

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 6566
TO BE ANSWERED ON 6TH APRIL, 2018**

‘COUGH’ CAMPAIGN

**6566. SHRI ANANDRAO ADSUL:
SHRI SHRIRANG APPA BARNE:
SHRI VINAYAK BHAURAO RAUT:
SHRI DHARMENDRA YADAV:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has re-launched a national mass media campaign against TB and Tobacco use named “Cough”, if so, the details thereof;
- (b) the number of persons died due to TB and Tobacco use in the country during the last three years, State/UT-wise;
- (c) the details of schemes/programmes launched in this regard along with the funds allocation for the same.
- (d) the details of targets set and goals achieved in this regard; and
- (e) the other measures taken by the Government in this regard?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

- (a): A national mass media campaign on TB-Tobacco, namely “Cough” was re-launched and broadcast/telecast on radio and Television during 12-17 March, 2018.
- (b): Under Revised National Tuberculosis Control Programme (RNTCP) and National Tobacco Control Programme (NTCP) data on deaths due to TB and tobacco use is not maintained. However, the number of persons died due to TB in the last three years is at **Annexure** and as per the “Report on Tobacco Control in India” published in 2004, about 8-9 lakhs deaths per year are attributable to tobacco related diseases.
- (c): The Government of India is implementing Revised National Tuberculosis Control Programme (RNTCP) under the aegis of National Health Mission and has developed National Strategic Plan (2017-25) (NSP) with the goal of ending TB by 2025. The details of steps taken by the Government under the current NSP (2017-25) are as follows:
- early diagnosis of all the TB patients, prompt treatment with quality assured drugs and treatment regimens.
 - suitable patient support systems to promote adherence.

- engaging with the patients seeking care in the private sector.
- prevention strategies including active case finding and
- contact tracing in high risk / vulnerable population
- airborne infection control in healthcare settings
- Multisectoral response to address social determinants.

The fund allocated for FY 2018-19 under RNTCP is Rs 2770.91 crore.

The National Tobacco Control Programme (NTCP) was launched by this Ministry in 2007- 08 with the aim to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions under the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA) (iv) help the people quit tobacco use, and (v) facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control.

The funds approved for allocation under NTCP for 2015-16, 2016-17 & 2017-18 are Rs. 105.45 crore, Rs. 137.77 crore & Rs. 126.55 crore, respectively.

(d): The Programme has achieved Millennium Development Goals for TB in the year 2015. As per the Global TB Report 2017, the incidence of TB has declined from 217 per lakh population per year in the year 2015 to 211 per lakh population per year in the year 2016. Similarly, number of deaths due to TB has declined from 36 per lakh population per year in the year 2015 to 32 per lakh population per year in the 2016.

During the 12th Five Year Programme, the target set was to reduce the prevalence of tobacco use by 5%. As per the findings of Global Adult Tobacco Survey-2 (GATS-2), India 2016-17, the prevalence of tobacco use has decreased by six percentage points from 34.6% to 28.6% during period from 2009-10 to 2016-17.

National Framework for Joint TB-Tobacco Collaborative activities has been developed by the MoHFW in the year 2017. The framework provides guidelines for programme managers of Revised National Tuberculosis Control Programme (RNTCP) and National Tuberculosis Control Programme (NTCP) on the implementation of tobacco cessation services as an integral part of TB case management.

The Government has enacted a comprehensive legislation - COTPA 2003 in order to protect the masses from the health hazards attributable to tobacco use.

Government of India notified rules to regulate films and TV programmes depicting scenes of tobacco usage to spread awareness. Such films and TV programmes are statutorily required to run anti-tobacco health spots, disclaimers and static health warnings.

Further, to spread awareness on adverse impact of consumption of tobacco products, the size of specified health warnings on packages of tobacco and tobacco products has been increased to 85% w.e.f. 1st April, 2016.

The Ministry started National Toll-free Helpline in 2008, with a primary aim to report violations under various provisions of COTPA 2003. In addition, this Helpline provides information on harmful effects of consumption of tobacco, and on how to quit tobacco use, including after-effects of quitting tobacco.

The Ministry also started National Tobacco Quitline to provide tobacco cessation services to the community and has launched a pan-India “mCessation” initiative to reach out to tobacco users who are willing to quit tobacco use and to support them towards successful quitting through text-messaging via mobile phones.

The stakeholders are being made aware on a regular basis about the adverse effects of tobacco usage on health through various anti-tobacco campaigns vide different modes of communication.

State/UT-wise deaths reported due to TB in India during last three years

State	2014	2015	2016
Andaman & Nicobar	38	17	21
Andhra Pradesh	3089	2764	4537
Arunachal Pradesh	68	74	39
Assam	1759	1785	1588
Bihar	1914	1800	1415
Chandigarh	48	65	68
Chhattisgarh	1350	1436	1596
Dadar & Nagar Haveli	18	18	15
Daman & Diu	9	14	14
Delhi	1281	1296	1370
Goa	52	45	49
Gujarat	4312	4657	5087
Haryana	1709	1700	1543
Himachal Pradesh	537	539	547
Jammu & Kashmir	292	316	342
Jharkhand	1465	1192	994
Karnataka	4348	4192	3958
Kerala	1084	953	961
Lakshadweep	2	1	1
Madhya Pradesh	3574	3761	3816
Maharashtra	7629	6904	6121
Manipur	75	77	54
Meghalaya	190	214	164
Mizoram	87	93	56
Nagaland	77	44	49
Orissa	2451	2380	2162
Pondicherry	64	55	63
Punjab	1989	1786	1799
Rajasthan	3428	3667	3877
Sikkim	222	38	44
Tamil Nadu	4095	4205	4118
Telangana	2050	1926	0
Tripura	141	162	113
Uttar Pradesh	8736	10233	8256
Uttarakhand	537	512	443
West Bengal	4506	4376	4448
TOTAL	63226	63297	59728