import and export value, government policies and sex ratio as some of the determinants affecting tobacco cultivation.

Conclusion: Switching over from tobacco farming to an alternate crop, an alternate model needs to be in place. Alternate crop that is viable and profitable at same, or different season suits the same in other agro-climatic zones. Phasing out tobacco crops through extreme regulation before viable alternatives were identified, would not be a sustainable approach.

The MDGs, NCDs, tobacco control and sustainable development beyond 2015

PP033
THE POWER OF COLLECTIVE ACTION FOR CHANGE: MEDICAL STUDENT SYNERGISM IN TOBACCO CONTROL ADVOCACY

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Background: Traditionally, medical and allied health education does not address advocacy training, and even if it does, it is merely restricted to studying low and middle-income disease burden and/or is not readily accessible to a wide faction of medical students and allied health students globally. Students training to be health professionals are taught into believing that our public and global health frameworks are irreparably broken, and the key to the Holy Grail of health equity, social justice, and dispelling malicious influence of the tobacco industry lies in legislative sectors and with governments alone. This breeds a generation of health professionals-in-training who accept the dangerous status quo and do not challenge it, and most appalling was, they are not trained to breed an open mind to challenge the status quo to effect change and advocacy skills essential to be strong and effective proponents for preventable variables which dictate NCDs control such as food, alcohol, and in this context, the tobacco industry.

Objective: To highlight deficiencies in advocacy training and emphasize on the need for medical and health education reform to introduce robust advocacy skills and grassroots training for tobacco control, and NCDs control.

To foster increased tobacco-control and NCDs education, with grassroots training, in health curricula.

To illustrate the power of synergism in collective youth advocacy-driven action: The International Federation of Medical Students Associations (IFMSA) Day, 2013.

Method: To highlight deficiencies in advocacy training were held at international medical schools, and fact sheets, with lobbying to Deans was held to call out for a need to grassroots training skills in curricula for tobacco and NCD control. Besides this, case in point here is The IFMSA Day for NCDs, Resources were assembled. These resources, complete with guide-sheets for hosting press conferences, walk-a-thons, developing a Policy Statement, etc., were assembled into a toolkit which was distributed at least three weeks prior to the project date. Training conference calls were also carried out prior to the project date. Training medical students (workshops, training sessions, roundtable discussions) were conducted.

TRACK 2) Outreach to the general public and advocacy on NCDs and tobacco awareness and prevention TRACK 3) Educating school students by raising awareness and health appropriate interventions.

Result: Our participating national student member organizations observed small, yet significant measures to put the fact that we need formal advocacy training and emphasis on the need for medical and health education reform to introduce robust advocacy skills and grassroots training for tobacco control, and NCDs control.

Conclusion: It is imperative to dispel advocacy training at curricular level, be it to counter the tobacco industry or propel awareness efforts to dispel NCDs. Such a training which specializes in grassroots and advocacy capacity building, makes one look cool/knowledgeable (OR=2.6).

Youth in slums of Lucknow city. Case-control design was adopted to study multiple factors and single outcome (tobacco use). The study explores how awareness and perceived benefits of tobacco use influence its use among youth. Likelihood of its use increased on “seeing tobacco shop near home” (OR=2.9) than other places and “use of non-tobacco products at early age” is associated with tobacco use, needs to be explored.