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
Dr. P. C. Gupta,
Director of Research,
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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.

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**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 Maharasthtra 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.

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