

Buddha Institute of Dental Sciences & Hospital Patna, Department of Public Health Dentistry, observed **“WORLD NO TOBACCO DAY”** on 31st May 2024 themed **“PROTECTING CHILDREN TOBACCO INDUSTRY INTERFERENCE”**.

On 30th May, an awareness program was organized at slum. A walkathon from the college to the destination was done to create awareness about harmful effects of tobacco use. Role play was performed by third year undergraduate students in front of the children and local resident of the slum. Role play included ill effects of tobacco consumption and passive smoking. Postgraduate and undergraduate students actively participated in this program. Oral health screening was also performed there.

On 31st May, another dental screening and awareness program was organized at Gyan Vigyan Recovery Shelter making them aware of early symptoms of oral cancer followed by a role play on the importance of tobacco cessation which was performed by third year undergraduate students. People were also encouraged to quit tobacco for the protection of individual, society and environment. A pledge was taken at the Recovery Shelter and college campus for quitting tobacco and stopping children to work in tobacco industries to make environment tobacco free. Pamphlets for creating awareness were also distributed.

A short 15 seconds promo of World No Tobacco Day was aired five times on 30th and 31st May to reach local people for mass appeal. A talk show conducted on 31st May was aired in which ways of quitting tobacco was discussed and listeners were motivated to quit tobacco.

KEY MESSAGE

“PROTECTING CHILDREN TOBACCO INDUSTRY INTERFERENCE”