

are being offered by some organizations but they are limited to some area of UP only. In Mainpuri district of UP an educational intervention for two years resulted in 32.5% boys and 18.8% girls quitting tobacco habit ⁶.

In Western settings, intervention programs have been successful, at least in delaying initiation of smoking ¹⁸⁻²⁰. Comprehensive school tobacco control policy comprising a combination of tobacco-free school policies and an evidence-based curriculum linked to community wide programs involving families, peers, and organizations with counter marketing campaigns and community-based activities have shown a success in reducing smoking in schools in USA²¹. There is greater potential for school-based awareness programs in UP as well as whole of India followed by cessation initiative.

Recommendations

Based on the findings of the study, the following recommendations are made;

- (1) Intensification of education and awareness campaigns as majority of them are ignorant of the risks associated with the use of tobacco products/ ETS. There is need for full involvement of the Ministry of Education, Ministry of Health, and NGO's religious and traditional authorities for the campaigns to be more effective.

- (2) Schools in UP need to have curricular practices and tobacco policy prohibiting tobacco use by students, school personnel and any visitor in school premises. And also since a significant proportion of the youth start smoking at the age of 10 (or less), there is

need for tobacco control education to be introduced at an early age, possibly at school inception and those parents and guardians must be involved in the campaign.

(3) Lobbying for anti tobacco legislation, which will regulate marketing and distribution of tobacco products and ban tobacco advertisements and tobacco sponsorship to sports. It would be useful to monitor how the tobacco industry adapts its strategies to induce young people into smoking so that appropriate Counteractions should be developed.

(4) Framework public policies and enact and enforce tobacco control legislation that would prevent the youth from buying tobacco products and tobacco trade.

(5) Training of media personnel on how to effectively inform and educate the public, more especially the youth, on issues pertaining to tobacco use.

(6) In order to obtain a more comprehensive picture of tobacco prevalence among the youth in the state, the survey needs to be repeatedly done (possibly once in every three years) and should also be expanded to the youth who are not school goers.

In sum, the study revealed rampant and ravaging use of tobacco among the youth in the state. It is therefore, imperative that all possible expedient actions be taken to redress the situation that can be addressed by a good tobacco control legislation and policy.

Acronyms and Abbreviations

UP	Uttar Pradesh
CDC	Centre for Disease Control
ETS	Environmental Tobacco Smoke
FCTC	Framework Convention on Tobacco Control
GYTS	Global Youth Tobacco Survey
NGO	Non Governmental Organization
TFI	Tobacco Free Initiative
WHO	World Health Organization

Acknowledgement

We would like to thank the following person who has provided support to this project:

Charles W. Warren, Samira Asma, Curtis Blanton, Sawat Ramaboot and Leah Zinner.