IPA AAP GLOBAL TOBACCO PROGRAM

Three coordinators

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Coordinator IPA & member EC IPA

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IPA (International Pediatric Association) is a Umbrella organization which has membership of 146 National Pediatrics societies and more than 15 Regional and specialty Pediatric societies which has total over 500,000 pediatricians around the world

AAP (American Academy of Pediatrics) has a membership of over 60,000 members
IPA and the AAP have launched a multi-year project to:

- Increase the visibility and impact of international pediatric tobacco control efforts;
- Engage and support international pediatric leaders and national pediatric organizations in:
  - a) advocacy
  - b) clinician education for tobacco control.
Approximately two-thirds of the world's tobacco users live in fifteen countries:

- **China**, **India**, **Indonesia**, **Russia**,
- **Bangladesh**, **Brazil**, **Mexico**, **Turkey**,
- **Pakistan**, **Egypt**, **Ukraine**, **Philippines**,
- **Thailand**, **Vietnam** and **Poland**.
The specific aims are

1) To disseminate best practices for tobacco control
   – for clinical interventions to prevent adolescent and adult tobacco use
   – for community public health and policy interventions

2) To provide technical assistance to help build support for
   • children’s tobacco control &
   • prevention of secondhand tobacco smoke exposure.
Establishment of a core project
Team

identify opportunities to further modify tobacco prevention and control curriculum for pediatric clinicians in collaboration with national partners to be consistent with

– National child health and public health delivery systems

– And to educational efforts of IPA member organizations.

– Do community awareness programs with NGO’s
Plan of action

- Using successful models for engaging leaders and supporting their development as national and global stakeholders to create strong, effective tobacco control policies and initiatives.

- Use a *train the trainers approach* to disseminate tobacco prevention and control activities.
Workshops

Educational workshops for regional and global IPA meetings that provides an overview of basic clinical and policy issues in tobacco control.

Leadership training: for a more intensive leadership training to develop participants as tobacco control champions /educators able to spread cessation and prevention efforts to pediatric clinicians within their countries and organizations.
Specific content about environmental health implications of secondhand smoke and of media imagery.

Separate content about adolescent behavior and effective counseling to influence lifestyle and behaviors.
Basic curricula for pediatric clinicians by the AAP is being modified for use in international settings.

This includes four on-line curriculum modules that are currently being developed by the AAP Julius B. Richmond Center in collaboration with the Johns Hopkins Center for International Tobacco Control.

These will be available online in 2009, in the six UN languages.
AAP has developed an English DVD based curriculum.

The DVD includes materials for pediatric clinician education in clinical practice and in community health and policy advocacy.

Community awareness IEC are under development by NGO from India- AACCII
Support by AAP

- The AAP Richmond Center is developing Pediatric Clinician-oriented curriculum modules.
- Support travel to the Mumbai WCOTH meeting.
- Pilot trainers material development will similarly be supported.
- See www.aap.org/richmondcenter
October 2008 - Convene technical advisory groups / project team members.

November 2008 – February 2009:
- Identify resource needs and potential sources for project (beyond the pilot).
- Review existing resources and develop/modify training modules, publicize and recruit participants for Mumbai training sessions.
- Develop proposals for South Africa IPA Congress and regional IPA meetings.
- March 2009 – conduct training and educational sessions during WCOTTH

April – June 2009:
- Use feedback to modify materials for additional training activities.
- Identify additional early training opportunities.
- Evaluate impact on participants and national/international tobacco control issues

July 2009 – August 2010:
- Continue to pilot culturally tailored trainers curriculum and educational interventions, as funds allow, in 2-3 additional countries.
Action plan

- Launch the Program in India in March 2009
- In partnership with National and Regional IPA affiliated Pediatric Associations, plan to conduct 2-4 additional programs in the coming 2-3 years.
- The report on the impact of these as well as potential expansion to additional countries or regions will be presented at the 26th IPA Congress at Johannesburg in August, 2010.
- Next plan of action is for Brazil under the IPA President Elect Sergio Cabral & in China under the IPA President Chok Wan Chan
Launch of the program-March 2009
Mumbai India

This was done with 3 events

- Participation in the AAP session in the WCTOH (World Congress on Tobacco or Health) 6-12 March 2009

- A focus group discussion - Pediatricians from Mumbai on 8th March in collaboration with the National Pediatric society - Indian Academy of Pediatrics - IAP

- A community awareness program and poster competition on tobacco control in collaboration with an NGO - AACCI (Association of Adolescent and Child Care in India), the KJ Soumaiya Medical College & the Mumbai Branch of IAP on 12th March
IPA participation at the WCTOH

WCTOH - World Congress on Tobacco or Health was held in March 2009, Mumbai, India.

There was a session on Tobacco control in children and teens by the AAP and the speakers were:

- Dr. Henry Lando – Overview
- Dr. Ruth Etzel (IPA TA Environment) - Second hand tobacco smoke in children
- Dr. Swati Bhave (IPA TA Adolescent health) – IPA AAP Global tobacco control program and effect of tobacco on Teens
IPA participation in WCTOH, Mumbai India  March 2009
March 8th 2009

Focus Group discussion with Mumbai Pediatricians

Conducted by Ruth Etzel IPA TA

Environment

Assisted by Dr Swati Bhave TA Adolescent Health

Hosted by the Indian academy of Pediatrics

- Gave AC Board room for 4 hours
- Recording facility and the tapes
- Hosted lunch for 10 persons
The focus group provided

an opportunity for feedback

- Contents of country specific training materials
- to better identify what modifications may be needed for these programs to work well in different cultures.
March 12 2009

- IAP Mumbai Branch & NGO AACCI
  (Association of Adolescent and Child Care in India)
- KJ Soumaya Colleges trust hosted
- Community awareness program on Tobacco control
- Poster competition for students
- Prizes shared by AAP and AACCI
President of Mumbai Branch Dr Tanmaya Amladi welcoming the guests
Dr Swati Bhave conducting the panel discussion with Ruth Etzel

The audience – medical and nursing students and the staff
Dr Sujata Kanhere the local co-ordinator with the students viewing the entries for the poster competition
Prize winners

Group photo of the organizers with the students won the prize
Poster competition

- The next slides show some of the posters that were judged for the competition.
- There were more than 50 entries and prizes were given to the best 3 and two more consolation prizes.
Tobacco or Health
Choice is yours

Tobacco Companies
Teen
Nicco

Still young to die...

Save me from 'tobacco'

Leave the pack behind

Tobacco KILLS!

Cigarette
Gutka
Hukka
Cigar
WHY THE HELL DO YOU SMOKE DAMN IT!!!

TOBACCO IS KNIFE, WHICH KILL LIVES....

- SMOKING OR PASSIVE SMOKING
- IUGR
- LOW BIRTH WT (200 Gm less)
- IQ

3 MILLION PREMATURE DEATH & 30% CANCER DEATH

- ISCHEMIC HEART DISEASE
- AORTIC ANEURYSM

- STROKE + PARALYSIS
- CATAARACT BLINDNESS

- PERIPHERAL VASCULAR DISEASE

- ↓ 25 yrs OF LIFE EXPECTANCY

- OSTEOPOROSIS
Adverse Effects of Tobacco

- Premature Death
- Criminal Tendencies
- Drugs
- Anti-Social Behavior Problems
- Cancer

You find your life too long. Smoke it off!

PLEASE

Don't throw your cigarette ends on the floor. The cockroaches are getting cancer.

Major Components of Tobacco Smoke with Adverse Effects

- nicotine
- ammonia
- acroleine
- nitrosamines
- formaldehyde
- hydrogen cyanide
- hydrogen fluoride
- arsenic compounds

I told you smoking was bad for you.

- NAQIYA
  M.B.B.S.
  phase II
Tobacco - Active substance | Nicotine, found in cigarettes, bidis, paan, snuff, MISHRI, hookahs...

Children | Effect on Exposure
SIDS, Bronchitis, Slow lung growth, CHD

Teens | Persistent cough, Lung cancer, stroke, Heart attack, ↑BP, Peptic ulcers, acne, ↑LDL

Tobacco | Life is precious....
kills | SAY NO TO TOBACCO

the AddiKtion

Break

Worldwide smoking kills almost 5 million people prematurely each year.
The Burning Heart

Before

Have a Heart...

Don't Start.

Hey, I told you these things would kill you one day.

NAQIYA BELLARY
M.B.B.S.
Phase-II
term-II

Sorry Mr. Nicotine
You Are Not Welcome Here!!

Smoking Kills!!
EFFECTS OF TOBACCO ON CHILD & TEENS

not only were our forefathers apes but our kids also are apes
they think its cool

SO BE CAREFUL

AVANTI GUPTA & VINEETI DALAL
Adverse Effects of Tobacco on Teens & Children

Restriction of Growth and Development

Tobacco also affects us, specially if exposed during prenatal period & may lead to:
- Complications during pregnancy
- Low birth weight
- Death
- Abortion

Tobacco Caused Morbidity Means:
- Workdays lost to illness, sick leave, reduced productivity & premature death
- Waste of money

Broken & Unprotected Sexual Relations

Experimentation with tobacco as an adolescent leads to addiction as an adult!

When you make choices, YOUR choices make you.

Listen to yourself. CHOOSE LIFE.