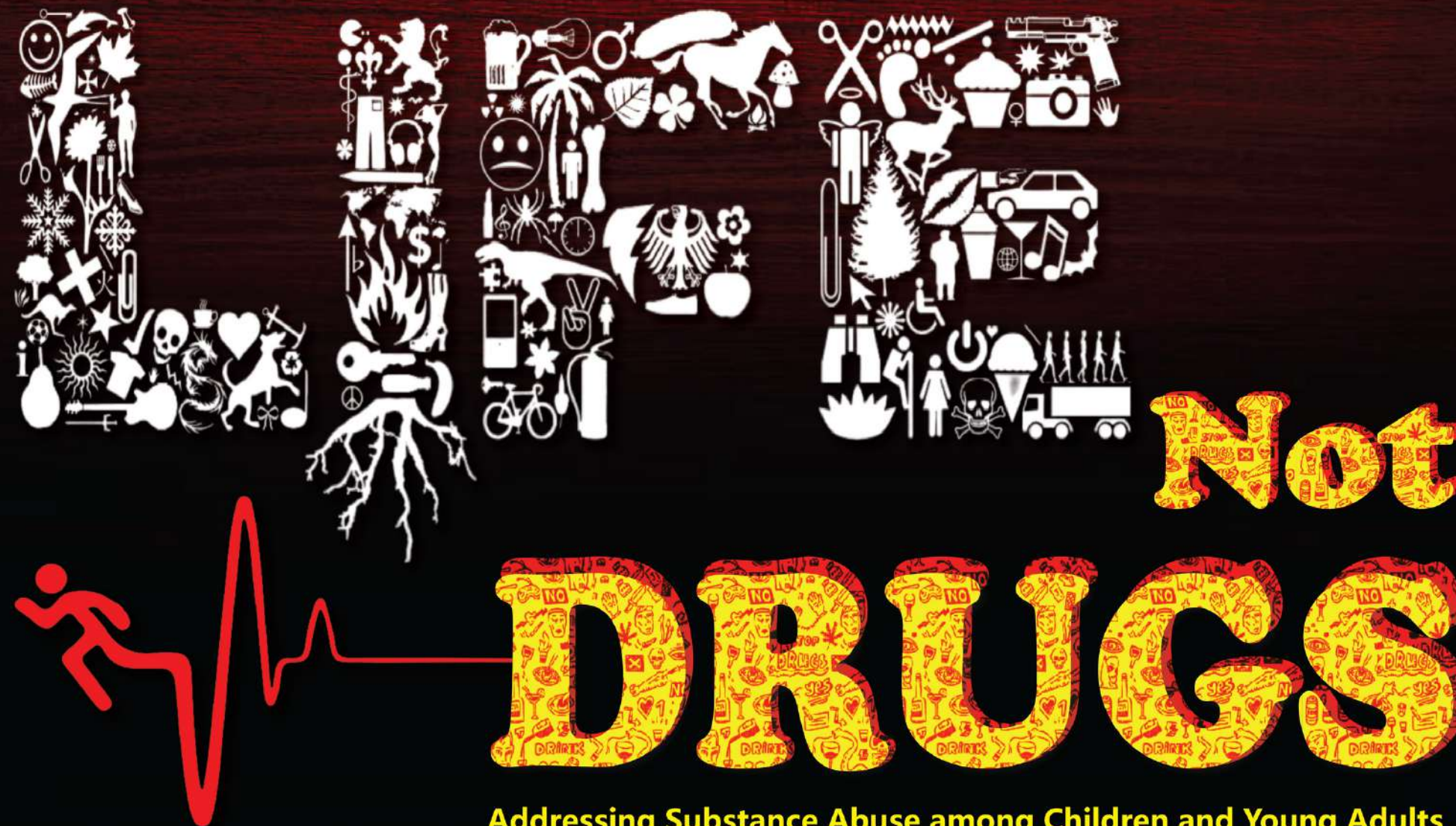


# Choose



Addressing Substance Abuse among Children and Young Adults

**Curiosity**

**Smokers in the family**

**Loneliness and boredom**

**Fashionable**

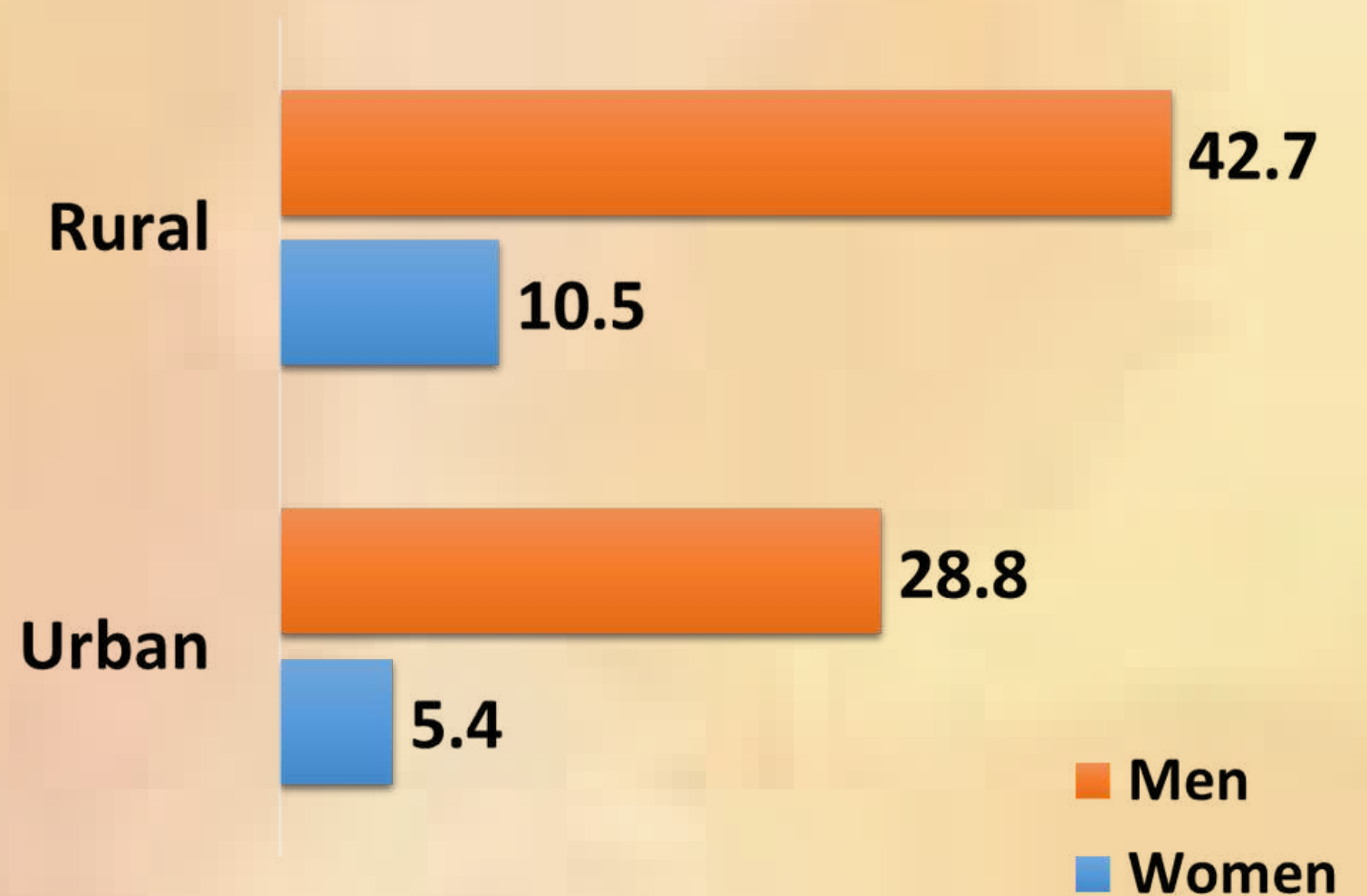
**Lack of confidence**

**Ads by role models**

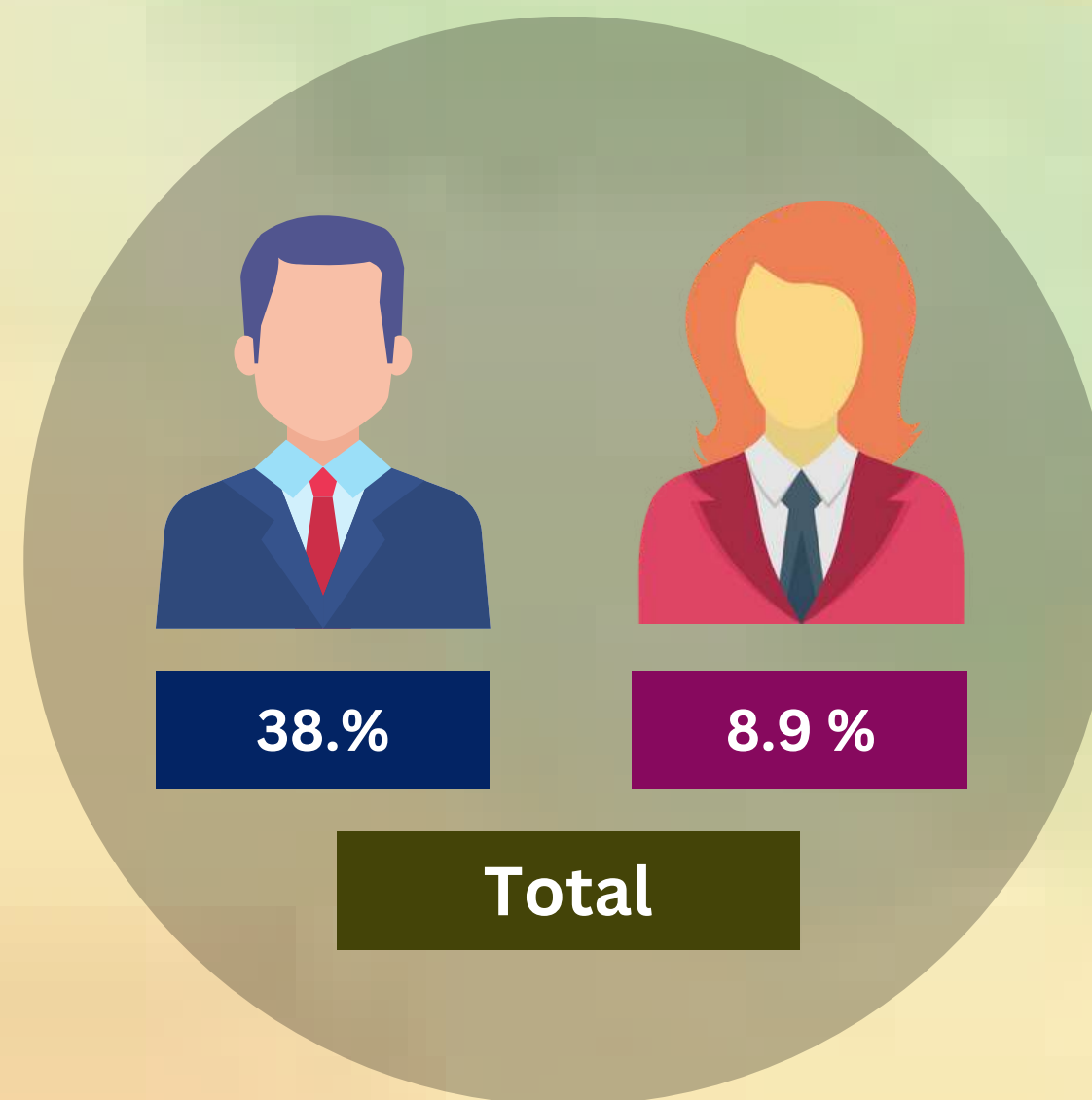
# ***Why Teens Consume Tobacco***



# ***Tobacco Consumption in India***



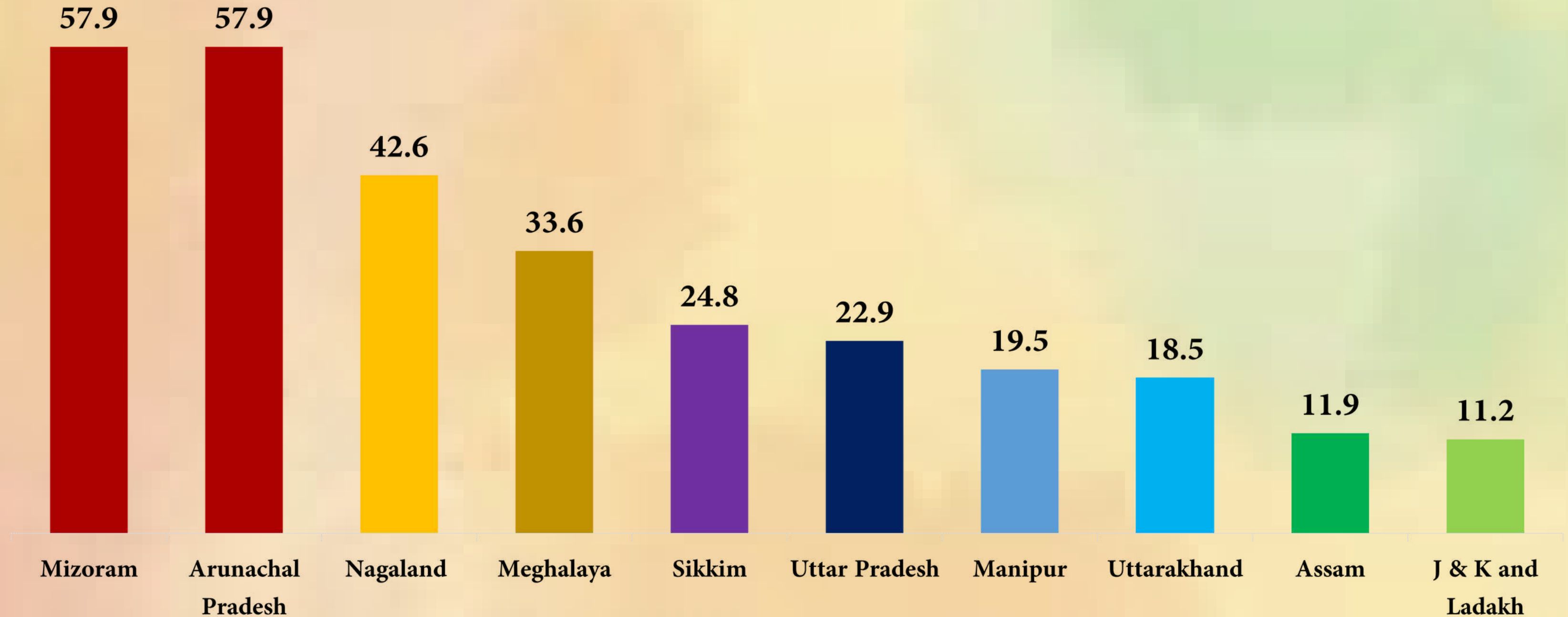
Data is in %



Data Source: National Family Health Survey, India (NFHS - 5), 2019 - 2021

Note: Age 15 years and above

# ***Tobacco Consumption: Top 10 States/UTs***



Data Source: GYTS-4 Global Youth Tobacco Survey Fact Sheet India 2019 (Ministry of Health and Family Welfare New Delhi)

Note: Data is in %

Pick a Quit Date



Identify Reasons to  
Quit Smoking



Inform Loved Ones  
about Your Quitting



## ***Build Your Quit Plan***



Identify Your  
Smoking Triggers

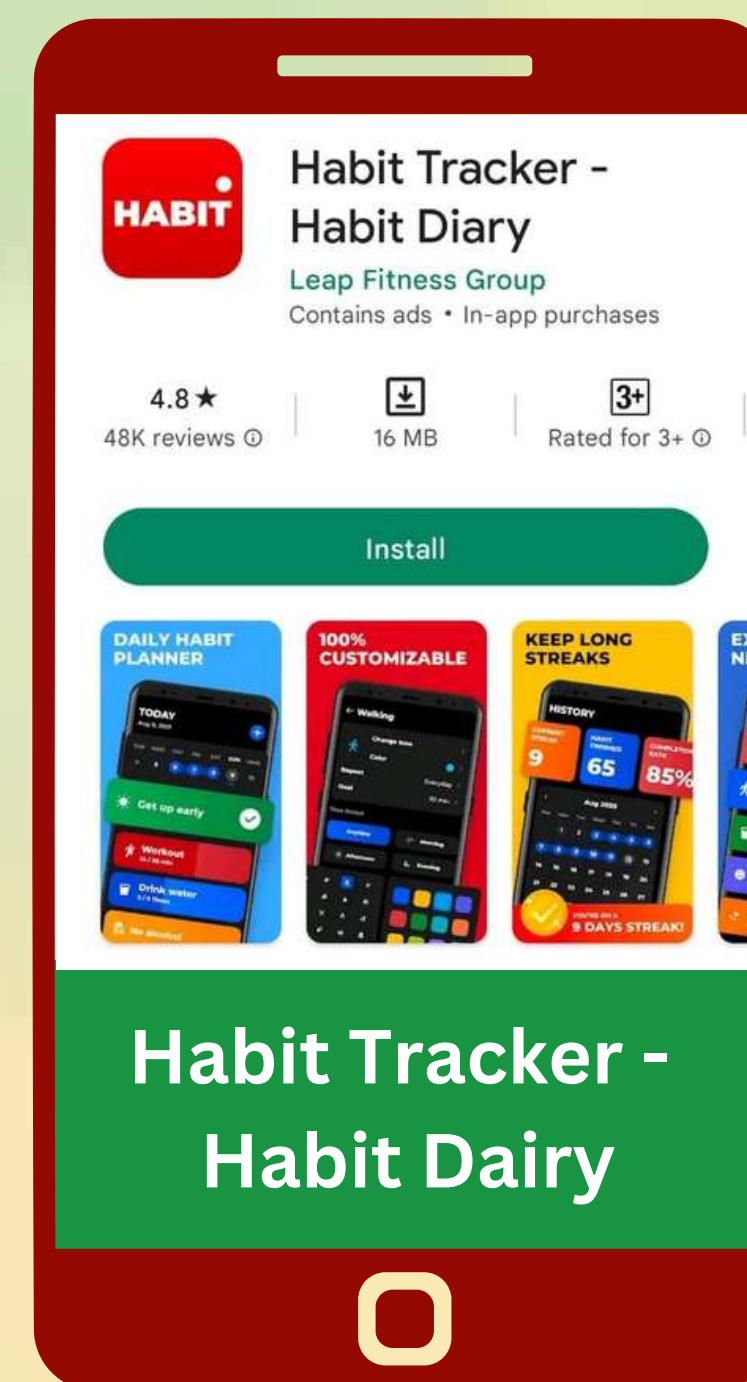
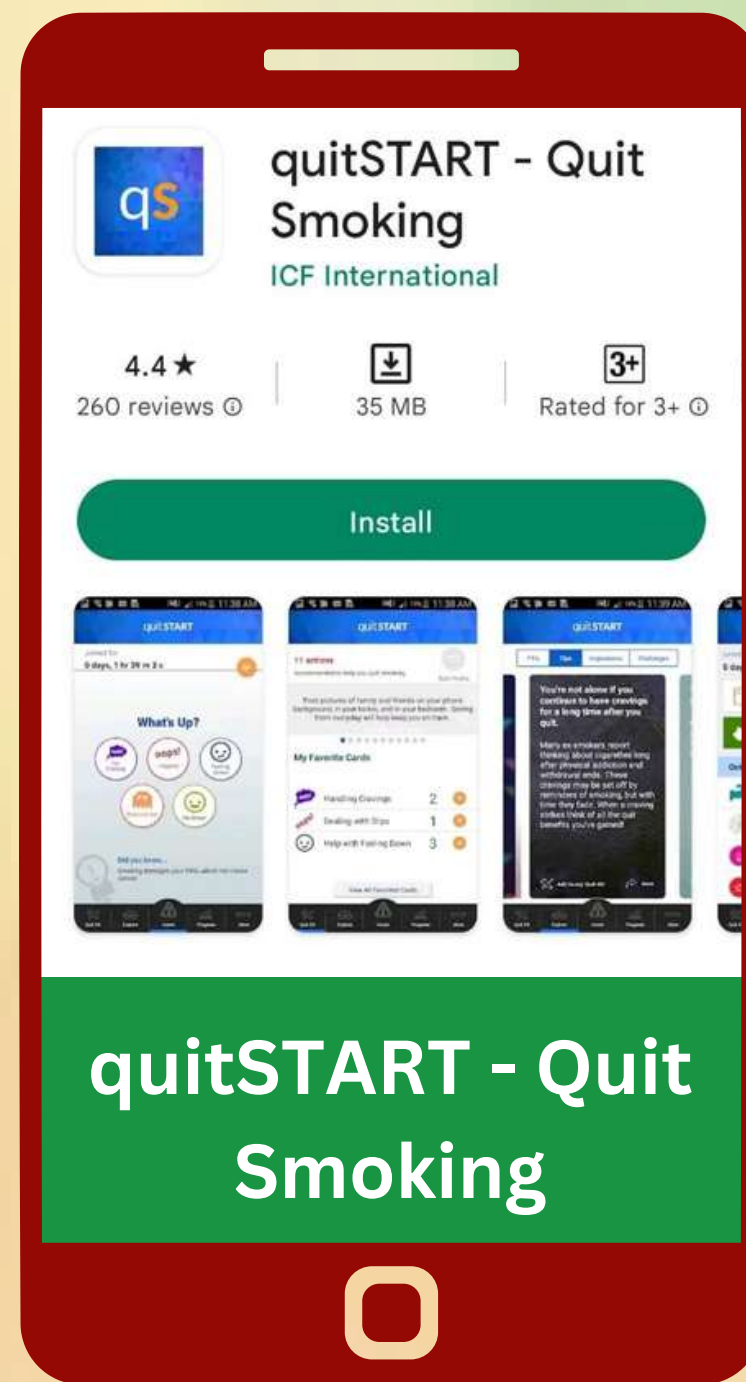
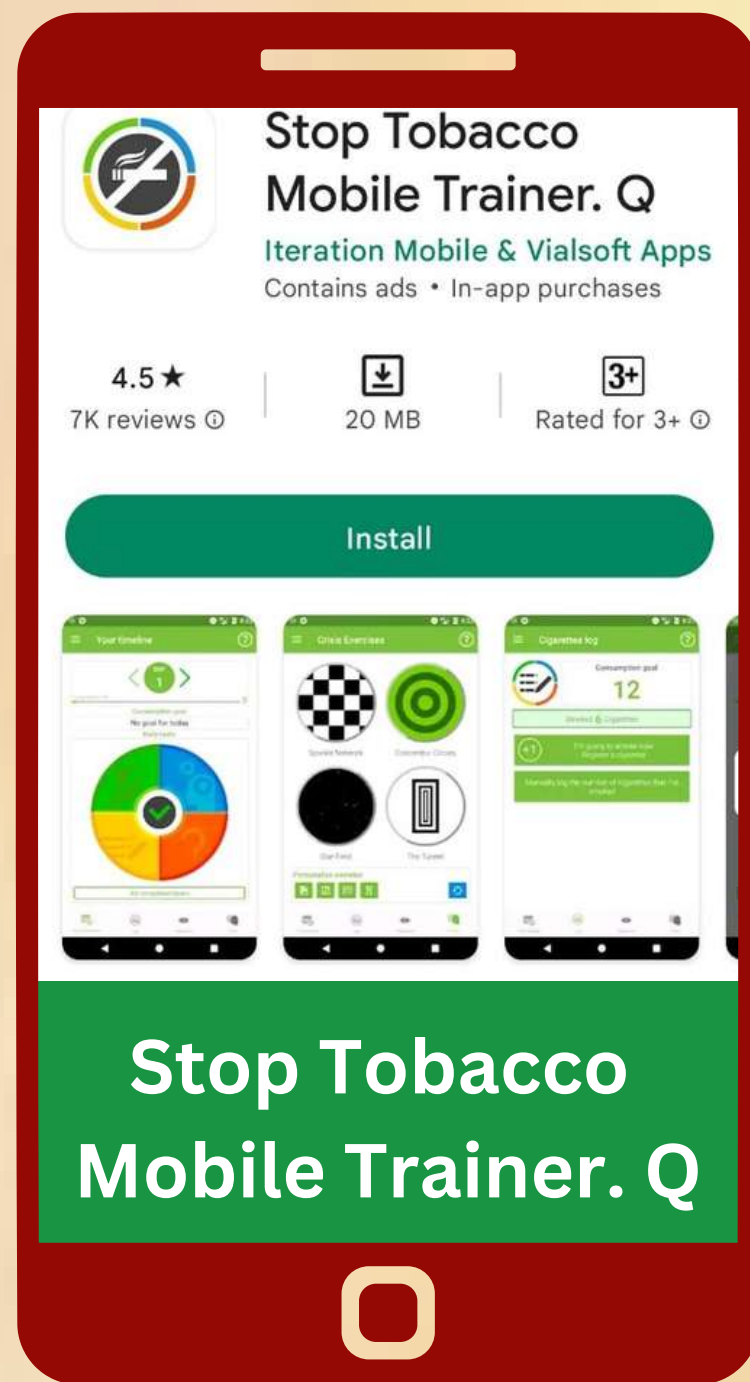
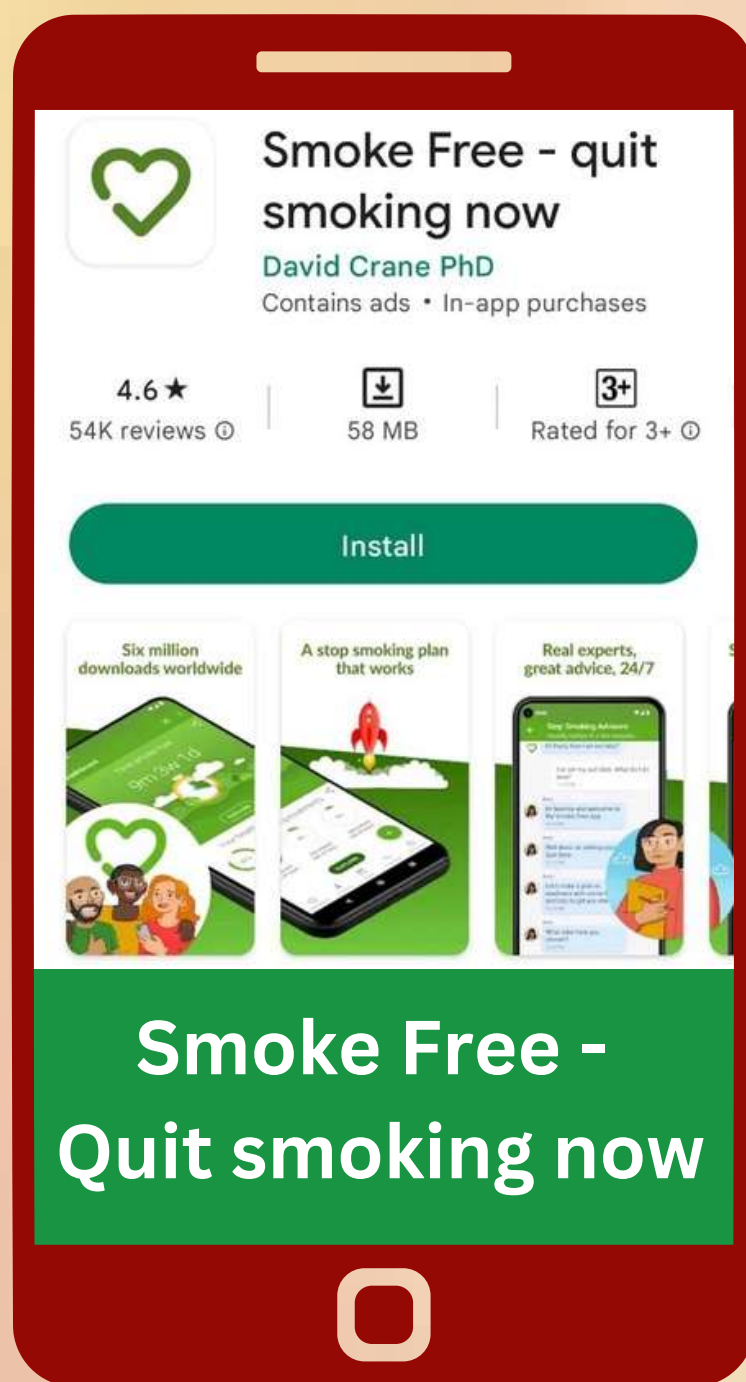


Reach Out for Help and  
Support



Set Up Rewards for  
Quit Milestones

# Mobile Apps Which Can Help You to Quit



# ***National Toll Free Helpline***

Established by The **Ministry of Health & Family Welfare**  
- Government of India



# 1800-112-356



Click to  
know more



***“There’s not a drug on Earth that  
can make life meaningful.”***

– Sarah Kane

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DB YaR Forum