

## **3.4 ROLE OF STAKE HOLDERS**

*Provision of Tobacco Free Campus and Role of Students, Role Of Students In Their Family And Immediate Surroundings, Role Of NGOs and Other Agencies*

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### **3.4.0. Objectives**

In the earlier units, we covered substance misuse from a variety of perspectives. This chapter attempts to make you aware of the importance of taking action in the fight against addiction. Since substance misuse affects not just one person but also the entire world, a country, a society, and a family; it is crucial that all societal stakeholders get involved. There is a need for specialized organizations, NGOs, and individuals—such as students—to mount an effective defense against this evil. After finishing this unit, you will be aware of the part that various stakeholders, including you, can play in eliminating addiction from society. After studying this lesson, you will be able to:

- Know about the role of students in the fight against addictions of drugs.
- assess the duty of students for bringing awareness in school, family and surrounding for the eradication of substance abuse;
- give an overview of the role of NGOs and other specialized national and international agencies for eradication of drugs, tobacco and alcohol addiction in India.

### **3.4.1. Introduction**

The usage of drugs is an increasing concern across the world. No civilization or nation may assert immunity. The globe has understood that unless we mount a calculated defense and develop successful intervention tactics, this evil will consume the entire planet. Addiction to alcohol, drugs, and cigarettes is increasing among adolescents and college-bound teenagers as a result of a number of variables that have been explored in earlier units. This implies that the threat of addiction affects even schools and colleges. As a result, society's and humanity's futures are both in risk. Addiction is consuming both youths and adults alike outside of academic campuses, in the villages and urban areas. This is something that many of us have realized, and occasionally, at least some of us have believed that something concrete ought to be done in order to stop things from continuing in this way.

The government works to reduce both the supply and the demand for certain substances. However, the government cannot handle everything, particularly in a huge nation like India. Individuals, such as students and NGOs, have a moral obligation to support the government's efforts to end the drug epidemic. The function of students on the university, in the home, and in the neighborhood is discussed in this chapter. Because society contributes to substance misuse in various ways, it has to be made aware of its part in fostering addiction and given the tools to stop it from happening again. Various organs make up society. All of these organs must be involved in order to plan an efficient prevention and treatment strategy. We'll talk about how to attain this

balance. The individual, family, and community may not fully comprehend some aspects of prevention and treatment. For those area how the government agencies are working to control the threat of addiction will be also dealt here in the following paragraphs.

### **3.4.2. Provision of Tobacco Free Campus and Role of Students**

Tobacco use is the leading global contributor to preventable disease and premature mortality, killing half of its users before they reach reproductive maturity. Use of tobacco increases the chance of developing diseases such as cancer, cardiovascular disease (CVD), diabetes, chronic pulmonary disease, stroke, infertility, blindness, TB, oral cavities, etc. According to the Global Youth Cigarettes Survey (GYTS), 2009, 14.6% of Indian youths between the ages of 13 and 15 use tobacco. Many health issues, such as more frequent and severe asthma episodes, respiratory infections, ear infections, sudden infant death syndrome (SIDS), coronary heart disease, stroke, lung cancer, etc., are brought on by passive smoking or second-hand smoke exposure in newborns, youths, and adults.

Over 13.00 lakh people in India die from tobacco-related causes each year, or about 3500 people every day. Public health risks associated with spitting up tobacco and tobacco products include the spread of gastro-intestinal illnesses, pneumonia, and the swine flu, as well as the possibility of transmitting tuberculosis because the bacteria can survive in spit for up to a day.

Given the aforementioned information, governments all around the world, including India, have passed laws prohibiting smoking on school grounds. Colleges and institutions that have enacted laws banning the use of tobacco products at all indoor and outdoor campus sites are considered to have tobacco-free campuses. It is well established that tobacco use is bad for the environment, smokers, and bystanders. Colleges have been developing tobacco usage rules ever since this problem was first identified in an effort to raise health standards, create a more enjoyable campus environment, and lessen nicotine's harmful environmental effects.

In order to implement measures to reduce tobacco usage, the Government of India passed the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003) in 2004.. Various laws prohibit smoking in public places, selling tobacco to and to minors, selling tobacco within 100 yards of educational institutions, and engaging in direct and indirect tobacco product advertising and promotion. **These have been discussed in the last sub units.** The NTCP is a comprehensive programme that emphasizes community involvement, school programmes, IEC,

and advocacy in addition to offering a strong foundation for the implementation of tobacco control laws and activities.

The Government of India released, launched, and prepared the "Guidelines for Tobacco Free Schools/Educational Institutions" in 2008 and the "Step by Step Guidelines for implementation of Section 6(b) of the Act and Rules" in 2017. This was done in response to the GYTS and GATS findings that there is significant tobacco use among adolescents and young adults, despite the fact that they are most susceptible to exposure to tobacco use. Since then, numerous further actions have been taken. These rules were created as a result of the GATS2 data, which also indicated that the earlier guidelines needed to be reviewed.

While some educational institutions only forbid smoking on their campuses, some universities and colleges have made it illegal to use any kind of tobacco, cannabis, or other substance. The intensity and rigor of each college's cigarette policy varies slightly. Colleges are attempting to reduce tobacco use in a variety of ways, not only by outright prohibiting it on campus. Many colleges provide students seeking to quit tobacco use cessation programmes and ongoing support.

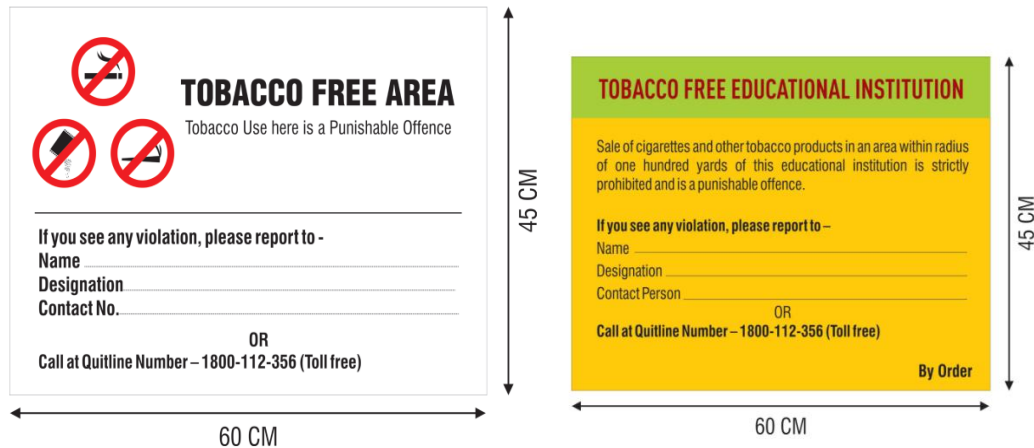
The Government of India has created Guidelines for "Tobacco-Free Educational Institutions (ToFEI)" under the NTCP, and all schools in the nation are required to abide by them. The Central Board of Secondary Education (CBSE) also adopted it for use in all of the schools that are associated with it. In reaction to the lax enforcement of the law in educational institutions, these principles were developed.

#### **3.4.2.1. Objective of these Guidelines**

The purpose of these guidelines is to provide tobacco control programmes for teenagers and young adults a new lease on life. Any educational institution, including schools at all levels, colleges for further or professional education, and universities, both in the public and private sectors, may implement these rules.

#### **3.4.2.2. Guidelines for Tobacco Free Campus (Govt of India)**

- An Educational Institution should display of "*Tobacco free School*" or "*Tobacco-free Institution*" board at a prominent place on the boundary wall outside the main entrance. The signage should be displayed in the language of instruction in the Educational Institution and also in the local language if it is so possible.



- A representative of the students, a teacher, or an official from the staff of the educational institution should be chosen to serve as the tobacco monitor(s) (the student from class IX onwards). Tobacco Monitors should be assigned as Health & Wellness Ambassadors. The placard should also include the name, title, and phone number of the tobacco monitor(s). It is possible to designate more than one tobacco monitor, and doing so might be a good idea. Smokers should be careful not to be identified as Tobacco Monitors.
- The administration of an educational institution should make sure that no tobacco products are sold there or within 100 yards of the building. Calling the National Quitline at 1800-11-2356 is the best way to report any violations. If at all possible, the management should work with the community, particularly parents, and local law enforcement to put a stop to such transactions. It should be noted that clause 6(b), which prohibits the sale of tobacco products within 100 yards of educational institutions, also allows the Head of the Institution to levy fines for violations. To ensure that no tobacco products are offered inside the defined area, educational institutions should also use the assistance of local authorities to mark such limits or areas that clearly define the 100 yards area.

ACT	Section	Offence	Penalties
COTPA	Section 4*	Smoking in Public Places	Fine upto Rs.200 under section 21
	Section 6a*	Sale of tobacco products to or by minors	Fine upto Rs.200 under section 24
	Section 6b*	Sale of tobacco products within 100 yards of any Educational Institute	Fine upto Rs.200 under section 24
	Section 5	Direct/indirect advertisement of tobacco products and scholarship/ sponsorship of any event by tobacco companies	Under Section 22- First Offence: Fine up to Rs. 1000/- or imprisonment up to two years or both Subsequent offence: Fine up to Rs. 5000/- or imprisonment up to five years or both
	Section 7	Mandatory display of specified health warnings on all tobacco product packs	Under Section 20 - First Offence for Producer or Manufacturer: Fine up to Rs 5,000/- or imprisonment up to two years or both. Subsequent Offence: Fine up to Rs 10,000/- and imprisonment up to five years Under Section 20 - First Offence for Seller or distributor: Fine up to Rs 1,000/- or imprisonment up to one year or both. Subsequent Offence: Fine up to Rs 3,000/- and imprisonment up to two years
Juvenile Justice Act	Section 77	Giving or causing to give any addictive substance including tobacco to minors	Upto 1 lakh fine and 7 years imprisonment
Indian Penal Code	Section 268	Creating Public nuisance which causes any common injury, danger or annoyance to the public	Fine upto Rs. 200/-
	Section 269	Negligent act likely to spread infection of disease dangerous to life	Imprisonment upto 6 Months or Fine or both
	Section 278	Making atmosphere noxious to health	Fine upto Rs. 500/-
Food Safety and Standards Act, 2006 (FSSA, 2006)	Regulation 2.3.4 of Food Safety and Standards (Prohibition and Restrictions on sales) Regulations, 2011	Use of Tobacco and nicotine as ingredients in any food products.	Penalty not exceeding Rs. 10.00 lakh under Section 57 (1) (ii) of FSSA, 2006

\* A list of authorized officers to enforce the provisions of COTPA, 2003 and Rules made thereunder is as under;

- The administration of a school must forbid the use of tobacco products on the school's property by anybody, including students, teachers, other staff members, drivers of school buses, and visitors. The Campus Code of Conduct should include the "No Tobacco Use" rule, and infractions should result in disciplinary action in accordance with their internal policy.
- Because all educational institutions' grounds are public spaces by definition, smoking on their property is against section 4 of the COTPA. According to the COTPA, 2003, the Head of all Educational Institutions is also permitted to levy and collect fines for such offences.
- Due to the 2011 Food Safety and Standards (Prohibition and Restrictions on Sales) Regulation's prohibition on the use of tobacco and nicotine as food additives, many States

have issued the required directives to make it illegal to purchase gutkha and pan masala (containing tobacco or nicotine). Despite being a standardized product under the Food Safety and Standards Act of 2006 and the Regulations enacted thereunder, Pan Masala without tobacco and/or nicotine should not be consumed because it is harmful to health.

- By encouraging them to use the Quitline and Cessation programmes, educational institutions may aid tobacco users and addicts in their efforts to stop using tobacco. The Quitline is a good source of details regarding these options.
- A tobacco-free educational institution is not allowed to take part in any event that is sponsored by a business that encourages the use of tobacco products or that manufactures or distributes them in any way. Additionally, EIs and students should not accept any award or scholarship established by such companies..
- The management of educational institutions and tobacco monitors must also be on the lookout for tobacco substitutes like e-cigarettes and similar devices, such as Heat-Not-Burn devices, Vape, e-Sheesha, and e-Nicotine Flavored Hookah. Even though they are not tobacco products, these products are nevertheless bad for your health. E-cigarettes come in a wide range of sizes and designs that resemble conventional cigarettes, cigars, pipes, pens, USB flash drives, and other items. They also have a slick, high-tech design and rechargeable batteries. These products are typically sold as safer substitutes for traditional cigarettes, but this safety claim is untrue. There is evidence that these products lead to nicotine addiction in young adults and adolescents. The Quitline can receive reports of any use of these products on campus.
- The institution may use the Self-Evaluation Scorecard for Tobacco Free Educational Institution recommended by the Ministry of Health and Family Welfare, (MoHFW) Government of India, to evaluate the state of implementation of the Tobacco Free Educational Institutions Guidelines in their institution on a semi-annual basis and to obtain a certificate to this effect for those EIs who score 90% or higher marks. The Educational Institutions might decide to take part in the Tobacco Free Educational Institutions Award Scheme after they are convinced that they have attained the benchmark score. If a Tobacco Free Educational Institution's score is verified to be equal to or higher than the benchmark score, the EI will get a Tobacco Free Educational Institution Certificate. The MoHFW will release specific information regarding the Tobacco Free Educational Institution Award Scheme separately.

Self-Evaluation Scorecard for Tobacco Free Educational Institution			
Name of the Educational Institution:-			
Name and Designation of Evaluator:-			
Date of Evaluation:-			
Final Score of the Educational Institute: .....			
Sl. No.	Criteria	Weightage Points	Scored points by the Institute
1	Display of 'Tobacco Free Area' Signage inside the premise of Educational Institute at all prominent place(s).	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
2	Display of "Tobacco Free Education Institution" signage at entrance/ boundary wall of Educational Institute.	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
3	No evidence of use of tobacco products inside the premise i.e. cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots.	Mandatory (10)	
4	Poster or other awareness materials on harms of tobacco displayed in the premise.	9	
5	Organisation of at least one tobacco control activity during last 6 months.	9	
6	Designation of Tobacco Monitors and their names, designations, and contact number are mentioned on the signages	9	
7	Inclusion of "No Tobacco Use" norm in the EI's code of conduct guidelines	9	
8	Marking of 100 yards area from the outer limit of boundary wall / fence of the EI.	7	
9	No shops selling tobacco products within 100 yards of the Educational Institute.	7	

- Tobacco Control activities: The Educational Institutions should undertake tobacco control activities from time to time. Some suggestive activities are as under –
  - There must be a "Tobacco Control Committee" in place. A science teacher, or any other instructor, a school counsellor (if available), at least two NSS/NCC/scout representatives, at least two parent representatives, a municipal councilor, a member of PRIs, and any other member may serve as its chairperson. The committee will keep an eye on the school's or institution's tobacco control efforts. The committee must meet every three months and submit a report to the district office.
  - Tobacco-free pledge gatherings; competitions for posters, slogans, essays, quizzes, and debates; and street plays, among other activities. Posters that have been created with information regarding the negative effects of tobacco use should be placed prominently around the educational facility.
  - Integration of tobacco control activities with ongoing School Health Programme of the State.
  - The Educational institution management should encourage tobacco control initiatives by students /teachers/ other staff and certificates of appreciation or awards may be given to those who take initiative and do good work in this regard.



- Educational institutions could ask local law enforcement officials, such as the State Nodal Officer for Tobacco Control in the State Health Directorate, to participate in school assemblies and give a speech on tobacco control. These officials may also be consulted for technical or other feedback. This will make it easier to lobby decision-makers on tobacco-related issues.
- Marking of 100 yards area from the outer limit of boundary wall / fence of the Educational Institution.

Besides the above suggestive list, the Educational Institutions team should explore other options as well to make their campus tobacco free.

### **3.4.3. Roles and Responsibilities of Students in Tobacco Free Campus**

Simply making policy for prevention of Tobacco usage in educational institutions will not going to achieve its objectives. It is necessary for the various stake holders to perform their responsibilities honestly. National Tobacco Control Cell, Ministry of Health and Family Welfare, Government of India, State/District Tobacco Control Cell and Civil Society Organizations should properly perform their role and responsibilities to make educational institution tobacco free. MoH&F, Government of India has laid down role and responsible of all the above-mentioned stake folders in its guidelines for Tobacco Free Educational Institutions. And all the aforesaid stake holders are doing their duties. Apart from the above stake holders, for making Educational Institutions tobacco free and drug free, active participation of students is of outmost necessity. In the following paragraphs responsibilities students for the mission of Tobacco Free Campus initiatives are discussed.

#### **An Exemplary Pledge for Students**

**I pledge that I will not use tobacco products, illegal drugs, or alcohol. I will do my best to educate my friends and family and neighborhood about the dangers of using such products and how they are life killers. I will always make the right decision by refusing to take any such product and resist their consumption and sale to the people of my surroundings.**

### **3.4.3.1. Preparing Students for Tobacco and Drug Campus**

Students are undeniably an integral part of society. They possess boundless energy and enthusiasm, and they often offer fresh perspectives on relevant issues. With their unique experiences, viewpoints and vitality, young people are capable of making extremely important contributions to society.

School and college going adolescent, young person's confront difficult choices with respect to drugs, alcohol, and tobacco and sometimes respond by experimenting or by rebelling against traditional sources of authority. These days, drug abuse has become more prominent among youth. Today, there is a clear need for effective drug prevention programs directed toward youth. And participation of youths in such prevention program is now an utmost necessity. Thus, in the case of tobacco free campus initiative participation of students is essential. But a question arises here, how can we make the students actively participate in the crusade against substance abuse? Is it necessary to train them? How and where to train them? And the answer to these questions is training in the school and colleges.

Schools and colleges are among the most common settings for substance use prevention efforts. It is here in the classroom that students are groomed by teachers. Thus, school should train the students appropriately before seeking their participation in fight against substance use. Some of the possible way to train the students in school are as follows:

- School should engage themselves in supporting the development of social, emotional and decision-making skills of students in early years and providing opportunities to practice these skills in the context of substance use-related issues; and helping youth understand and resist negative social influences.
- School should develop a positive school culture that encourages pro-social behaviors and the active participation of students in school life, and developing clear substance use norms and policies and supportive practices to address any possible incidents of substance use or mental health-related issues can contribute to substance use prevention.
- In tertiary education (comprising universities, colleges and vocational schools), addressing school policies and culture, altering the environment through social marketing campaigns and providing brief interventions can prevent substance use, and student participation in the planning, targeting, delivery and marketing of such interventions can also be valuable.
- Educational institutions should conduct prevention programmes. Because preventive programme provides a basis for teaching young people to develop healthy behavioral

patterns which do not include drug taking, and for instilling in them a sense of responsibility.

- Educational institutions should fully integrate the drug abuse education into school curricula, with emphasis on the destructive effects of drugs use, the encouragement of excellence in teaching, health and overall personal wellbeing. The contents of curriculum to impart drug prevention education should be clear and easy to understand. They should be appropriate for the target group's needs and interests. Preventive education programme should have the objectives such as to value and maintain sound personal health, to respect laws and rules prohibiting drug use, to resist peer pressures to 'abuse drugs, to promote student activities that are drug free and offer healthy avenues for student interests, and to promote religious and cultural values which strengthen drug free life styles.
- Besides the educational institutions should involve parents in their programme for training young mind to fight against substance abuse. They can establish a Students Assistance Programme to identify and assist students who are already having problems and helping them out. School should also help teachers to develop skills and knowledge to handle the education for drug resistance as well as for helping out those students who 'have already become addicts.

Through above framework and initiatives education institution both school and colleges as well as universities should train the students on prevention of tobacco and other drug usage.

#### **3.4.3.2. Role and Responsibilities of Students in Drug & Tobacco Free Campus**

*“Young people are not problems to be solved, but problem solvers themselves.”*

Students are assets to the educational institutions and they can make positive and long-lasting contributions when the opportunity arises. School and college students are typically considered "Youth," which is a transitional stage between childhood and adulthood. It is the beginning of an era of growth and development. They start laying the groundwork for their behaviors as adults at this period of their lives. The development of talents, which could decide future triumphs or difficulties, is a precarious stage of life. Hence, engaging students in the tobacco and drugs free movement embodies a fundamental procedure of self-determination, as the policy uniquely affects this population. Student support is essential for implementing a 100%

smoke- and tobacco free campus. Thus, students should perform their role and responsibilities in making tobacco and drug free campus as mentioned below

- **Formation of Students Group/Association-** It is necessary for the students to form *The Tobacco Action Group* and *Student Health Consortium*, and work for a truly smoke-free campus. Such associations should create awareness among the fellow students in order to increase student involvement, organize student-centered activities to raise awareness such as collecting signatures, holding students' debates, and conducting opinion polls.
- **Conduct of Outreach Programme-** Student volunteers from different association and group should actively promote and provide outreach platforms for the campus cessation program such as Tobacco Talk. Reducing both secondhand smoke exposure and tobacco use/smoking should be considered equally important. Only a 100% smoke-free campus will protect vulnerable young people from becoming addicted, getting sick and dying prematurely from tobacco. A truly smoke-free campus will save many more lives than continuing to maintain designated smoking areas.
- **Conduct of debate/essay writing and Quiz competition:** Students association in collaboration with authority of educational institutions should conduct debate competition and essay writing competition among students regarding demerits of tobacco and drug usage. Quiz competition should be conducted for promotion of awareness among fellow students.
- **Conduct of Counselling Centre-**The students volunteers from the association should conduct counselling center for their fellow mates. They should call for expert counselor for counselling tobacco and drug addict on the benefits of staying away from substance and the way of getting rid of addiction.
- **Conduct of Street Play-** Students should perform street play inside the campus and near the campus on the theme related to risk of tobacco and drug use in order to make awareness among the fellow students and youth residing near the educational institution. To make the fellow students and peer group understand why people use drugs and alcohol. Make them understand the difference between drug abuse and drug addiction. Aware them to avoid temptations and peer pressure and inspire them to practice healthier living habits.
- **Conduct of slogan Writing & Poster making-** Slogan and placard should be called from the fellow students by the volunteers to spread awareness among the students regarding benefit of drug free and tobacco free campus.

- **Awareness through social media and Radio:** Students should use various media such as Radio to spread awareness among fellow students. They can also harness the social media platform such as WhatsApp group, campus YouTube channel, Instagram, telegram, short video etc. for spreading awareness among the fellow students regarding demerits of tobacco and other substance usage as well as rehabilitation and counselling activities among peer groups.

Thus, through self-awareness among the students, formation of association for drug preventions, arrangement of campus play, peer group consultation by students, conduct of debate competition, poster making competition, slogan writing competition, seminar, etc. by student association in consultation with teachers and authority are some of the roles and responsibilities of students in making tobacco free and drug free educational campus. The active involvement of youth as recipients is often an essential feature of effective programmes. Moreover, school attachment and active student participation are associated with positive development and a lesser risk of substance use; therefore, supporting positive bonding to school and active participation in school life is good prevention in itself.

#### **Key Learning**

**Educational institutions can play a unique role in preventing drug, alcohol, and tobacco use among the youth. What they can do?**

- **Forbid tobacco use by students, staff, and visitors on all school grounds and at all school-sponsored events.**
- **Provide comprehensive tobacco prevention education. At school and through students and teachers as extension activities.**
- **Involve parents and families in school efforts to prevent tobacco use.**
- **Adopt a firm school policy of not accepting any funding, curricula, or other materials from any tobacco company.**
- **Evaluate the school's tobacco-free programs at regular intervals.**
- **Help tobacco-using students and staff quit.**

#### **3.4.4. Role of Students in Tobacco & Drug Prevention in Their Family and Society**

When given the chance, students or young people can contribute positively and permanently to their community. Although society is starting to recognize and value their qualities, it is still cautious to embrace them as contributing members of society. But this acknowledgment will be realized through efficient consulting procedures.

The involvement of youth in drug and tobacco prevention programmes serves as a source of knowledge in and of itself. Young people can provide information about their evolving attitudes and needs, their perceptions of what makes for high-quality service delivery, and the obstacles to obtaining these services as both citizens and recipients. Young people can identify information access techniques that are helpful to others and those that could use better.

Young people are the best people to tap into today's fast evolving youth culture since they are constantly attempting to keep up with the most recent trends. They can inform the populace about anything, including music, fashion, and even illegal substances. They are professionals in their own right when it comes to pharmaceuticals. The link between individuals who deal with drugs and those who want to learn more is made up of young people, but sadly, their influence and viewpoints on prevention programmes are routinely ignored.

Youth can contribute programmes and special knowledge in the field of anti-drug initiatives to the larger community. Instead of letting confused kids think that drugs are their only option, they should offer alternatives that will appeal to their interests.

Young people earn respect for themselves, for adults, and for society at large when they are given the duties of developing, administering, and organizing drug prevention projects or programmes. Youth participation in drug prevention programmes is a part of a larger effort to value and respect young people's potential. Youth-led programmes put the emphasis on what matters rather than what doesn't. Because they are based on actual requirements rather than assumed ones, it lends validity to a programme. Additionally advantageous is the fact that it conserves resources, time, and energy. Making drug prevention programmes successful will ultimately encourage the creation of additional programmes and the active, participatory inclusion of youth.

#### **3.4.4.1. Role of Students in Drug abuse in Family**

Families represent one of the most powerful socialization agents across cultures, and thus serve as essential settings for prevention efforts. The disintegration of the old joint family system, absence of parental love and care in modern families where both parents are working, decline of old religious and moral values etc. lead to the rise in the number of drug addicts who take drugs to escape hard realities of life. Students can be involved in prevention programming in the context of families, for example, during the planning and adaptation phases. Students are involved in family skills prevention programmes. Besides students who are trained in awareness course in their school and colleges can help the family and immediate surrounding in the fight against drug prevention and tobacco use.

- The students need to spread awareness among the family members to avoid substance abuse and tobacco usage.
- Students should spread the legal aspects of using alcohol, tobacco and other drugs to the family members. It should be clear to the students that violation will invite certain sanctions.
- Various tobacco such as *Bhang*, *Gudakhu* are not considered harmful by old and illiterate people in families in rural areas, in that case it is necessary for the students to impart the family members the health risk and economic consequences of their usage to the family member.
- Addiction is still seen as a crime or a moral weakness. Due to this parent and relative of the addict hide it. There is a sense of shame and guilt on the part of the family members, which prevent them from seeking help on time. Besides the relapse rate of those who are treated is so high that often the addict and the relatives see no point in seeking help. In this case students can counsel their parents and family members to face the situation so that family can survive the onslaught of tobacco and drug abuse.
- Alienation is a kind of feeling a person can have as not being part of the group or the society where he lives or works. isolated and who have turned to drugs as an escape. In this case it is the duty of students to apply their knowledge and skill and create the atmosphere of belongingness and check other people of the family getting attracted to substance abuse.
- Family includes the parents, siblings, and close relations. We have explained earlier that addiction is a family disease. Family is an important agent in building up a drug free society. The strategy should have the following elements to make it effective in combating drug abuse:
  - Parents should be given accurate information about drugs like alcohol, cigarettes etc.
  - Parents should be helped do develop skills in building up healthy family relations.
  - Parents should be helped to implement drug prevention strategies at home by being role models, helping the child to have creative activities and, resist peer pressure

- Clear family norms should be established regarding the use of alcohol or tobacco by the elders in the family.

When own member of the family abuses drugs- be a parent, child or a relative, - it causes disruption and disharmony within the family and every member suffers. Drug abusers are often obsessed with the notion that everything is going on smoothly around them, including the needs and situation of family members. Their ignorance leads to a breakdown of the family functioning. Thus, it is necessary for the youths to act in time and prevent breakdown of the family.

#### **3.4.4.2. Role of Students in Society and community against substance abuse**

Beyond school and family, lies the society. Students or youth interact and spend their time in social setup. They encounter different social problem there in the society. Drug and tobacco abuse and alcoholism is a major social problem encountered by the youth. And they also noticed that most of those engulfed in these problems are their friends, relatives and peer groups. Hence, it is the responsibility of the youth to eradicate the menace of drug and alcoholism from the society. Youth are competent, determined, self-worthy and conscientious hence their participation in eradication of substance abuse from the society is essential.

- Young persons are, undoubtedly, the best experts on young people. Their behaviors, their style and even their language differ from adults. Thus, youth volunteers should properly counsel their counterpart as well as older people engulfed in addictions.
- Young volunteers should share their experiences and ideas on the dangers of drugs to their drugs ignorant counterpart. They should convey their perceptions concerning what makes a drug dangerous or how drugs can be avoided to the addicts.
- For many young people, taking part in a drug prevention programme gives them the chance to talk about personal drug addiction experiences that have either directly or indirectly impacted them. When they discuss their drug experiences with classmates or other community members, they serve as a prime illustration of the negative impacts and dangers of drugs. This is really beneficial for other young people because it helps them comprehend drugs from the perspective of someone their own age..
- Young people should ask and discuss issues with their peers. They feel comfortable confiding in others their own age. The peer group serves as a crucial source of support for many young people. It makes sense to involve youth in the planning and delivery of services since they are aware of the strategies that will best benefit them and their peers.



- Youth should impart the developmental skills and knowledge learned in their campus to the drug addicts in the community that will ensure a better future for the society.

When educated youth actively participate in community prevention programmes, they can make significant progress. Because kids develop the self-assurance and awareness to handle problems on their own, this also aids in the growth of their self-esteem with each opportunity. Their leadership responsibilities and roles, which give them the ability to become responsible citizens, increase this.

#### **3.4.4.3. Value of youth participation in drug prevention program**

Participation of youth in tobacco free campus activity, drug and alcohols prevention program are of significant value. Young people may persuade their peers to support any cause by acting as persuasive teachers, trustworthy messengers, and effective recruiters. Since they are the ones leading youthful lives, young people are informed about the attitudes and behaviors of youth. Youth are more appreciated as leaders, advisors, and active agents of change within preventative programmes when they are accorded this respect and consideration.

Youth are aware that drug prevention is a major problem that many young people are currently confronting. Young people make excellent information sources. They understand the significance of drug prevention since it is preferable to assist young people in avoiding drugs than to attempt to stop them after being addicted. Given that young people have historically been the target audience for notions of drug prevention, it is evident that they are able to distinguish between drug prevention strategies that work and those that don't appeal to them. Honesty of students provides insight about what works best for youth and, accordingly, better prevention programmes are created. Thus, in an ideal situation, youth participate in and receive prevention interventions that positively support their development in different settings and from different sources across the different periods of their development. Families, schools, recreational settings and online environments are all examples of optimal settings for youth to reach out to their peers with prevention interventions and messages.

## Why does Youth need to be Agents in Drug Prevention?

- **Ideas are sharp, are purpose driven and directed by commitments. Have easy solution.**

- **Common experience, common culture of their generation and connect better to bring solution and bring prevention.**

### 3.4.5. Role of NGOs in Prevention of Substance abuse

The government cannot tackle drug usage alone in a large nation like India, where there are over 140 crore people and poverty is the main issue. In this situation, non-governmental groups play a crucial role. Any NGO's primary responsibility is to assist the government in combating social ills and in its efforts to promote social upliftment. Below are some key roles that NGOs play in the fight against addiction.

- The NOGs in India have historically performed heroic work in implementing family planning and eliminating illiteracy. In a similar vein, NGOs must acknowledge the seriousness of the issue of chemical dependency and step up to assist the government in the fight against addiction.
- Women's organizations are essential since women are more likely than men to fall victim to substance misuse in India's male-dominated society. Addiction adds to the abuse and pain she experiences.
- NGOs can carry out awareness campaigns even in remote locations. Many NOGs used street theatre and folk art to communicate their message. Kerala Sastra Sahitya Parishad must be mentioned in this context. The NGOs can also identify problematic abusers, provide them with counselling, point them in the direction of care, and aid in rehabilitation.

- The private agencies and non-profitable or charitable organizations can run hospitals exclusively for treating addicts and this will be a good step in the fight against substance abuse. The services rendered by TTR foundation in Chennai is worth mentioning.
- It is also heartening to note that some hospitals have separate department to handle issues of substance abuse related cases. The services of St. John's Hospital, Bangalore in this regard are laudable.
- Do you know that Women's Organizations were responsible for creating awareness about drinking in various states of India? When a woman is oppressed on account of man's addiction, women's organizations should come to the rescue of the woman and also to the society at large.
- In the Western countries many NGOs have their advocacy programmes, counseling and, treatment centers, half-way homes, day care centers and rehabilitation centers. Instead of blaming substance abuse on the West, we have many lessons to learn from the NGOs in the West in our fight against substance abuse.
- Service Organizations like Rotary Club and Lions Club have their programmes on addiction. The Government, NGOs and Service Organizations together should put an efficient, effective and successful fight against substance abuse.
- The Ministry of Social Justice and Empowerment Welfare in India has urged NGOs to get involved in lowering drug demand. Along with treatment and rehabilitation, a number of initiatives, such as awareness-raising, prevention, and public awareness campaigns, have been carried out. Numerous cutting-edge initiatives are currently underway, such as the utilization of street theatre to raise awareness of drug misuse, drug abuse prevention, and street children's rehabilitation.
- One instance of cooperation between organizations engaged in supply reduction (police) and demand reduction efforts is the Navjyoti Rehabilitation Project. There has been work done to prevent drug abuse among criminal addicts. The UNDCP has provided help for each of these projects.
- Several other NGOs are conducting various activities such as therapeutic community in prison, buprenorphine maintenance in an urban slum of and prevention and control of drug abuse at the workplace.
- There are various NGOs which have done some good work in the field of substance abuse. It is not possible to give an exhaustive list but it is only in the fitness of things that we mention representative list: TRADA (Kottayam) Kerala, CAIM Foundation

(Bangalore) Karnataka, TT Ranganathan Clinical Research Foundation, (Chennai) Tamil Nadu Shanti Seva Sadan, (Bangalore) Karnataka, Helping Hands, (Bangalore) Karnataka, Turning Point (Chennai) Tamil Nadu, Shakti (Pune) Maharashtra, Sahara House, New Delhi, Kripa Foundations (Bombay) Maharashtra, ADIC (Thiruvananthapuram) Kerala. Nada India Foundation has been working with the National Association of professional Social Workers in India (NAPSWI) and NISD since 2016 for NCD capacity-building in Delhi (NCR), Punjab, H.P., Jammu, Kerala, Rajasthan, U.P., Chhattisgarh Uttarakhand, Puducherry and & Maharashtra. They are organizing workshops on Strengthening Leadership and Social work intervention for the Prevention and Control of NCDs and its cross cutting risk factors. Indian Institute of Youth & Development (IIYD), Phulbani, Odisha, KRIPA Foundation, Bombay, National Addiction Research Centre (NARC) (Bombay), Navchetna Drug De-Addiction-cum-Counseling Centre (Banaras), Navjyoti DPFCDR ( Delhi) are few NGOs who are working tirelessly for prevention of substance abuse in India.

- There are also numerous regional or international federations of NGOs. These organizations include the Asian Harm Reduction Network (AHRN) and the SAARC NGO Forum. These boxes serve as illustrative case studies that define their goals and activities.
- In 1990, a gathering in Dhaka, Bangladesh, led to the founding of the SAARC NGO Forum. The appointment of a 15-person committee. Various topics were covered, including networking, community mobilization, events, the need for training, and collaborations between GOs and NGOs.
- Another inter-country group for the region met in Colombo, Sri Lanka, in 1994. The deliberations and consensus statement on standards of service and training needs are available in the Forum Report (1994). The Colombo Plan Drug Advisory Programme and the SAARC Secretariat have both been very active in this regard.
- The NGOs play a vital role in prevention of substance abuse. An organization's relationship with its local constituents is stronger and its operations are more likely to be self-sustaining when it has a strong community support base. The crucial role played by NGOs was recognized in Article 71 of the United Nations Charter, which acknowledged their importance in lowering drug demand. The UNDCP and other UN organizations have increased their focus on working with NGOs in recent years. NGOs with

consultative status are allowed to observe CND sessions. Specialized NGOs are likely to be quite active in the future and influence national policy.

### **ALL INDIA STREET THEATRE WORKSHOP AGAINST DRUG ABUSE, STEP**

STEP, established in May 1993 has been actively working on creating awareness about various problems through theatre. Through this medium STEP has not only promoted creativity but also awareness about present day social issues. The objectives of the Society for Theatre Education for People are:

- to develop, refine and promote the concept of theatre education in India
- to integrate with other networks and institutions for attaining the objectives
- to provide informative and healthy entertainment to the masses
- to organize seminars, workshops, conferences, exchange visits, symposiums on meaningful theatre
- to promote the use of theatre for social awareness.

The main objective of the recent undertaking of STEP, “All India Street Theatre Workshop Against Drug Abuse”, was to use the medium of street theatre to build a national campaign against drug abuse. Specific objectives of the workshop were:

- To inculcate the following skills in participants for effective street theatre — body movements, puppetry, script writing, music appreciation, poster making, and other street theatre skills.
- To enable the participants to use these skills in creating awareness against drug abuse.
- To network with other NGOs working against drug abuse in different States of India.

### **DRUG ABUSE AWARENESS AND PREVENTIVE EDUCATION CENTRE FOR CRIMINAL ADDICTS IN CENTRAL JAIL**

The relationship between drug abuse and crime has been well established. The Indian Council of Education, an NGO with UN consultative status with ECOSOC (Economic and Social Council), has set up a de-addiction center for incarcerated addicts in the New Delhi prison. The supply of drugs in the prison is related to the consistent demand from criminal addicts, and could not be brought to a halt despite the strict administration of the prison authorities. It has been felt by the Council that a specialized comprehensive drug abuse preventive education programme is needed for the whole prison community.

This center functions from the premises of the prison. It provides information and knowledge to the inmates and the staff of the prison through audio-visual campaigns about the ill-effects of alcoholism and drug abuse on the individual, the family and society at large. The center also helps to identify and refer criminal addicts to the de-addiction center, provides follow-up programmes, and helps the prison authorities to finalize their rehabilitation programme with the active participation of the addicts and their families. The center covers 5000 inmates and 350 staff members of the prison. The overall objective of this DAPC (Drug Abuse Prevention Centre) project is to make the prison drug free in a year

### **3.4.6. Role of National bodies**

There are various national bodies operating under the Government of India that are involved in prevention, control, treatment and rehabilitation of the problem of abuse and addiction. Many national bodies are involved in intervention and curbing demand and supply.

The State shall endeavor to bring about the prohibition of the consumption of intoxicating beverages and substances which are harmful to health, except for medicinal purposes, according to our Constitution. In the majority of States, alcohol is considered a lawful drug. In our federal system, the Central Government has little influence over the repeal of prohibition. Ironically, alcohol distribution in India is frequently handled by the state governments. In many situations, the government owns its own distillery, go downs, wholesale depots, and even retail establishments.

Even so, there are rules governing the retail establishments, such as selling hours. These laws are more respected when they are broken than when they are followed, with liquor stores, advertisements, and other areas where they shouldn't be allowed. When the distribution system disregards the law, the State Government frequently stands by as an oblivious, powerless observer.

It must be acknowledged that the Indian government and the state governments are fighting illegal narcotics with tenacity. We have a Customs Department that works hard to stop international drug trafficking by being extremely watchful in airports and seaports. Because it serves as a hub for international drug trafficking, the Customs Department makes a conscious effort to stop the importation and exportation of dangerous substances. Our Excise Department, which oversees the license of the liquor business, is diligent in halting illegal distilling or brewing. We frequently read about counterfeit alcohol being seized. Special action forces are employed by many State Governments to address drug-related problems. When the Police Department and Forest Department are implicated in the cultivation of marijuana and poppies, the State Governments must take very harsh action against them. India has a very long coastline and a very long foreign boundary. As a result, international drug trafficking does not only occur at ports of entry. Our borders with India-Pak and India-Bangladesh, as well as our ports, are used for a large portion of worldwide drug trafficking. Numerous departments and agencies within our government work to combat trafficking.

Our military, border security force and coast guard provide excellent services. Most of our government hospitals lack the resources necessary to treat addicts or conduct follow-up procedures in terms of treatment. An addict is denied the chance to stop the habit since, in the

eyes of the law, he is considered the same as any other criminal. In the areas of treating, counseling, and rehabilitating addicts, NIMHANS (National Institute of Mental Health and Neurosciences), Bengaluru, excels. It is true that many medical schools and hospitals offer addiction treatment facilities where many people are receiving treatment.

- Government of India has established various specialized institutions such as the Narcotic Control Bureau etc. for conducting researches on usage of Narcotic drugs in India.
- In order to better execute the COTPA tobacco control rules and the WHO FCTC tobacco control policies, the Government of India piloted the National Tobacco Control Program (NTCP) in 2007–2008. Out of the 35 States and Union territories in the nation, the initiative is being implemented in 21 of them. 42 districts in all are currently covered by NTCP. For the first time, dedicated funds were made available to implement tobacco control policies at the central state and substate levels, marking a significant advancement for tobacco control activities across the nation.
- The nodal ministry for lowering drug demand in India is the Ministry of Social Justice and Empowerment. The Nasha Mukh Bharat Abhiyaan (NMBA) campaign has been launched by the ministry in honour of the 26 June 2021 International Day Against Drug Abuse and Illicit Trafficking. In 272 Districts throughout 32 State/Union Territories, which have been designated as the most susceptible to drug use in the nation, the Nasha Mukh Bharat Abhiyaan (NMBA) is in operation. Based on data from the Comprehensive National Survey and feedback from the Narcotics Control Bureau, these vulnerable areas were determined (NCB)..
- The Ministry of Social Justice and Empowerment supervises and oversees all efforts to prevent drug misuse, including determining the scope of the issue, taking preventive measures, treating and rehabilitating addicts, disseminating information, and educating the general public. Through nonprofit organizations, the Ministry offers community-based assistance for the detection, care, and recovery of addicts. The ministry established awards in 2016 for the most effective or outstanding services provided by individuals as well as institutions in the prevention of abuse of alcohol, narcotic drugs, psychotropic substances, and other addictive substances (other than tobacco and its products), such as cough syrups, correction fluid, and other substances. These awards are intended to recognize and encourage excellence in the prevention of alcoholism and substance abuse as well as the rehabilitation of its victims.

### 3.4.7. Let Us Sum Up

We discussed in this unit the role of stake holders in reduction and prevention of substance abuse. Substance abuse is a global problem, it is a national problem, it is a social problem, it is a family problem and it is a problem of individuals. Hence it is essential that there should be intervention with a view to achieve demand and supply reduction. We also discussed the policy of tobacco free campus as formulated by the Government of India and role of students in achieving it. We examined how beyond their academic campuses, in their family and community, youths are playing significant role for reducing and preventing abuse of different substances such as tobacco, alcohol and drugs. We also discussed the role played by several Government bodies - the Customs Department, Ministry of Health, Ministry of Welfare, Military, Navy, Border Security Force, Coast Guard etc. This made us realize that the NGOs in India have an inevitable role to play in the fight against substance abuse.

### 3.4.8. Key Words

**Alcohol :** A drug that is addictive and affects the way the body and mind works.

**Cannabis :** Drugs produced from different parts of hemp plant.

**Substance abuse:** The use of illegal drugs or the use of prescription or over-the-counter drugs or alcohol for purposes other than those for which they are meant to be used, or in excessive amounts..

**Drug Abuse:** The use of chemical substances (medicinal and non-medicinal) in an amount, strength, frequency or manner that damage the physical or mental functioning.

**Tobacco:** Tobacco is a plant grown for its leaves, which are dried and fermented before being put in tobacco products

**Beedi :** It is made by rolling a dried, rectangular piece of temburni leaf (*Diospyros melanoxylon*) with 0.15-0.25 g of sun-dried, flaked tobacco into a conical shape and securing the roll with a thread.

**Betel leaves:** Betel leaves are an indispensable part of *paan*. The betel vine is a creeper, and it is often grown next to areca-nut trees, which provide support, or on wooden scaffoldings.

**Bhang:** Indian hemp

**Crusade:** Fighting for a noble cause

**NIMHANS :** National Institute of Mental Health and Neurological Science (Bangalore).

**SAARC:** South Asian Association for Regional Cooperation.



### **3.4.9. Check Your Learning**

#### **Q.1. Definitional Type**

- a) Tobacco
- b) Betel Leaves
- c) Bhang
- d) Youth
- e) Tobacco Free Campus
- f) Street Play
- g) Preventions
- h) Narcotic Control Bureau

#### **Q.2. Analytical Type**

- a) Tobacco Free Campus Policy.
- b) What is role of School in achieving Tobacco Free campus?
- c) List out the stake holders in tobacco Free Camus Policy.
- d) Discuss the role of civil societies in making tobacco free campus.
- e) Discuss the benefit of Youth participation in drug prevention programme.

#### **Q.3. Essay type**

- a) Elaborate the Tobacco Free Institution Guidelines by ministry of Health and Family Welfare, Govt of India.
- b) Define Youth and discuss the role and responsibilities of Students in achieving tobacco free campus policy.
- c) Examine the role of students and youth in prevention of substance abuse in family and surroundings.
- d) Discuss the role of NGOs as a stake holder in fight against substance abuse.
- e) Discuss the role of National Bodies as stake holders in fight against substance abuse.

### **3.4.10. Suggested Readings**

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