Conclusion:

personal testimonials, and symbolic imagery (pictorial warnings, graphic health effects were rated as most effective, followed by less effective than all of the pictorial warnings (p < 0.001; 50.4%, p < 0.001). More respondents were more likely to report “less harm” (54%) as the primary reason for selecting their “usual product”. Indian respondents were more likely to believe that SLT was more harmful than cigarettes (66.5%) or bidis (70.2%), compared to Bangladeshi respondents (49.6% and 57.9%, respectively). Indian respondents believed that SLT was more harmful (70.2%) than the rest of the world combined. Health warnings on packages are among the most cost-effective means to communicate the health effects of tobacco use, which remains a priority for tobacco control policy. The professional association are representatives nationally with branches at state and local level all over India. Liaising with such body proved to be vital to garner support for lobbying with policy makers for effective tobacco control at local, state and national level.

Result: Indian Dental Association of Uttar Pradesh and Assam filed a Public Interest Litigation for the Gutka Ban in the respective state. Furthermore, it also has a strong presence in the Anuk Gutka case. India, through its state branch participated in the VoTV chapter of Bihar. IDA at national level launched a campaign addressing the prime minister to ban packaged and flavoured smokeless tobacco products. In Maharashtra, results shared with the high court on the prevalence of oral submucous fibrosis were taken into account while fighting for gutka and pan masala ban.

Conclusion: Involving key stakeholders like dentist through IDA is vital for advocacy campaign. The professional body represents the society and their voice put a lot of pressure on policy makers where there is lax in implementation of policy.

Beyond cigarettes: smokeless tobacco, ENDS (electronic nicotine delivery system)

OP005

PERCEPTIONS OF TEXT AND PICTORIAL HEALTH WARNINGS FOR SMOKELESS TOBACCO IN BANGLADESH

Prakash C Gupta, Seema Muttu, Nigar Nargis, Jessica L Reid

Hemlata Shedge, David Hammond

Hemlata Shedge, David Hammond

Objective: To involve the professional body like Indian Dental Association to be a part of the campaign and make its presence felt.

Method: VoTV networked and got associated with the Indian Dental Association. The professional association are representatives nationally with branches at state and local level all over India. Liaising with such body proved to be vital to garner support for lobbying with policy makers for effective tobacco control at local state and national level.

Result: Indian Dental Association of Uttar Pradesh and Assam filed a Public Interest Litigation for the Gutka Ban in the respective state. Furthermore, it also has a strong presence in the Anuk Gutka case. India, through its state branch participated in the VoTV chapter of Bihar. IDA at national level launched a campaign addressing the prime minister to ban packaged and flavoured smokeless tobacco products. In Maharashtra, results shared with the high court on the prevalence of oral submucous fibrosis were taken into account while fighting for gutka and pan masala ban.

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