

“World No Tobacco Day Report 2024”
(15-days Activity from 20-05-2024 to 05-06-2024)
Theme: Protecting Children from Tobacco Industry Interference

1. Institution Details with logo: **ESIC Dental College & Hospital, Kalaburagi, Karnataka.**



2. Content: **Best Performing Dental Colleges With Respect To WNTD Activities**

3. Executive Summary:

The ESIC Dental College and Hospital, Kalaburagi, conducted a series of impactful activities to commemorate World No Tobacco Day (WNTD) 2024. These initiatives spanned from May 20 to June 5, focusing on cessation of tobacco use, and promoting oral cancer awareness.

Promotive, preventive, and screening outreach activities included oral cancer screening and awareness programs that benefitted many patients with oral cancer screening and referrals for further treatment. Intensive IEC activities involved the creation and display of 18 educational materials over 15 days, reaching 2856 patients. A special oral cancer screening campaign at OPD and TCC of the institute during 15 days of the activity helped many patients in and around Kalaburagi City.

Training and capacity-building programs were highlighted by a session for nursing students on oral cancer screening, enhancing their skills in early diagnosis. School-based initiatives included an awareness program for students focusing on the dangers of tobacco use and oral cancer.

Public engagement was further amplified through events, including a flash mob and public lectures, programs to raise awareness about tobacco use and its health implications. Pledge ceremonies involved 134 patients and all healthcare professionals of ESIC Dental College, emphasizing a commitment to a tobacco-free generation.

Social media campaigns across four platforms (Instagram, Facebook, Twitter, WhatsApp) reached 458 followers, spreading awareness and updates about WNTD activities. Additional efforts included a flash mob that raised awareness among 120 attendees. A group discussion on the theme “protecting children from tobacco industry interference” involved faculty, junior residents, and students, promoting critical thinking and advocacy. Throughout these activities, 49 IEC materials were utilized, and four social media platforms were actively engaged, directly impacting thousands and underscoring ESIC Dental College’s commitment to combating tobacco use and promoting oral health.

4. Activities under the following categories

1. Promotive, preventive and screening outreach activities

Description:

We conducted an oral cancer screening and awareness program on 30 May 2024 at Nandini Dairy Milk Union, Kalaburagi. A total of 41 patients attended the program. All patients underwent screening for oral pre and or cancerous lesions. A total of 22 patients were identified with a positive history of tobacco use and given health awareness regarding oral cancer at the campsite and referred to TCC for counseling. A total of 9 patients were identified with oral premalignant lesions and were referred to ESIC Dental College & Hospital for necessary treatment.

Under the same category, another oral cancer screening and awareness program was conducted on 3 June 2024 at Saptagiri Motors, Mahindra workshop in Kalaburagi. A total of 25 patients attended the program. Initially, an oral cancer awareness program was conducted using IEC materials prepared by the students. All patients underwent screening for oral pre and or cancerous lesions. A total of 16 patients were identified with positive history of tobacco use and 7 patients were identified with oral premalignant lesions and were referred to ESIC Dental College & Hospital for necessary treatment.

Photographs:





Outcomes of the activity in terms of:

1. Duration of activity: 10 hours over a period of 2 days
2. No. of Patients benefitted: 66
3. No. of training conducted and Personnel skilled or trained: 2
4. No. of IEC Developed: 8
5. No. of Social Media Platform used and post done: 4 (Instagram, Facebook, Twitter, and Whatsapp)

2. IEC Activities

Description:

As a part of this category, dental undergraduate students, interns, and junior residents were involved in preparing IEC materials related to WNTD. All the students actively participated and prepared various IEC materials. These include 8 posters, 10 placards. The materials were related to various aspects of tobacco use and oral cancer. All the IEC materials were displayed on the college premises during 15 days of WNTD observance. Many patients attending the OPD showed interest in IEC materials.

Photographs:



ORAL CANCER ಬಾಯಿಯ ಕ್ಯಾನ್ಸರ್

CANCER/ ಕ್ಯಾನ್ಸರ್:

Uncoordinated and uncontrolled growth of tissue resulting from multiplication of its cells and the condition persists even after the stimulus or the initiating factor is removed
ಪ್ರಚೋದಿತ ಅಥವಾ ಅಪ್ರಚೋದಿತ ಅನಿಯಂತ್ರಿತ ಅಂಗಾಂಶದ ಬೆಳವಣಿಗೆ ಕ್ಯಾನ್ಸರ್ ಎಂದು ಕರೆಯುತ್ತಾರೆ

TYPES OF ORAL CANCER - ಬಾಯಿಯ ಕ್ಯಾನ್ಸರ್ ವಿಧಗಳು



ADENOCARCINOMA
ಅಡಿನೋಕಾರ್ಸಿನೋಮಾ



SQUAMOUS CELL CARCINOMA
ಸ್ಕ್ವಾಮಸ್ ಸೆಲ್ ಕಾರ್ಸಿನೋಮಾ



MUCOEPIDERMOID CARCINOMA
ಮ್ಯೂಕೋಎಪಿಥೆಲಿಯಲ್ ಕಾರ್ಸಿನೋಮಾ



MELANOMA
ಮೆಲನೋಮಾ



LYMPHOMA
ಲಿಂಫೋಮಾ



ADENOCYSTIC CARCINOMA
ಅಡಿನೋಸಿಸ್ಟಿಕ್ ಕಾರ್ಸಿನೋಮಾ

CAUSES - ಕಾರಣಗಳು



TOBACCO
ತಂಬಾಕು



ALCOHOL
ಮದ್ಯ



KHAINI, ZARDA
ಖೈನಿ, ಜರ್ದಾ



GUTKA, PAAN
ಗುಟ್ಟಾ, ಪಾನ್



RADIATION
ವಿಕಿರಣ



MALNUTRITION
ಅಪೌಷ್ಟಿಕತೆ

PREVENTIONS - ತಡೆಗಟ್ಟುವಿಕೆ

Avoid the use of Tobacco, Alcohol & other deleterious substances
ತಂಬಾಕು ಆಲ್ಕೋಹಾಲ್ ಮತ್ತು ಇತರ ಹಾನಿಕಾರಕ ವಸ್ತುಗಳು, ಸೇವನೆಯನ್ನು ಕಡಿಮೆ ಮಾಡಿ

Dietary intake of fresh fruits, vegetables & vitamins like C, A & E
ತಾಜಾ ಹಣ್ಣುಗಳು, ತರಕಾರಿಗಳು ವಿಟಮಿನ್ ಸಿ, ಎ ಮತ್ತು ಇ ಆಹಾರದ ಸೇವನೆ

Maintain good Oral Hygiene

ಬಾಯಿಯ ಉತ್ತಮ ಆರೋಗ್ಯವನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಿ



ORAL CANCER - AWARENESS



DO

FIGHT CANCER WITH HOPE !!!...

DON'T

VISIT YOUR DENTIST REGULARLY
PERFORM SELF ORAL CANCER SCREENING



GET VACCINATED AGAINST HPV VIRUS



ORAL HYGIENE
BRUSH, FLOSS & MOUTHWASH DAILY



HEALTHY DIET



TOBACCO SMOKING / CHEWING
BETEL QUID, BETEL NUT,
ARECA NUT CIGARETTES, PIPES
HOOKAHS, SNUFF, SLAKED
LIME & GUTKA



ALCOHOL

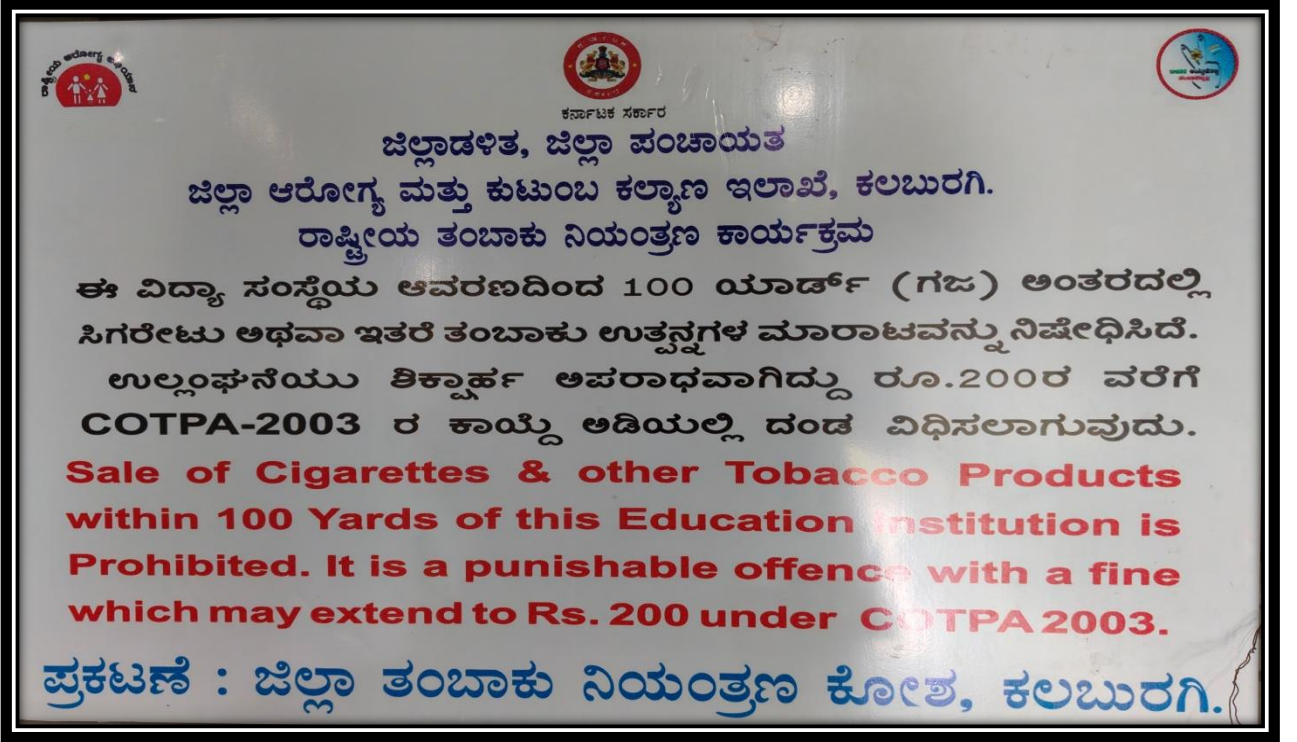
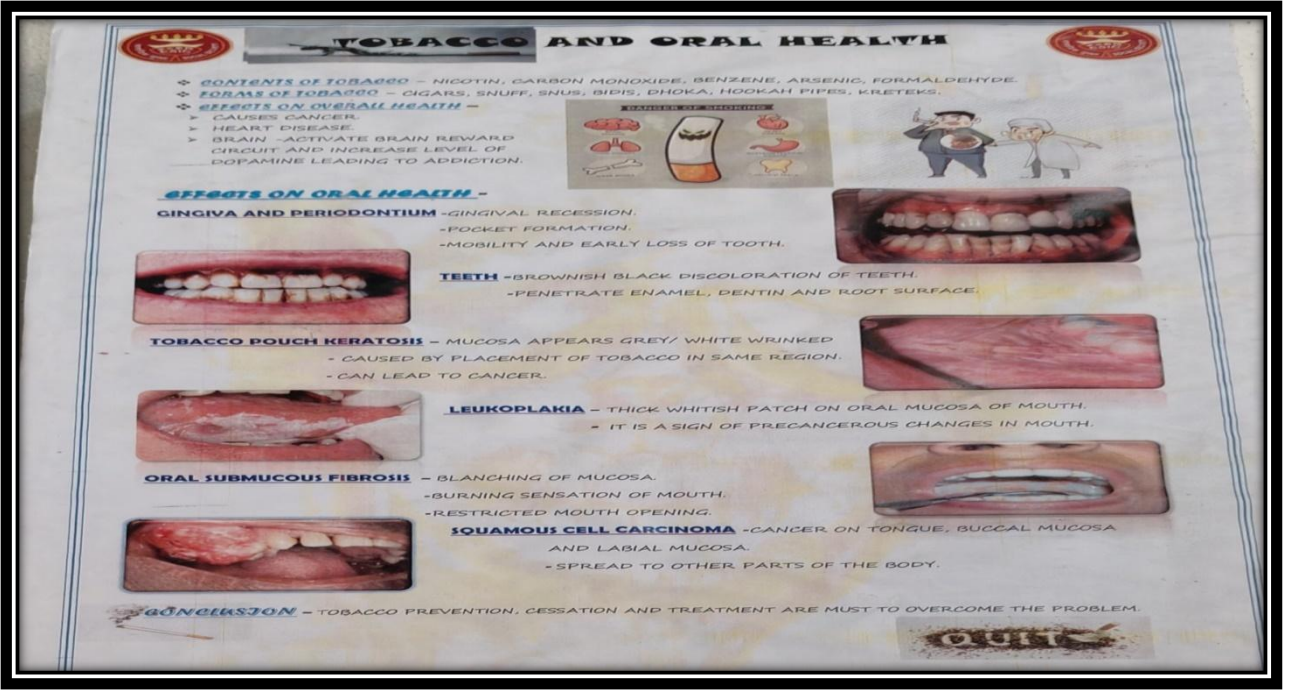


EXCESSIVE SUN EXPOSURE TO LIPS
USE SPF 15 SUNSCREEN BEFORE
YOU GO OUT IN THE SUN



ORAL CANCER AWARENESS WEEK - ESIC DENTAL COLLEGE & HOSPITAL
KALABURAGI

P SUMANTH
PRACHOD C A
NINGAMMA BIRADAR



Outcomes of the activity in terms of:

1. Duration of activity: 15 days
2. No. of Patients benefitted: 2856
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 18
5. No. of Social Media Platform used and post done: 4

3. Oral Cancer Screening Activities

Description:

The Department of Public Health Dentistry in association with Oral Medicine and Radiology of ESIC Dental College, Kalaburagi conducted oral cancer screening activities over 15 days from 20-05-2024 to 05-06-2024. A total of 2856 patients attending the OPD during the period underwent screening for oral pre and or cancerous lesions. Patients with a positive history of tobacco use were provided with health awareness regarding tobacco use and oral cancer and were referred to TCC for counseling.

Also, the TCC Cell of ESIC Dental College, Kalaburagi played a key role. About 107 patients with a positive history of smoking form of tobacco use identified at OPD were referred to TCC and Carbon Monoxide Levels were assessed and nicotine dependence was assessed. All the patients were provided with necessary tobacco cessation counseling methods depending on the TCC case history proforma.

Photographs:





Outcomes of the activity in terms of:

1. Duration of activity: 15 days
2. No. of Patients benefitted: 107
3. No. of training conducted and Personnel skilled or trained: 2 for interns
4. No. of IEC Developed: 8
5. No. of Social Media Platform used and post done: 4

4. Training and Capacity Building Programs

Description:

On 28 May 2024, a training session was conducted for nursing students of ESIC Nursing College, Kalaburagi on Oral Cancer Screening. A total of 87 students attended the program. Dr. Gadde Praveen, Associate Professor, Dept. of Public Health Dentistry conducted the session. He trained students on how to identify oral premalignant or malignant lesions in their early stages and explained various risk factors for it. The program was conducted from 3 to 4: 45 pm at the Auditorium of ESIC Medical College. The principal, ESIC Nursing College, and the students were very satisfied with the training program.

Photographs:



Outcomes of the activity in terms of:

1. Duration of activity: 1 hour 45 minutes
2. No. of Patients benefitted: 87 nursing students
3. No. of training conducted and Personnel skilled or trained: 87
4. No. of IEC Developed: 1
5. No. of Social Media Platform used and post done: 4

5. School based tobacco control and cessation initiatives

Description:

On 1 June 2024, an awareness program on tobacco use and oral cancer was conducted for students at Visvesvaraya Technological University, Kalaburagi. Dr. Tammerna, Junior Resident, Dept. of Public Health Dentistry delivered an awareness session for students from 10 to 11:30 am in the lecture hall of the institution. A total of 56 students attended the session. The program was very much appreciated by students and the management.

Photographs:





Outcomes of the activity in terms of:

1. Duration of activity: 1 hour
2. No. of Patients benefitted: 0
3. No. of training conducted and Personnel skilled or trained: 1
4. No. of IEC Developed: 1
5. No. of Social Media Platform used and post done: 4

6. Public Events like Walkathon/Marathon/cyclic rally/public lectures

Description:

As a part of it, on 29 May 2024, a public awareness program on tobacco use and oral cancer was conducted. Dr. Shreeshail and Dr. Tameena, Junior Residents; interns, and undergraduate students from the Dept. of Public Health Dentistry actively involved in delivering public lectures. A total of 8 public gatherings in and around the college premises were given lectures orally in their native language i.e. Kannada. The program was conducted from 10 am to 3 pm on the day.

Photographs:



Outcomes of the activity in terms of:

1. Duration of activity: 5 hours
2. No. of Patients benefitted: 92
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 0
5. No. of Social Media Platform used and post done: 4

7. Pledge ceremony for public and patient for tobacco free generation.

Description:

On 23 May 2024, a pledge ceremony for patients attending the OPD at ESIC Dental College was conducted. A total of 134 patients took the pledge for tobacco free generation. Dr. Shreeshail and Dr. Tameena, Junior Residents; 6 interns and 5 undergraduate students from the Dept. of Public Health Dentistry were actively involved in the program. All the patients were explained about the importance of World No Tobacco Day and their responsibility towards tobacco free generation.

Photographs:



Outcomes of the activity in terms of:

1. Duration of activity: 4 hours
2. No. of Patients benefitted: 134
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 8
5. No. of Social Media Platform used and post done: 4

8. Pledge ceremony by healthcare professionals

Description:

On 24 May 2024, a pledge ceremony for healthcare professionals of ESIC Dental College and Hospital was conducted. The program was conducted from 9:30 to 10:15 am. Dr. Prashant B Patil, Dean, ESIC Dental College attended as a guest. All the faculty, junior residents, interns and undergraduate students participated in the event. Dr. Gadde Praveen, Associate Professor, Dept. of Public Health Dentistry explained the importance of the day and briefed the role of healthcare professionals in addressing the tobacco menace in the country. Dr. Tameena, a Junior Resident made everyone take the pledge on the occasion.

<https://drive.google.com/drive/u/1/home>

Photographs:





Outcomes of the activity in terms of:

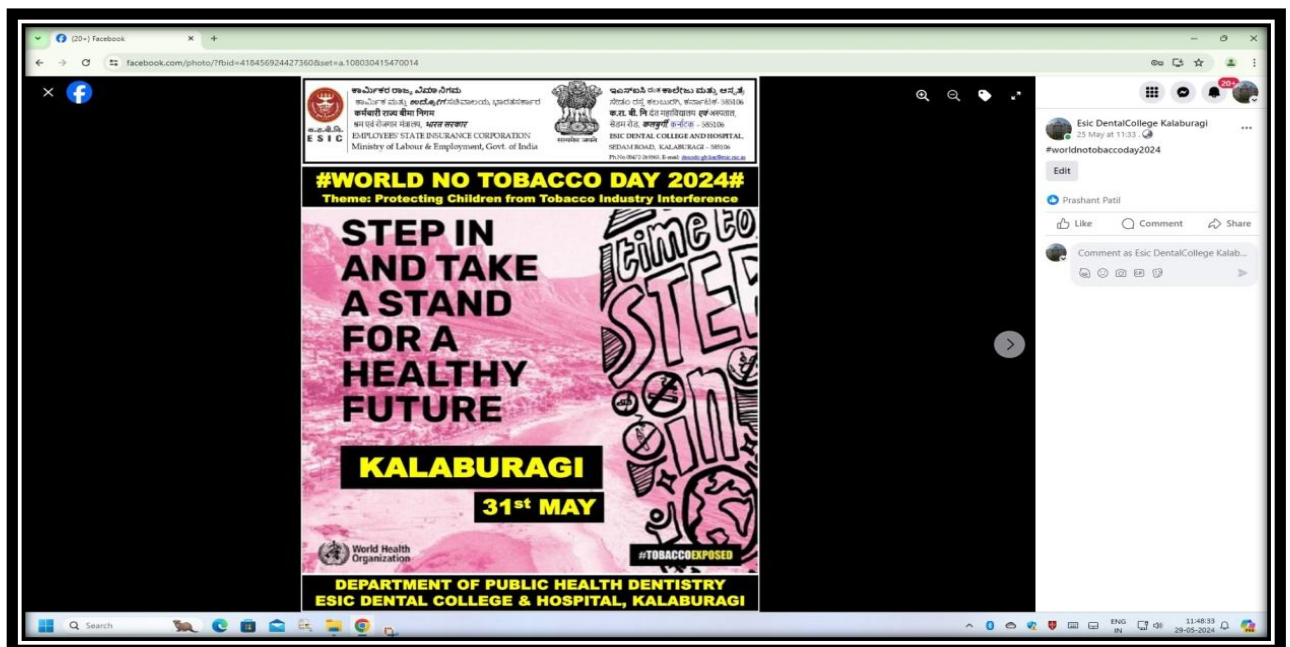
1. Duration of activity: 45 minutes
2. No. of Patients benefitted: 0
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 0
5. No. of Social Media Platform used and post done:

9. Social media activity

Description:

During 15 days of World No Tobacco Day Activities, all the events were communicated through various social media platforms like Instagram, Facebook, Twitter and Whatsapp etc. The official social media platforms of the ESIC Dental College were used to spread messages about WNTD and the activities conducted by the college. We got an overwhelming response from the followers of our social media page and appreciated various activities conducted by us.

Photographs:



Outcomes of the activity in terms of:

1. Duration of activity: 15 days
2. No. of Patients benefitted: 458 followers
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 1
5. No. of Social Media Platform used and post done: 4

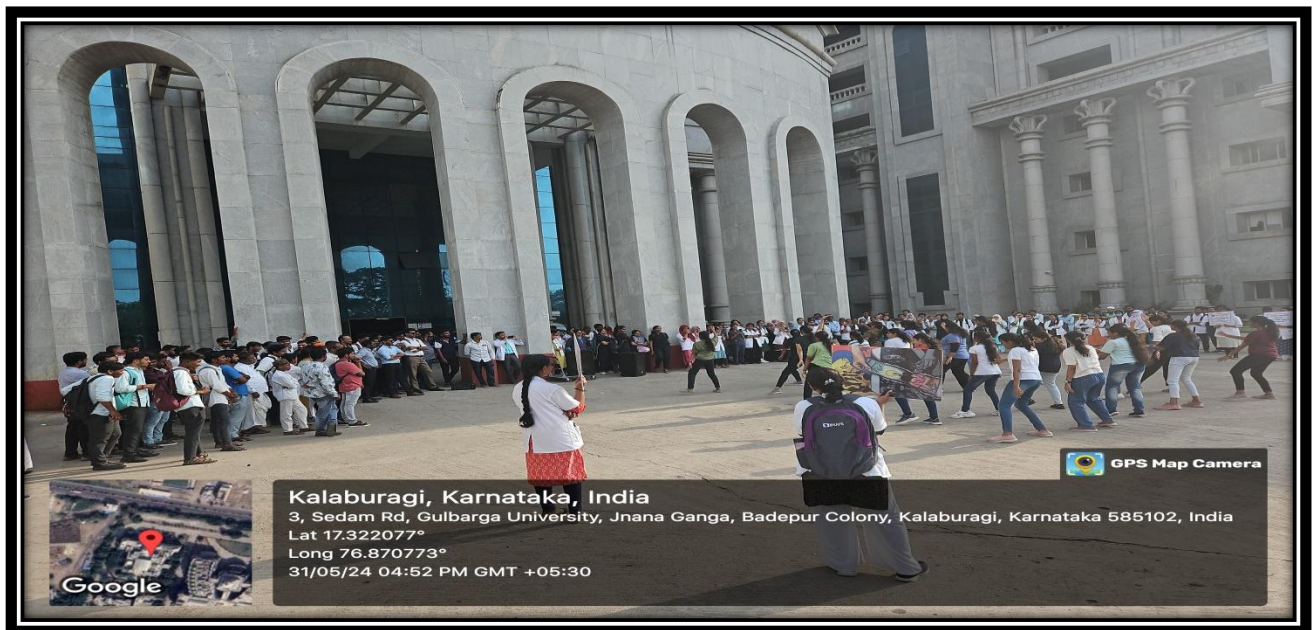
10. Radio/Newspaper/TV Campaigns/talk Show/Street Plays/Plash Mob

Description:

A flash mob was conducted on the occasion of World No Tobacco Day on 31 May 2024 near ESIC Medical College and Hospital, Kalaburagi. It was conducted from 4:30 to 5 pm. A group of 20 students from ESIC Dental College participated in the event. Another group of students was involved in raising awareness on tobacco use by displaying placards. Many students of medical and dental college attended the flash mob along with patients near the medical hospital. The program was monitored by Dr. Gadde Praveen, Associate Professor, Dept. of Public Health Dentistry.

<https://drive.google.com/drive/u/1/home>

Photographs:



Outcomes of the activity in terms of:

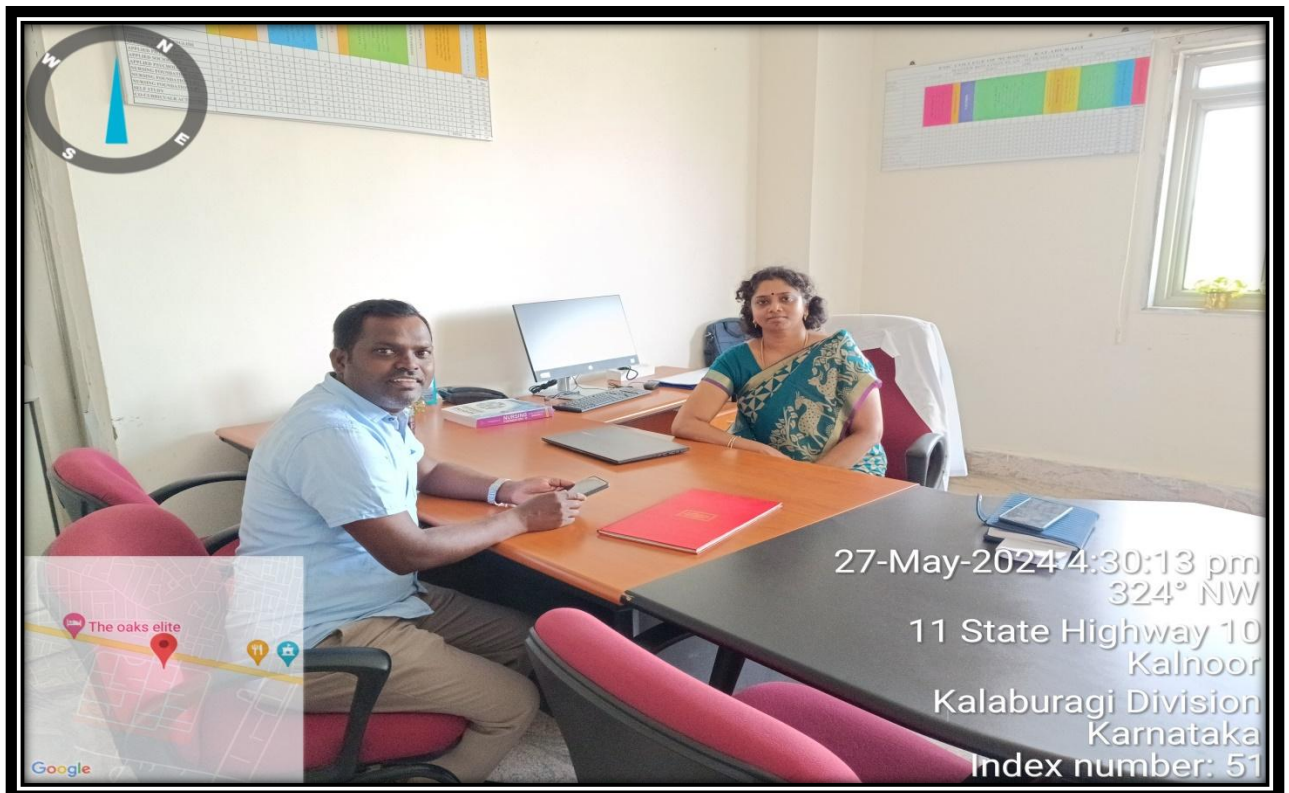
1. Duration of activity: 30 minutes
2. No. of Patients benefitted: 120
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 8
5. No. of Social Media Platform used and post done: 4

11. Collaboration with ayush medical nursing collage and state tobacco control cell

Description:

On 27 May 2024, ESIC Dental College established collaboration with ESIC Nursing College, Kalaburagi. Dr. Prathiba, Principal of ESIC Nursing College, and Dr. Gadde Praveen, Associate Professor, Dept. of Public Health Dentistry were initially discussed about the purpose and activities to be conducted as a part of the collaboration. The purpose of the collaboration was that ESIC Dental College will conduct training sessions for nursing students on early diagnosis of oral cancer and nursing students will be actively involved in it as a part of their routine clinical care in medical colleges and hospitals and make necessary referrals to dental college.

Photographs:





Outcomes of the activity in terms of:

1. Duration of activity: 1 hour
2. No. of Patients benefitted: 0
3. No. of training conducted and Personnel skilled or trained: 1
4. No. of IEC Developed: 1
5. No. of Social Media Platform used and post done: 4

12. Initiative towards ending tobacco industry

Description:

On the last day i.e. on 5 June 2024, a group discussion was conducted on the theme of WNTD “Protecting children from tobacco industry interference”. Dr. Prashant B Patil attended as a guest and Dr. Girish, Professor, Dept. of Periodontics, and Dr. Gadde Praveen, Associate Professor, Dept. of Public Health Dentistry acted as judges for the session. The event was conducted at the Conference Hall of ESIC Dental College from 3 to 4: 20 pm. A total of 4 teams participated in the event each consisting of 1 faculty, 2 junior residents. The event was also attended by all the faculty, junior residents, and final BDS students and everyone appreciated it. The winners of the group discussion were awarded with certificates of appreciation.

Photographs:



Outcomes of the activity in terms of:

1. Duration of activity: 1 hour 15 minutes
2. No. of Patients benefitted: 0
3. No. of training conducted and Personnel skilled or trained: 0
4. No. of IEC Developed: 0
5. No. of Social Media Platform used and post done: 4
