

Annual Report 2018-19





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We Lead the Change Foreword

Ten years ago, the Salaam Mumbai Foundation began with a dream—to empower children to lead a tobacco-free, healthy life. As we progressed towards fulfilling this mission, we understood that the problem of tobacco is a symptom of larger issues facing children, which requires a holistic solution.

With this knowledge, in 2018–19 we built on the successes of the decade by focusing on capacity-building of local stakeholders and leaders to support a viable tobacco control model. This year was eventful for us as we ventured into two of the biggest states of India—Uttar Pradesh, the largest in terms of population, and Bihar.

But scale without sustainability is not our goal. Strategically, we employed a cascade model to reach and sustain our mission into the farthest blocks and villages of the country. We completed the master trainer training programme across all 33 districts of Maharashtra, India's second largest state. The biggest triumph came when we were able to declare all the schools in Nandurbar district of Maharashtra tobacco-free.

Mobilizing our corporate partnerships, 2018–19 saw us initiate our tobacco control programme in three locations where the Ambuja Cement

Foundation is based—Ambuja Nagar in Kodinar, Gujarat, Farakka in West Bengal and Chirawa in Rajasthan.

This year we also signed an MOU with the Tribal Development Department, Maharashtra, under which the Salaam Mumbai Foundation along with LifeFirst, an evidence-based tobacco-cessation service, will start the tobacco control programme in all the ashram schools in Nagpur. Now we have received permission from the government of Maharashtra's education department to run our tobacco-free schools programme in all the districts of Maharashtra. The government is as devoted as us in trying to make Maharashtra the number one tobacco-free schools state in the world and has promised us all their support.

Determined to fulfill our renewed mission and vision statements this year, we have partnered with local change agents so they can create ripples of progress that touch individuals on every level, and eventually, the whole nation.

With your support we will continue to inspire and enable change and create a tobacco-free world for the future of tomorrow.

Rajashree Kadam
Trustee, Salaam Mumbai Foundation



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We Empower

Vision

Empowered children lead a tobacco-free, healthy life armed 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.

Mission

To positively impact the health of children in rural India by making their schools tobacco-free. We do this by engaging all the stakeholders in the ecosystem, creating education modules on tobacco control, and increasing awareness of good health, hygiene and nutrition practices. These programmes ensure a sustainable societal outcome, so children can lead a tobacco-free, healthy life.

Objectives

The core objective of the project is to make all schools tobacco-free which leads to making the lives of students healthy, happy and sans tobacco.

- 1 Make schools tobacco-free as per the criteria developed by the CBSE and approved by the WHO.
- 2 Equip all stakeholders with scientific information about the ill effects of tobacco and establish tobacco's direct link with health and hygiene.
- 3 Enable the scalability and sustainability of the tobacco control program.



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We Enable: Beginnings

With a vision of creating a tobacco-free environment for healthy children, we took our first step in 2007 in the Chandrapur district of Maharashtra. We collaborated with the Ambuja Cement Foundation's pilot project that involved 20 villages and the local health workers called SAKHI. Today we are a pan-India movement for the effective implementation of tobacco control laws with a presence in eight states and thirty-four Maharashtra districts, having helped over 54,000 schools become tobacco-free.

India accounts for $\frac{1}{6}$ of the world's tobacco-related deaths!



We Achieve: Our Reach 2007-08 to 2018-19

	NGO PARTNERS	DISTRICTS	SCHOOLS	TEACHERS	
WEST	Rajasthan	Vaani Sanstha ACF	2	1459	1297
	Gujarat	Chetna India	2	1095	450
		ACF (Ahmedabad Rural and Kodinar)			
Maharashtra	Salaam Mumbai Foundation	34	48,000	89,419	
CENTRAL	Madhya Pradesh	Bhoj Shodh Sansthan	2	1204	625
SOUTH	Karnataka	Vinayakrao Joshi Kaka Sansthan	2	1814	1095
EAST	West Bengal	ACF	Farakka	120	110
	Bihar	Disha Ek Prayas	Bhojpur	55 TRAINERS	
NORTH	Uttar Pradesh	Tarun Chetana		2890	1171

582 nonprofit organisations partnered with

3,763 master trainers engaged

15,389 police personnel sensitised

15,524 schools declared tobacco-free

20,611 stakeholders empowered

58,401 schools reached

102,143 teachers reached

Maharashtra districts declared tobacco-free — **Nandurbar** and **Dhule**

Maharashtra blocks declared tobacco-free — **Nifad, Chandwad** and **Nagbhid**

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We Pioneer Progress: What We Do

The Salaam Mumbai Foundation adopts a holistic approach in designing its programmes. We understand that tobacco addiction is a result of multiple factors: low self-esteem, lack of refusal skills and inability to deal with peer pressure, along with societal norms, industry practices and ineffective implementation of tobacco control laws.

India accounts for **86%** of the world's oral cancer.²



Our goal is to equip all stakeholders with scientific information about the ill effects of tobacco use and enhance their participation for the enforcement of India's tobacco law, creating a scalable and sustainable tobacco control programme.

With this understanding, the Salaam Mumbai Foundation works in five key areas:

- 1 **Empowering children** to refuse tobacco and become change agents.
- 2 **Building capacity** of local leaders to join the tobacco control movement.
- 3 **Equipping all stakeholders** with scientific information about the ill effects of tobacco and its direct influence on health and hygiene.
- 4 **Engaging policymakers** and administrators to support tobacco control policies.
- 5 **Increasing public awareness** about the ill effects of tobacco and its relevance to health and hygiene through mass media campaigns.

1 in 3 Indian adults uses tobacco.³



Leading from the Front Rahul Rekhawar

As the district collector of Dhule, Mr Rahul Rekhawar was devoted to the tobacco control movement. He was committed to the implementation of the 11 Tobacco-Free Schools criteria and ordered the demolition of all tobacco shops that were within a hundred yards of schools in the district. Not only did he visit the district schools to monitor their progress towards the Tobacco-Free Schools mission, he also implemented several innovative programmes such as “Tambaku ki Holi” and “Ek Patra Vyasana Mukti Sathi,” where students wrote letters to their parents asking them to quit tobacco.

Due to Mr Rekhawar’s unrelenting efforts, 1,965 schools fulfilled all the criteria of Tobacco-Free Schools and were successfully registered on the TFS app. It was because of Mr Rekhawar’s passion and dedication that we were able to declare Dhule district the fourth Tobacco-Free Schools District under his leadership in April 2019.



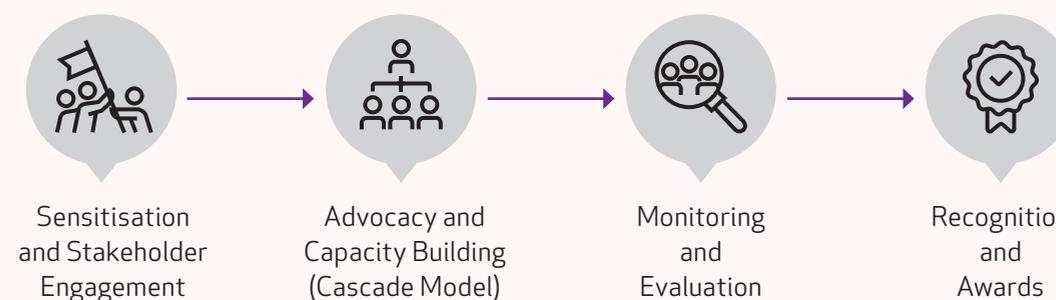
The Tobacco-Free Schools mission is not a government task, it's a divine duty which needs to be fulfilled by our heart."

Mr Rahul Rekhawar

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We Sustain: Our Approach

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 organisations along with social influencers to increase our reach and maximise impact.



The Salaam Mumbai Foundation Model

1 Stakeholder Engagement

Capacity building and sensitisation of local stakeholders to create a cohort of change leaders.

- > *Local stakeholders include master trainers, teachers, anganvadi sevikas, public health workers, cluster coordinators, education officers, district collectors, health officers, BEOs, Zilla Parishad presidents, and more.*

Liaising with local media for disseminating the anti-tobacco message.

Advocating with state and district authorities.

Creation and dissemination of anti-tobacco publications, press releases and presentations.

Networking by involving the local nonprofits in district level training. We team up with nongovernmental organisations that share our values to extend our presence.

- > *We help the NGOs with capacity building and they assist us in monitoring the tobacco status of local schools.*

2 Scalability

The Salaam Mumbai Foundation programme is designed for pan-India scalability. Creating a replicable model of the tobacco-free school programme is at the heart of our approach.

- > *The tobacco-free school programme is implemented through training of trainers at the state level and then replicated nationwide in partnership with governmental and local nongovernmental organisations.*

*Due to the Salaam Mumbai Foundation's efforts, **tobacco control information has been included in the Maharashtra state board curriculum, directly reaching 15 lakh students.***



3 Sustainability

Advocacy with government ministries and international aid agencies for policy level changes in tobacco control through evidence-based research.

- > *The Salaam Mumbai Foundation was instrumental in integrating tobacco control activities in governmental systems. The 11 criteria were incorporated in the UDISE system and tobacco control information has been included in the Maharashtra state board curriculum, directly reaching 15 lakh students.*

Partnerships with NGOs across India.

The local non-profits—many of them award-winning organisations—know the demographics of their regions and have a good rapport with the local governmental bodies.

Web presence for effective outreach.

The foundation conducts social media outreach via Facebook and Whatsapp. We have also digitised all our tobacco research and recently conceptualised four learning management systems on tobacco control.

Publishing evidence-based research studies in renowned journals.

- > *GHSP: "Tobacco-Free Village Programme: Helping Rural areas implement and achieve goals of tobacco control policies in India."*
- > *APOCP: "Adherence to the Tobacco-Free School Policy in Rural India."*
- > *Ingenta: "Tobacco-Free school policy in Maharashtra, India: A Qualitative Exploration of Implementation Facilitators and Barriers."*

Launching web-based learning platforms

such as an online learning management system for sharing of courses and best practices.

Creating online monitoring tools like the Tobacco-free School app.

- > *Teachers can download the app from the Google Play Store to upload their 11 UDISE criteria with photos and documents to declare their schools tobacco-free.*

38% of rural Indians consume tobacco. **vs** **24%** of urban Indians consume tobacco.⁴

Every **16 seconds** a child in India tries tobacco.⁵

We Inspire: Train the Trainer

To build a sustainable programme and extend our reach, the Salaam Mumbai Foundation follows the “Train the Trainer” model. The Salaam Mumbai Foundation leverages the existing governmental education programme of “master trainers” selected by the government.

Tapping into this network, we conduct workshops for master trainers where they learn about tobacco products, the harmful effects of tobacco use, and India’s tobacco control legislation. Training is based on a participatory approach using adult learning models.

Once trained, master trainers incorporate tobacco control training into the workshops they conduct for teachers at the block level. The Salaam Mumbai Foundation ensures that the Master Trainers receive not only information about tobacco control but also the tools to train teachers to build tobacco control programmes in their schools.

Master trainers are experienced head teachers or cluster coordinators selected by the government. They conduct regular training sessions across the state on current teaching methods and elements of the curriculum.



The core teacher-training programme is supported at the community level by capacity building workshops and trainings. These interventions are designed to motivate and empower local change agents to assist in tobacco control initiatives in their communities.

Our goal is to equip all stakeholders with scientific information on the ill effects of tobacco use and enhance their participation for the enforcement of COTPA, creating a scalable and sustainable tobacco control programme for teachers and other stakeholders.

Because the trainers are the resident stakeholders, this strategy enhances local participation and fosters ownership, leading to higher rates of success.

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We Extend: Stakeholder Partnerships

- 1 Partnerships with local NGOs &
- 2 Corporate Partnerships



1 Partnerships with local NGOs

The Salaam Mumbai Foundation is committed to the capacity building of NGOs at the grassroots level to support the tobacco control programme. We partner with many award-winning local organisations that are keenly familiar with the demographics of their particular regions. They also have good working relationships with the local governmental bodies. The local NGOs are vital in our mission of strengthening the tobacco control programme. The idea behind our approach is to proffer support to enable partner NGOs to develop innovative strategies for tobacco control.

By training and working with **579** NGOs in Maharashtra, the Salaam Mumbai Foundation was able to reach almost **30,00,000** children, youth and community members in the state.

8,000 stakeholders were trained with the foundation's 7 pan-India NGO partners and they reached out to **60,000** school students.

30 partner NGOs have declared their workplaces tobacco-free and have trained their staff to implement tobacco control activities.

5 partner NGOs have been awarded the prestigious Vyasnamukti Award for their exceptional work in the area of tobacco control.

20 lakh children annually consume tobacco in India.⁸

2 Corporate Partnerships

With financial and infrastructural support, corporate partnerships enable the foundation to lay down deep and strong roots.

Some key achievements this year from our enduring partnerships:

Narotam Sekhsaria Foundation

- NSF grant ceremony was conducted during NCTOH 2019 in the presence of Hon. Education Minister, Shri Vinodji Tawde.
- A survey of 75 schools across the district of Pratapgarh with promising results visible already.
- Conducted a workshop, "Artificial Intelligence for Social Good" at Microsoft Research, Bangalore.

Ambuja Cement Foundation

- All Ambuja Cement Foundation and SEDI offices across three locations are now COTPA compliant.
- Information, education and communication material such as books, posters and flipcharts developed in Hindi, Bengali and Gujarati to extend our reach to maximum people.
- ACF staff from three locations had participated in NCTOH 2019. The attendees were trained by experts from around the world in issues such as advocacy and technological upgradations in reporting.

Ambuja Education Institute

- 11 schools declared tobacco-free in Dholpur, Rajasthan.
- Anti-tobacco messages aired on the local radio station in Rajasthan.
- A tobacco control-themed poster competition in association with NTCP and Chetna India reached 5 lakh people in Ahmedabad.
- World No Tobacco Day was celebrated with great zeal across the country in all the AEI locations.
- An abstract championing a complete ban on tobacco was submitted to the Ministry of Human Resource Development, Rajasthan.



5,500 children take to tobacco EVERY DAY in India.
14.6% of them are 13 to 15 years old.⁹

A trailblazer Ajija Bibi

Farakka in West Bengal is a hub of bidi making, the trade being a common household activity. People's livelihoods are dependent on the trade. It's no surprise that young children take up bidi smoking early on in such an environment.

Ajija Bibi, a health worker at the ACF Farakka plant, is a beacon of change in the region. After attending the Salaam Mumbai Foundation awareness session, she has been spreading our no-tobacco message. She regularly visits villages and schools to conduct door-to-door interventions. During the visits, she shares information about the ill effects of tobacco and asks parents to not involve their children in the bidi making trade.

Not only has Ajija Bibi helped twelve people quit tobacco, her home is also a tobacco-free space with no tobacco users in the family. A tobacco control kit always on hand, Ajija Bibi continues to enlighten the community. She was felicitated for her work by the Salaam Mumbai Foundation and Ambuja Cement Foundation.

Not only has Ajija Bibi helped twelve people quit tobacco, her home is also a tobacco-free space with no one in the family who consumes tobacco.



We Spark

2018–2019 Highlights

1 Strong Digital Presence

We have strengthened our digital presence to offer easily accessible resources to the stakeholders.

Tobacco-free School App: Teachers can download the app from the Google Play Store to upload their 11 UDISE criteria with photos and documents to declare their schools tobacco-free. Partners can also complete the module on tobacco control online to get certified. We have received data from 22,203 schools, out of which 9292 schools are declared tobacco-free.

The Salaam Mumbai Online Learning Management System for sharing of courses and best practices. We have also digitised all our tobacco research.

Other web resources include the Salaam Mumbai website, the Salaam Mumbai Foundation Facebook page, digitised IEC material, and online films about tobacco control.



2 Nandurbar, The Third Tobacco-free District In The World

On August 15, 2018, the Guardian minister of Nandurbar Mr Jaykumar Rawal and district collector Mr Mallinath Kalshetti proudly declared Nandurbar district a tobacco-free school district with 1,530 tobacco-free schools.



3 Independence Day Student Movement

Led by the Salaam Mumbai Foundation, 26,185 students participated in a mass-awareness rally about the ill effects of tobacco on August 15.



4 Tobacco-free Life Pledge

On February 3rd, on the occasion of Oral Cancer Day, the Salaam Mumbai Foundation conducted the Tobacco-free Life Pledge across 109,000 schools in Maharashtra.



5 Tobacco-free Oath at Mantralaya, Mumbai

On the occasion of World No Tobacco Day, the Salaam Mumbai Foundation, the Department of Health, Social Justice, and FDA of Maharashtra State jointly organised a three-day programme in Mantralaya. with a public exhibition, posters about the ills of tobacco and interactive games and activities. Mr Devendra Phadanvis led the oath against tobacco with the entire Mantralaya staff participating.

Be the Change

Join the movement

As we continue to empower and enable change, we invite you to join our tobacco control movement.

As a local champion, you can support our efforts financially, volunteer with us, and also contribute by giving technical support to local teachers in using the app.

Help us realise our dream of a tobacco-free world to bring real change.

www.salaammumbai.org

THANK YOU.

Many thanks are in order to our partners and supporters.



Ambuja Education Institute

Narotam Sekhsaria Foundation



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