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IMPACT REPORT

Igniting possibility and sparking change with a successful partnership

START



How to navigate this document

Section Navigation

Use the main navigation to move between sections.



Home

Use the home button to move to first page.

Page Navigation

Use the page navigation to move to previous page.

Page Navigation

Use the page navigation to move to next page.





THE TOBACCO EPIDEMIC THREATENS INDIA'S FUTURE



28.6% Indian adults use tobacco

13,00,000 Indians die from tobacco related diseases annually

16s  Every 16 seconds, 1 child consumes tobacco for the first time in India

5,500 Indian adolescents take up tobacco every day

8.5% of 13 to 15 year olds consume tobacco in India

38% Tobacco consumption in India is higher in rural areas by 38%

Introduction

Partnership
for Change

Reach
and Impact

Impact
Highlights

Voices
of Impact

Challenges
and Learnings

The
Future



PARTNERSHIP FOR CHANGE





x



Partnership for Change

With a vision of creating a tobacco-free world for children, the Salaam Mumbai Foundation's pilot project was launched in collaboration with the Ambuja Cement Foundation at ACF Chandrapur in 2007.

From working with 20 villages, today Salaam Mumbai Foundation has transformed into a country-wide movement with a presence in 54,000 rural schools.

We continue our partnership with ACF across three states to positively impact the health of children and their communities by making their environments tobacco-free.



VISION

Our mission in collaboration with ACF is to positively impact the health of children in rural India by creating a safe, hygienic tobacco-free milieu.

Working hand in hand with local residents, schools, grassroots government and nonprofits, we empower children to make the right choices about their health and livelihood.

Currently the SMF × ACF partnership extends across three states in Chirawa (Rajasthan), Farakka (West Bengal) and Kodinar (Gujarat).



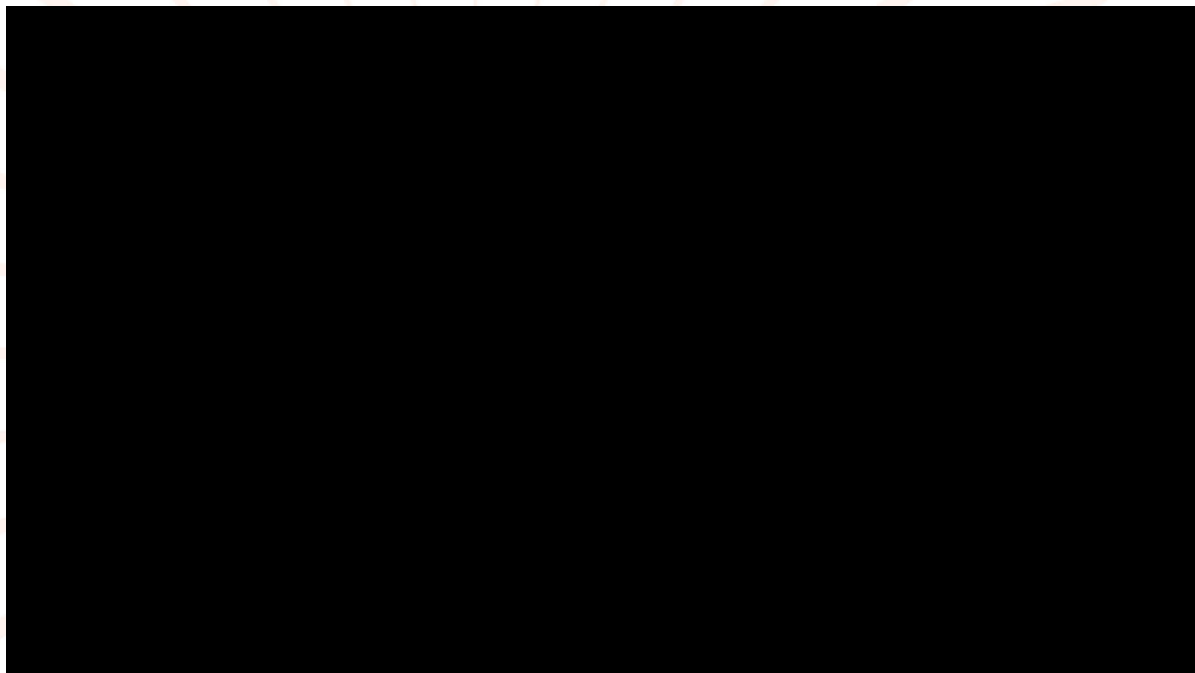


Our primary objective is to harness positive change through this corporate partnership to enable and support tobacco-free, healthy children.

- Raise awareness and provide education and tools for teachers and school administrators about the dangers of tobacco use and secondhand smoke.
- Making schools tobacco-free based on COTPA 2003, Section 4, 5 and 6(a) and 6(b).
- Ensuring effective implementation of COTPA 2003, especially section 4, 5 and 6(a) and 6(b).



OBJECTIVES



The SMF × ACF strategy is to engage all the stakeholders in the ecosystem to create awareness and boost implementation.

1. Information, Education and Communication Material

We create research and evidence-based educational and informational material for effective advocacy and policy-level intervention. The material includes posters, audio visual modules and powerful digital content such as films that increase the awareness of the tobacco issue among students and stakeholders.



2. Capacity Building

We collaborate with local teachers as well as government stakeholders (policymakers) and non government stakeholders (local NGOs) for sustainability and to build a strong foundation. The stakeholders are using education modules on tobacco control as well as good health, hygiene and nutrition practices.

We also sensitise all the stakeholders to garner support towards our mission of making schools tobacco-free and working towards the national tobacco-free healthy child programme.

3. Community Interventions

We organise training-led school and community interventions with local stakeholders such as parents, students, health workers, village sarpanch, school management committees and local law enforcement for sustainable outcomes.

4. Advocacy

We engage government administrators and departments at the national and state levels for policy-level change. Liaising with policymakers also strengthens our state-level presence.



APPROACH





REACH AND IMPACT



The SMF × ACF Partnership in Numbers

3 States

Rajasthan



Gujarat



West Bengal



100% ACF offices COTPA-compliant

100% ACF staff trained

5,000 community members sensitised

2,261 teachers trained

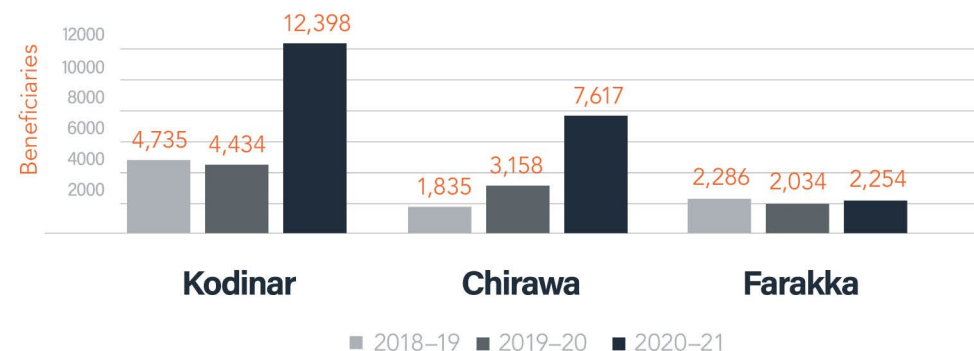


89
Tobacco-free
Schools

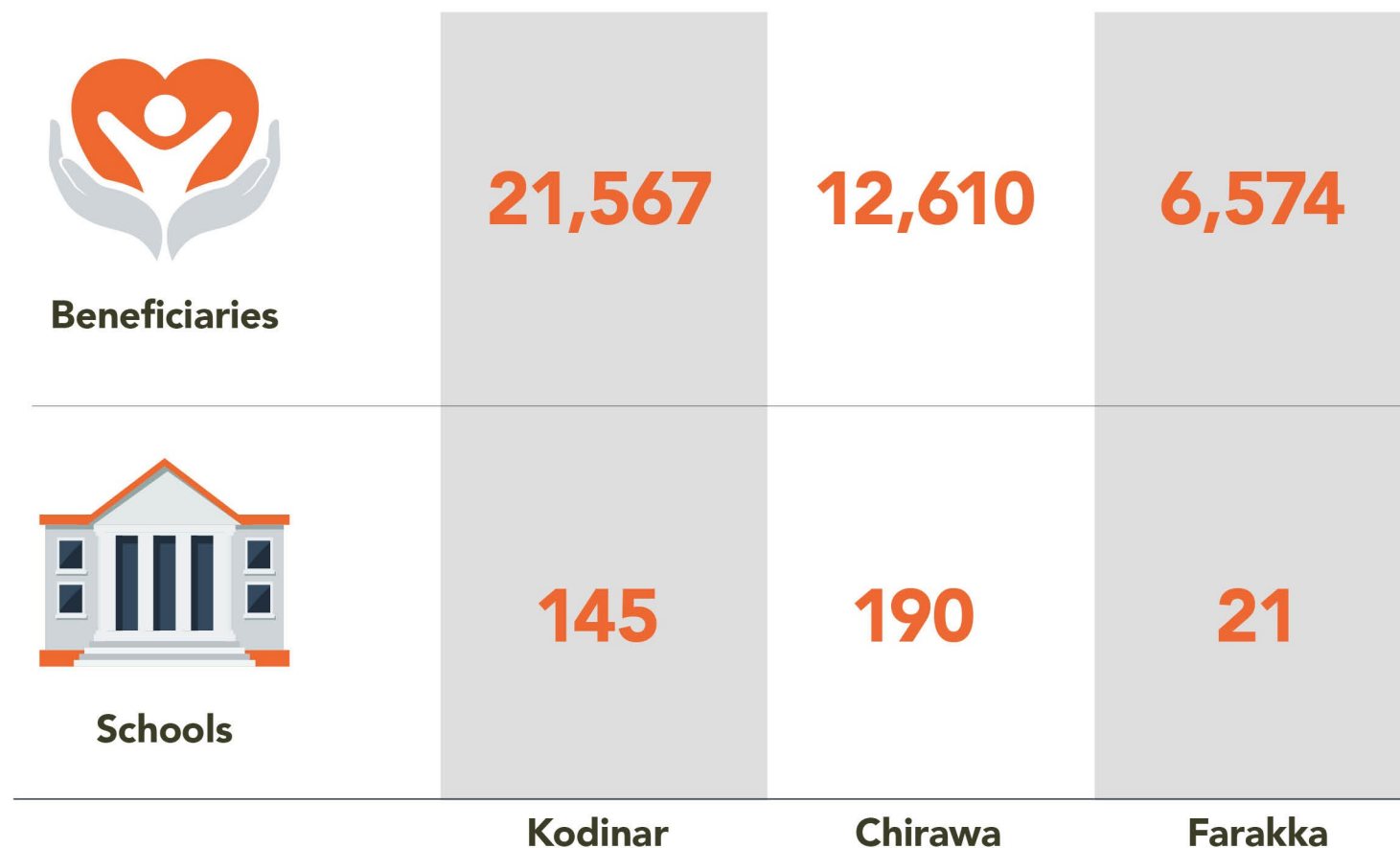
49 in Chirawa + 30 in Kodinar + 10 in Farakka



40,751
Beneficiaries



SMF × ACF Tobacco Control Outreach (2018–2021)



Output indicators



ACF Staff Training & COTPA Compliance

2018–19

- 3 trainings with 97 ACF staff at all 3 locations.
- 35 Ambuja Cement Limited workers trained at the Farakka plant.
- 183 SEDI students trained.
- 18 health workers trained in Kodinar and Farakka.

2019–20

- Each ACF team member equipped with knowledge about the ill effects of tobacco, COTPA and Tobacco-free Schools Criteria.
- All ACF offices made COTPA compliant with "No Smoking" banners and "100 Yards" banners displayed at all 3 ACF locations.
- Tobacco control murals painted at all 3 ACF offices.

2020–21

- 75 staff at all 3 locations were trained virtually due to COVID restrictions.
- New tobacco control murals painted at all 3 ACF offices.
- CMHO requested ACF to paint tobacco control wall murals at government hospitals.

Output indicators



Information & Education Material

2018–19

Built a special module with a focus on tobacco awareness and tobacco-free school criteria.



2019–20

Created information and education material based on tobacco awareness and cessation activities, with extra impetus upon the tobacco-free schools criteria.

Based on the need of the programme, designed posters for the three locations:

Rajasthan:

Ill effects of hukka

Gujarat:

Ill effects of gutkha

West Bengal:

Ill effects of bidi

2020–21

Developed a module on the link between tobacco consumption of Covid outcomes. The module also focussed on strengthening tobacco-free schools activity at the school level.

Output indicators

2018–19

3 advocacy meetings conducted with government authorities from the Department of Education and the National Tobacco Control Programme.

2019–20

2020–21

Calendars developed for the stakeholders in Farakka.

Officials from the National Tobacco Control Programme attended all 3 trainings and appreciated the efforts of ACF and SMF for tobacco control.



Sensitisation of Government Authorities



Impact indicators



Incorporation of the Tobacco Control Programme at ACF Offices

2018–19

—

2019–20

100%

2020–21

100%

IMPACT

- Signage boards as per COTPA displayed at all 3 ACF/SEDI offices.
- Tobacco control activities integrated in their programmes like World No Tobacco Day, World Cancer Day and Independence Day.
- 100% ACF/SEDI offices made tobacco-free.
- 28,682 people reached through various awareness programs.
- 25 wall murals painted at all 3 ACF/SEDI offices.

Impact indicators



Implementation of Tobacco-Related Health Activities By District Health Authorities

2018–19

Goal:
25% of 9 officials.
Impact:
100% reached

2019–20

Goal:
50% of 9 officials.
Impact:
100% reached

2020–21

Goal:
70% of 9 officials.
Impact:
100% reached
virtually

IMPACT

- Education officers, National Tobacco Control Programme (NTCP) officers and health functionaries participated in the training workshops.
- Tobacco control activities integrated in their programmes like World No Tobacco Day, World Cancer day, Independence day and morning prayers in schools.
- 18 authorities (including 3 Block Education Officers, 3 NTCP officers and 3 Chief Medical and Health Officers) have been a part of the trainings.



Impact indicators



Number of Schools in Full Compliance with the Tobacco- Free School Criteria

2018–19

Goal:
15%
Impact:
NIL

2019–20

Goal:
40% of 44 schools
Impact:
12%

2020–21

Goal:
70%
Impact:
NIL because of
COVID-related
lockdowns which
discouraged
monitoring of
schools

IMPACT

- 49 schools from Chirawa are tobacco-free.
- 30 schools from Kodinar are tobacco-free.
- 10 schools from Farakka are tobacco-free.





**Decrease in the
Number of Schools
with Tobacco
Vendors Operating
Within 100 yards**

Impact indicators

2018–19

10%

2019–20

Goal:
20%
Impact:
12% of 356 schools

2020–21

Goal:
30%
Impact:
NIL because of
COVID-related
lockdowns that
discouraged
monitoring of
schools

IMPACT

The schools that have been declared tobacco-free at all the 3 locations do not have any tobacco vendors nearby.



Impact indicators



**Average Increase
in Stakeholders'
Knowledge of
Tobacco's Harms**

2018–19

Goal:
70%

2019–20

Goal:
80%

2020–21

NIL
Impact study to
be conducted

IMPACT

- All stakeholder participants are now aware about the tobacco issue and COTPA law.
- They all are sensitised and support the programme.





IMPACT HIGHLIGHTS



1. Capacity building

Workshops and training conducted with ACF staff, ACL workers, SEDI students, local teachers and health workers in Rajasthan, Gujarat and West Bengal.



2. Advocacy

Carried out networking with the education and health departments as well as the National Tobacco Control Programme (NTCP), Ministry of Health and Family Welfare with meetings, workshops and trainings:

- State-level tobacco control training programme with NTCP Rajasthan along with the ACF Chirawa team. A letter was issued to make all Rajasthan schools tobacco-free by March 2021.
- The Rajasthan NTCP has started collecting data from all schools and has developed a monthly report system.
- The Rajasthan state government has integrated the tobacco control programme in Nirogi Rajasthan and Nashamukt Bharat Abhiyaan.
- After SMF advocacy, the state government organised a state level meeting where they invited dignitaries from across India for Nirogi Rajasthan.
- The Salaam Mumbai Foundation was also part of the esteemed panel.



- This advocacy helped in the strengthening and enhancement of our programme.
- Networking with 18 NTPC officials led to them integrating our IEC material and using it for awareness at the community level.
- Conducted a state level workshop on TOFEI guidelines in association with the Health Department, NTCP and the Education Department. NTCP officials at Kodinar, Gujarat issued letters on TOFEI guidelines and appreciated our tobacco control work during the training.
- Farakka CMHO requested for tobacco control murals at all government hospitals for a wider dissemination of the tobacco control message. We also painted anti-tobacco murals at other government offices and public venues.



3. Community Interventions

- Schools: Organised school-level tobacco control activities such as poster exhibitions, rallies, letter writing day and set up of on-site health checkup camps.
- Villages: Village-level tobacco-control interventions included the organisation of no-tobacco rallies, street plays, puppet shows, kite painting and folk music programmes; World No-Tobacco Day celebration; community awareness by trained health workers; and setting up of tobacco awareness camps for truck drivers.
- In the academic year 2020-21, we gave the ACF team an overview of the field situation due during the pandemic and the uncertainty about the reopening of schools. In light of this, we modified our strategy by conducting online trainings and meetings and continued communication through digital platforms like WhatsApp. Community awareness drives about tobacco as well a COVID-19 safely continued via mobile vans, pamphlets, use of loudspeakers, and other audio-visual content etc.
- We also conducted mask distribution campaigns with the help of volunteers and health workers. The community outreach programme reached 4000–5000 people. Keeping in mind the link between severe Covid-19 outcomes and tobacco usage,, we developed and disseminated in the community information and educational content on tobacco and Covid-19.
- The informational material was developed in three languages–Hindi, Bengali and Gujarati–and took the form of booklets and posters that were specifically created by keeping in mind the current COVID-19 situation and the revised TFS criteria developed by MOHFW. This translated to tweaking our approach to focus on the correlation between COVID-19 and tobacco, boosting immunity and good health and hygiene practices.

Introduction

Partnership
for Change

Reach
& Impact

Impact
Highlights

Voices
of Impact

Challenges
and Learnings

The
Future



VOICES OF IMPACT





Ajija Bibi

The indefatigable Ajija Bibi is a health worker at the Ambuja Cement Plant in Farakka, West Bengal.

Ajija Bibi was first made aware of the dangers of tobacco use at an SMF × ACF session. Enlightened, she made her home tobacco-free with no family member using tobacco. Wanting to do more, she started conducting regular school and village visits, creating door-to-door awareness. Always armed with her tobacco control kit, she gives people information about the ill effects of tobacco. She also encourages them to keep their children away from bidi making.

Ajija Bibi has been successful in her quest—till date she has empowered 12 people to quit tobacco.



Bhupatbhai Vaja

Bhupatbhai is a farmer in Singhsar village in Gir Somnath, Gujarat.

He had been consuming tobacco in the form of “mawa” for the last 22 years. According to his calculations, in over two decades he spent almost 5 lakh rupees on his tobacco habit! One day he accompanied his wife Mrs Sahayogis to the local school where she is a committee member. During the morning assembly, he witnessed the teachers sensitising the students about the ill effects of tobacco supported by members of the Salaam Mumbai Foundation and Ambuja Cement Foundation. The session had a big impact on him and he decided to leave tobacco forever.

He still remains tobacco-free and motivates fellow villagers to quit as well. He credits the school children and the Ambuja Cement Foundation members for his life change.

Introduction

Partnership
for Change

Reach
& Impact

Impact
Highlights

Voices
of Impact

Challenges
& Learnings

The
Future



CHALLENGES AND LEARNINGS





2020 saw a big setback in our tobacco-free schools program due to the disruptions of COVID-19. Because schools remained closed, we could not reach our target audience of students and teachers. Because of this reason, many training and monitoring plans remained unexecuted as well.

As the pandemic progressed, we convened to formulate a new strategy to meet the new challenge. Here were some pivots we made in order to stay on the path and meet our goals:

- Meetings moved to platforms such as Zoom, emails and even WhatsApp.
- Teacher training migrated online. However, participation numbers saw a drop.

- Government permission letters were digitally sought and issued via WhatsApp.
- Instead of direct intervention with students, we communicated with them through local volunteers who are disseminating the tobacco control message to the community.
- We raised community awareness on tobacco as well as COVID-19 through mobile vans, loudspeakers and WhatsApp videos with the assistance of volunteers and health workers.
- We also conducted a mask distribution drive.
- Keeping in mind the connection between COVID-19 and tobacco, we developed fresh IEC material on tobacco use and its effects on the severity of Covid-19 along with information about health, hygiene and immunity. This included pamphlets, booklets, posters in local languages, pens with anti-tobacco information, calendars to raise awareness.v



Introduction

Partnership
for Change

Reach
& Impact

Impact
Highlights

Voices
of Impact

Challenges
& Learnings

The
Future



THE FUTURE



1. Capacity Building

Continued capacity building of teachers, health workers, stakeholders and self-help groups (SHG).

2. 100% Tobacco-free School States

Making all the schools in Rajasthan, Gujarat and West Bengal tobacco-free schools through continued engagement of stakeholders with poster making, slogan writing, pledge activities and more.

3. Raising Awareness

Sensitising the community about tobacco control and creating awareness about the health & hygiene programme.

Engaging the community with activities such as mobile van, poster display, video screening and gram panchayat visit.

4. Monitoring and Evaluation

Measurement of impact through our digital app for tobacco-free school entries uploaded by Salaam Mumbai Foundation volunteers. Reports and impact videos are an important part of documentation.

5. Felicitation

Declaration of tobacco-free schools and homes and their felicitation. This also includes feteing the tobacco control champions for their extraordinary efforts in the programme.





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Salaam Mumbai Foundation

+9122 6149 1900 | +9122 6639 1500

info@salaammumbai.org

www.salaammumbai.org

Ambuja Cement Foundation

+9122 4066 7520

www.ambujacementfoundation.org