



**Workshop on “Priorities in Smokeless Tobacco Control Research and Training needs”  
ICMR- National Institute of Cancer Prevention and Research,  
I-7, Sector - 39, Noida - 201301 (India)**

**Hosted by the WHO FCTC Global Knowledge Hub on Smokeless Tobacco  
at the ICMR-National Institute of Cancer Prevention and Research, Noida (ICMR-  
NICPR), India**

**PRESS RELEASE**

**Experts recommend ban on advertisement of ‘pan masala’ and ‘Supari’  
to curb SLT use in India**

At the culmination of the two days’ Workshop on “Priorities in Smokeless Tobacco Control Research and Training needs” organized by the WHO FCTC Global Knowledge Hub on Smokeless Tobacco, ICMR-NICPR from 27<sup>th</sup> and 28<sup>th</sup> at ICMR-NICPR, Noida - experts from across the country recommended strict enforcement of tobacco control laws in all states by all concerned agencies. The workshop that envisaged to highlight the challenges faced in SLT research and identifying the training needs culminated with following recommendations.

**Key Recommendations**

1. There is urgent need to study the impact of surrogate advertising and marketing of SLT products and their brand extensions on SLT use and uptake. In This regard, experts recommended that a ban on ‘pan masala’ and ‘supari’ advertisement under food safety regulations should be the first step.
2. Given the disturbing use and initiation of the younger generation to SLT products, the group recommended to undertake a study on the impact of taxes under the GST regime and to standardize all tobacco packs with minimum quantity for sale (in weight or unit as may be applicable) and completely restrict loose sale. Sale of SLT may be recommended in large tin packs and further research should be undertaken on setting minimum floor pricing of tobacco products, for desired impact of the price and tax measures to reduce demand of tobacco products, especially among youth.
3. Need to undertake implementation research on spitting in public places and its impact on SLT use and initiation. Spitting ban should be linked with the Swacch Bharat Mission.
4. There is a need for inclusion and integration of SLT and Areca Nut cessation under other health and development programs like RKSK, NPCDCS, RNTCP, NOPHP, etc. and in this regard quit lines should be promoted (and funded under NTCP) at the state level along with the National level quit line to serve the context specific cessation needs of every state.
5. Health professional’s capacity should be built in advancing SLT and areca nut cessation. There is a need to assess perception and needs of health workers at every level regarding tobacco

cessation overall and in particular for SLT and areca nut. Further, consensus building is required to develop a standard module for smokeless tobacco and areca nut cessation.

6. Periodic surveys among adults, youth and young adolescents must be carried out by governments through their national health surveillance systems to monitor the use of smokeless tobacco and Areca nut products.
7. Information on all kinds of commercially produced and sold smokeless tobacco products should be compiled to determine the magnitude of the smokeless tobacco and Areca nut products being marketed in the country for their effective regulation.
8. There is need to study SLT products and the ingredients, flavorings etc. being added in it for implementing a broad SLT ban using regulation 2.3.4 of FSSAI.
9. Research on impact of implementing provisions related to minors access (Article 16 of WHO FCTC) to SLT and areca nut products, their direct and indirect advertisements (Article 13) and raising public awareness about such products (Article 12) and existing SLT Laws to strengthen its implementation at all levels.

Prof. Ravi Mehrotra, Director WHO FCTC Global Knowledge Hub on Smokeless Tobacco while accepting the expert group recommendations expressed his gratitude and assured the gathering that these recommendations will be shared with the key stakeholders and policy makers for further action. He also assured that the knowledge hub will continue to leverage the research and training needs in the field of smokeless tobacco and areca nut both nationally and globally and extend full support and follow up on these recommendations.

More information on the workshop and the work of the Knowledge Hub can be found at the following link: <http://untobaccocontrol.org/kh/smokeless-tobacco/>