



Be Smart

DO NOT START

Everyday 5,500
Indian Youths
Start Smoking or
Chewing Tobacco.
They Need To Be
Protected.

By Dr. Pawan Gupta

Critic : Lakshay Srijay Gupta



SAVE
THE YOUTH
CAMPAIGN

An Initiative
To Help Students
To Win Over
Tobacco Habits.

For Clean, Green, Healthy and Lively India

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Sensitize
Assist
Volunteer
Enforce

'SAVE The Youth' Campaign is an initiative of Dr Pawan Gupta to make youngsters aware about the harmful effects of tobacco. Lack of information and awareness about the impact of tobacco products on health of any individual gave birth to the idea of compiling such reading material for this important section of the society. This program offers • Reading material "BE SMART DO NOT START" • A tobacco quiz • A presentation on Tobacco (video/ powerpoint) • Participation-cum-pledge certificate.

The program 'SAVE The Youth' is meant for the children aged 11 years (Class 6) and above. It is on us to make the right impression at the right time and let them inculcate the good habits as they nurture in the existent culture.

"Teaching materials on tobacco control are not available in majority of schools and hardly any training on the subject is provided to school personnel in India."

- WHO Global report



Innovative Cancer Care and Rehabilitation Pvt. Ltd.

Shop No. 2, First Floor, Omaxe Green Valley Plaza

Sector-41-42, Faridabad-121 001, Haryana

Telephone : +91 9810516400, 7838783268

Email : support@icancare.in | Web : www.icancare.in

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www.winvertobacco.org



Dr. Pawan Gupta

MS, M.Ch,FAIS, FSOG

Cancer Surgeon,

Director Head & Neck

Oncology, Max Hospital,

Vaishali, & Patparganj.

National President -

I Can Win Foundation

I am a Cancer Surgeon. I get hurt, to see a young patient, the sole bread earner of the family dying of a cancer! A CANCER, which could have been prevented had someone guided the young man at the right time with the right method to quit the habit which he started unknowingly, unaware of the consequences. Yes! I am talking about TOBACCO.

TOBACCO – THE SERIOUS KILLER

TOBACCO – THE SERIAL KILLER

TOBACCO – THE SUICIDE AGENT

TOBACCO – The agent approved by the Government and freely available in the market to kill, kill the one using it, kill the one associated with the person using it! Can I do something about it? Yes I can, I am doing my bit by spreading awareness, helping people to quit tobacco.

Can you do something!!!!

YES YOU CAN. YOU CAN SAVE THE YOUTH.

LET US JOIN HANDS TO SAVE THE YOUTH.

Join the Win Over Tobacco - "SAVE" the Youth Program

drpawan.oncosurgeon@gmail.com

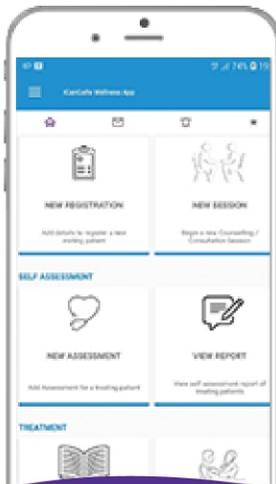
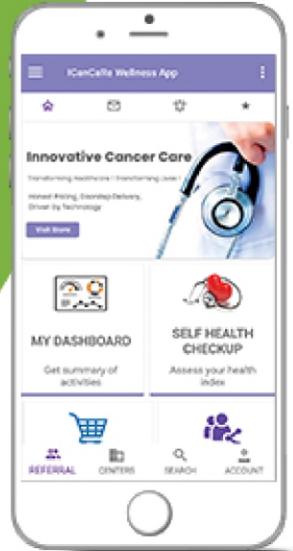
Cell : 9811290152



Smart Solution for Tobacco Deaddiction

Your Buddy during the quit journey

- Health Assessment – Know your health Index
- Treatment Log Book – Maintain record of treatment
- Consult with Doctor
- Maintain Health Records
- Knowledge Base – Know about tobacco
- Connecting with Community



Tobacco Cessation on your Fingertips

A cloud-based application to assist you in counselling

- Systematic Tobacco Counselling Process
- Maintain Oral Images
- Patient Management
- Reports Management



Quit Help line Reach us

011-430-77695 www.icancare.in

DOWNLOAD NOW

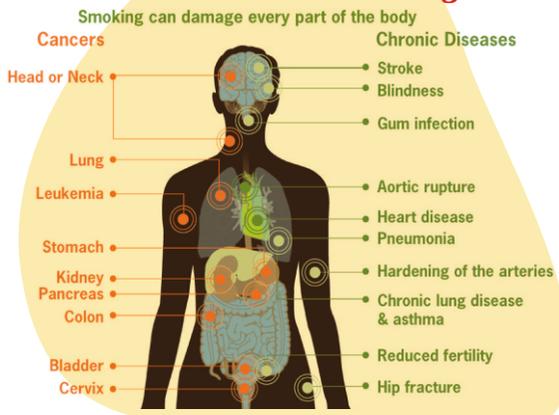


One Tobacco chew or Cigarette takes away 8 minutes of your life.



Each year 8-9 lakhs Indians die because of tobacco related diseases. All these deaths are preventable. • More than 2200 Indians die every day due to tobacco use. • Everyday 5500 Indian Youths start smoking, they must be protected. • India has the highest number of oral cancer cases in the World and 90% of all oral cancers are tobacco related. • Almost 50% of all cancers in India are due to tobacco use.

Harmful effects of tobacco and smoking



Alarming health related facts

- On an average, smokers die 13-14 years earlier than non smokers.
- **Smokers have:**
- 20-25 times greater risk of developing lung cancer.
- 2-3 times higher risk of having a heart attack.
- 3 times higher risk of sudden death.
- 30-60% more sick days.



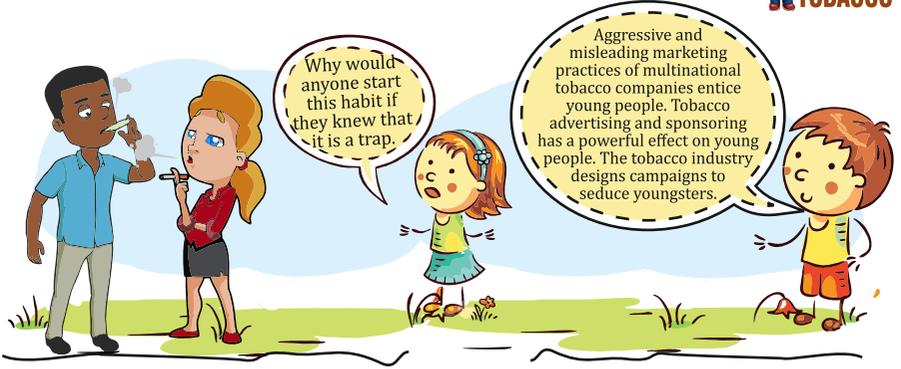


Frauds in the name of so called safe tobacco

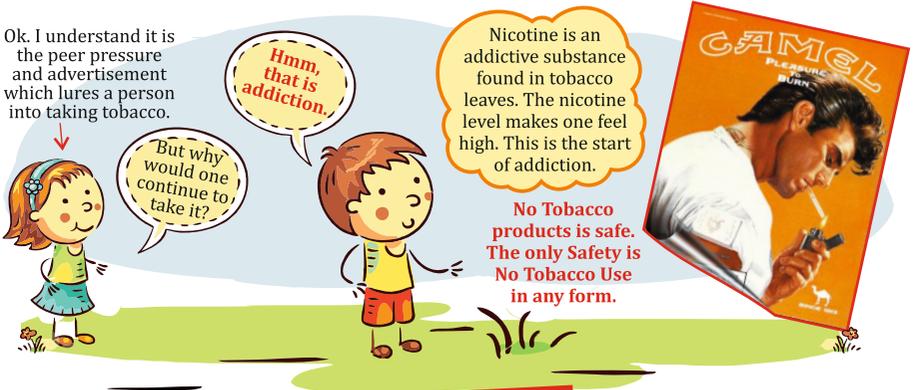
- Hukkah smoking
- Filter cigarettes
- Gutka /Paan Masala
- Filter tobacco
- Betel nut chewing
- Electronic cigarettes
- Flavoured candies.
- Low Nicotine Tobacco Products.

Do not be fooled by such advertisements. Be CAREFUL. The company will lure you into slavery.





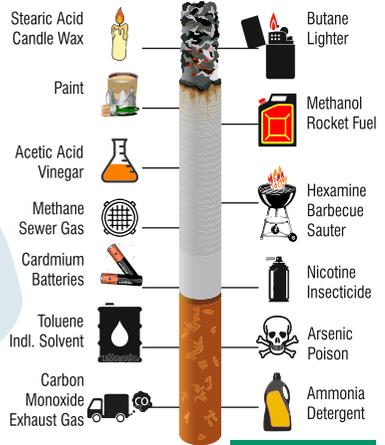
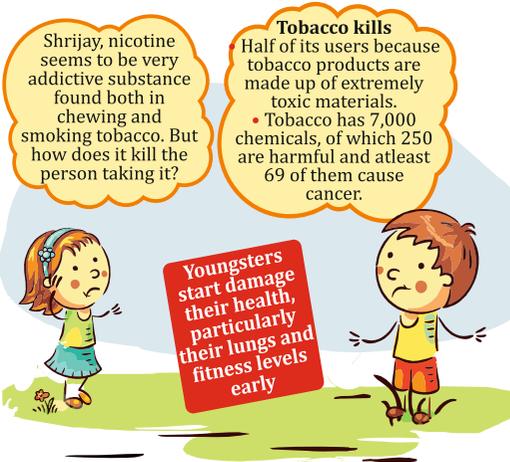
Ok. I understand it is the peer pressure and advertisement which lures a person into taking tobacco.



No Tobacco products is safe. The only Safety is No Tobacco Use in any form.

Those who start smoking/chewing tobacco before the age of 21 find it very hard to quit the habit.

INSIDE THE CIGARETTE





Learn to say
"NO SMOKING PLEASE"
 Smoking in public places is a punishable offence.



She did not smoke but her husband did. Tobacco smoke from the burning end of a cigarette or bidi contains a high concentration of the poisonous ingredients. This is **"passive smoking"**, which is very dangerous for human health.

People who smoke and chew do not care for others and create an unhealthy environment by:

- (1) Producing tobacco smoke.
- (2) By throwing cigarette/bidi butts in their surroundings.
- (3) By throwing tobacco quid in rooms/on walls/staircase.
- (4) By throwing lit cigarette butt which might result in fire.



Hold On! Hold On!
 The Government is doing its part. It has enacted the Cigarettes and Other Tobacco Products Act, 2003 (COTPA)

COTPA says:

- Sale of tobacco products to a person under the age of 18 years is a punishable offence. Rules notified and enforced from December 1, 2004.
- Board outside the premises to be displayed stating that sale of cigarettes and other tobacco products in an area within a radius of 100 yards of Educational Institution is strictly prohibited.



Quitting tobacco has major and immediate health benefits for all ages. The greatest myth of tobacco is that it is not possible to quit! Thousands of people quit everyday. You too can do it.



All the young and old people who have now become its slave can quit. Well, it makes sense to quit tobacco at any time of your life! Earlier the better.

Do get your copy of WIN OVER TOBACCO - Made Easy .

BENEFITS OF QUITTING TOBACCO

- Former tobacco users live longer than continuing users.
- Quitting tobacco decreases the risk of cancers, heart attack, stroke and lung disease.

Visible and Immediate Rewards of Quitting Tobacco.

It stops

- Premature wrinkling of the skin.
- Bad Breath.
- Stained teeth.
- Gum disease.
- Bad smelling clothes and hair.
- Yellow fingernails.

It can improve your daily life:

- Food tastes better.
- Sense of smell returns to normal.
- Ordinary activities (like climbing stairs) no longer leave you out of breath.





Other books of the author available in Hindi and English.



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Quitting is possible. Quitting may begin from now or on a graduated manner. Quitting is easy but remaining quit is hard. Quitting will help you live longer, no matter what your age or how long you have used tobacco.



BE AWARE AND BE PREPARED

Be aware of various misconceptions associated with tobacco use and be prepared not to get enticed into taking tobacco in any form in your lifetime. The tobacco industry presents false images through different channels. There are much healthier ways for young people to look or feel "older", "mature", "smarter", and "attractive".





Join us and become an active
volunteer and pledge for

CLEAN, GREEN, HEALTHY AND LIVELY INDIA.

We will never take tobacco in any form in Our life time.



HOW A VOLUNTEER CAN HELP?

SELF PREPARATION

- Prepare 'No Smoking' and 'No Spitting' signs to be displayed in school or in community.
- Develop skills to protest against passive smoking exposure politely and without fear.
- Prepare an advocacy letter to the local Government.
- Prepare posters depicting the harms passive smoking causes and the social norm of caring for others.
- Be informed about existing rules regarding smoking and spitting in public places.
- Actively participate in raising awareness in your community regarding existing rules for smoking and spitting in public, and to help implement these community laws by communicating, advocating and persuasively speaking out against smoking and spitting in public places.

COMMUNICATION TIPS

The importance of effective advocacy/verbal communication skills may be emphasized by:

- Staying focused on the main points.
- Keeping it simple.
- Knowing the facts.
- Not expressing anger and frustration, but showing enthusiasm and energy.
- Being polite.
- Making an affirmative case explaining why you are right.
- Answering questions directly and responsively.
- Keeping a respectful tone.
- Using data to support the cause.
- Never forgetting the ultimate purpose.

Effective action is necessary otherwise this epidemic will continue to spread. Also, remind students that advocacy is a way to make a difference in your Community, State and even in your Country. It is also an important way to learn more about where you live, your Government, and issues that are important to you.





A 42 years old male, who took tobacco for six years, developed white patches on the lips, which causes early stage of Cancer.



Red patches on tongue because of tobacco consumption are also among early signs of Cancer.



Restricted mouth opening because of beetel nuts chewing causing submucosal fibrosis.



A 35 years old male used tobacco for 15 years that caused Cancer in the floor of his mouth.

जब भी देखो छोटा दाना, उसकी जाँच तुरन्त करवाना...
बनने ना दो दाने को नासूर, छोड़ो तम्बाकू शीघ्र करो इसे दूर.

Steps for Self-Oral Examination

1



Neck (head upright): With your head upright, try to feel both sides of your neck and under your jaw.

2



Neck (head back): With your head tilted back, look for masses or lumps.

3



Cheeks: Use your thumb and forefinger to pull your cheeks away from your teeth.

4



Lips: Feel inside and outside of your lip, using your thumb and forefinger. Also look carefully as you do this.

5



Gums: With your lips pulled away, examine all the gums.

6



Tongue: Grab the end of your tongue with a tissue or gauze. Pull your tongue out, right, and left, and examine each surface.

7



Tongue (upward): Raise the tip of your tongue to the roof of your mouth. Check the floor of your mouth and under your tongue.

8



Palate: Open wide to see the back and roof of your mouth.

ONLY ONCE A MONTH DO EXAMINE YOUR MOUTH



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Date _____



Name _____ Age _____ Class _____

School _____ Location _____

Email _____ Mobile _____

Win Over Tobacco - Self Awareness Quiz

Q U E S T I O N S		YES	NO
1	More than 2,200 Indian die every day due to tobacco use. Everyday 5,500 Indian youths start smoking, they must be protected.		
2	Second-hand smoke/passive smoking can cause cancer. The most affected are the children and spouse. One should learn to say "NO SMOKING PLEASE."		
3	India has the highest number of oral cancer cases in the World and 90% of all oral cancers are tobacco related. Almost 50% of all cancer patients in India are victims of tobacco use. This is a preventable cancer.		
4	Tobacco companies are promoting various "SAFE" tobacco products. This includes hukka, filtered tobacco, tobacco slim, E-cigarettes. This is fraud.		
5	Spit/smokeless tobacco is safe and does not have harmful effects on others than the one using it.		
6	Tobacco smoke contains more than 7,000 chemicals, of which at least 250 are known to be harmful and at least 69 are known to cause cancer. Tobacco in any form should not be taken.		
7	Nicotine is a highly addictive substance present in all forms of tobacco. One can still experiment taking it in lifetime.		
8	At present, India is the second highest producer and user of tobacco products, although tobacco did not originate in India. The Govt. should promote tobacco further to be the highest producer in the world.		
9	Oral cancer or pre-cancerous lesions like white or red patches, ulcer, nodules, bleeding can be easily detected by Self Oral Examination. This should be done by all.		
10	Advertisement and peer pressure are the prime cause why one starts tobacco. All forms of advertisement should be banned.		
11	As per COTPA law, sale of tobacco products in India to persons under 18 years of age is prohibited. This age limit should be increased to 21 years.		



I wish for a clean, green, healthy and lively India. I pledge not to take Tobacco in any form in my life.

Name _____ Sign. _____ Date _____



Win Over Tobacco - Self Appraisal

Q U E S T I O N S		YES	NO
1	Have you ever taken tobacco in any form in your lifetime?		
2	Does anyone in your family take tobacco in any form?		
3	Are you aware that tobacco is bad for your health?		
4	Have you ever tried to quit your tobacco habits anytime in your life?		N/A
5	What was the age when you had your first smoke/chewing tobacco?	Years	N/A

Your suggestions to make this workshop better



*A Mission to
"Win Over Cancer"*



'I CAN WIN FOUNDATION'

(Regd. No. 4/3190 Dated: 17.03.2008)

Regd. Office : D-10/54, Sector-7, Rohini, New Delhi-110085

Admin Office : FF-2, Green Valley Plaza, Sector-42
Faridabad-121003, Haryana

Mobile : +91 9811290152

E-mail : icanwinfoundation@gmail.com

Blog : www.icanwinfoundation.blogspot.com

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A/c Name : I CAN WIN FOUNDATION

A/c No. : 0125002100706701

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Get your free Certificate. Submit the self assessment form through "Save the Youth" volunteer or directly to:



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Shop No. 2, First Floor, Omaxe Green Valley Plaza

Sector-41-42, Faridabad-121 001, Haryana

Telephone : +91 9810516400, 7838783268

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Yes! You can... win over TOBACCO

Srijay is a smart boy who not only keeps fit and healthy but also refrains his friends from inculcating tobacco habits at school. He is really adorned by all for his knowledge and spreading of awareness in the school.

Everyday he watches his mates getting addicted to tobacco and how they develop ill health despite his constant reminders on nutritious diet and exercise.

Will Srijay be successful in his attempt to keep his school tobacco free? Will he be able to mitigate tobacco habits in his community as well with his knowledge and effort?

Find out more how Srijay abstains his younger sister and others from tobacco addiction. Learn more on how to keep healthy with this picture-cum-comic book and be the wonder boy Srijay!

Sensitize
Assist
Volunteer
Enforce

**SAVE
THE YOUTH
CAMPAIGN**



The book has been recommended by



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