



V.S.P.M.'S COLLEGE OF PHYSIOTHERAPY

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Ref. : _____

Date : _____

Best Practice

Title: -Tobacco free Campus

Objectives of the Practice:Tobacco free environment in the college campus.

Intended outcome:

- Improving the health status and enhancing the quality of life of individuals visiting the campus.

Underlying Principles:

- The faculty & students of the institute tries to encourage patients, their attendees,peersto stay away from tobacco products in any form.
- Creating awareness about harmful and long-term ill effects of tobacco use.
- Publicity and sponsored advertisement for tobacco products are not allowed inside the campus in any form.

Context:

- Dr. Ashish Deshmukh sir, the working chairman of VSPM AHE is a president of NGO, "NO TOBACCO ORGANIZATION." According to Ashish Deshmukh sir, " Every substance that contains nicotine above a certain level requires to be banned" - Times of India. Footage on 5 June 2015.
- **Challenging Issues:**
 1. Since 2015 physiotherapy college was in action to prevent/minimize tobacco use in campus
 2. Resistance from few stake holders made it difficult to have complete tobacco free campus before the Covid 19 Pandemic hit the country. Hence pre-corona, the implementation of practice had limitations.
 3. But after the covid 19 pandemic, everyone was sensitized towards maintaining respiratory hygiene. Thus, indirectly the college was able to sensitize people about ill effects of Tobacco chewing, Smoking and spread of respiratory infections through spitting. This helped to minimize the use of tobacco in the campus & tobacco spitting.

The practice: -

- Tobacco products are prohibited in college campus.
- Prevention of any advertisement of tobacco products by means of display its advertisement, wall paintings, standee, or hoardings, of the tobacco products in the campus.
- Display of no tobacco signages at all the important location of the campus.
- Display of signages for fine imposition for defying the rules.
- CCTV surveillance & monitoring for prevention of spitting & smoking in the campus.
- Physiotherapy assessment proformas to identify individuals with tobacco use.
- Identified tobacco user are counselled & motivated for cessation of tobacco use in any form.
- Young adults are considered to be one of the most susceptible groups to nicotine addiction and activities that reduce the exposure of youth to tobacco. Use habits are believed to be one of the most effective mechanism to slow and halt the long-term adverse effects of tobacco use in the India .

Evidence of success:

- Academic, administrative staff as well as students do not use tobacco.
- 100 % physiotherapy staff are tobacco free.
- The deliberate tree plantation of religious plants like –Tulsi plantation & Amla plantation at the potential spitting areas has helped us to minimize spitting areas and in conception of tree plantation has happened through the same concept.
- We have a lush green spot free herbal garden at the main entrance of physiotherapy department in the lawn, which was a highly potential spitting spot in past.

Problems encountered & resources required

It is a continuous process to keep the campus absolutely tobacco free and hence it demands regular reinforcements from the faculty & students.



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