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Community Based Model for Tobacco Cessation: Role of Self Help Groups (SHG) in India

Lalit Yadav

EP441

Prevention & Early Detection

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Background:

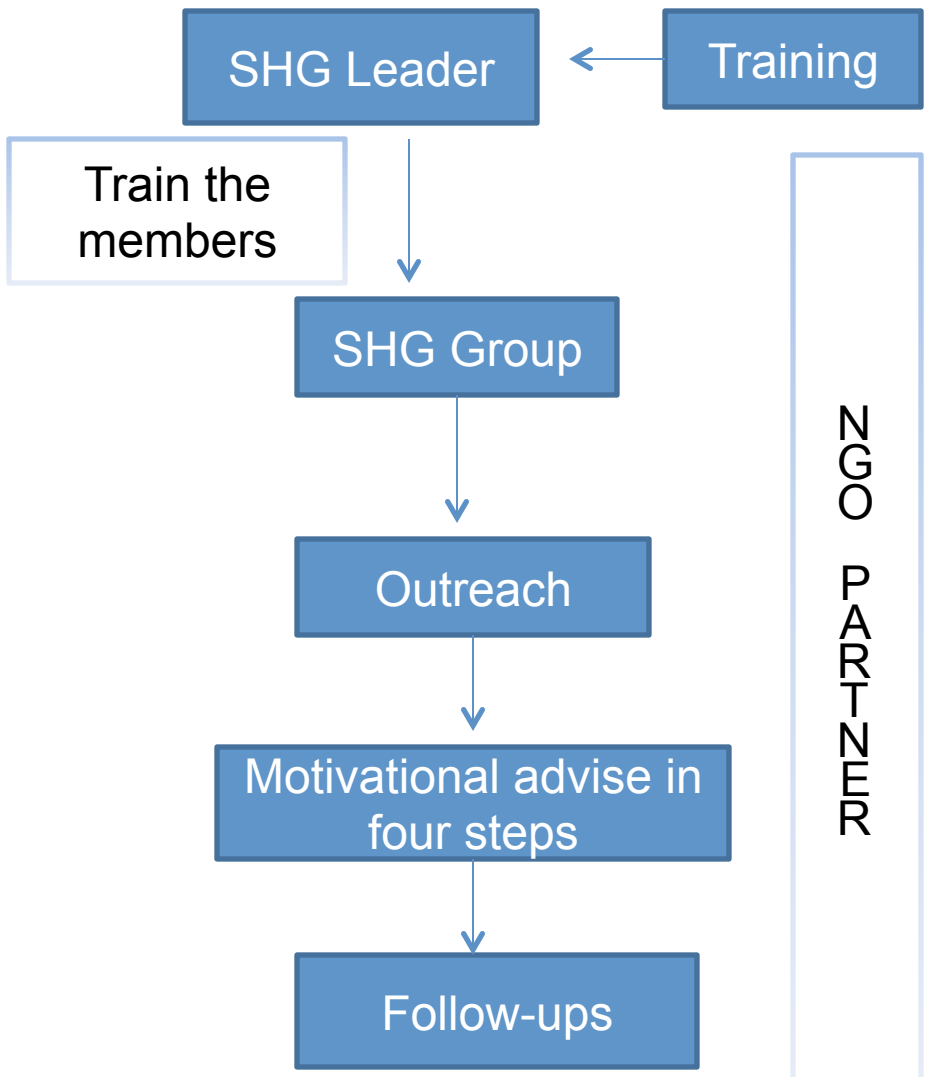
- In India, 35% adults consume tobacco; 21% smokeless, 9% smoking & 5% dual users
- Quit ratio for smoking is 13% & smokeless use is 5%

Objective:

- Empower individuals from the community (SHG) to identify tobacco users, increase awareness and motivate to quit

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Findings till now

- 71 groups with 730 members from local neighborhood (M≈F)
- Outreach more than 500 villages in 11 districts in two intervention states (AP & Gujarat)
- Hard to reach group (tribal areas/vulnerable adults)
- Case studies- stories of successful quit attempts (each group)
- What next?