

QUITTING TIPS

- Set a date to quit — and stick to it.
- Get as much support as you can from family, friends and work colleagues.
- Throw away all tobacco products and anything else that might remind you of it.
- Identify your triggers and plan ahead for situations that may tempt you.
- Remind yourself of reasons that made you decide to quit.
- Use relaxation and meditation techniques. Try deep breathing, exercise, drinking lots of water.
- Chew on cardamom or mouth freshners (mixture of saunf and ajwain). Keep the mixture with you at all times and eat it whenever you have the urge to eat tobacco.
- Reward yourself.

Like any addictive drug, it is difficult for users to quit tobacco on their own. We at CPAA understand and provide support to tobacco users to overcome their dependence. We have a Cessation program that entails individual counseling and support groups for users. Contact us for further details.

Acknowledgement

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About
Non-Smoking
Tobacco



Tobacco is recognized to be the single most preventable cause of death. There are currently about 24 crore tobacco users (19 crore male and 4.5 crore female) aged 15 and above in India. While most people today are aware of the dangers associated with smoking, not many know that



smokeless tobacco in all forms, is equally dangerous to health. It is now known that there is no safe form of tobacco. Unfortunately the habit is socially acceptable and different forms are popular in different parts of India.

Some of the many forms and substances associated with smokeless tobacco use in India:

Areca nut or Supari is the fruit of the areca palm tree and is widely grown all over India. The fresh areca nut is dehusked and cut into required pieces. It is then boiled in water mixed with the required colouring pigment. The water is boiled to form a concentrate and added to the boiled areca and dried to give the final form.

Paan or Betel quid consists of a betel leaf smeared with slaked lime (aqueous calcium hydroxide paste), pieces of areca nut (supari), kattha and other spices. Crushed leaves of cured tobacco and flavouring agents may also be added. The ingredients are folded in the betel leaf and chewed. Traditionally, it is considered an auspicious offering at religious ceremonies and social gatherings. Paan is the most popular form of smokeless tobacco.

Kattha or Catechu is a main product of khair wood. Traditionally used as mouth freshener, it is now widely used in pan masala and gutkha, which deploy catechu as chief ingredient with areca nuts and sometimes with chewing tobacco. Catechu is an astringent and has distinct bitterness followed by cool-sweetness.

Pan Masala is a commercial product sold in sachets containing areca nut (supari), slaked lime, kattha and other ingredients, generally without tobacco.

Mainpuri tobacco, popular in Uttar Pradesh, contains tobacco with slaked lime, finely cut areca nut, camphor and cloves.

Mawa contains thin shavings of areca nut with some tobacco and slaked lime and is popular in Gujarat among youth.

Gutkha, a dry preparation contains areca nut, slaked lime, kattha, condiments and powdered tobacco. It is industrially manufactured and sold in sachets and tins.

Khaini is a mixture of sun-dried tobacco and slaked lime, mixed in the palm of the hand and placed in a corner of the mouth and sucked slowly for hours, even overnight.



Mishri or Masher, is a powdered black-roasted tobacco preparation used mainly in Goa and Maharashtra amongst women and children who use it to clean teeth and gums. It is called "Colgate" for this reason.

Gul or Gudhaku is a moist form of powdered tobacco and molasses from eastern India.

Bajjar is a dry snuff commonly used in

Gujarat.

Creamy snuff or Tobacco toothpaste advertised as anti-bacterial has become popular in western parts of India.

Tobacco Water, water through which tobacco smoke has been passed, is sold for gargling in Manipur and Mizoram.

Zarda is tobacco leaf broken into small pieces and boiled with slaked lime and spices until evaporation, then dried and coloured with vegetable dyes; usually chewed mixed with areca nut and spices. It is sold in small packets and tins, used alone or in paan.

Raw tobacco is sold as bundles of long strands in Kerala.

Hogesoppu is a leaf tobacco used by women in Karnataka.

Kuddipudi are cheap 'powdered sticks' of raw tobacco. Bricks and blocks of powdered tobacco mixed with jaggery (solid molasses) are also used.

Gundi and kadapan are mixtures of coarsely powdered, cured tobacco, coriander seeds, others spices and aromatic, resinous oils used in Gujarat, Orissa and West Bengal.

Kiwam, used mainly in North India is a thick paste of boiled tobacco mixed with powdered spices like saffron, cardamom, aniseed and musk, also available as granules or pellets.

Hazards of tobacco use:

Oral lesions and mouth sores associated with smokeless tobacco use are very common in India. Some oral cancers begin as a white patch lesion (leukoplakia), red patch (erythroplakia) or non healing sores. They are an indication of precancerous changes occurring in mouth tissue due to carcinogens in tobacco.

Oral submucous fibrosis is a condition where the patient has difficulty opening the mouth, due to constriction and loss of elasticity of the mouth tissues. It is a precancerous condition, caused by areca nut (supari), that is a constituent of many smokeless tobacco products. This addictive and psychoactive substance is the cause of symptoms like loss of taste, increased sensitivity to heat, cold and spices which may all lead to oral cancer, in supari chewers.

Smokeless tobacco users have a very high risk of developing **Oral cancer**. A rise in incidence of oral cancer among young adults has been linked to increasing use of commercial smokeless tobacco products containing areca nut (mawa, gutkha, etc). Throat Cancer, Esophageal Cancer, Pharyngeal and Pancreatic Cancer are also caused by smokeless tobacco use.

Tobacco can lead to high blood pressure, narrowing and blood clots in the arteries of the heart and **heart attacks**.

Women who use smokeless tobacco are at risk for having low birth weight babies, stillbirths and other complications.

Tobacco use causes unhealthy gums, bad breath, stained teeth, and tooth loss. **Gum disease** is a risk factor for heart disease and poor pregnancy outcomes.

In addition to addiction, all these products also cause **reduced male fertility**, worsening of **asthma and type II diabetes**.

Tobacco facts:

- One Indian, dies of diseases related to gutkha every 30 seconds.
- 90% of all Oral cancer cases are caused by tobacco products.
- Tobacco chewing has made Cancer of the head and neck, the number one cancer in India.
- India has the highest rate of Oral cancer in the world.

