

World No Tobacco Day 2025

**Theme: Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine
Products**

SUBHARTI DENTAL COLLEGE AND HOSPITAL



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**Swami Vivekanand Subharti University Subharti Puram, NH-58, Delhi Haridwar,
NH58, Meerut, Uttar Pradesh 250005**

EXECUTIVE REPORT

Subharti Dental College and Hospital celebrated **World No Tobacco Day from 20.05.2025 – 05.06.2025** under the able guidance of **Dr. Nikhil Srivastava (Principal and Dean, SDC)**.

The theme for this year World No Tobacco Day given by WHO was “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products”. In lieu of this, 10 camps and various awareness activities related to tobacco cessation and oral cancer screening were organized across the Meerut district. Every year on 31st May this day is celebrated in Subharti Dental College and Hospital with great enthusiasm. The Chief Guest of this event was Dr. Ashok Kataria (Chief Medical Officer, Meerut) and Guest of Honor was Dr. Ashok Taliyan (Joint Director, Health Dept. Meerut). The programme was attended by other elite members of the SDC and Swami Vivekanand Subharti University which includes Dr. GK Thapliyal (Hon’ble Vice Chancellor, SVSU), Dr. M.K Mittal (Principal, Subharti Medical College) and Dr. Satyam Khare (Vice Principal, Subharti Medical College).

The Chief Guest Dr. Ashok Kataria (CMO, Meerut) in his address to the patients explained the harmful effects of tobacco and appealed everyone to put their efforts in eradicating this monster from the society. Dr. G.K Thapliyal (Hon’ble Vice Chancellor, SVSU) in his speech motivated the patients and their family members to kindly quit this habit and encourage others to do the same.

Apart from this students of BDS and IDA Meerut Cantt. Branch Student Wing displayed models explaining harmful effects of tobacco and measures to abandon this habit. The highlight of the event was “Nukkad Naatak” presented by BDS 2021 batch students explaining how tobacco has curb the growth of family and the society and how youngsters are drawn towards it. A pledge was taken by everyone to keep Tobacco and its product away from our family, society and make environment free from it This was followed by the inauguration of poster prepared by the dental college saying “Dhumrapan va tambaku sewan karne wala tambaku ke saath hi jala deta hai rishton ki mithaas, parivar ki khushiyaan aur bacchon ke sapne.. Apne liye nahi apno ke liye jiyo”

Later, a report on the working of Tobacco Cessation Centre and its achievement was read by Dr. Swati Gupta (Incharge, TCC, SDC). Till now approximately 17300 patients were benefitted from this centre. In the past year, approximately 60.4% patients had successfully quitted the habit under this programme. Few among these patients and their family members were felicitated on this occasion for their efforts. The centre runs successfully everyday between 10:00 am to 3:30 pm.

The programme was concluded with the words of wisdom from Dr. Nikhil Srivastava (Principal and Dean, SDC) who guided and motivated the patients about Tobacco and how this industry is flourishing all over the world and how we ourselves as adults take measures to get rid of it and educate our future generation and children to stand against this practice.

Based on this year theme faculties of Subharti Dental College, Dr. Shikha Jaiswal and Dr. Swati Gupta delivered awareness lectures on Tobacco Cessation for young minds (under-graduates) of Amity University and Kalka Dental College respectively to stay away from Tobacco Menace. Subharti Dental College and Hospital in association with IDA Meerut branch organized online webinar by Dr. Vikrant Mohanty (Professor and Head, Dept. of PHD MAIDS and Co-ordinator at NRC Tobacco Cessation, MAIDS, New Delhi) for our students.

Content

Faculty and administrative staff played an active role in the planning and execution of the event. Special workshops were conducted for teaching and clinical staff on how to identify signs of tobacco use among students and patients, how to intervene effectively, and how to refer individuals to cessation support services. In a long-term move, Subharti Dental College reaffirmed its commitment to being a “Tobacco-Free Zone” by installing visible signage across campus and incorporating tobacco control topics more prominently in the dental curriculum and health promotion activities.

Tobacco Cessation Center at Subharti Dental College and Hospital



ACTIVITIES:

1. Promotive, preventive, and screening outreach activities

Subharti university actively organized preventive , promotive , and screening outreach activities that widely includes Community-level screening camps for oral cancer, lung health, and tobacco use, Behavioral interventions in schools to prevent youth from starting tobacco. We are also rewarding the patients who quit tobacco through 5A approach

| S.No. | Date | Name of Camp | No. of Beneficiaries |
|-------|---------|--------------------|----------------------|
| 1 | 20 May | NPS School Bahsuma | 108 |
| 2 | 22 May | Sarawani | 16 |
| 3 | 23 May | Multannagar | 16 |
| 4 | 24 May | Jail camp | 246 |
| 5 | 26 May | Khajuri | 04 |
| 6 | 30 May | Multannagar | 06 |
| 7 | 02 June | Khajuri | 06 |
| 8 | 04 June | Partapur | 43 |
| 9 | 05 June | Meerut | 47 |
| 10 | 27 MAY | NCC | 364 |

Felicitation of those who quit tobacco and their motivators in public



Oral Cancer Screening



22/05/2025 at SARAWANI, HAPUR





GROUP PHOTOGRAPH

23/05/2025 at Multannagar

Oral health checkup



NCC Camp



30/05/2025 at MULTANNAGAR





02/06/2025 AT KHAJURI



04/06/2025 AT PARTAPUR



ORAL HEALTH EDUCATION



PREVENTIVE: ORAL HEALTH EDUCATION

05/06/2025 AT Meerut



Oral Health Screening



2. IEC (Information, Education & communication) activities

Subharti dental college and hospital continuously promoting its efforts in cessation of tobacco through various posters , pamphlet and IEC material such as tobacco-free school and workplace banners. One-on-one counseling , Street plays (nukkad nataks) and puppet shows in rural areas. Health camps with IEC stalls. To ensure the progress of patient we make sure to follow it up .

Inauguration of New IEC Material (Poster) on 31st May, 2025



Oral Cancer screening leaflets, Self Help materials to quit tobacco and Guide to Quit tobacco manual

कैसे कर सकते है हम आपकी मदद???

- विशेषज्ञ से सही सलाह-मशवरा।
- जानिये कुछ ऐसे उपाय जिनकी मदद से आप तम्बाकू छोड़ सकते हैं।
- अपने मुँह की स्वस्थ जाँच करने की विधि सिखाई जायेगी।
- विशेषज्ञ द्वारा अपने मुँह की जाँच करवाए।
- पोषिक आहार के बारे में भी बताया जायेगा।
- आप स्वयं भी इस तम्बाकू छोड़ो अभियान का हिस्सा बनकर न केवल अपनी बल्कि दूसरों की भी मदद कर सकते हैं।

अन्य उपलब्ध उपकरण:

- साईटोलोजी
- टोलीडीन ब्लू
- ओरल ब्रश बायोप्सी
- वैल्सकोप
- बायोप्सी (मांस के एक टुकड़े की जाँच)



खायें पौष्टिक आहार

फल-सलाद और सब्जियाँ कैंसर की सम्भावना कम कर सकती है। प्रतिदिन खाने में पौष्टिक भाग सलाद सब्जियाँ और फल लें।

गाजर, टमाटर, हल्दी और खट्टे फलों का सेवन कैंसर से आपको बचा सकता है।



मुख का कैंसर जाँच केन्द्र और तम्बाकू छोड़ो अभियान




समर्पक केंद्र:
सुभाश्री डेंटल कॉलेज
राजीव गान्धी मेडिकल सुभाश्री मेडिकल कॉलेज
सुभाश्री एन एच एच - 48 दिल्ली राष्ट्रीय स्वास्थ्य सेवा, मंगल पिन कोड: 110035
फोन: 011-2639643, 2429182 (फैक्स: 011-2639630)

तम्बाकू छोड़ो अभियान




FOR A LIFE WITHOUT TOBACCO



ओरल परीक्षण और रजिस्ट्रारों से विभाग
सुभाश्री डेंटल कॉलेज, मेड

| | |
|---|--|
| <p>Set A Quit Date तम्बाकू छोड़ने की तारीख तय करें।</p> <p>Maintain Habit Diary जादवी की आवृत्ति बनाएँ।</p> <p>Deep Breathing Every Time There is a Urge, Do it Three Times. घड़ती काल-जो-उ-काल-जब-भी-तम्बाकू-सेवन-का-सम-हो।</p> <p>Take In Fluids Lots Of Water And Fluids-fruit Juices. घांसी-जैसे-जुके-प्युके-पीयें।</p> <p>Stay Away From Alcohol And Coffee शराब-और-कॉफी-से-दूर-रहें।</p> <p>Take Healthy Foods Avoid Fatty Foods. पौष्टिक-चाहें-खायें।-तक-हुआ-ले-खायें।</p> | <p>Taking An Oral Substitute तम्बाकू की जगह कोई-दुर्गन्ध-वाला-उपकरण-सुखें।</p> <p>Change Your Routine अपनी-दिलचस्पी-में-बदलाव-लायें।</p> <p>Get Exercising मिडिल-जकारण-करें।</p> <p>Change Scene And Partner Yourself! जो-आपकी-दिल-को-आना-हो-उ-आना-करें।</p> <p>Remind Yourself of The Reasons To Quit आपने-छोड़-ने-पूर्व-से-कारणों-को-याद-रखें।</p> <p>Regularly Attend Anti-tobacco Counseling And Interactive Lessons तम्बाकू-छोड़ने-अभियान-का-हिस्सा-बने-रहें।</p> |
|---|--|

तम्बाकू नहीं...
जिन्दगी चुने...



“कोशिश करने वालों की
कभी हार नहीं होती”

प्रेरणा पुस्तक



सुभारती दन्त महाविद्यालय एवं अस्पताल
स्वामी विवेकानन्द सुभारती विश्वविद्यालय
मेरठ।

Pamphlet Distribution

दो मिनट
जिन्दगी के...
तुरन्त
जाँच कराएँ



- क्या आपके मुँह में कोई सफेद या लाल दाग है ?
- क्या आपके मुँह में लम्बे समय से कोई छाला ठीक नहीं हो पाया है ?
- क्या आप तम्बाकू सेवन करते हैं और अब धीरे-धीरे मुँह कम खुल रहा है या खाने में क्लिब लगने लगी है ?

यह कैंसर के शुरुआती लक्षण हो सकते हैं!
तुरन्त जाँच कराएँ
सही समय पर इसका सफल इलाज पाएँ

समय करें
ओरल मेडिसिन और रेडियोलॉजी विभाग
सुभारती हॉस्पिटल कॉलेज, मेरठ
हर बुधवार व शुकवार सुबह 10 से 3-30 बजे तक

कानून का अनामक हर 6 महीने में अपने मुँह और कर्तों की जाँच अवश्य कराएँ

दो मिनट
जिन्दगी के...
तुरन्त
जाँच कराएँ



- क्या आपके मुँह में कोई सफेद या लाल दाग है ?
- क्या आपके मुँह में लम्बे समय से कोई छाला ठीक नहीं हो पाया है ?
- क्या आप तम्बाकू सेवन करते हैं और अब धीरे-धीरे मुँह कम खुल रहा है या खाने में क्लिब लगने लगी है ?

यह कैंसर के शुरुआती लक्षण हो सकते हैं!
तुरन्त जाँच कराएँ
सही समय पर इसका सफल इलाज पाएँ

समय करें
ओरल मेडिसिन और रेडियोलॉजी विभाग
सुभारती हॉस्पिटल कॉलेज, मेरठ
हर बुधवार व शुकवार सुबह 10 से 3-30 बजे तक

कानून का अनामक हर 6 महीने में अपने मुँह और कर्तों की जाँच अवश्य कराएँ





Sticking of Educational Posters on Public Transport in Meerut on Highway and City (350 posters were sticked)



धूम्रपान व तम्बाकू सेवन करने वाला
 तम्बाकू के साथ ही जला देता है
 रिश्तों की मिठास,
 परिवार की खुशियाँ
 और बच्चों के सपने।

QUIT TOBACCO
 Apne liye nahi, apno ke liye jiye

SUBHARTI DENTAL COLLEGE AND HOSPITAL
 SWAMI VIVEKANAND SUBHARTI UNIVERSITY





Short video on How to quit tobacco and talk on oral cancer screening developed by Department of Oral Medicine and Radiology runs on Television in patient waiting area in the Dental College lobby

3. Oral Cancer Screening Activities:





4. Training and capacity building programs:

- Subharti Dental College students attended online webinar by Dr. Vikrant Mohanty (Professor and Head, Dept. of PHD MAIDS and Coordinator NRC Tobacco Cessation, MAIDS, New Delhi)


celebrating
World No Tobacco Day
2025

Friday Rendezvous

with IDA Meerut Cantt
in association with
Subharti Dental College & Hospital




Topic:
Role of Dental Professionals in Tobacco Cessation

Friday,
30th May 2025
8:30 PM Onwards



Prof (Dr) Vikrant Mohanty

- Project Head & Principal Coordinator
National Resource Center for Oral Health and Tobacco Cessation
- Member Secretary, National Steering Group,
National Oral Health Screening Program,
Ministry Of Health & Family Welfare, Govt Of India
- Head of Department, Public Health Dentistry,
Molana Azad Institute of Dental Sciences
New Delhi


LASER AURICULAR ACUPUNCTURE

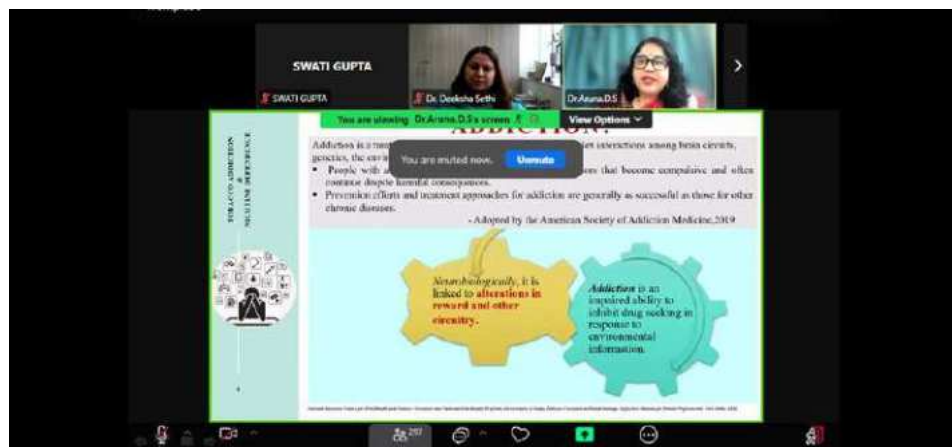
- Effective in reducing nicotine dependence due to tobacco use
- Excellent non-invasive, aseptic, and painless therapy which can reduce the withdrawal symptoms associated with tobacco cessation

ARTIFICIAL INTELLIGENCE IS BEING USED IN TOBACCO CESSATION

- Personalized Support, Real-time Monitoring, Motivation and Engagement, Predictive Analytics

WHO QUIT TOBACCO APP

- Two faculties including incharge, Tobacco Cessation Center, Attended National Training Programme on Tobacco Cessation by MOHFW from 3rd to 5th June 2025.



ADDITION

Addiction is a multi-genetic, the environment, and neurobiological process that becomes compulsive and often overrides deliberate conscious choices.

- Prevention efforts and treatment approaches for addiction are generally as successful as those for other chronic diseases.

- Adapted by the American Society of Addiction Medicine, 2019

Neurobiologically, it is linked to alterations in reward and other circuitry.

Addiction is an acquired ability to exhibit drug seeking in response to environmental information.

- **Briefing up Success story of Tobacco cessation center** An original study on “Tobacco Cessation Center in a Dental College: An 8 year institution based study”- has been published in National Cancer Journal-(JCRT).



- Centre is operating since 2012. Quit rates increased every year from 32% in 2012-13 to the present 56.7% (complete responders -43.2% partial responders 14.4%). Subharti Dental College was awarded with COMMUNITY SERVICE AWARD for its efforts by IAOMR in 2019 and 2021. The Department of Oral Medicine and Radiology was also appreciated by GUIDENT magazine as “Best Department” in year 2014 & 2016. Recently, Subharti Dental College was also awarded by Global Professional Awards, 2022 for “Excellence in Providing Good Oral healthcare Services to the Community”. Apart from the above, Department of Public Health Dentistry was awarded for “Excellence in Rural Dental Services” in 2nd Global Outreach Dental Conferences & awards, 2022 and “ShikshakShiromani Award of Honour” by SamajVikasSansthan in the year 2023 and . 2023 and Award of special recogniton in “*World No Tobacco Day 2023 fortnight campaign*”

- **Dr Shikha Jaiswal**, Professor, Department of Conservative and Endodontics, SDC took online lecture on “**Tobacco Cessation: Need of the hour** “on 31st May 2025 for Amity University undergraduates and faculty





- **Guest speaker –Dr. Swati Gupta**(Professor, Deptt of Oral Medicine and Radiology, *SDC* delivered her talk on topic “ ”on 30th May 2025 to all faculty and dental, pharmacy and nursing graduates of Kalka Dental College.



- **Patient motivational speeches:** by Maj Gen G.K. Thapliyal, *Hon'ble Vice Chancellor, Swami Vivekanand Subharti University*, Dr. Nikhil Srivastava, *Principal and Dean, SDC* and Dr. Ashok Kataria , *Chief Medical Officer Meerut* who spoke on ill effects of tobacco and advised patients to utilize the services of Tobacco Cessation Center.



Talk on “Ill Effects of Tobacco and Importance of Oral Health” to 364 NCC cadets

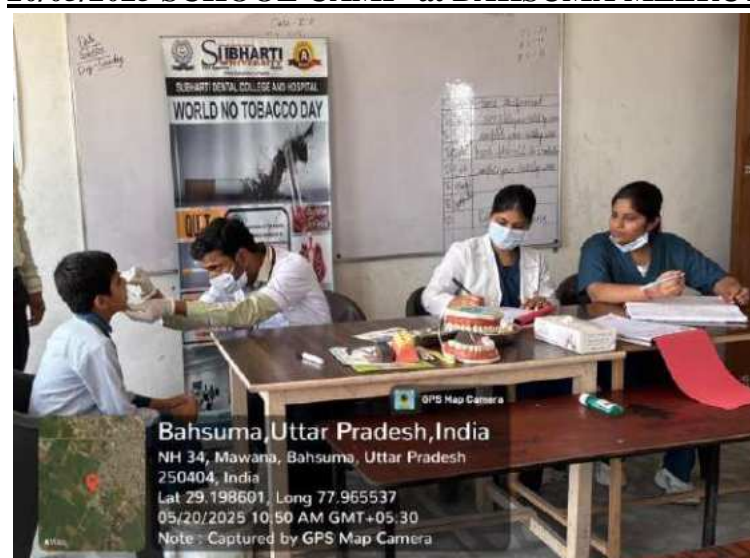


5. School based tobacco control and cessation initiatives:

As part of the Tobacco Control and Cessation Initiative, a structured awareness campaign was successfully organized at Subharti Dental College to combat the rising influence of tobacco among youth and future healthcare professionals. The primary objective of the program was to educate students on the harmful effects of tobacco use, instill preventive knowledge early, and empower them to become ambassadors of a tobacco-free future. The event commenced with the distribution of well-designed pamphlets that conveyed critical information in an easy-to-understand and visually engaging format. These pamphlets included statistics on tobacco-related illnesses, myths versus facts about tobacco use, and tips on how to resist peer pressure. Designed specifically for the student audience, the materials were printed in both English and the local language to ensure maximum reach and impact.

The campaign included a series of structured activities beginning with a morning announcement, where students were introduced to the goals of the program. This was followed by a powerful and insightful speech delivered by esteemed faculty members of Subharti Dental College, who emphasized the seriousness of the tobacco epidemic from both a public health and a clinical perspective. The speakers discussed the long-term consequences of tobacco consumption, including its direct association with oral and systemic diseases such as oral cancer, periodontal disease, and cardiovascular conditions. They also highlighted the ethical responsibility of future dental professionals to lead by example in tobacco avoidance and to support patients in quitting the habit. The faculty integrated real-life clinical cases and experiences from their own practice to strengthen the message, making the session informative, personal, and engaging.

20/05/2025 SCHOOL CAMP at BAHSUMA MEERUT



Oral Health Screening



Pamphlet Distribution



No Tobacco Pledge



6. Public events : (Walkathon)



Health education at Camps



7. Pledge ceremony for public and patients for tobacco free generation

Subharti University organized a pledge ceremony where healthcare professionals committed to helping individuals quit tobacco. This pledge reinforces their responsibility to guide and support patients in overcoming tobacco addiction. By taking this oath, professionals strengthen their role as advocates for a tobacco-free society. The ceremony highlights the importance of collective action in public health and sets a strong example for students and the community. Subharti's initiative reflects its dedication to creating a healthier future through responsible and compassionate healthcare.



8. Pledge ceremony by healthcare professionals for offering help to quit





9. Social media activities

Subharti University actively promotes tobacco cessation through creative social media initiatives. The university has conducted reel-making and poster-making competitions, encouraging students to spread anti-tobacco messages in an engaging and impactful way. Talk shows featuring experts and students further raise awareness about the harmful effects of tobacco. These activities not only educate but also inspire youth to adopt a tobacco-free lifestyle. By using social media as a powerful awareness tool, Subharti University plays a vital role in the fight against tobacco use.

- Activities uploaded at **Facebook page: *Subharti Dental College and Hospital***

And a special page: ***Tobacco cessation center: Subharti Dental College and Hospital***

- Students participated in Reels and Poster making competitions at National level

<https://www.instagram.com/reel/DKY3xGCJ5qm/?igsh=eWo2NnI2OW1naWQx>

<https://www.instagram.com/reel/DKRyWXQxXM5/?igsh=a2NxNDBpbTlpbnlx>

<https://www.instagram.com/reel/DKRIRuSpH9C/?igsh=YWFia3c3eG85eGxu>

https://www.instagram.com/reel/DKRES_tpy4z/?igsh=c29kdmg5eWh2Y3Bz

<https://www.instagram.com/reel/DKRBtQzJTjr/?igsh=MWJ3NnU5cjJvbmV2Zw==>

https://www.instagram.com/reel/DKRA_Txp_8B/?igsh=MXcxdnJ6c24wY3RodA==

https://www.instagram.com/reel/DKRA_Txp_8B/?igsh=MXcxdnJ6c24wY3RodA==

Informative Radiotalk on Radio 90.0 FM broadcasted on 31st May 2025

WORLD NO TOBACCO DAY
let's commit to quit tobacco

आज़ाद हिंद RADIO 90.0 FM

डॉ. संजित प्रधान
डॉ. सुमित गोयल
वास्तु कृष्णा

सुभारती आजाद हिंद रेडियो पर सुनिप स्पेशल पॉडकास्ट
31मई सुबह 7.30 और 3.30बजे

PODCAST

95
1976-2021

<https://drive.google.com/file/d/1U5eSYzJNCCC7vM5AEyAo5WaMkDr1VHUz/view?usp=drivesdk>



11. Initiatives towards ending Tobacco industry interference

Subharti Dental College actively supports the global initiative to end tobacco industry interference by promoting a tobacco-free campus, integrating anti-tobacco education into its curriculum, and conducting awareness campaigns. The college organizes community outreach programs and dental camps to educate people on the harmful effects of tobacco. It also encourages policy advocacy and research to counteract misleading industry influence. Through these efforts, Subharti Dental College plays a vital role in protecting public health and promoting a tobacco-free society.

Educating and Talking to the shopkeepers selling tobacco

<https://drive.google.com/file/d/1U2toip8PFEDUCL1vc4WhpVagR2AT0Vf9/view?usp=drivesdk>

Management of Tobacco Related Oral Lesion (Pre and Post images)

Approximately 450 patients visited to the dental OPD suffering from tobacco related oral lesions were screened. Out of which 300 patients were successfully treated and 60 patients are still undergoing treatment.

Pre-treatment



Post-treatment



Pre-treatment



Post-treatment



Pre-treatment



Post-treatment



| | Outcomes |
|--|---|
| Duration of activity | 3 hours camps and screening programs and 2 hour program in dental college on 31 st May2025, 2 guest lectures for capacity building |
| No. of patients and student beneficiaries | 1705 (from 10 camps and screening programs) and guest lectures |
| No. of Training programs conducted and personnel skilled or trained | 3 guest lectures, one lecture by Dr. Vikrant Mohanty Sir |
| No. of IEC developed | 10 |
| No.of social media platforms done and post done | 3(facebook, Insta, and youtube), Newspaper, Television and Radiotalk |