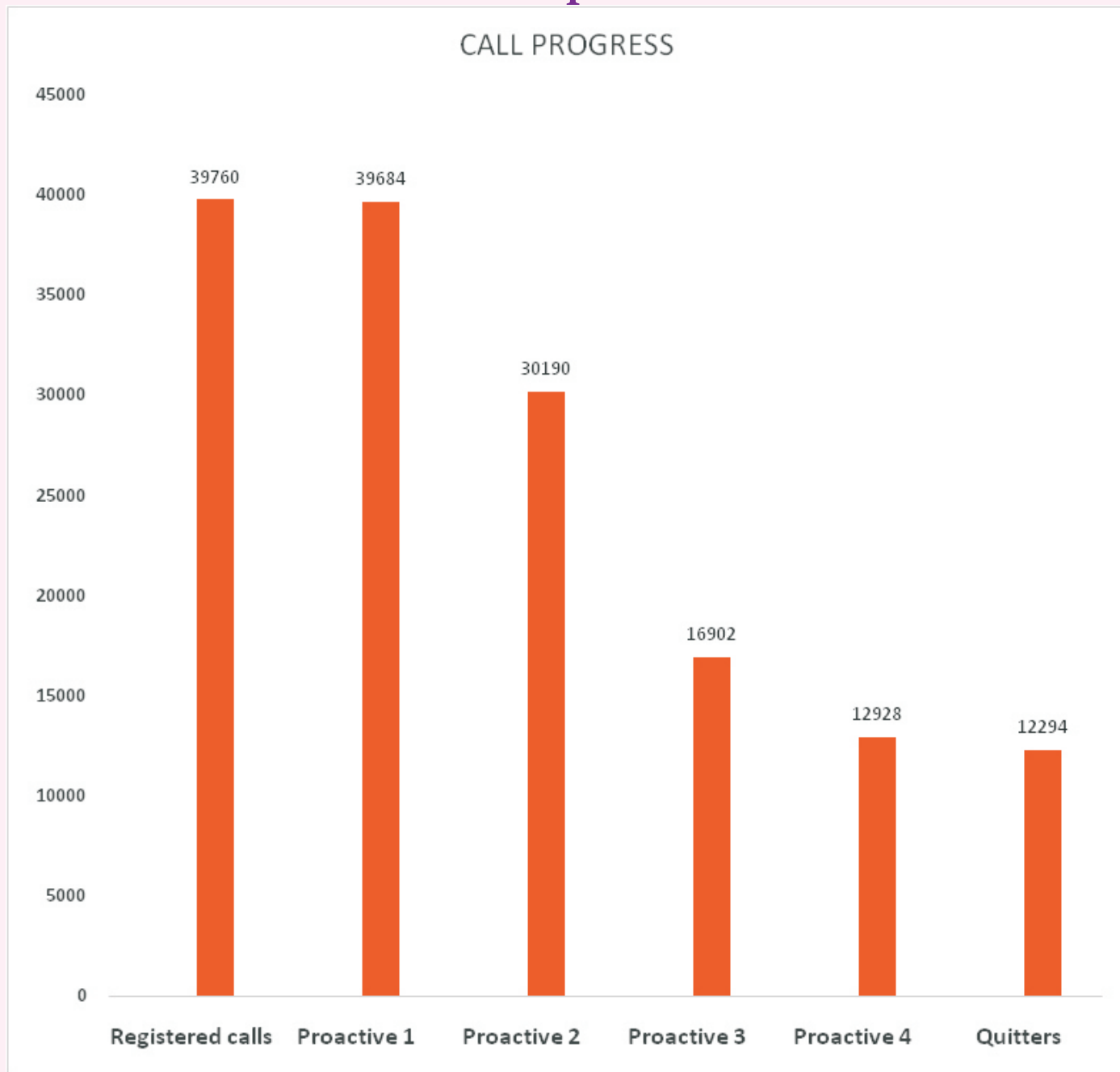


NTQLS team with violinist Johar Ali Khan

**NTQLS Findings and Results-** **CALL PROGRESS FROM QUIT DATES TO QUITTERS GRAPH 1:** Depicts the total registered calls, i.e. 39760 from the period of January to December 2019. A total of 39684 quit dates were set. Out of these 30190 callers proceeded to the p2 call. The number of callers who reached the p3 and p4 call were 16902 and 12928 respectively. A total of 12294 callers had successfully quit till the 4<sup>th</sup> proactive call.



**Graph 1**



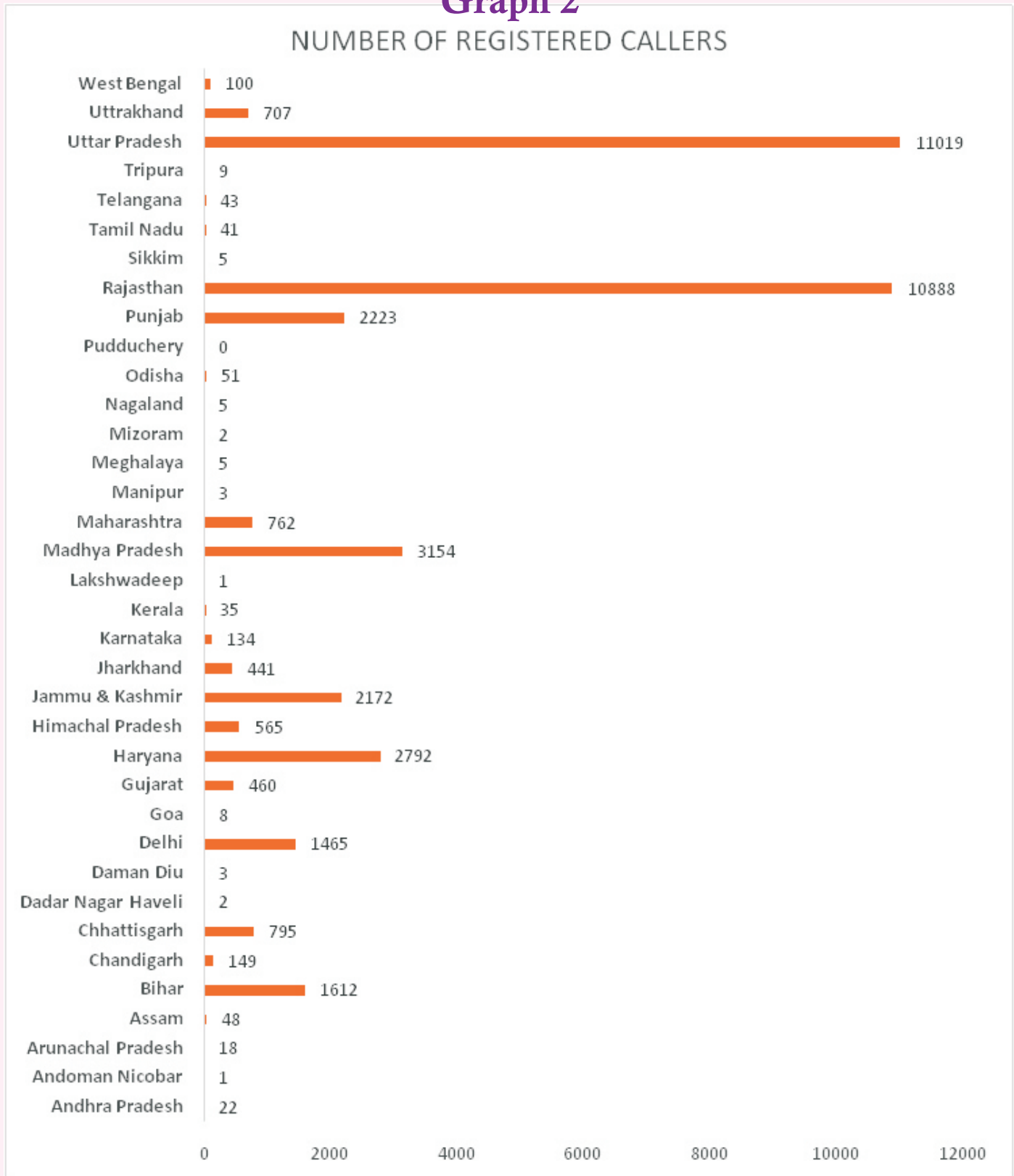
**Number of Registered Callers from Different States- GRAPH 2:**

Depicts the number of calls from different states in the period of January 2019-December 2019. The highest numbers of calls were received from the state of Uttar Pradesh, followed by Rajasthan, Madhya Pradesh, Haryana, Punjab, Bihar and Delhi respectively. Comparatively, fewer calls were received from the north-eastern region.



## Graph 2

### NUMBER OF REGISTERED CALLERS







## Percentage of Callers from Different States



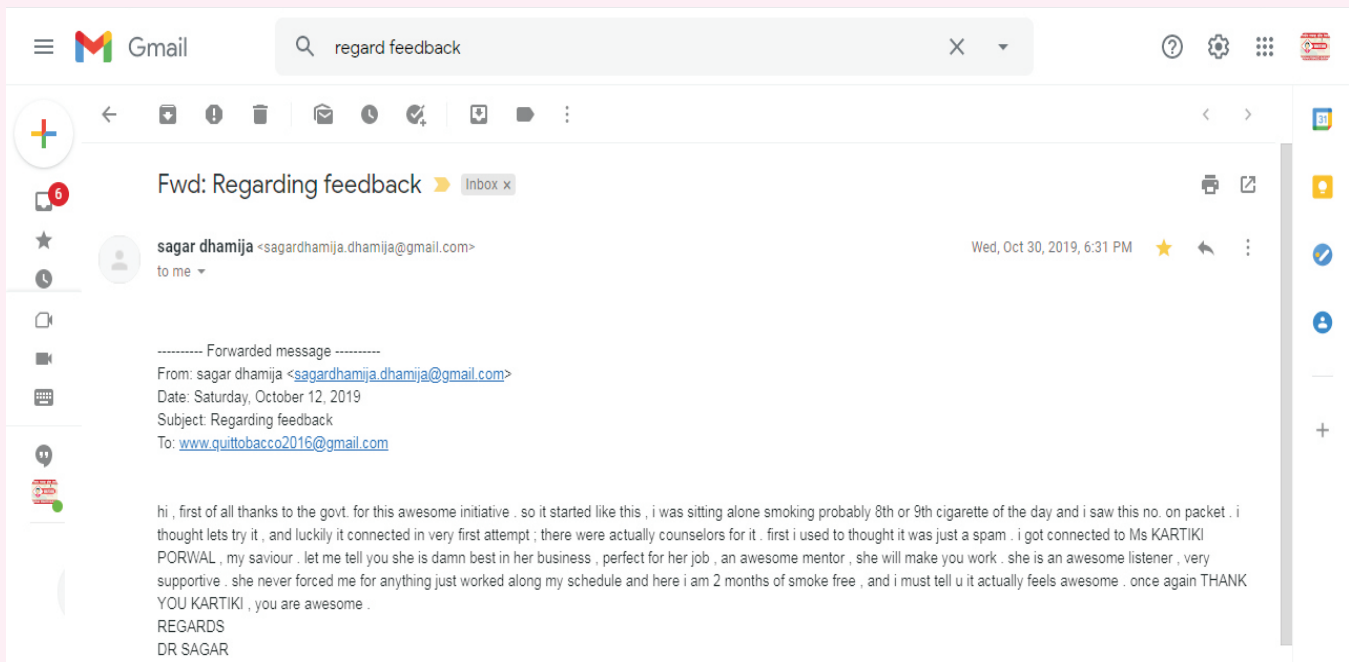
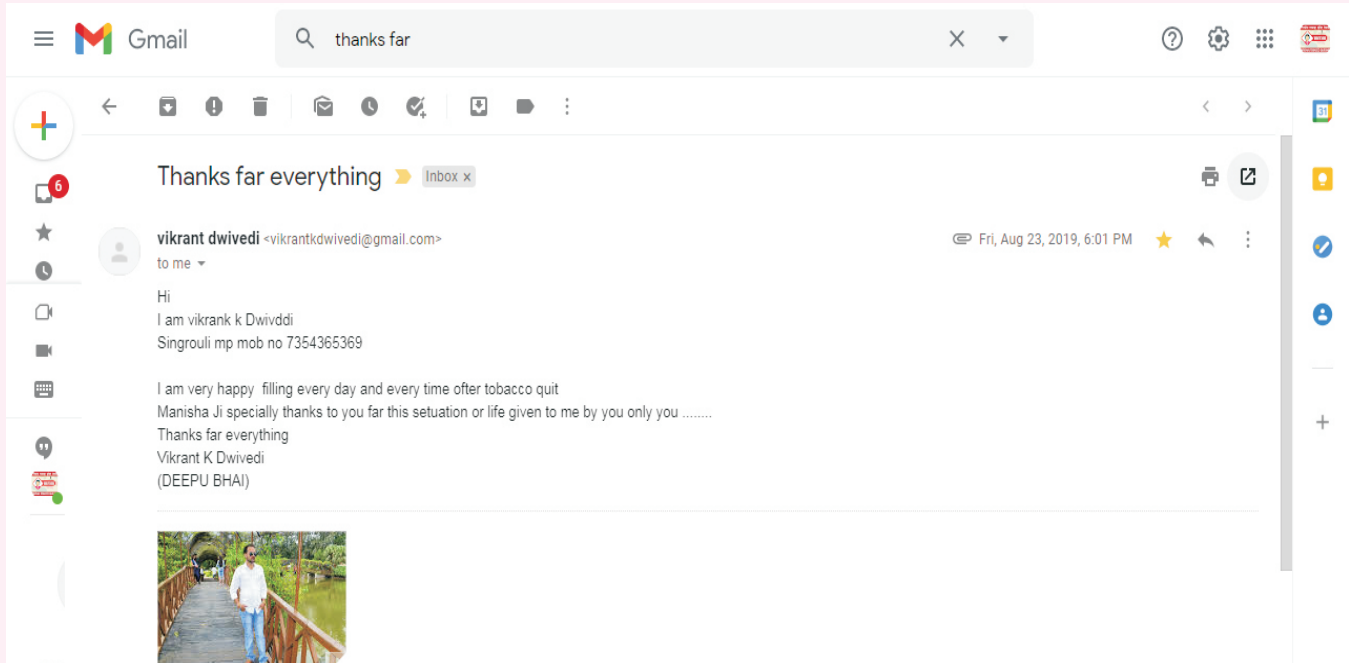


## Demographic Details (n-39760)

Variables	Total number (n=)	Percentage
<b>Gender</b>		
Male	39231	98.67
Female	529	1.33
<b>Age</b>		
<14 years	196	0.49
15-24 years	18958	47.68
25-64 years	20316	51.10
65 years & above	290	0.73
<b>Marital status</b>		
Married	19392	48.77
Unmarried	20317	51.10
Widowed	19	0.05
Divorced	32	0.08
<b>Education</b>		
Illiterate	1301	3.27
1 <sup>st</sup> -10 <sup>th</sup> std.	16602	41.76
11 <sup>th</sup> -12 <sup>th</sup> std.	10262	25.81
Diploma after 12 <sup>th</sup>	900	2.26
Graduation	8842	22.24
Post-Graduation	1536	3.86
Professional Degree	317	0.80
<b>Occupation</b>		
Unemployed	1943	4.89
Retired	215	0.54
Student	8158	20.52
Self Employed/ Business	18442	46.38
Government Sector Employed	1198	3.01
Private Sector Employed	9804	24.66
<b>Type of Tobacco use</b>		
Smoking	7099	17.85
Smokeless	27369	68.84
Smoking & Smokeless both	5292	13.31



**Appreciation and Feedback from Callers-** Following are the feedbacks received from callers during the period of January to December, 2019. It is clearly indicative of the efforts put in by the members of the NTQLS. These appreciations are an absolute motivation for all of us to proceed with enthusiasm towards a tobacco free society.

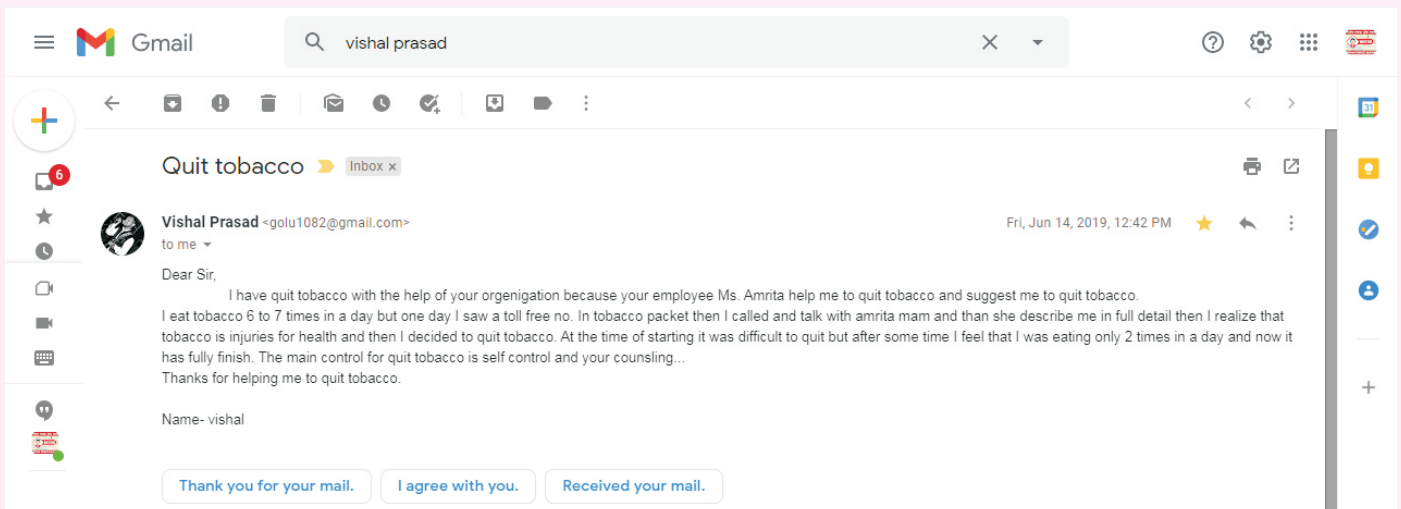
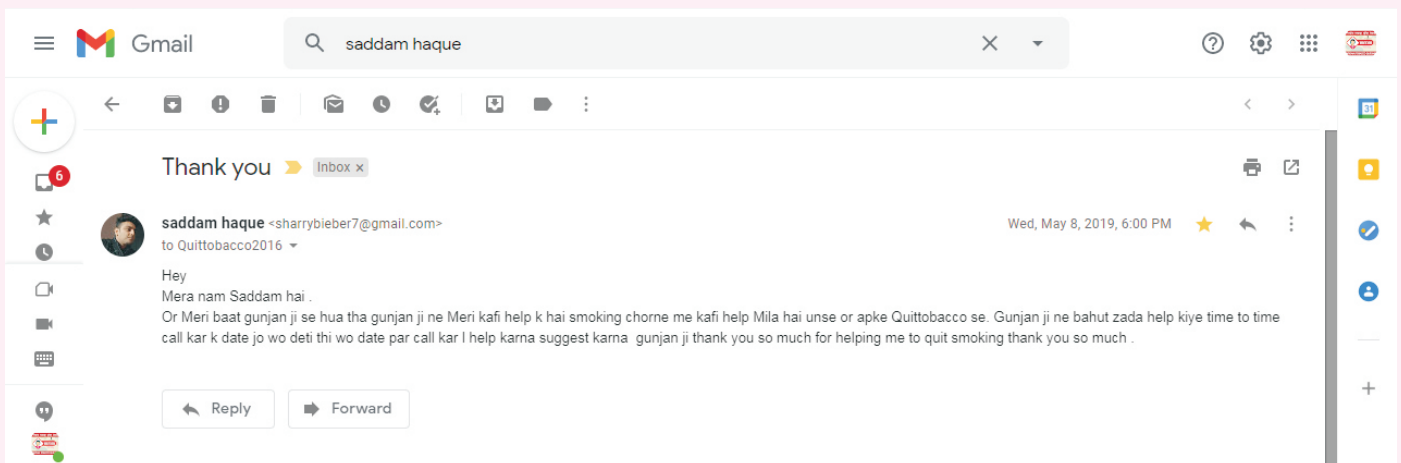
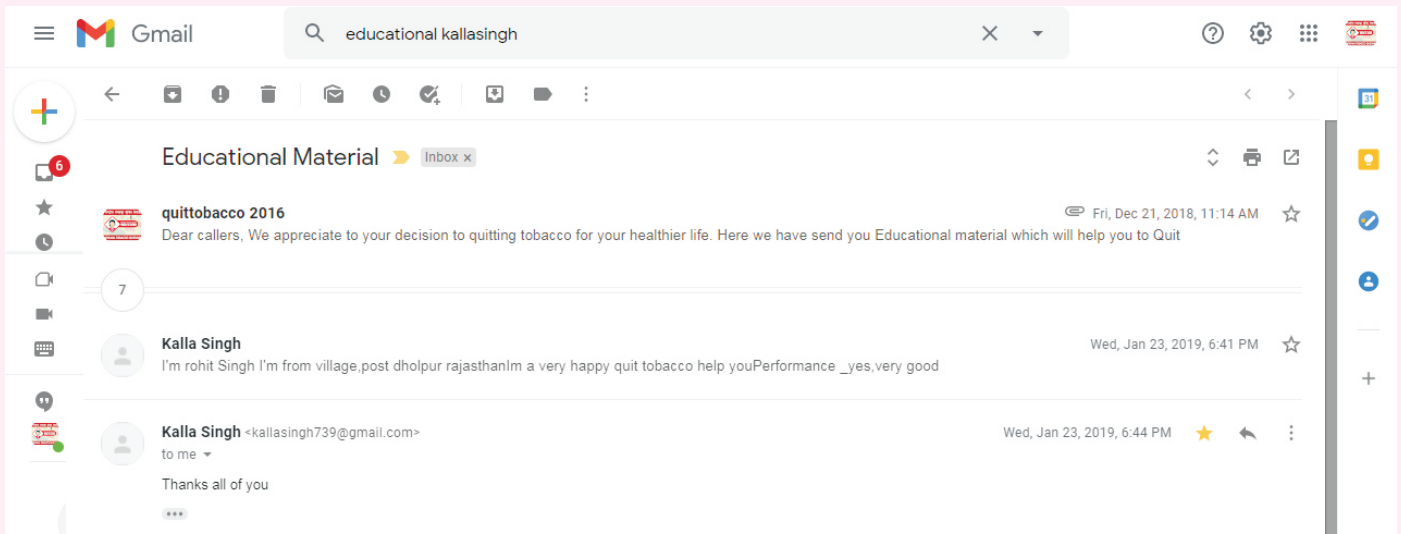


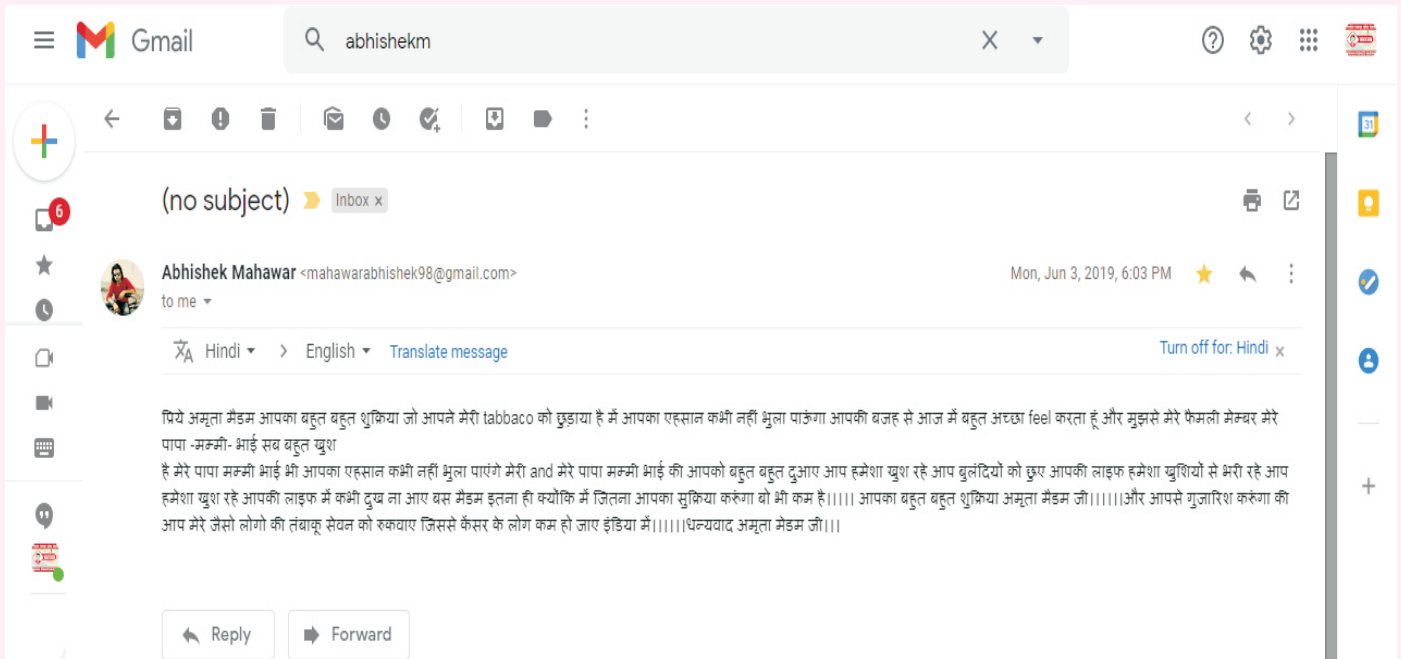
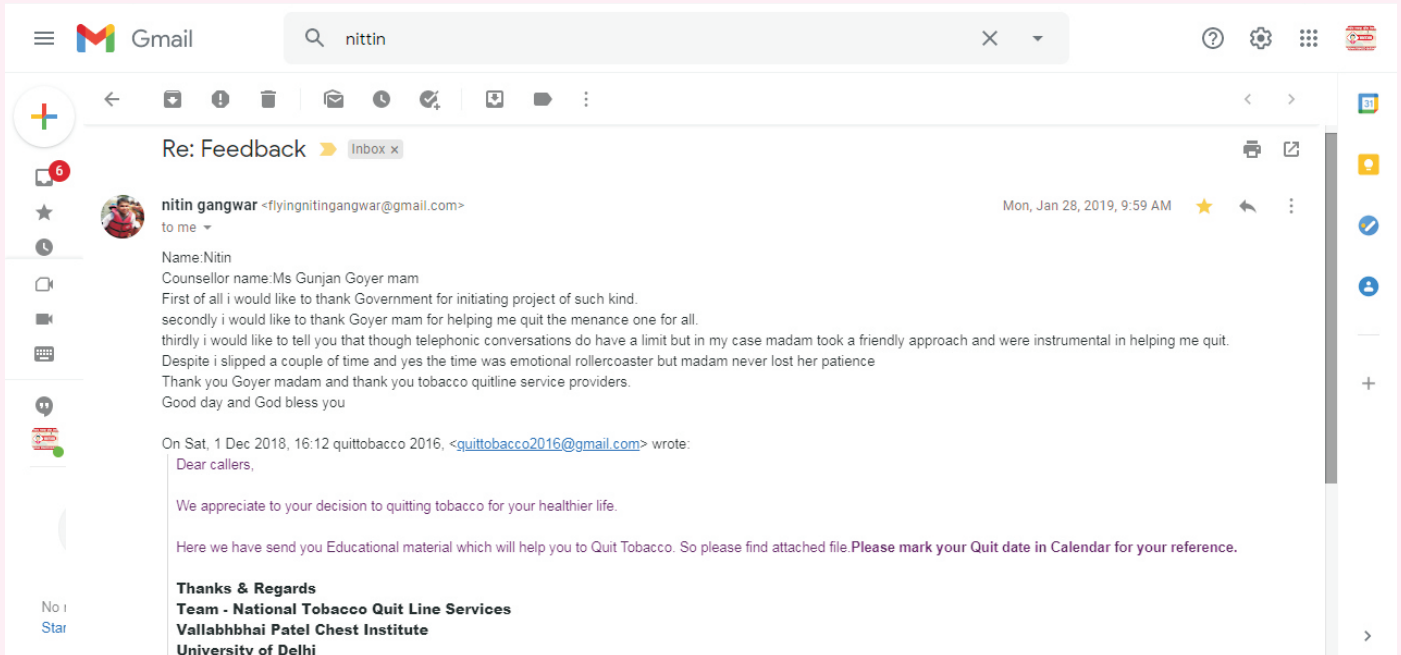


Gmail interface showing an email titled "Feedback" from Gaurav Saha (bryantk19@gmail.com) dated Sat, Mar 2, 2019, 6:49 PM. The email content reads: "Hi, I am Gaurav Saha and I'm happy to share that I have been successful at quitting my habit of smoking with the help of miss Gunjan. I feel better with every passing day without smoking. Health is improving and I'm even being able to save money. Thank you." Below the text are three buttons: "Glad to hear it!", "Congratulations!", and "Good to hear!".

Gmail interface showing an email titled "Quit tobacco" from Vishal Prasad (golu1082@gmail.com) dated Fri, Jun 14, 2019, 12:42 PM. The email content reads: "Dear Sir, I have quit tobacco with the help of your orgenigation because your employee Ms. Amrita help me to quit tobacco and suggest me to quit tobacco. I eat tobacco 6 to 7 times in a day but one day I saw a toll free no. In tobacco packet then I called and talk with amrita mam and than she describe me in full detail then I realize that tobacco is injurries for health and then I decided to quit tobacco. At the time of starting it was difficult to quit but after some time I feel that I was eating only 2 times in a day and now it has fully finish. The main control for quit tobacco is self control and your counsling... Thanks for helping me to quit tobacco. Name- vishal". Below the text are three buttons: "Thank you for your mail.", "I agree with you.", and "Received your mail.".

Gmail interface showing an email titled "Thank you" from Saddam Haque (sharrybieber7@gmail.com) dated Wed, May 8, 2019, 6:00 PM. The email content reads: "Hey Mera nam Saddam hai . Or Meri baat gunjan ji se hua tha gunjan ji ne Meri kafi help k hai smoking chorne me kafi help Mila hai unse or apke Quittobacco se. Gunjan ji ne bahut zada help kiye time to time call kar k date jo wo deti thi wo date par call kar I help karna suggest karna gunjan ji thank you so much for helping me to quit smoking thank you so much .". Below the text are two buttons: "Reply" and "Forward".







Gmail Search: rudrab

**Reviews regarding the counselling by miss Karitki** Inbox x

**Rudra Bhattacharya** <bhattacharyar64@gmail.com> to me Thu, May 16, 2019, 11:10 PM ★ ↶ ⋮

At first giving a big Thanks to Kartiki ma'am, for helping me to quit smoking . She was really helpfull and friendly, did all that was necessary in order to make me quit. She made me realize the harm I was doing to my body, and did follow up calls regarding to ask about my issues and did resolved them all. Thanks again ma'am. It was a big help to me.

Reply Forward

Gmail Search: pankaj b

**Pankaj Baghel** Fri, Jan 4, 2019, 7:08 PM ☆

thank you gunjan mem thank you quit tobacco team <div

**Pankaj Baghel** <pankajbaghel3804@gmail.com> to me Fri, Jan 4, 2019, 7:24 PM ★ ↶ ⋮

dear gunjan mem mujhe batate huye khushi hai ki mene tambaakhu khana puri tarah chhod diya h  
jis tarah apne meri counsling ki mujhe tambaakhu chhodne k liye 2 dec. date di uske baad apne mujhse sampark banaye rakha uske karan hi mujhe tambaakhu chhodne me jyada muskil nhi hui aur mujhe ye batate huye khushi h ki 2 dec se aaj din tak mene koi b nasha nhi kiya h ,mujhe yakeen h apke margdarshan me aur b log is abhishaap se mukti payenge  
thank u gunjan mem me jitni baar thank you bolu utna hi kam hai mere pas wo sabd hi nhi h jisse me apki tariff kar saku aap bht ache se counsling karte h gunjan mem  
ek baar fir se thank you gunjan mem  
thank you all team <div id="DAB4FAD8-2DD7-40BB-A1B8-4E2AA1F9FDF2"><br />



NATIONAL TOBACCO QUITLINE SERVICES  
Toll Free Number  
**1800-11-2356**

## NTQLS PHOTO GALLERY

