

Meet your poison:
An introduction to
tobacco use and
nicotine addiction

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Conflict of
Interest

Nil

Scope of presentation-2 What's and 4 Why's

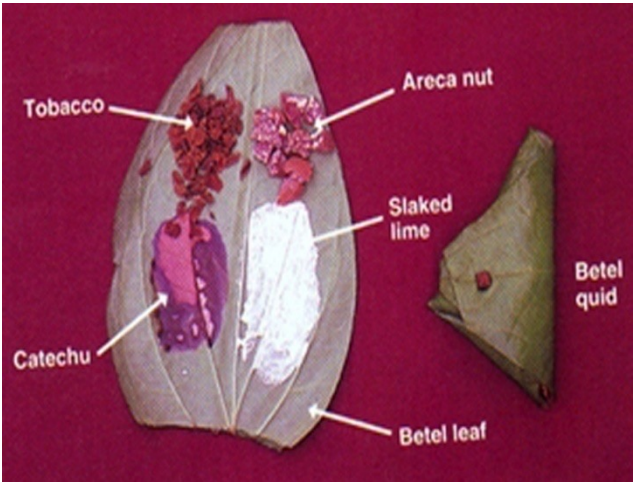
- What is it tobacco?
- Why do people use tobacco?
- Why is tobacco a drug?
- Why is tobacco a global problem?
- What is the problem with tobacco use:
 - a) Tobacco and increased health risks/death
 - b) Tobacco and cancer
 - c) Tobacco use and non-communicable diseases
 - d) Tobacco use and Covid-19
 - e) Tobacco use and addiction
- Why is quitting important?

What is tobacco?

- Tobacco is a substance derived from the tobacco plant leaf and its products
- More than 70 species of tobacco are known, but the chief commercial crop is *N. tabacum*. The more potent variant *N. rustica* is also used in some countries.
- It is a lethal mixture of 7000 chemicals, including 70 cancer producing substances



Tobacco is used in multiple forms



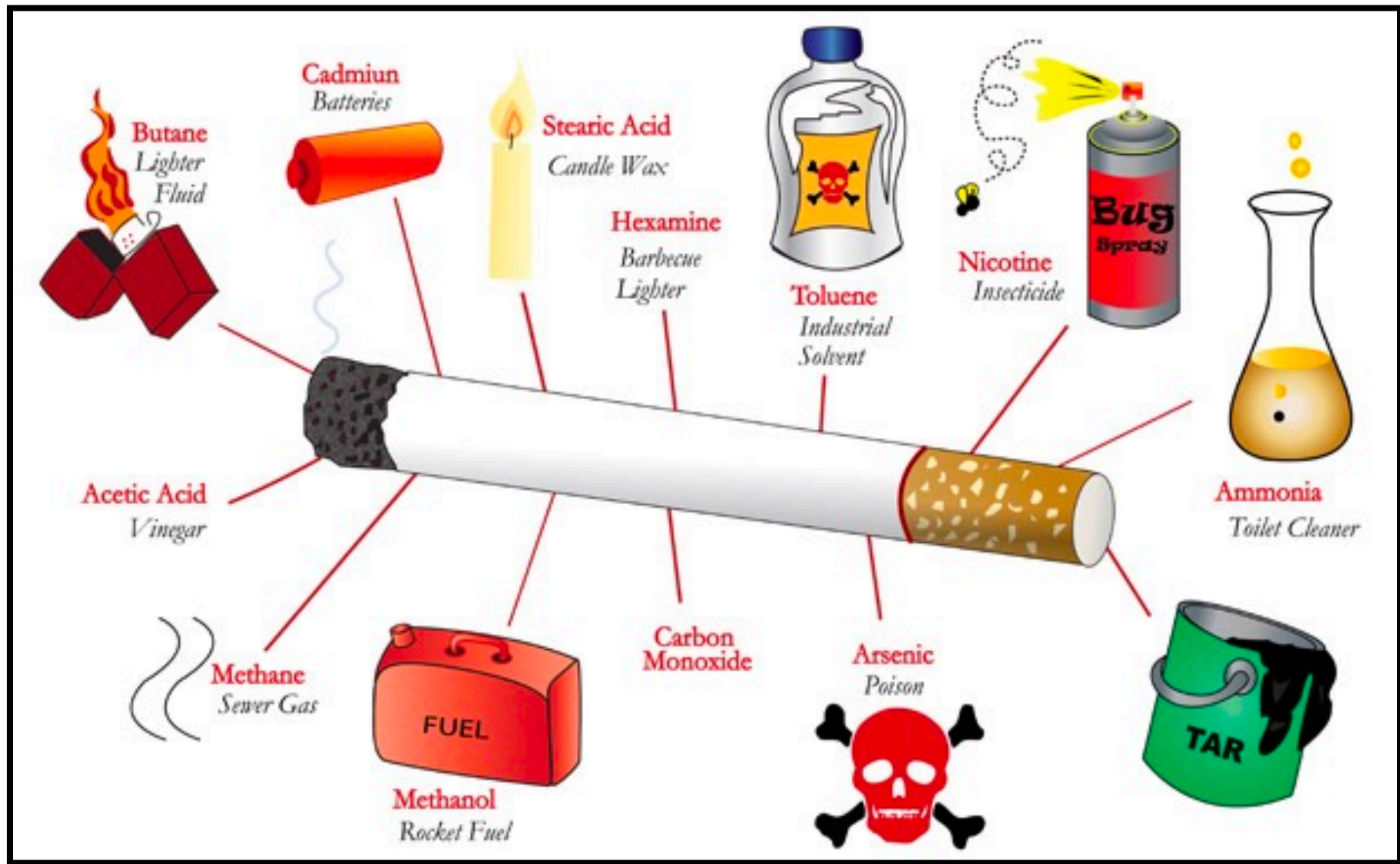
Smokeless forms of tobacco are of particular concern

- More than 40 types of SMT products in the South Asian Region, particularly India (including gutka, khaini, mawa, mishri, kaddipudi, tambaku, snuff, lal dant manjan etc)




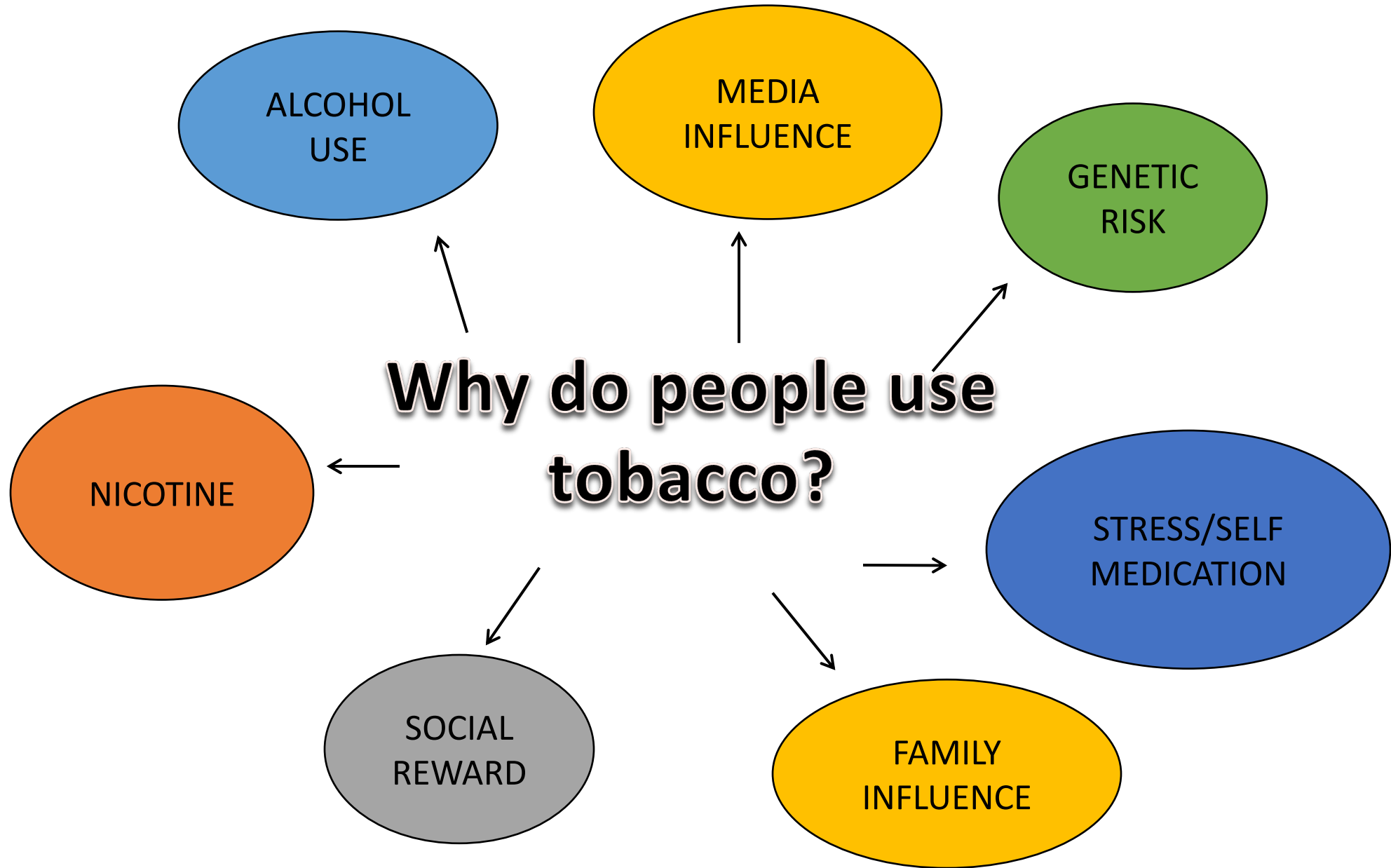
WHO 2012



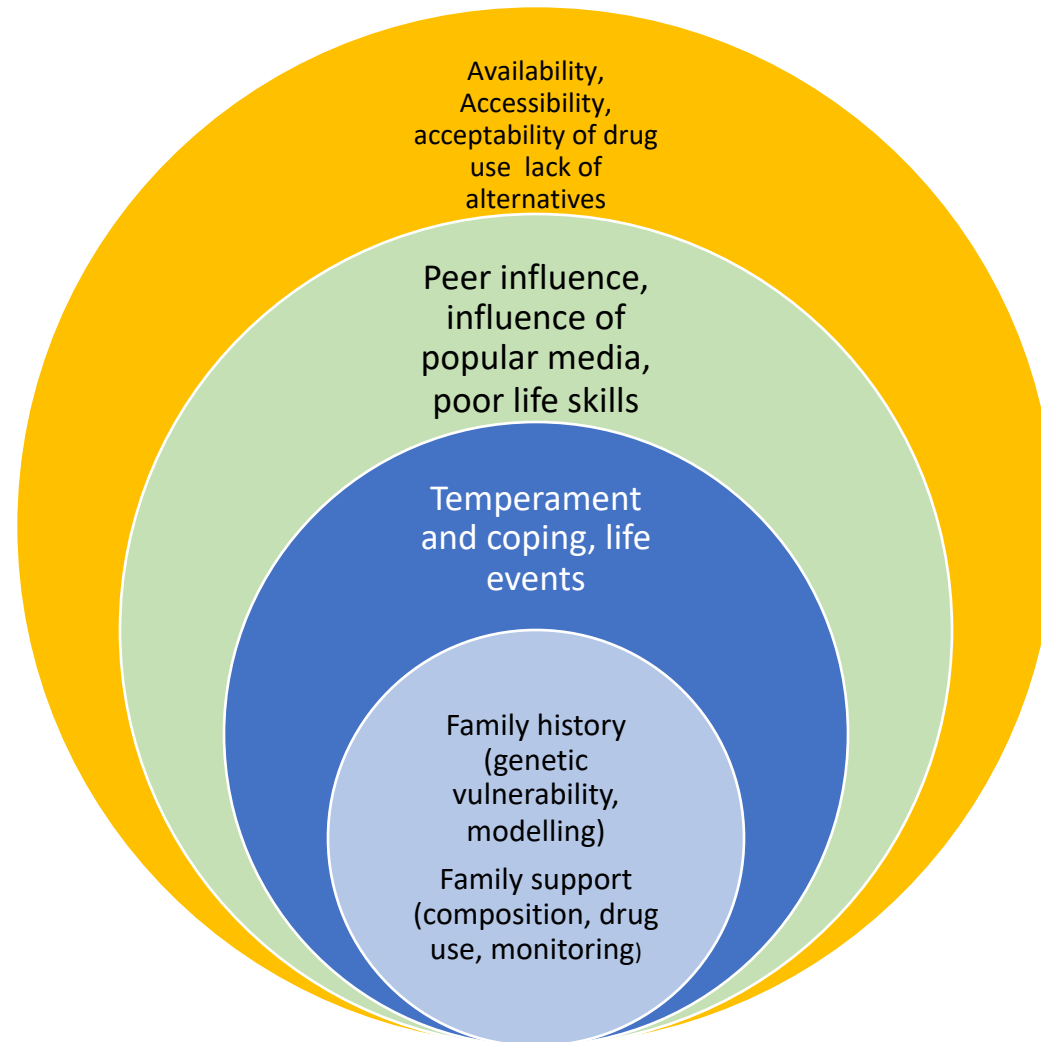


Why do people use tobacco?

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- *Enjoyment*
 - *To ease Boredom*
 - *Relief of tiredness*
 - *Mood relief*
 - *Habit*
 - *Ease of bowel movement*

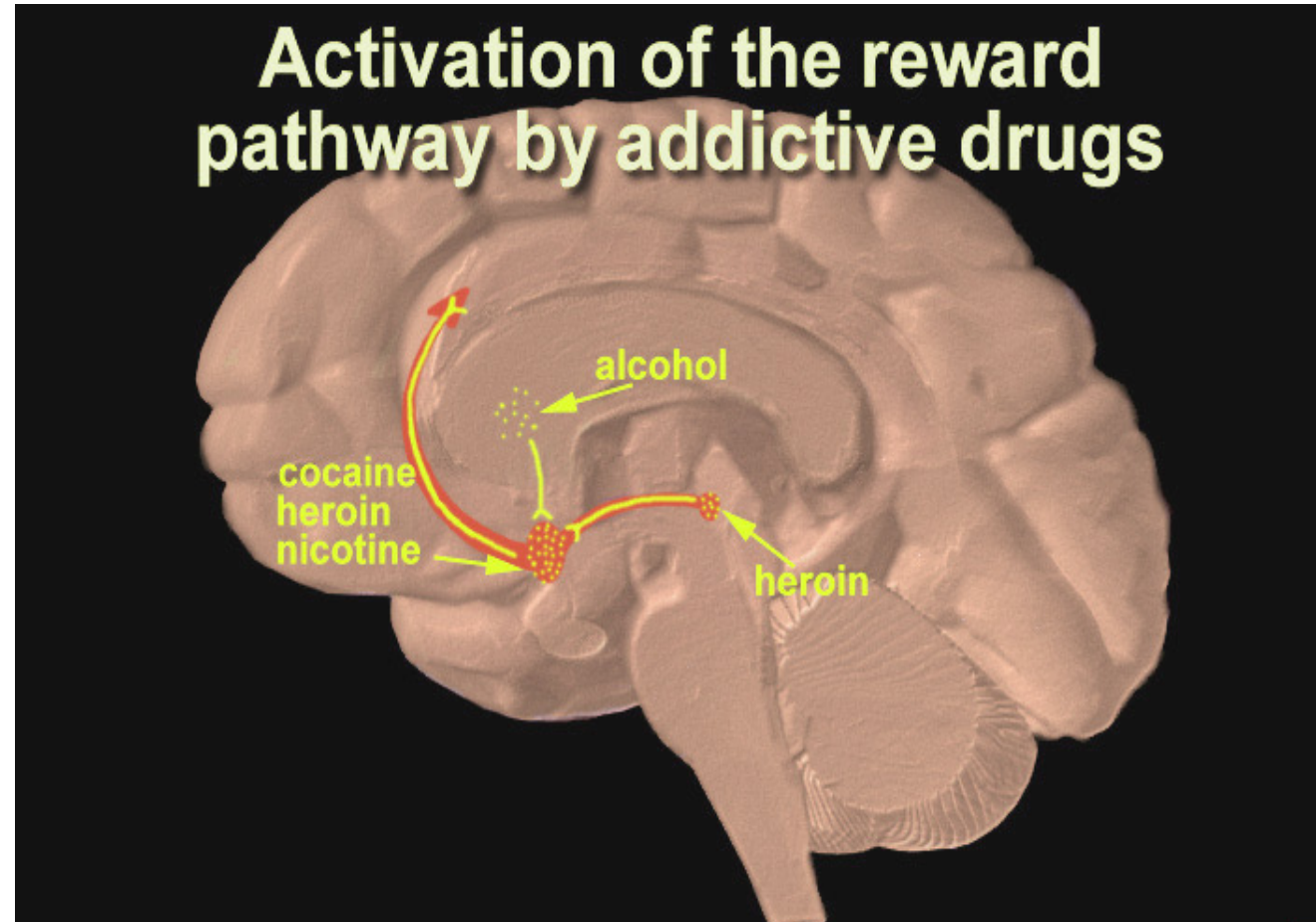


Common factors associated with drug use, including tobacco



Why is tobacco a drug?

- It contains the psychoactive substance nicotine which acts on the 'reward pathway'
- This reward pathway is activated by food, water and sex, thrill-inducing activities and exercise
- This pathway is also activated by other psychoactive drugs



Substance	Proportion of users that ever became dependent
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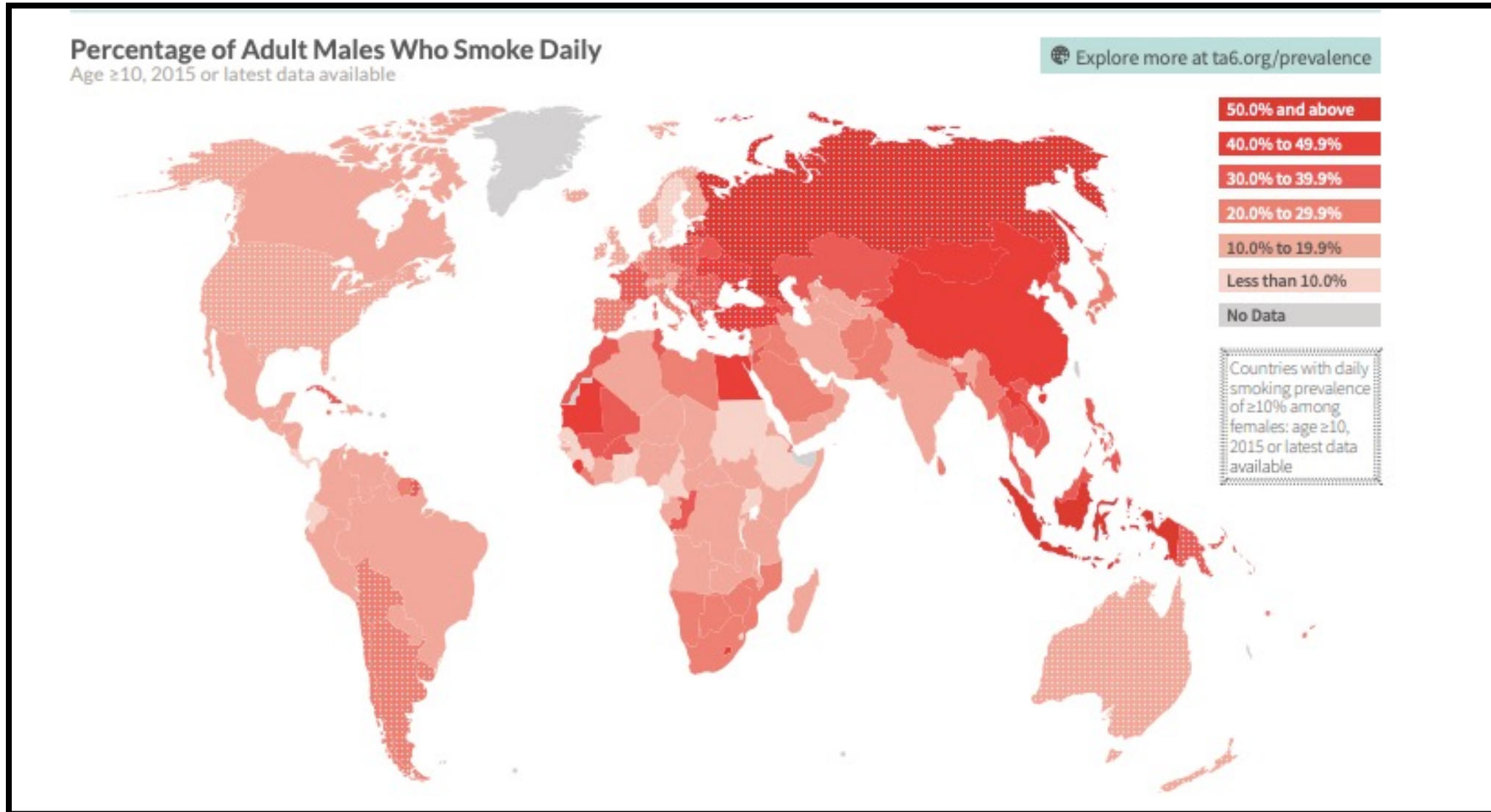
Tobacco	32
Heroin	23
Cocaine	17
Alcohol	15
Cannabis	9

Source: National Academy of Sciences,
1999⁵⁷



- There is no other psychoactive drug that affects brain chemistry as much as nicotine
- Reducing or quitting tobacco may be the hardest challenge a smoker has ever faced

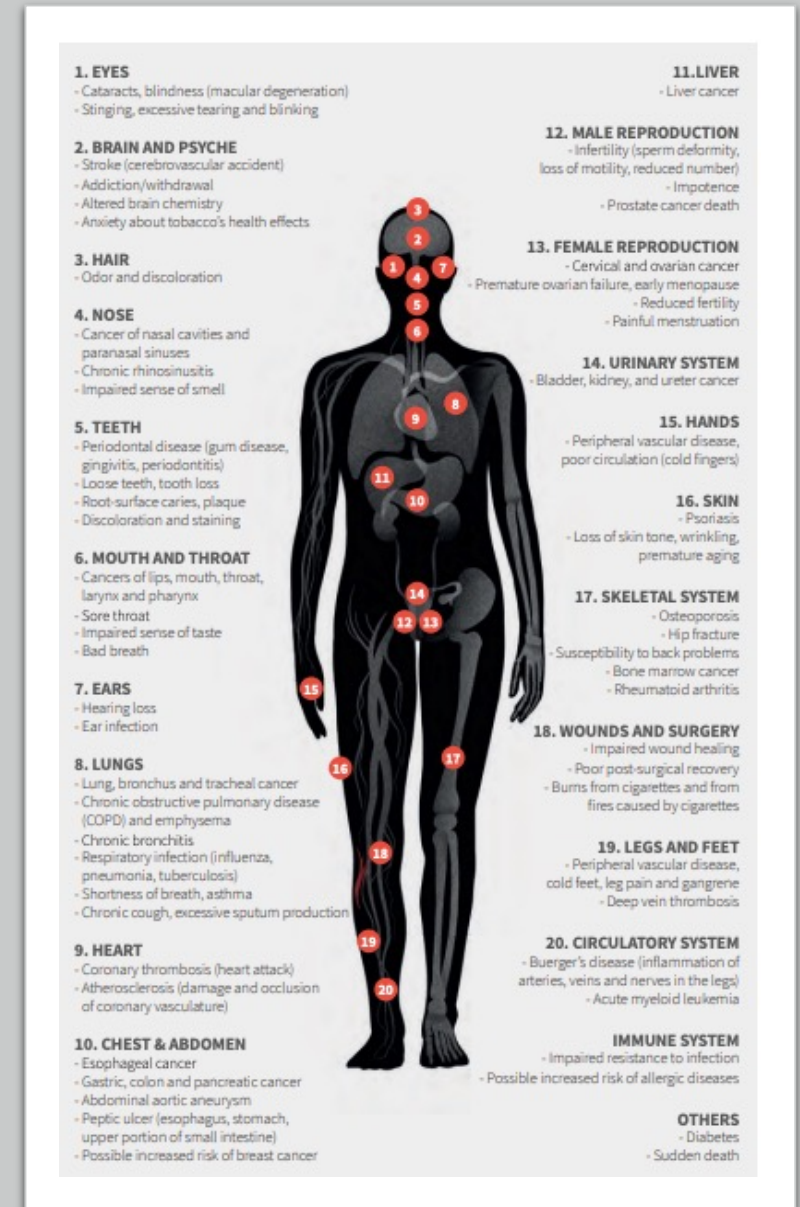
Why is tobacco a global problem?



Tobacco is the single most preventable cause of death in the world today. It is the **ONLY** legal consumer product that kills up to half of those who use it as intended. By 2030, it is estimated that tobacco use will account for more deaths than the total deaths from malaria, maternal conditions, and injuries combined.

What is the problem with tobacco use?

- Tobacco kills more than 8 million people each year. More than 7 million of those deaths are the result of direct tobacco use while around 1.2 million are the result of non-smokers being exposed to second-hand smoke.
- Over 80% of the world's 1.3 billion tobacco users live in low- and middle-income countries.



Smoking and Sexual Function



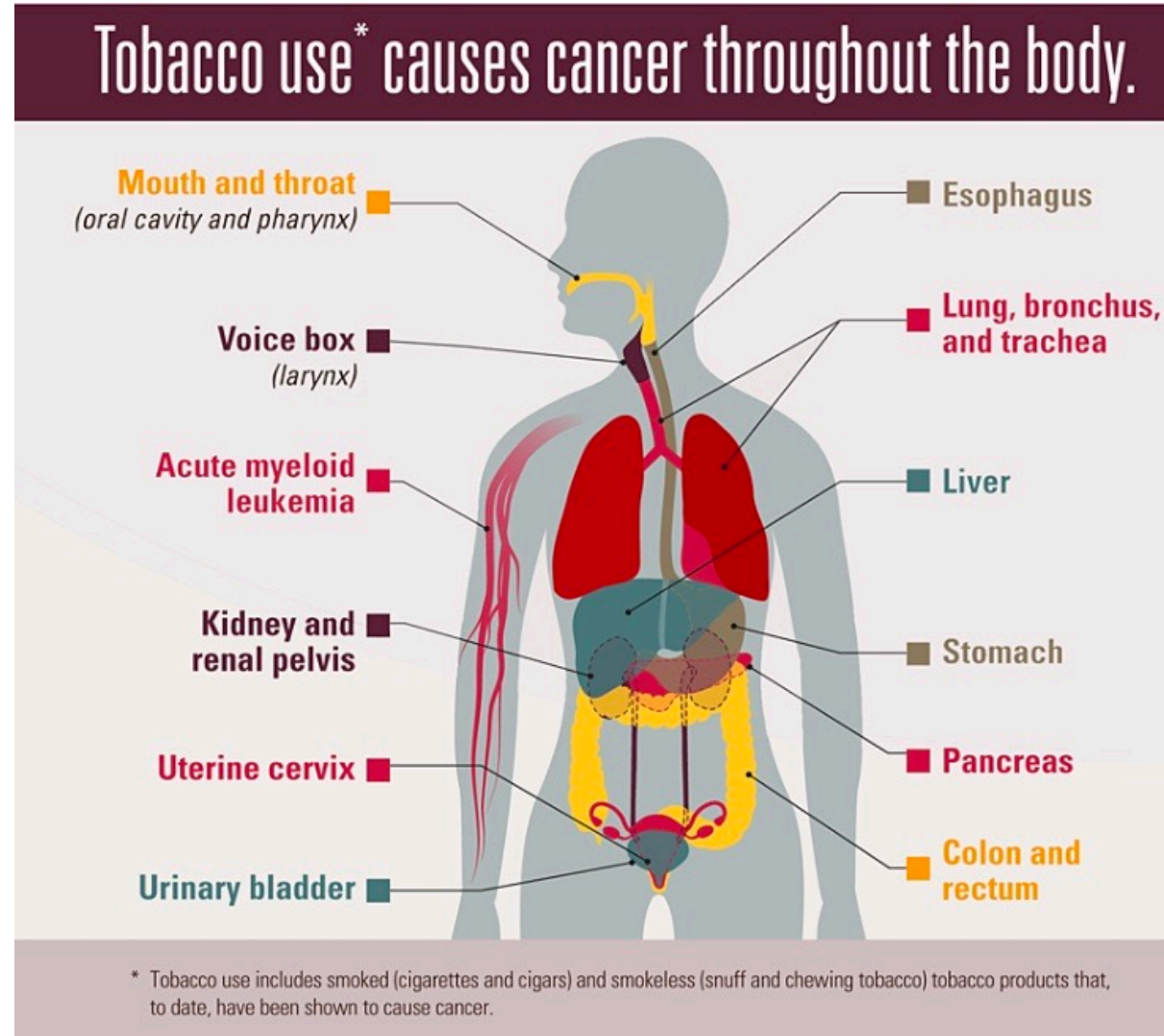
WARNING

TOBACCO USE CAN MAKE YOU
IMPOTENT

Smoking may cause sexual
impotence due to decreased
blood flow to the penis. This can
prevent you from having an
erection

Health Canada

Tobacco use and cancer



Information note on COVID-19 and tobacco



TOBACCO USERS MAY BE AT INCREASED RISK OF GETTING INFECTED WITH THE CORONAVIRUS.

Some characteristics of tobacco use contravene sound advice on how to prevent COVID-19.



Tobacco use requires increased contact of the fingers (and possibly contaminated cigarettes) with the mouth, which makes avoiding touching hands to face difficult.



Tobacco use is often a social activity, which diminishes the chances of safe physical distancing.



Waterpipes have a communal nature – a single mouthpiece is often shared among people and is not necessarily cleaned properly as it passes between users. This compromises the avoidance of sharing and proper and frequent disinfecting.

TOBACCO USERS MAY BE AT INCREASED RISK OF COMPLICATIONS WITH COVID-19.



People with poor lung function (as a result of tobacco use or anything else) may be at higher risk of complications from COVID-19.



The coronavirus attacks the lungs, so it could pose an especially serious threat to those who use tobacco.



People who use tobacco generally face higher risks of respiratory tract infections, such as lung and chest infections.



Tobacco use compromises the immune system, making it more challenging to fight infection.

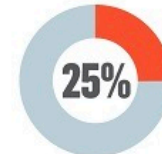
ANYONE EXPOSED TO SECOND-HAND TOBACCO SMOKE MAY BE SIMILARLY VULNERABLE TO COVID-19 AS TOBACCO USERS.



Children's exposure to second-hand smoke in the WHO European Region – in homes, cars and public places – remains high.

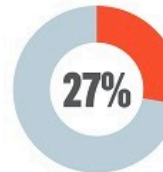


Eight countries are leading a regional trend towards protecting children's rights to smoke-free air in private cars and outdoor playgrounds.

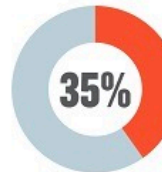


Twenty-five per cent of countries in the Region prohibit smoking in all public places.

PRELIMINARY EVIDENCE FOR COVID-19 REVEALS TOBACCO USERS AND MEN EXPERIENCE A MORE SEVERE PROGRESSION OF THE DISEASE (INCLUDING DEATH).

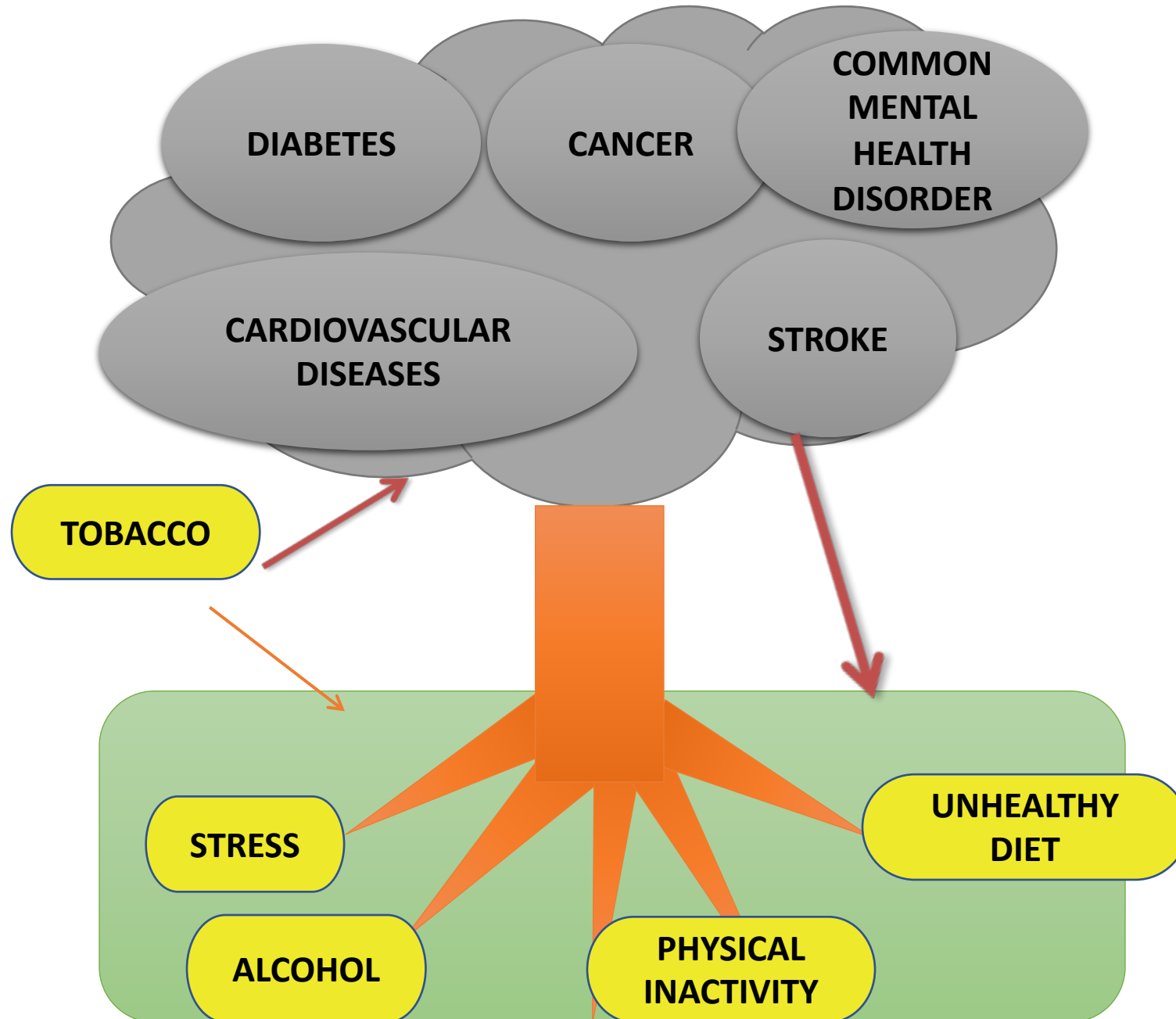


Nearly 27% of the population in the WHO European Region use tobacco.

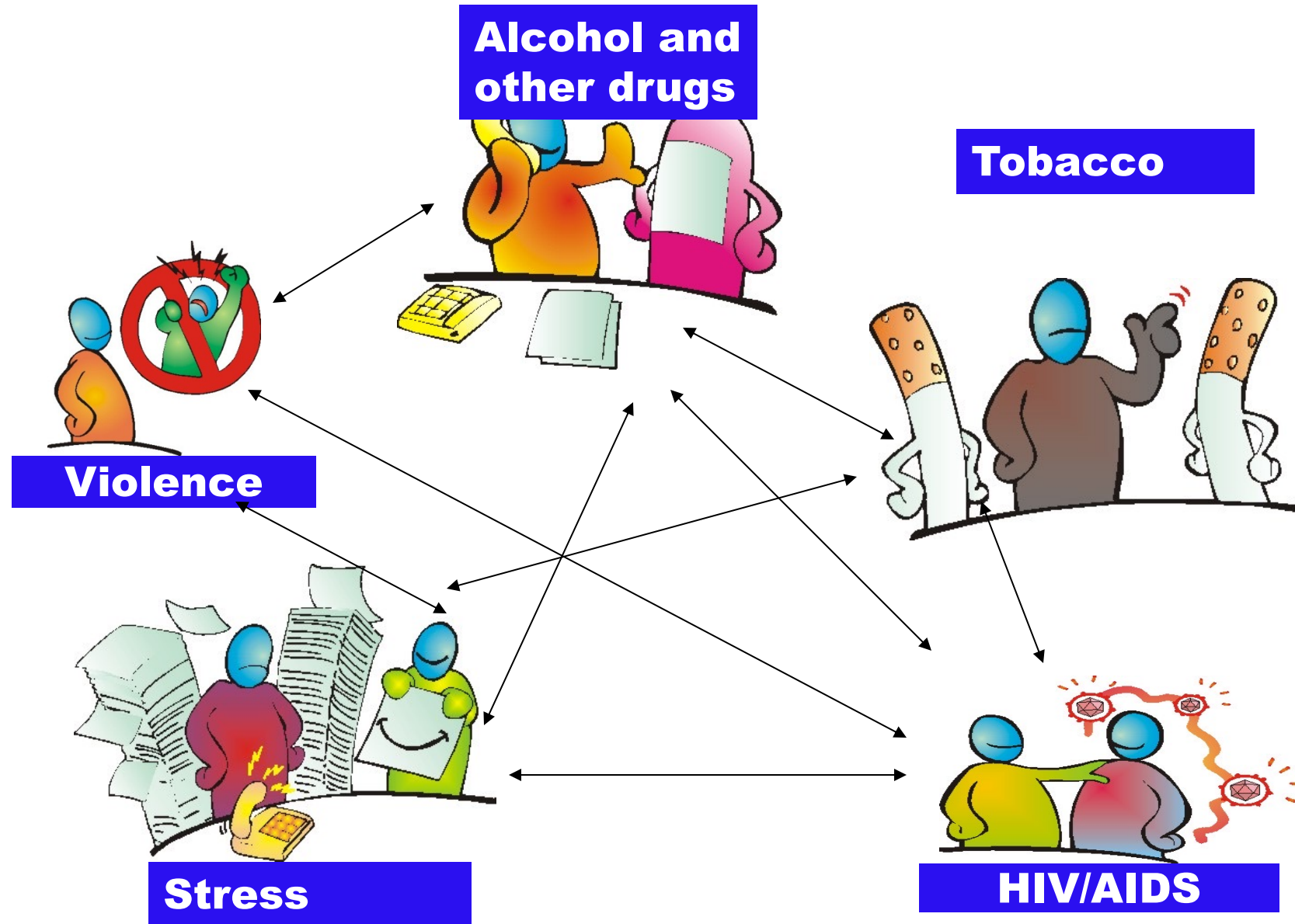


More than 35% of men in the Region are tobacco users.

Tobacco Use as a Risk Factor for NCDs



ILO : SOLVE – An integrated model



Other issues- second hand exposure to tobacco



- Half of non-smoking women and over one-third of pregnant women in Bangladesh and India are exposed to SHS at home.
- 3 in 10 adults working indoors is exposed to tobacco smoke in workplaces
- 23% exposed to second hand smoking in public places (GATS 2)
- Mostly women who work in the bidi industry

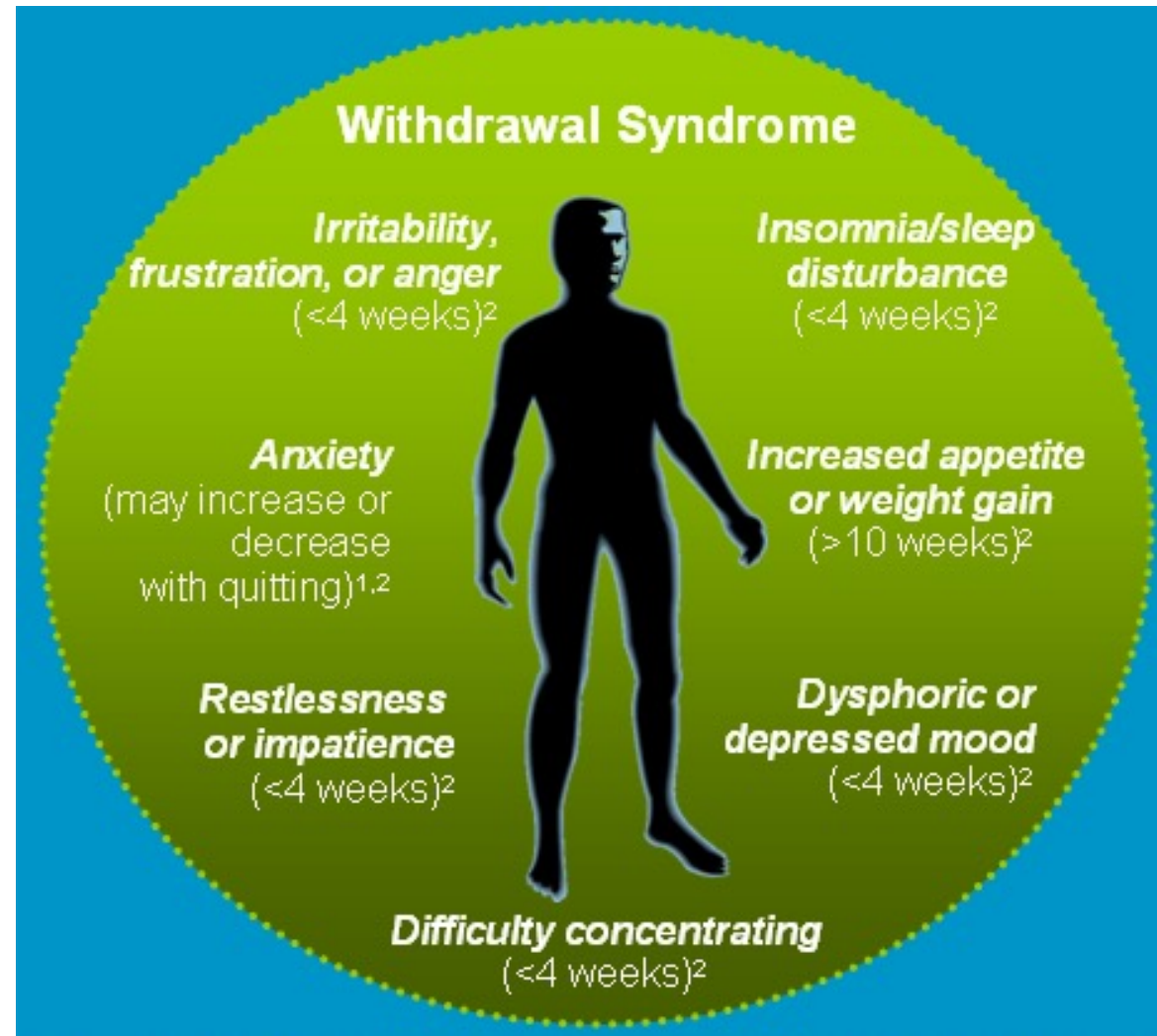
Why is quitting important?

20 minutes	Blood pressure and pulse rate drops to normal
8 hours	Oxygen level increases to normal & carbon monoxide level drops in blood
24 hours	Chance for a heart attack goes down
48 hours	Ability to smell and taste improves; walking is becoming easier
2 weeks to 3 months	Blood circulation improves. No more cold hands and cold feet. Lung function increased up to 30%

Why is quitting important?

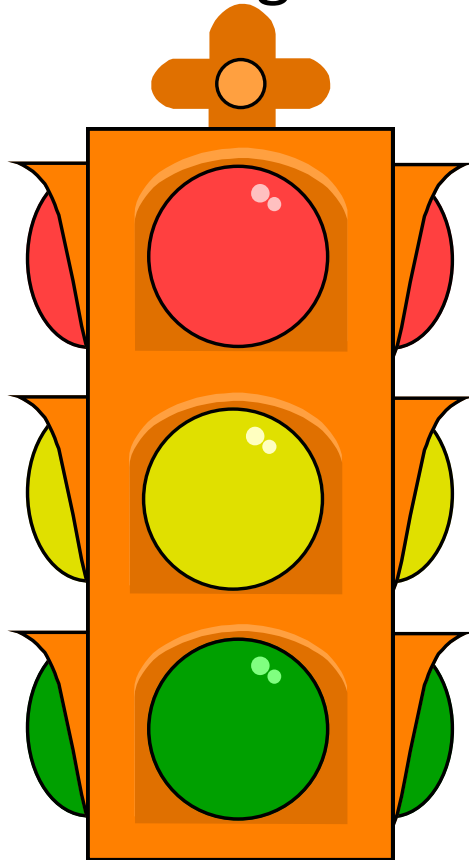
1 month to 9 months	Coughing, sinus congestion and shortness of breath decrease dramatically
1 year	Risk of coronary heart disease is cut in half
5 years	Risk of stroke reduced to that of a nonsmoker. Risk of cancers of the mouth, throat and esophagus cut in half. Risk of lung cancer reduced in half.
10 years	Risk of dying from lung cancer is cut in half
15 years	Risk for coronary heart disease and stroke is the same as for a lifelong nonsmoker.

Why is quitting so difficult?



Principles of prevention and intervention

The ILO Traffic Light model



- **Red zone** (Addiction) – intensive care and support
- **Amber zone**- educate and motivate and focus on self-change
- **Green zone**-keep the greens green. Health lifestyles

A variety of approaches for tobacco cessation support

- Quitlines
- Mobile Cessation programmes
- Online support programmes
- Tobacco cessation apps
- Psychosocial interventions
- Pharmacological interventions

Mpower Approach

- **M**onitor use and prevention policies
- **P**rotect people from tobacco smoke
- ***O***ffer help to quit tobacco use
- ***W***arn about the dangers of tobacco
- **E**nforce bans on tobacco advertising promotion and sponsorship
- **R**aise taxes on tobacco