

INDIA'S FUTURE NEEDS OUR HELP

Every

16 seconds

a child in India tries tobacco.

Almost

30%

seconds a child in India tries tobacco.

Every year

20 lakh

Indian children consume tobacco.

₹ **1,77,300** crore

spent on tobacco-related diseases.

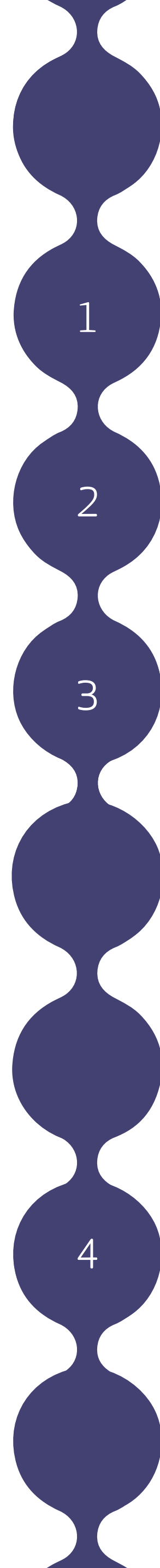
For a country where

40%

of the population is below age 18, these tobacco-consumption numbers mean disease and debt.



At the foundation
we foster links and
connections to
remedy the national
tobacco burden.



1

A YEAR LIKE NEVER BEFORE:
Highlights from 2021-2022

2

ABOUT:
The Salaam Mumbai Foundation

3

CHAIN OF CHANGE:
For a tobacco-free India

INITIATE: Four Programmes

ADVOCATE: Grassroots Tobacco Control

INTEGRATE: Health & Hygiene

CHANGE: Corporate Partnership

4

OUR COMMITMENT:
A tobacco-free India

1 A YEAR LIKE NEVER BEFORE: Highlights from 2021-2022

- The first national Bal Parishad, conducted online.
- 5 short, online films developed by SMF for tobacco-free schools and circulated by the Social Justice Ministry to stakeholders in 10 states.
- A presentation at a country-wide workshop organised by the Health Ministry of India.





Revised IEC Content

Digital content with improved communication about tobacco-control objectives increased reach and penetration. 1,700 schools displayed campaign posters. NTCP, Nashik, adopted the SMF module and printed 500 copies for circulation across the district, and states of Rajasthan, Karnataka, and Uttar Pradesh began using TFS online films.



Creation of Tobacco-Free Schools (TFS)

3,637 Tobacco-Free Schools were created and the TFS app garnered 14,253 registrations. Vijayraghavgarh cluster in Katni district, MP, became the first tobacco-free school cluster in the region, with all 44 schools achieving the TFS status. 3,261 master trainers were appointed and trained.



First-ever National Bal Parishad

375 students, from 34 districts across India, were trained over 8 sessions and technical rehearsals, 175 teachers and 643 total participants attended the online event, which received 1,017 YouTube views. State Ministries from Karnataka, Maharashtra, Rajasthan, Uttarakhand, and Uttar Pradesh participated.



Advocating the Cause

We conducted workshops and sessions for Education, Health, and Social Justice Ministries, in districts across Maharashtra, where 128 Teachers and health workers and 25 NGOs participated. We also initiated a programme in partnership with NSS, Maharashtra for 1,274 NSS students and 1,757 members of the Rashtriya Bal Swasthya Karyakram (RBSK).



Capacity Building Workshops

Sessions were conducted for 60 NGO partners and 150 stakeholders on ToFEI implementation guidelines and Tobacco Control Programme with external field experts, and a pan-India workshop was held for 212 participants on Tobacco Industry Interference.

Conferences and Communication Integration

We participated in the National and Asia Pacific Conference on Tobacco or Health (NCTOH and APACT 2021), where our online videos and e-posters were selected for effective anti-tobacco communication. Our active campaigning helped us achieve message integrations with 96,601 festival announcements and 375 social media events.

Research on the Effectiveness of TFS

We conducted a study to understand the effectiveness of the TFS intervention at reducing tobacco use amongst adolescents. We used a comparison model between districts with TFS intervention and non-intervention. 85.30% children from tobacco-free schools had not used tobacco in 30-days compared with 75.80% in non-intervention schools. Adult tobacco consumers in the homes of children from tobacco-free schools was less by 12% and general awareness about tobacco laws and harm was higher amongst children from tobacco-free schools.

Media and Recognition

We received recognition from the Deputy CM, Maharashtra for our effort at creating Tobacco-Free Schools. 44 media mentions in Maharashtra and 745 mentions across states for our rural initiative, as well as 4 radio appearances at Aakashwani and Radio Viswas, Nashik.

The Salaam Mumbai Foundation

The Salaam Mumbai Foundation is working to put an end to tobacco consumption and ensure a bright future for India's children. Our workshops sensitise and educate multiple stakeholders about the harmful effects of tobacco, Indian tobacco-control legislation, and anti-tobacco advocacy and cessation, and give them the tools and support needed for effective implementation.

We foster links and connections and converge all efforts towards the common goal of tobacco-free schools, where children are empowered to say:

NO TO TOBACCO.



TOBACCO-FREE SCHOOL STAKEHOLDERS



3

CHAIN OF CHANGE: For a Tobacco-free India

SMF converges the efforts of schools, educators, administrators, public health workers, local NGO partners, and village governance bodies to develop a chain of change and fulfill the vision of a tobacco-free India.



INITIATE



ADVOCATE



INTEGRATE



CHANGE

1,04,318

PARTICIPATING SCHOOLS

1,62,562

ENGAGED TEACHERS

38,896

TOBACCO-FREE SCHOOLS

3,09,095

ACTIVE STAKEHOLDERS

593

NGO PARTNERS

Aiming for
a tobacco-free
country.

15,439

TRAINED POLICE
PERSONNEL

1,757

RBSK TEAM

(RASHTRIYA BAL SWASTHYA KARYAKRAM)

4

CORPORATE
SUPPORTERS

6,771

MASTER TRAINERS

4,322

COMMITTED ADMINISTRATORS

(BEO, DEO, COLLECTORS ETC.)

INITIATE: Four Programmes

We involve, sensitise, enable, and engage stakeholders to create safe social environments and build institutions that empower children to choose tobacco-free, healthy lives.

On-ground partnerships enhance our understanding of local culture and governance. This helps us inform and influence large groups and sustain our programmes through the development of communities.



Rooted in Communities: Impacting the Nation



Thread of protection Kolhapur District, Maharashtra

Sant Gora Kumbhar Tarun Mandal in its 13th year of anti-tobacco initiatives in Sadoli Kolhapur, Maharashtra, joined SMF to make *rakhis* for shopkeepers. 15 children tied these beautiful, decorative, threads and formed a *raksha-bandhan* or relationship of protection with nine shopkeeper-uncles, who promised not to sell tobacco products to children under the age of 14. SMF Master Trainer and recipient of the Gandhi De-addiction Award, Mr. Eknath Kumbhar facilitated an oath-ceremony, where the audience pledged for a tobacco-free life.

ADVOCATE: Grassroots Tobacco Control

We equip stakeholders with scientific information on harmful effects of tobacco to improve enforcement of COTPA and create sustainability for the tobacco-control programme.

Through workshops, trainings, networking, and culturally-relevant initiatives, we ensure that all stakeholders are brought together to achieve the goal of a tobacco-free India.



Key tactics that helped us achieve our goals:

- Digital IEC (Information Education Communication) for increased reinforcement and improved outreach.
- Sensitisation and training conducted in small groups, across community and state.
- Networking and alliances with senior authorities at the district and block level.
- Monitoring implementation and prompt response, using The Tobacco-Free School App (TFS app) and 186 WhatsApp groups.

PROGRAMME RESULTS

12	district-level tobacco control committee meetings
40	Training of Trainers
44	media mentions
60	NGOs ready
214	administrators engaged
345	Teacher Training Workshops
745	media interactions
1,240	cluster coordinators involved
1,274	NSS volunteers informed
3,860	schools visited and evaluated
14,253	TFS app registrations
26,453	principals prepared
29,476	certificates of recognition received



PAN-INDIA TOBACCO-CONTROL

We build the capacity of local nonprofits to amplify the reach of the tobacco-control programme across India. In 2021–2022, our NGO partners made noticeable progress in increasing impact with some key achievements.



Balaji Seva Sanstha, Uttarakhand

Held a pledge ceremony at Kumbh Mela 2021. Formed the Uttarakhand Tobacco Free Coalition. Set up a Tobacco-Free Polling Booth at State Assembly Elections.

EFFORT, Andhra Pradesh

Trained 30 leaders of farmer/producer organisations.

Shikshit Rojgar Kendra, Rajasthan

Organised an anti-tobacco pledge ceremony for 4,148 youth, 90 Bharat Scouts, 5000 teachers.

MAYA, Karnataka

Hosted a video-making competition for 299 participants.

Chetana, Gujarat

Organised district-wide virtual training of 315 teachers and education officers.

INTEGRATE: Health & Hygiene

We integrate health and hygiene practices into our initiatives with communities to create self-sustaining change.

Our goals are to change health-related behaviour and introduce rural communities to hygiene practices through trainings, activities, and events. Our approach to health and hygiene was developed from a needs analysis of Aurangabad district in Maharashtra



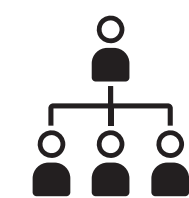
AWARENESS:
Children are most effective at creating change in families and communities. Bring behavioural change in adults with the participation of children.



COLLABORATION:
NGOs that have a local presence to use our modules to improve health, hygiene, and sanitation in specific assigned districts.



ALLIANCE:
Government schemes, such as WASH and Swachh Bharat Abhiyan to be allied with to create improved participation and wider impact.



DEVELOPMENT:
Stakeholders to work together to build a model district that becomes an example and can be replicated easily across Maharashtra.

HEALTH & HYGIENE IN 2021-2022

This year, we conducted online training and orientation for our 4 NGO partners and 12 NGO coordinators, who implemented village-centric initiatives, and capacity building and engagement sessions for community, teachers, and stakeholders. We visited 200 households to evaluate and determine the transformative benefit of the programme and we hosted our annual felicitation event to celebrate the effort of 10 champion students from each of the 100 villages.



- 1 Annual Event
- 4 Sessions
- 4 NGO Partners (Asmita Education Foundation, Navnirman Samajhitharth Sanstha, Swaraj Mitra, Dyandeep Pratishatan)
- 4 Districts – Dhule, Nandurbar, Wardha, Yavatmal
- 12 NGO Co-ordinators
- 40 Youth Health Fellows (10 in each district)
- 100 Villages
- 200 Households visited
- 3,882 Teachers trained

Health & Hygiene sessions with students and stakeholders

- Session1
- Session2
- Session3
- Session4

Harmful Effects of Tobacco and Tobacco-Free Schools	18,445
Personal Hygiene	19,182
Village Hygiene and Sanitation	15,897
Balanced Diet, Physical Activity, and Kitchen Gardening	14,172



Effort to effect Nandurbar District, Maharashtra

Youth Health Fellow, Madhuri Patil, regularly shared information and conducted sessions on daily hygiene practices. Her efforts had the desired effect: villagers stopped using ash to brush their teeth, and clean nails, combed hair, and washed clothes became part of their appearance, rather than an occasional occurrence. Children became key change agents, encouraging their families to practice what they had learned from Madhuri.

CHANGE: Corporate Partnership

We adapt, achieve, and bring lasting change to villages with the goal-oriented support of our corporate partners.

The Salaam Mumbai Foundation's first corporate programme was launched in 2007 in partnership with the Ambuja Cemenet Foundation.

In 2015, we initiated the Tobacco Control Programme with the Everest Foundation in Dindhori block of Nashik district, Maharashtra. Gradually, with funding from more corporate partners, we have taken the programme to 16 blocks across two districts in two states of India.

This year we continued our work in Nashik District, Maharashtra and Katni District, Madhya Pradesh with the assistance of the Everest Foundation. Nashik and Katni saw the participation of 250 children and 50 teachers at a Bal Parishad. The inaugural, note for the event was delivered by Chaggan Bhujbal, Cabinet Minister of Food and Civil Supply, Consumer Affairs. Government of Maharashtra.

The Bajaj Foundation supported the creation of five tobacco control videos that will be screened throughout India.



IMPACT:

Nashik district, Maharashtra

529

tobacco-free schools

1,064

participating schools

3,366

teachers trained

64

master trainer teams organised to sustain the programme

2,971

villagers reached during Ganpati and Diwali

665

NSS students interested in supporting the programme

30

media mentions

330

Everest employees take the tobacco-free life pledge

Tobacco-consumption down from

56.4% to 23.5%

at Lakhmapur village

2 mental wellness sessions for

1,782 stakeholders at

Lakhmapur village

Lakhmapur Research Paper

accepted in the Journal of Community Medicine.

Government authorities

present a plan to make all schools tobacco-free.

everest
FOUNDATION

EVEREST FOUNDATION IMPACT:

Katni district, Madhya Pradesh

44

tobacco-free schools at Kymore

5

youth leaders at the National Bal Parishad

10

Youth Volunteers

5

Youth Volunteers

Vijayraghavarh, the first tobacco-free school cluster

4

OUR COMMITMENT: A TOBACCO-FREE INDIA

We listen, interact, train, and monitor to strengthen the scaffolding that can hold the structure of a tobacco-free India.



In 2007, every child in Rural India was at risk of becoming a tobacco-consumer, this changed when a pilot project was launched in Chandrapur district in Maharashtra, by Salaam Bombay Foundation and Ambuja Cement Foundation. The pilot project grew to become Salaam Mumbai Foundation.

We have till date impacted the lives of over 1.8 crore (1,80,00,000) children in 10 states of India. We managed to transcend cultural and language barriers, local government dynamics, and infrastructural limitations by developing a model that encourages, supports, and relies on the active participation and initiative of teachers, local NGOs, and youth fellows.

Armed with scientific information, digital communication, presence on government platforms, implementation of the Yellow Line Campaign by police personnel, Tobacco-Free School App to increase participation and monitoring, and the proven efficacy of our training and intervention model, we are determined to make India tobacco-free and create a healthy present and a happy future for our children.

Corporate funders, government, and media have rallied support to help realise our vision of empowered children, who have the knowledge, conviction, and institutional backing to refuse tobacco, a life-threatening substance. Join us and together let us continue to create powerful change.



Join us and together
let us continue to create
powerful change.



Salaam Mumbai Foundation
1st floor Nirmal Building, Nariman Point, Mumbai 400021

+9122 6149 1900 | +9122 6639 1500
info@salaammumbai.org | www.salaammumbai.org