

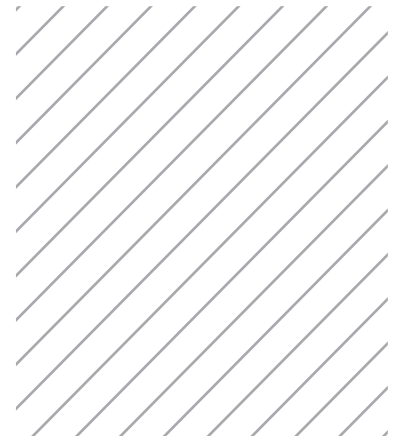


ANNUAL REPORT

2022-23



*Tobacco-free Healthy Child Programme
Rural Programme*



About Us

Salaam Mumbai Foundation is committed to making children healthy and tobacco-free. Salaam Mumbai Foundation believes that “Children lead a tobacco-free healthy life empowered with knowledge about the ill-effects of tobacco, good hygiene and nutrition practices, thereby ensuring that they can thrive with a sustainable societal health outcome”.

Since 2010, the Foundation has been working to achieve this goal through schools, educators, and other stakeholders to create change at the grassroots level.

Salaam Mumbai Foundation focuses on “training the trainer.” Through this we reach out to “influencers” at the rural level, from schoolteachers to public health workers, to local NGOs to the village sarpanch. They form the first level of educators taking the message out to the various target groups.

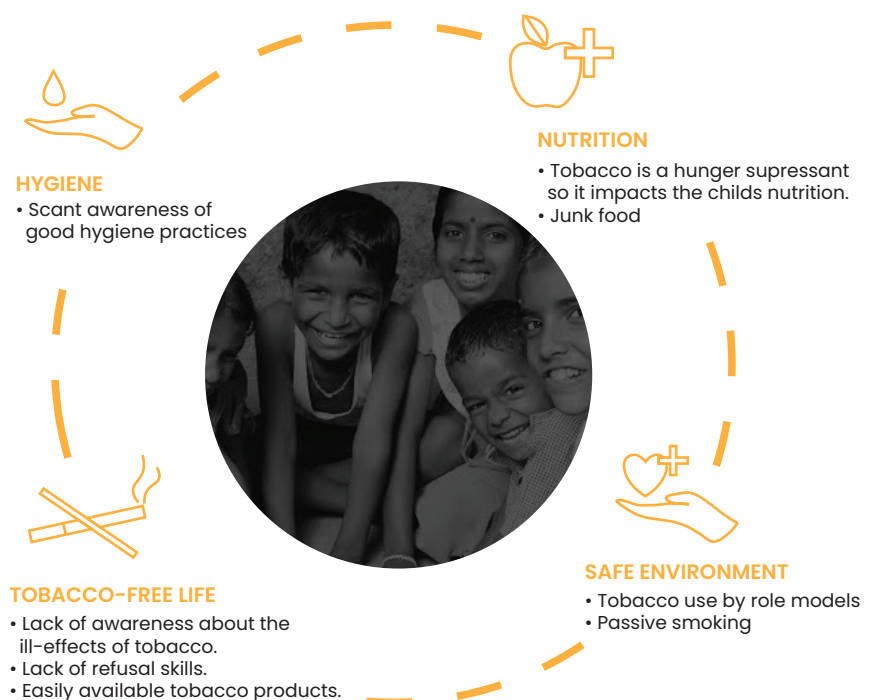
SMF is committed to capacity building of NGOs at the grassroots level to support the tobacco control programme and to partner innovative strategies for tobacco control.

Objectives of the Programme

- Enhancing health by sensitising students on maintaining hygiene for self, home, surroundings & provide a tobacco-free environment
- Sensitising stakeholders through various trainings, activities and events
- Bringing about behavioural change amongst students & in the community
- Replicating the model in other parts of India

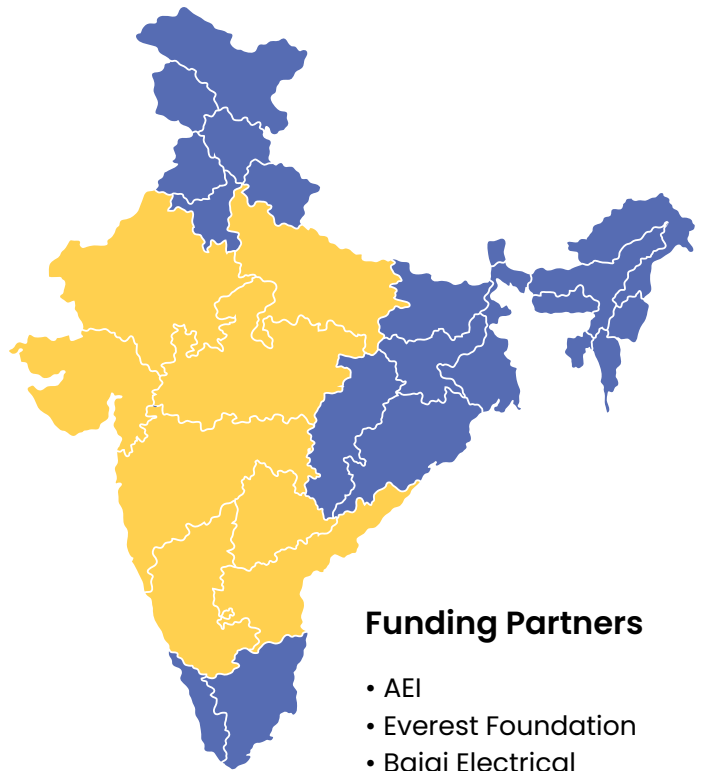
Dimensions & Components of the Programme

A child needs a proper nutrition, good personal hygiene and hygienic surroundings, a safe environment and a tobacco-free life for a happy, successful life. Many rural children do not have access to these key markers.



Overall Rural Programme Reach

- **10** States
- **40,313** Schools
- **34** Districts in Maharashtra
- **1,07,701** Stakeholders
- **2,472** Tobacco-Free Schools
- **305** Media Coverages
- **45** Non-Profit Organizations
- **42,343** Teachers



Funding Partners

- AEI
- Everest Foundation
- Bajaj Electrical
- Foundation
- NSF

Our Training model

The Salaam Mumbai Foundation works at the individual, community and policy levels. Harnessing the capacity of state and local institutions. We collaborate with officials from the government and from private organizations along with social influencers to increase our reach and maximise impact.



Sensitisation and Stakeholder Engagement



Advocacy and Capacity Building (Cascade Model)



Monitoring and Evaluation



Recognition and Awards

TOBACCO CONTROL PROGRAMME – Maharashtra

CREATION OF IEC MATERIAL

IEC Material are updated based on the current requirements changes in figures and details. Digitalised materials are developed leveraging the technology to enhance the reach. IEC distribution through soft copies is easier, cost effective and accessible as well.

TRAINING & AWARENESS

Training and Awareness session for our key implementers – Master Trainer and Cluster Coordinator across the programmatic locations, ensuring effective implementation to enhance the learning outcomes through focused approach.

MONITORING & EVALUATION

Meetings, Reviews and Follow Up

- Actively participating in the strategic discussion along with other stakeholders. Regular interventions with KPs, trainers and other stakeholders through phone calls and various WhatsApp group. Coordination and connectivity with the implementers and stakeholders ensuring effective implementation.

| | |
|----------------------|--------------|
| DLCC Meetings | 51 |
| NGO Meetings | 238 |
| Phone Calls | 690 |
| WhatsApp | 14117 |



Support through the Authorities

- Direct Interactions with the decision makers of the districts Collector, CEO and DEO through personal visits, sharing and discussing the TFS programme status and strategy accordingly.
- Connecting with the authorities on WhatsApp to provide them regular updates about the programme and seeking their support.
- Result of which 68 official letters were released by these decision makers to make their district Tobacco-free.

| | |
|--------------------------|------------|
| Collector | 23 |
| CEO | 22 |
| DEO | 54 |
| BEO | 214 |
| Extension Officer | 218 |

NGO & Individual Contributors



- The focus was shifted to cluster level approach this year for effective implementation of project.
- It was becoming difficult for block level or district level approach as the officers were not giving much response.
- SMF has been part of 51 DLCC meetings representing and presenting the work of TFS in those districts, as well as effectively participating in the strategies to make the district Tobacco-free.
- Multiple follow ups with cluster coordinator, master trainer, NGO partners and individual coordinators were done for making district TFS.
- KP meetings were held on regular basis and follow up with them has brought the impact of 159 clusters been made tobacco-free and more in progress.

| | |
|-------------------------------------|--------------|
| Master Trainers | 21712 |
| Cluster Coordinator Meetings | 274 |
| Cluster Coordinator Reach | 2975 |
| Principal Meetings | 82 |
| Principal Reach | 17187 |

HEALTH and HYGIENE PROGRAMME – Maharashtra

OBJECTIVES

- Enhance health by sensitising students on hygiene for self, home, surroundings and to provide a tobacco-free environment.
- Bring about a behavioural change amongst students.
- Community sensitise the stakeholders by organizing various trainings, activities, and events create a model district.
- Replication of the model in other districts of Maharashtra.



400 Sessions



400 Activities



7633 Students



1345 Teachers



3851 Villagers



882 VMC
Sarpanch, Parents & Village stakeholders



132 Kitchen gardens in schools

53 Kitchen gardens at home



134 Health Checkup

REACH

Two Districts :

200 schools, 2 NGOs
and 10 Youth Fellows

Nandurbar :

Navnirman
Samajhitharth Sanstha

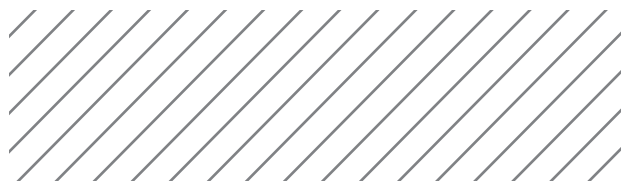
Dhule :

Dyandeep Pratishatan

CAPACITY BUILDING

Youth Fellows are the integral - part of this intensive programme. Orientation and capacity building sessions with them on a timely basis for effective implementation and also developing them as a role model for the village youths.

To monitor the project, SMF staff visited both districts, meeting with the youth fellows and NGO coordinators to assess progress and provide support.



ACTIVITIES

- Activities done at school and village level – rallies for tobacco awareness, hygiene awareness, cleanliness drives at school and community, hand wash activity conducted at school/community. Village Management committee was formed and activated at village level, with more than 102 meetings.
- This committee work towards the sustainability of the health and hygiene concept across the village.
- A kitchen garden initiative was implemented both at the school level and within the community, specifically in households. This initiative has received widespread acceptance and appreciation, particularly from women. Various vegetables such as brinjal, coriander, chillies, ladies finger, palak, lemon, and mint are grown in these kitchen gardens.
- The children have developed a sense of ownership as they actively participate in the development and maintenance of the kitchen gardens.



LEARNINGS AND OUTCOME

- Moreover, villagers have begun to comprehend the distinction between homegrown vegetables cultivated with organic manure and those bought from the market that are often produced in bulk using chemical fertilizers. This increased awareness highlights the benefits of organic produce.
- In each school, a Champions Group has been formed, comprising students who will be observed throughout the year to assess their active participation and the impact of the sessions on their own lives. Additionally, 10 champions from each village will be selected and felicitated for their outstanding contributions.
- Regular health check-up camps are organized where basic health assessments such as height, weight, and oral check-ups are conducted for both children and villagers, ensuring their well-being is monitored.

EVENTS AND ACTIVITIES – MAHARASHTRA

Festivals gives an opportunity for us to connect with people emotionally via various activities, this helps to deliver the message in an intensive manner.

- **34** districts

WNTD – Different activities like rallies, posters, drawing competition etc. conducted in all 34 districts in partnership with the health department of Maharashtra.

- **8936** stakeholders

A total of 8936 stakeholders participated in the WNTD activity across Maharashtra.

- **3700** participated

Ek Panti Vyasnamukticha- During Diwali diya is lighted with the pledge of no tobacco 3700 across the State participated.

- **8100** participated

An online pledge campaign was held throughout the month of May'22 and the link will be active for the whole year to take the pledge for "Quit tobacco and Save Environment".

- **7884** participated

Raksha-Bandhan Activity – Widely celebrated across the 34 districts in Maharashtra. Participation by Master Trainers, Teachers Villagers & Children across the state.

- **8000** reach.

Other prominent days like 1st Jan resolution, Dasra, Holi, Children Day, World cancer day etc. were celebrated with around 8000 reach



SUCCESS STORIES

LEAD THE CHANGE

Eknath Kumbhar Sir.

14 years of dedication and work towards the cause, Eknath Kumbhar Sir has always been part of the mission. This year, he was able to bring about a significant change in Sadoli village by visiting all the shopkeepers who have been selling tobacco in the village and convincing them to discontinue the sale of this harmful product. His efforts has given a tobacco-free environment to more than 5000 villages in Sadoli village.



MAKING WAY FOR HEALTHY FOOD

In Nandurbar Billaipada Z.P. School, the active Village Management Committee and Self group Ladies came together to provide healthy homegrown veggies to the villagers. Since there was no space in the school, they decided to bring up the kitchen garden in the common kitchen areas across the village by building fence around it.

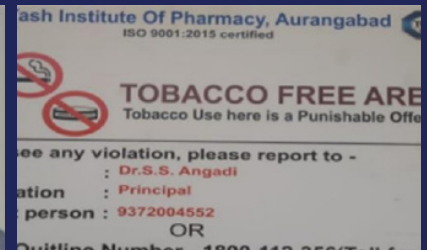


INSPIRING THE YOUTH

Shri Rajendra Patil

Shri Rajendra Patil, a master trainer from Sangli district, Valva taluka, has been actively involved in the Tobacco Control Programme since 2015. Through his dedicated efforts, a remarkable 392 schools have been declared tobacco-free, promoting a healthier environment for students.

Recognizing his significant contributions, Shri Rajendra Patil was honoured with the Mahatma Gandhi de-addiction Award by the Maharashtra Government. His commitment and passion have not only impacted schools but also inspired his daughter to take action.

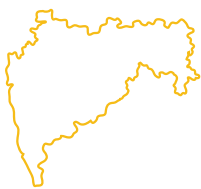


Inspired by Father's work and dedication in the tobacco control programme. Daughter who is a pharmacy student decides to make Yash Institute of Pharmacy tobacco-free and successfully does it by completing all the criteria. This inspiring story highlights the positive influence of individuals like Shri Rajendra Patil and demonstrates the ripple effect of their efforts in creating tobacco-free spaces.

IMPACT – Making of Tobacco-Free Schools



**15 blocks and
261 clusters**



**Gondia
Sindhudurg
Jalgaon**

and with **less than 100 schools** remaining, these districts are on the verge of successfully meeting the criteria for the tobacco-free school declaration.



TOTAL REGISTRATION
April- March
2022-2023
5618



TOTAL TFS
June- March
2022-2023
2472



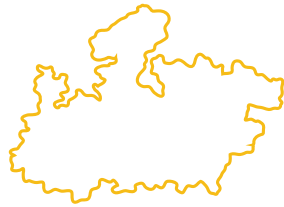
GUJARAT

17



MAHARASHTRA

2561



MADHYA PRADESH

54

To overcome statewide challenges, the strategy shifted to a cluster-level approach with cluster coordinators, enabling focused efforts and aiding NGO partners, master trainers, and cluster coordinators in meeting the targets.

IMPACT – Through IEC Material

Six videos on personal health, hygiene, tobacco's ill-effects, COVID-19, misleading industry practices, and environmental impact were funded by Bajaj Electrical Foundation.

Reaching out to 16,358 participants through 186 WhatsApp groups, as well as Facebook and YouTube. Stakeholders in Maharashtra, Rajasthan, Gujarat, Karnataka, Madhya Pradesh, Uttar Pradesh, Andhra Pradesh, West Bengal, Uttarakhand, and Bihar accessed the videos.



Paradise Awards



Mithaiwala



Gold Dust



Tandursutee



Bhoopu



Tobacco – An Evil to the Environment

STATE WISE ACTIVITIES & EVENTS

The National Replication Programme extended its reach to Rajasthan, Uttarakhand, Karnataka, Andhra Pradesh, and Uttar Pradesh in collaboration with Narottam Seksaria Foundation. In Madhya Pradesh and Gujarat, the programme was facilitated by AEI.

AEI Funded Projects

- **2000** individuals
Awareness session with 2000 individuals from 55 villages on Tobacco Control.
- **20000** participants
DRI, Madhya Pradesh – Gramodya Mela- 20000 participants – Dy. Chief Minister of UP.
- **120** villages and **1500** Schools
From the 13th to 15th of August 2022, rallies, awareness sessions and oath taking took place in 120 villages and 1500 Schools.
- **2350** schools and colleges.
Chetna (Ahmedabad- Rural) – State Level Consultancy, social media campaigns, WNTD workshops in schools and colleges.



NSF Funded Projects

- **250** participants

Bundelkhand Sewa Sansthan, Uttar Pradesh – WNTD activity – 12 villages – 250 participants

- **428** teachers trained

MAYA, Karnataka – The district has 4 blocks with over 1600 schools. Online Training was provided to all these schools. Trained 428 teachers in the districts.

- **500000** participated.

In the campaign, Aao Gaon Chale Uttarakhand Ko Tambaku Mukta Karen Campaign, launched by the Health Minister Dr. Dhan Singh Rawat on 31st May, state level oath “Say No Tobacco Products” was taken. In this mass event more 5 lakh people participated.

- **2096** students

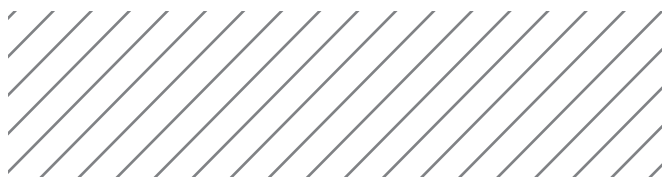
Awareness campaign in different schools, 2096 students – Uttarakhand.

- **120** villages and **1500** Schools

From the 13th to 15th of August 2022, rallies, awareness sessions and oath taking took place in 120 villages and 1500 Schools.

- **100** days

In collaboration with the state NTCP cell, SRKPS played a role in a 100-day action campaign that ended on WNTD.



HIGHLIGHTS & ACHIEVEMENTS

NATIONAL BALPARISHAD

Balparishad (Children's Council) is a platform that has been developed to increase the effectiveness of school students' roles as young leaders for tobacco control. The third online Everest Balparishad was organised on the 31st of January 2023.



375 STUDENTS



6 STATES



8 SKILL DEVELOPMENT SESSIONS



3 COMMUNITY BASED ACTIVITIES

Sessions

- **4 Basic sessions**
Ill effects of Tobacco and COTPA
Conflict Resolution and Bal Parishad roles & responsibilities. Communication and Self Confidence Tobacco Control stakeholders responsible (Police, FDA, Media, Health, etc)
- **4 Advance sessions**
Letter Writing, Communication skills, Presentation skills and Child Safety.
- **3-5 Practice sessions**
were held post finalization of the Dias students.
- Selection was done based on their participation during the sessions, activities and their communication skill set.

Activities

- Balparishad students did multiple activities throughout the year-
- Actively raised awareness at the community level
- Educating community members and tobacco shop vendors about the harmful effects of tobacco and the COTPA (Cigarettes and Other Tobacco Products Act)
- They made appeals to shopkeepers, urging them not to sell tobacco products in proximity to schools.
- They posted COTPA act 2003 posters with messages highlighting that selling tobacco products to and by children is considered an offense.



REACH



Total Event
Participants

700



School level
Participants

6,247



YouTube Views
& Facebook

1,164



Total Students

375



Total Teachers

175



Media

45

IMPACT BY YOUNG LEADERS



Stakeholders sensitized
through year-long activities.

20890



Claim to quit tobacco
post sensitization.

144



Household visited
& sensitized.

398



Community
members sensitized.

1102



Shopkeepers
sensitized.

32

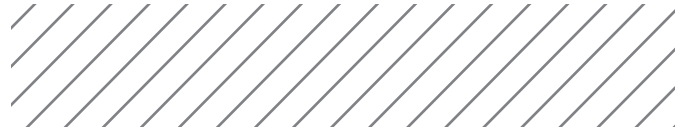
CORPORATE PARTNERSHIPS




EVEREST FOUNDATION PROJECTS

Nashik- Maharashtra,
Kymore- Madhya Pradesh and
Dahej-Gujarat.



Salaam Mumbai Foundation in association with Everest Foundation has been working to provide a safe and tobacco-free environment to the youth of Nashik (Maharashtra), Kymore (Madhya Pradesh) and Bharuch (Gujarat) through various initiatives in collaboration with the Department of Education and Health.



| | Master Trainers | Teachers | Students | Stakeholders | Tobacco-Free Schools |
|--|-----------------|----------|--------------------------------------|------------------------------------|----------------------|
|  <p>Nashik</p> | 86 | 1856 | 40358 | 4248 | 548 |
|  <p>Kymore</p> | 64 | 555 | Harriya: 4312, Vijayragavgh: 2814 | Harriya: 600, Vijayragavgh: 583 | 35 |
|  <p>Dahej</p> | 17 | 134 | TFS: 1934, health & hygiene: 2716 | 368 | 17 |

IMPACT

- 548 schools have been declared tobacco-free at Nashik.
- Surgana & Igatpuri block was declared as tobacco-free schools blocks.
- 35 schools have been declared tobacco-free at Harriya cluster, Kymore.
- 17 schools have been declared tobacco-free at Dahej cluster, vagra block.
- 30 media coverages
- 382 NSS students have shown interest in supporting the programme.

EVEREST BALPARISHAD

The third online Everest Balparishad took place on January 31, 2023, with the participation of 250 school students from 3 states in India. In Nashik, 20 students from 13 blocks, as well as 6 students from Kymore and 2 students from Dahej, actively carried out these awareness activities in their respective villages.

On January 31, 2023, the Everest Balparishad event took place, with the participation of 15 students, 2 anchors, and 6 dignitaries from the FDA, Health, and Education departments of Nashik, Kymore, and Dahej. A total of 388 participants from Kymore, Dahej, and Nashik joined the Balparishad, and the event also gained attention on Facebook and YouTube platforms.



3
STATES



250
STUDENTS



8
SKILL DEVELOPMENT
SESSIONS



3
COMMUNITY BASED
ACTIVITIES



Tobacco-Free Healthy Life Animated Video Project by BAJAJ ELECTRICAL FOUNDATION

SalaamMumbaiFoundationinassociation with Bajaj Electricals Foundation came together in March 2021 to develop five different educational videos to address components related to COVID, Health, Hygiene and Tobacco Free India. Six videos were developed in total, five were made last year and one was made this year with the following topic.

1. Environmental Impact –
Making the Youth aware about the impact of Tobacco on the environment.



*The film is named as
"Tobacco – An Evil to the Environment."*

NETWORKING WITH GOVERNMENT

SMF actively participated in various workshops and events, effectively representing their work. These platforms provided valuable opportunities. As a result, SMF successfully forged new partnerships and avenues for implementing tobacco-free projects in other states.

Participatory Events

- Online national workshop conducted on Tobacco Control Program and Cessation
- State Level Workshop –with Uttarakhand Health officers -38
- Participated in National Workshop organized by health ministry of India.
- On 30th Sep. 2022 – participated in the state level tobacco Control Committee meeting which was chaired by Mr. Manu Kumar Srivastava (Chief Secretary of Maharashtra)



Impact Through Networking

- NTCP Maharashtra issued a letter to use TFS app while uploading the 09 criteria.
- Hon. Secretary Ranjeet Singh Deol. The Education Ministry of Maharashtra approved the TFS app developed by SMF and circulated letters to all districts.
- Maharashtra Education ministry issued letter to complete 09 criteria of TFS for all districts.

LEARNING and CHALLENGES

LEARNING

- Hybrid Model – has increased the effective implementation across the programmatic location.
- There have been multiple levels of interactions with the stakeholders and the key implementers both through physical and virtual mode.
- Locations where more challenges have been faced are dealt with physical intervention building up the rapport and problem solving techniques.
- Virtual modes –The programmatic location being rural, virtual mode increases the reach in rural parts with limited travel to far off locations and also resolving the precautionary measures involved during travel with the stakeholders or beneficiaries. Cluster/Block level approach is more effective for replication.



FUTURE PLAN



NATIONAL PROGRAMME

- Networking with government in other States state level intervention
- Association with more NGOs in other states through different funding partners.

MAHRASHTRA PROGRAMME

- District level focus – Individual contributors for implementing effective TFS block-wise.
- Content Training Online & Implementation meetings offline.
- Monitoring reviews with NTCP and education department.
- Timely review with Health and Education department of Maharashtra.

HEALTH AND HYGIENE

- Integration of health & hygiene in the rural tobacco control programme– 5 districts.
- Continue to have the intensive approach in 2 districts



BALPARISHAD

- Extension to total 7 states this year.
- Build youth champions stronger towards sustainability of programme via Balparishad.
- Activate the champions throughout the year through multiple initiatives to sensitize the stakeholders at school and community level.
- Collaboration with alumni group – utilizing their potential for Health and Hygiene initiatives along with the youth fellows and later progressing as Youth Fellows.

CORPORATE FUNDERS

- Everest – 3 locations- Nashik, Kymore and Dahej
- ACF – 4 locations - Chattisgrah- Bhattapara, Marwar Mundwa – Rajasthan, rabriyawas – rajasthan and Daralghat – Himmachal Pradesh.
- NSF – New NGOs
- Have approached prospect funders like Bajaj Electrical Foundation, HDFC Parivartan and Ultra Tech Cement for Tobacco – free Healthy Child Programme.



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