

ESIC DENTAL COLLEGE AND HOSPITAL, KALABURAGI REPORT ON “WORLD NO TOBACCO DAY 2025”

To mark the occasion of **World No Tobacco Day** on **31st May 2025**, **ESIC Dental College and Hospital, Kalaburagi** organized a series of impactful educational and outreach activities aimed at spreading awareness about the harmful effects of tobacco and the manipulative tactics employed by the tobacco and nicotine industry. In line with this year’s theme, **“Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products,”** the events were thoughtfully designed to address different sections of the community, including dental students, institutional staff, and patients visiting the dental hospital.

1. Seminar Competition for Dental Students

- **Date:** 22nd May 2025
- **Venue:** Examination Hall, HKE Dental College, Kalaburagi
- **Collaborator:** District Tobacco Control Board, Kalaburagi
- **Theme:** “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products”

A seminar competition invited **18 undergraduate and postgraduate dental students** to present on key aspects of the 2025 theme, including:

- How tobacco and nicotine industries target youth via advertising and social media
- Misleading tactics such as product labelling, flavored variants, and packaging
- The crucial role dental professionals play in tobacco awareness and cessation

Presentations were judged on content accuracy, coherence, originality, and relevance to the theme. Winners were awarded with certificates of appreciation and memento on **31st May 2025**.

2. Awareness Program for Grade IV Workers

- **Date:** 31st May 2025
- **Venue:** Lecture Hall, ESIC Dental College, Kalaburagi
- **Target Audience:** Grade IV workers (support staff)
- **Number of Participants:** 78

An interactive session educated support staff about:

- The harmful effects of smoking and smokeless tobacco
- Health and financial benefits of quitting tobacco immediately
- Resources available through institutional health services and the Tobacco Cessation Centre (TCC)

Visual aids and regional-language informational materials were used to ensure clear communication. Attendees responded positively, with several indicating interest in further support for quitting.

3. OPD-Based Patient Education and Screening Program

- **Date:** 31st May 2025
- **Venue:** Dental OPD, ESIC Dental College, Kalaburagi
- **Patients Reached:** 169

On World No Tobacco Day, every patient visiting the dental OPD received:

1. **Individual Health Education**

- Explanation of the ill effects of tobacco use (both smoking and smokeless forms)
- Discussion of industry strategies used to present tobacco products as safe

2. **Oral Screening**

- Examination for precancerous lesions (e.g., leukoplakia, erythroplakia) and other tobacco-related conditions

Patients with positive findings were referred to the Tobacco Cessation Centre for further evaluation and counselling.

Conclusion

The World No Tobacco Day 2025 observance at ESIC Dental College, Kalaburagi was a multi-pronged initiative addressing different groups—students, workers, and patients. The institution successfully aligned its activities with the WHO’s theme “*Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products*”, with a special focus on prevention, education, and early detection.

The photographs of the event were attached in next pages:



GPS Map Camera
Kalaburagi, Karnataka, India
Ring Road, Rajapur, Kalaburagi, Karnataka
585105, India
Lat 17.324903, Long 76.854408
05/22/2025 10:12 AM GMT+05:30
Note : Captured by GPS Map Camera





Kalaburagi, Karnataka, India

Sedam Road, Kalagnoor, Kalaburagi,
Karnataka 585106, India
Lat 17.321825, Long 76.870693
05/31/2025 10:56 AM GMT+05:30
Note : Captured by GPS Map Camera



Kalaburagi, Karnataka, India

3, Sedam Rd, Gulbarga University, Jhana Ganga, Badepur Colony,
Kalaburagi, Karnataka 585102, India
Lat 17.322048° Long 76.87076°
31/05/2025 10:40 AM GMT +05:30