



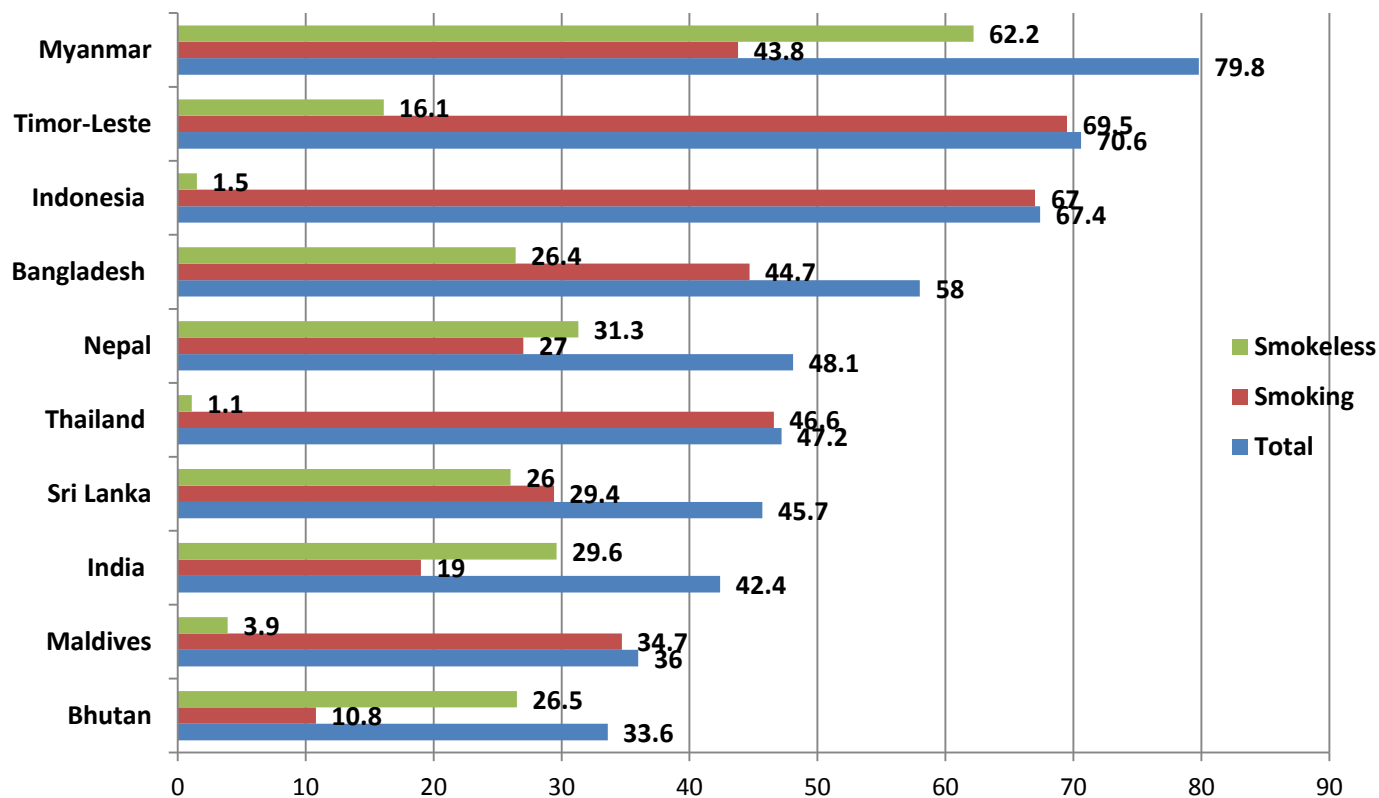
**World Health  
Organization**

Regional Office for South-East Asia

# **Prevention & Control of Smokeless tobacco in the South-East Asia Region**

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# Percentage of current tobacco users (Smoking and Smokeless) among adults (Male) in selected Member States of the South-East Asia Region

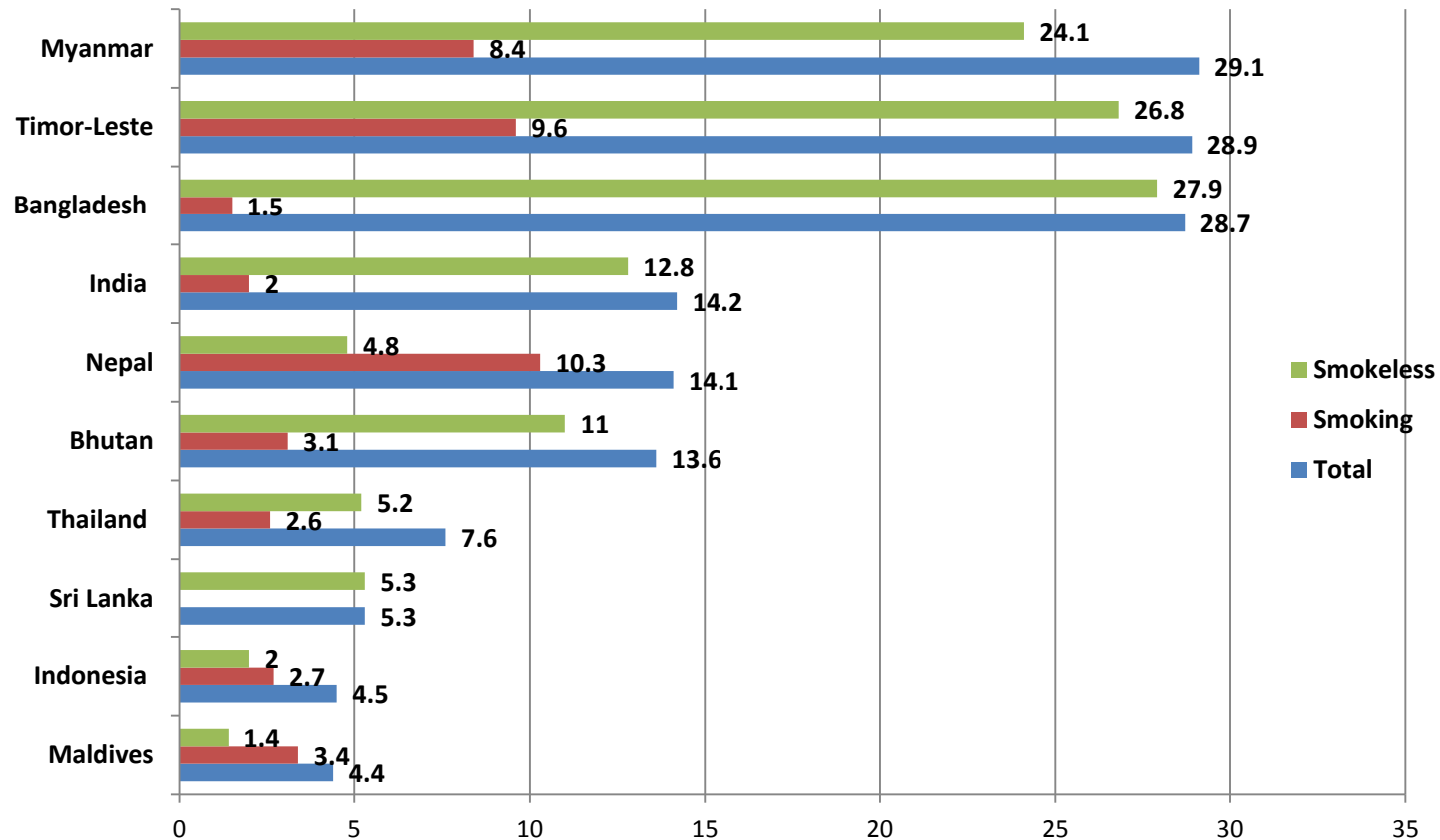


[Source - Global Adult Tobacco Survey (GATS) and NCD STEPS]

[Available from: [http://www.searo.who.int/tobacco/data/adult\\_tobacco\\_brochure\\_2015.pdf](http://www.searo.who.int/tobacco/data/adult_tobacco_brochure_2015.pdf)]

[Note: Order of the above countries is taken based on total prevalence of tobacco use]

# Percentage of current tobacco users (smoking and smokeless) among adults (Female) in selected Member States of the South-East Asia Region



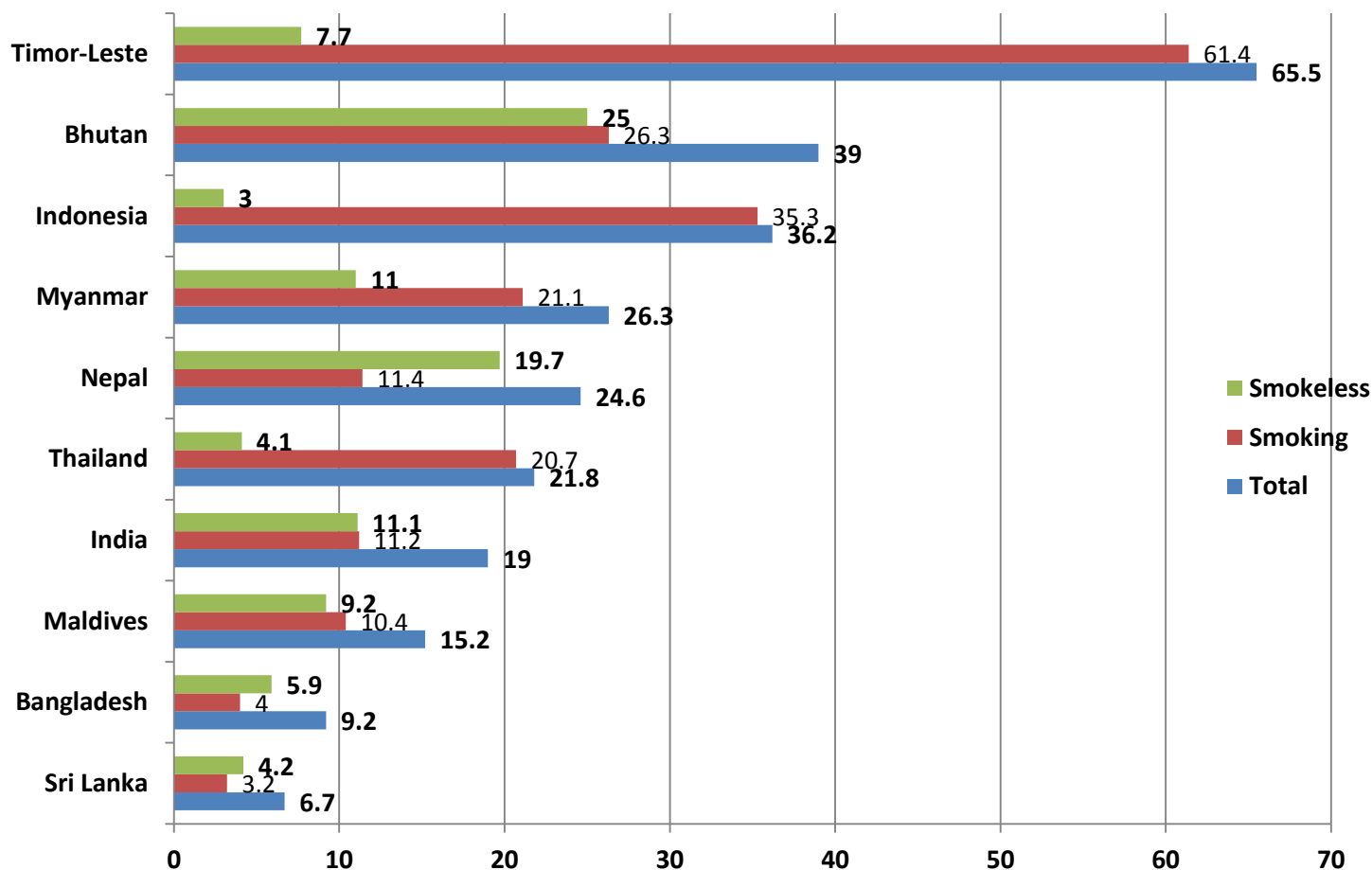
[Source - Global Adult Tobacco Survey (GATS) and NCD STEPS]

[Available from: [http://www.searo.who.int/tobacco/data/adult\\_tobacco\\_brochure\\_2015.pdf](http://www.searo.who.int/tobacco/data/adult_tobacco_brochure_2015.pdf)]

[Note: Order of the above countries is taken based on total prevalence of tobacco use]

[Note: In Sri Lanka SLT (smokeless tobacco use) for female is not available as numbers of respondent are less to calculate the prevalence]

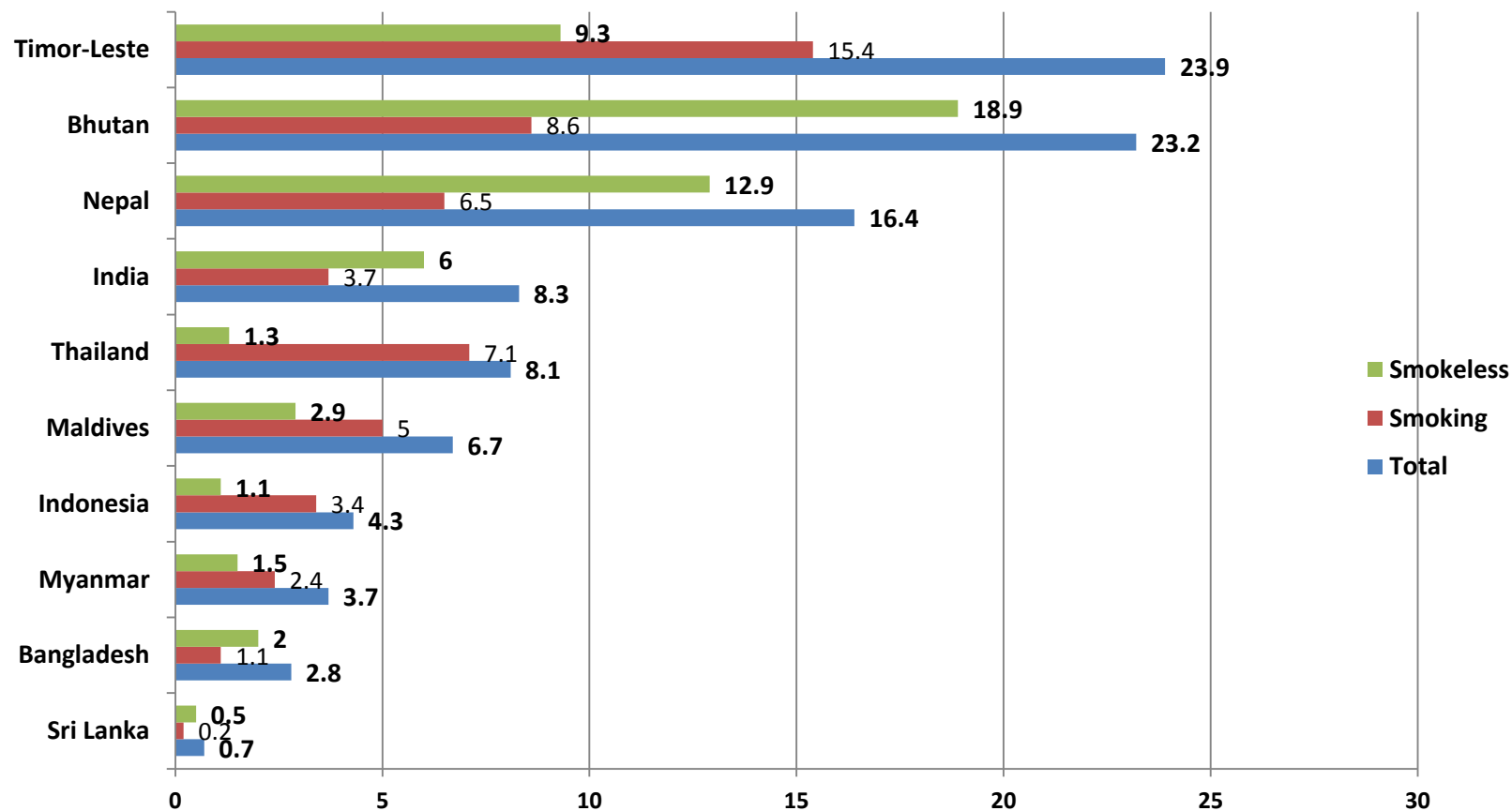
# Percentage of current tobacco users (smoking and smokeless) among Youth (Boys) in selected Member States of the South-East Asia Region



[Source - Global Youth Tobacco Survey (GYTS); Bangladesh (2013), Bhutan (2013), Maldives (2011), India (2009), Indonesia (2014), Nepal (2011), Myanmar (2016), Sri-Lanka (2015), Thailand (2015), Timor-Leste (2013)]

[Note: Order of the above countries is taken based on total prevalence of tobacco use]

# Percentage of current tobacco users (smoking and smokeless) among Youth (Girls) in selected Member States of the South-East Asia Region



[Source - Global Youth Tobacco Survey (GYTS); Bangladesh (2013), Bhutan (2013), Maldives (2011), India (2009), Indonesia (2014), Nepal (2011), Myanmar (2016), Sri-Lanka (2015), Thailand (2015), Timor-Leste (2013)]

[Note: Order of the above countries is taken based on total prevalence of tobacco use]

## ST in South-East Asia

- WHO SEA Region is home to one fourth of world's population & > 80 % of ST users.
- Bangladesh, India, Myanmar and Nepal have a sizable proportion of ST users.
- Most ST products contain areca nut/betel leaf along with different additives/flavoring agents. (70% in India to 98% in Bangladesh).
- High social and cultural acceptance.
- Belief that ST is less harmful.

# Traditional ST products



# **ST Policy Initiatives**



## Article 6 - Taxes

- Bhutan has ban on growing, production, manufacturing and sale of tobacco and 100% sales tax and 100% custom duty is applied on tobacco products for personal consumption only.
- ST is taxed at low rates compared with cigarettes in many countries, mainly Bangladesh, India, Myanmar and Nepal.

## **Articles 9&10 – Product Regulation**

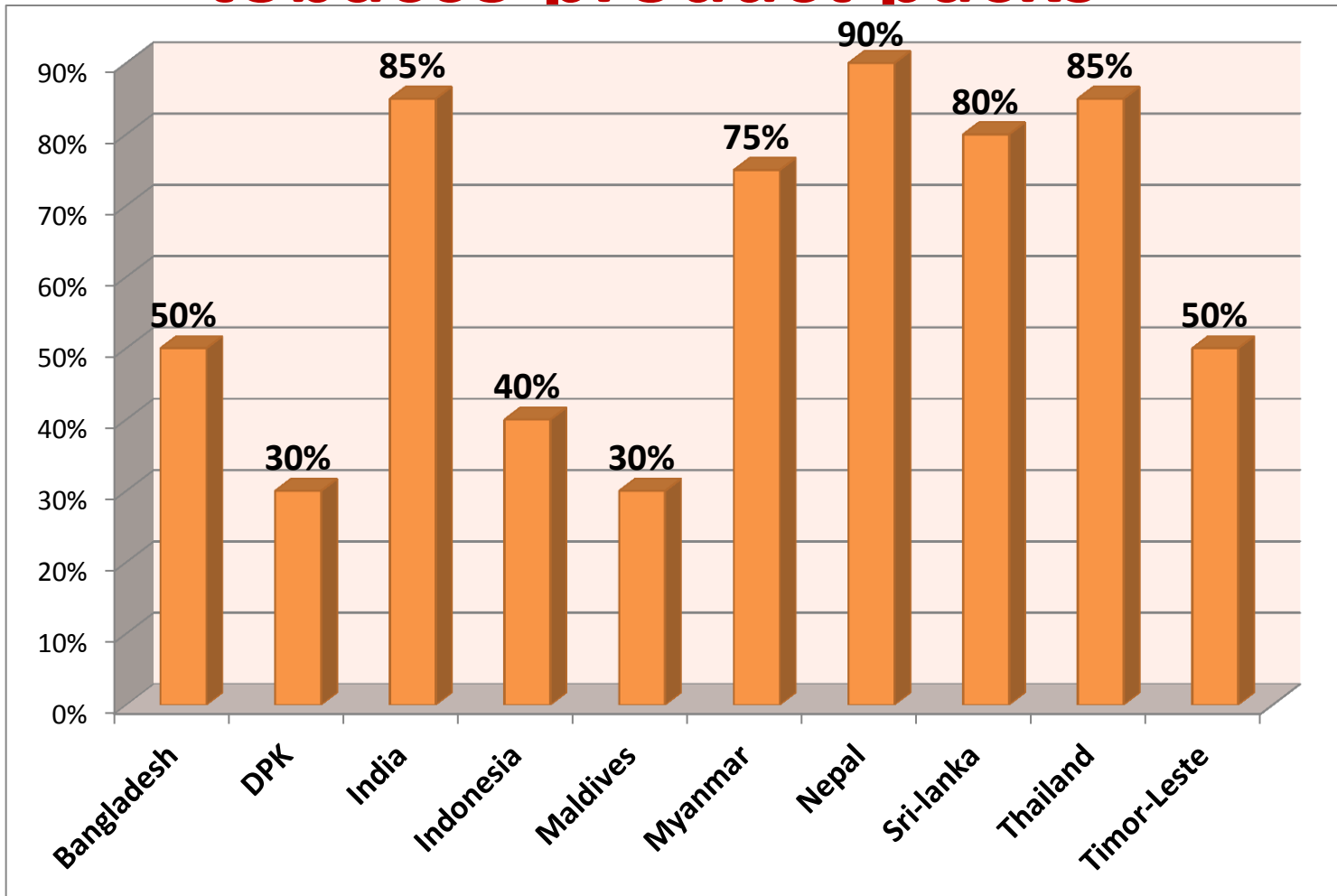
- Limited of testing facilities
- Lack of priority and coordination
- India has National Tobacco Testing labs Programme in place

# Regulating ST in SEA

Country	Party to FCTC	FS Law for ST	ST Ban
Bangladesh	Yes	-	-
Bhutan	Yes	-	X
DPR Korea	Yes	-	X
India	Yes	X	X
Indonesia	No	-	X
Maldives	Yes	-	X
Myanmar	Yes	-	-
Nepal	Yes	-	-
Sri Lanka	Yes	-	-
Thailand	Yes	-	X
Timor-Leste	Yes	-	-

**FS: Food Safety, x: law is in place; (-):No specific provision**

# Article 11-Health Warnings on tobacco product packs



Note: DPRK and Maldives have provision for only text warnings

# Education & Awareness campaigns

- India and Bangladesh are examples of awareness and media campaigns specific to smokeless tobacco, funded by the national governments.
- India, Bangladesh & Myanmar have developed material for education and training on smokeless tobacco

## **Article 13 TAPS ban**

- India and Bangladesh have ban on tobacco advertising, sponsorship and promotion (TAPS) including smokeless tobacco.
- Enforcement is a cause of concern.

## Article 14- Cessation

- India launched the mTobacco Cessation programme, using mobile technology for tobacco cessation with the support from the WHO-ITU.
- India Quit Line covers smokeless tobacco.
- Bhutan and India have national tobacco dependence treatment guidelines which include smokeless tobacco cessation.

## **ST Cession study -SEAR**

- To understand the needs and challenges of ST cessation in five countries with high prevalence of ST consumption among adults and youth -Bangladesh, Bhutan, India, Myanmar and Nepal.
- Conclusion : The existing health systems are grossly deficient to meet the current demands of ST cessation.



# Main findings

- Limited number of good practices on ST cessation in the SEAR
- Resource crunch
- Inadequate training and capacity building on ST cessation
- Lack of enabling environments
- Absence of multi-stakeholder engagement and partnerships

## **Article 15 - Illicit trade of tobacco**

- Sri Lanka is the only SEA Region Member State which has ratified the Illicit Trade Protocol.

## **Article 16 - Access of tobacco to & by minors**

- Bangladesh, DPR Korea, India, Indonesia, Maldives, Myanmar and Nepal prohibit sale of all types of tobacco to and by minors (up to 18 years of age).
- Sri Lanka has prohibition on the sale of any tobacco product to persons under 21 years of age.
- Thailand (2017) - age of prohibition for sale to and by minors is raised to 20 years.
- Sales to and by minors (under 17 years) is prohibited in Timor-Leste.

# Surveillance

- Flavored ST is not well defined, its assessment in various health surveys is yet to be standardized.
- Limited data available on flavored ST use
- Non-uniform assessment of ST, especially flavored ST across countries

# Research

- Limited research on harmful effects of ST products prevalent in SEAR
- Lack of research on ST and betel nut flavored products
- Lack of research on addictiveness and toxicity of ST

A photograph featuring a bouquet of vibrant pink daisy flowers with green foliage. In the foreground, a white rectangular card is positioned, displaying the words "Thank you" in a dark red, elegant cursive font. A single pink petal lies on the white surface in front of the card. The background is a plain, bright white surface.

*Thank you*