

FACTS

THE TRUTH ABOUT TOBACCO

Key Statistics According to World Health Organization (WHO)

Tobacco kills up to half of its users.

Tobacco kills nearly 6 million people each year. More than five million of those deaths are the result of direct tobacco use while more than 600 000 are the result of non-smokers being exposed to second-hand smoke. Unless urgent action is taken, the annual death toll could rise to more than eight million by 2030.

About 250 million adults consume smokeless tobacco in the 11 countries of the WHO's south east Asian region which alone accounts for the 90% of global smokeless tobacco users.

India lays claim to 32% men and 18.4% women who consume smokeless tobacco costing the country \$389 million in Health care costs.

India has the highest number of smokeless tobacco users in the world and tobacco causes over 1 million deaths in India annually.

India also has the highest number of oral cancer cases in the world and 90% of these cases are attributed to smokeless tobacco use.

Nearly 80% of the world's one billion smokers live in low- and middle-income countries.

Consumption of tobacco products is increasing globally, though it is decreasing in some high-income and upper middle-income countries.

Approximately one person dies every six seconds due to tobacco, accounting for one in 10 adult deaths. Up to half of current users will eventually die of a tobacco-related disease.

Nearly 80% of the more than one billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

Tobacco users who die prematurely deprive their families of income, raise the cost of health care and hinder economic development.

In some countries, children from poor households are frequently employed in tobacco farming to provide family income. These children are especially vulnerable to "green tobacco sickness", which is caused by the nicotine that is absorbed through the skin from the handling of wet tobacco leaves.

What is Tobacco?

Tobacco refers to the **more than 70 plant species** within the genus **Nicotiana** of the **Solanaceae** (nightshade) family, as well as to products manufactured from dried tobacco leaves, including cigars and cigarettes, snuff, pipe tobacco, chewing tobacco and flavored shisha. Further uses of tobacco are in plant bio-engineering and as ornamentals, and chemical components of tobacco are used in some pesticides and medications.

Tobacco is consumed in many forms and through a number of different methods. Below are examples including, but not limited to, such forms and usage. Tobacco products are products made entirely or partly of leaf tobacco as raw material, which are intended to be smoked, sucked, chewed or snuffed. All contain the highly addictive psychoactive ingredient, nicotine.

Beedi are thin, often flavored cigarettes from India made of tobacco wrapped in a **tendu** leaf, and secured with colored thread at one end.

Chewing tobacco is the oldest way of consuming tobacco leaves. It is consumed orally, in two forms: through sweetened strands, or in a shredded form. When consuming the long sweetened strands, the tobacco is lightly chewed and compacted into a ball. When consuming the shredded tobacco, small amounts are placed at the bottom lip, between the gum and the teeth, where it is gently compacted, thus it can often be called *dipping tobacco*. Both methods stimulate the saliva glands, which led to the development of the *spittoon*.

Cigars are tightly rolled bundles of dried and fermented tobacco, which is ignited so its smoke may be drawn into the smoker's mouth.

Cigarettes are a product consumed through inhalation of smoke and manufactured from cured and finely cut tobacco leaves and reconstituted tobacco, often combined with other additives, then rolled into a paper cylinder.

Creamy snuffs are tobacco paste, consisting of tobacco, clove oil, glycerin, spearmint, menthol, and camphor, and sold in a toothpaste tube. It is marketed mainly to women in India, and is known by the brand names Ipco (made by Asha Industries), Denobac, Tona, Ganesh. It is locally known as "mishri" in some parts of Maharashtra.

Dipping tobaccos are a form of smokeless tobacco. Dip is occasionally referred to as "chew", and because of this, it is commonly confused with *chewing tobacco*, which encompasses a wider range of products. A small clump of dip is 'pinched' out of the tin and placed between the lower or upper lip and gums.

Gutka is a preparation of crushed betel nut, tobacco, and sweet or savory flavorings. It is manufactured in India and exported to a few other countries. A mild stimulant, it is sold across India in small, individual-size packets.

Hookah is a single or multi-stemmed (often glass-based) water pipe for smoking. Originally from India, the hookah has gained immense popularity, especially in the Middle East. A hookah operates by water filtration and indirect heat. It can be used for

smoking herbal fruits or *moassel*, a mixture of tobacco, flavouring and honey or glycerin.

Kreteks are cigarettes made with a complex blend of tobacco, cloves and a flavoring "sauce". It was first introduced in the 1880s in Kudus, Java, to deliver the medicinal *eugenol* of cloves to the lungs.

Roll-Your-Own, often called rollies or roll ups, are very popular, particularly in European countries. These are prepared from loose tobacco, cigarette papers and filter all bought separately. They are usually much cheaper to make.

Pipe smoking typically consists of a small chamber (the bowl) for the combustion of the tobacco to be smoked and a thin stem (shank) that ends in a mouthpiece (the bit). Shredded pieces of tobacco are placed into the chamber and ignited.

Snuff is a ground smokeless tobacco product, inhaled or "snuffed" through the nose. If referring specifically to the orally consumed *moist snuff*, see *dipping tobacco*.

Snus is a steam-cured moist powder tobacco product that is not fermented, and does not induce salivation. It is consumed by placing it in the mouth against the gums for an extended period of time. It is a form of snuff used in a manner similar to American dipping tobacco, but does not require regular spitting.

Topical tobacco paste is sometimes recommended as a treatment for wasp, hornet, fire ant, scorpion, and bee stings.[40] An amount equivalent to the contents of a cigarette is mashed in a cup with about a 0.5 to 1 teaspoon of water to make a paste that is then applied to the affected area.

Tobacco water is a traditional organic insecticide used in domestic gardening. Tobacco dust can be used similarly. It is produced by boiling strong tobacco in water, or by steeping the tobacco in water for a longer period. When cooled, the mixture can be applied as a spray, or 'painted' onto the leaves of garden plants, where it kills insects. Tobacco is however banned from use as pesticide in certified organic production.

Tobacco use is one of the main risk factors for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases. Despite this, it is common throughout the world. A number of countries have legislation restricting tobacco advertising, and regulating who can buy and use tobacco products, and where people can smoke.

Sources:

<http://www.who.int/mediacentre/factsheets/fs339/en/>

<http://www.cdc.gov/Features/SmokeExposure/>

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