



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

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Title: Reduce Tobacco Use on Campus

Objectives:

- Raise awareness to reduce tobacco consumption.
- Promote behavioral change for a tobacco-free campus.
- Create a healthier environment and support tobacco cessation.

Context:

Increasing tobacco use among students in India, driven by peer pressure and stress, is a public health concern. The challenge is to change ingrained social norms and peer behaviours around tobacco use.

Evidence:

Increased awareness and attitude shift, with 100% tobacco-free physiotherapy teaching staff. Tobacco use and spitting spots have significantly decreased.

Challenges & Resources:

Continuous reinforcement needed, with limited access to qualified counsellors. Resources include educational materials, counsellors, peer educators



Moupanche

Principal

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