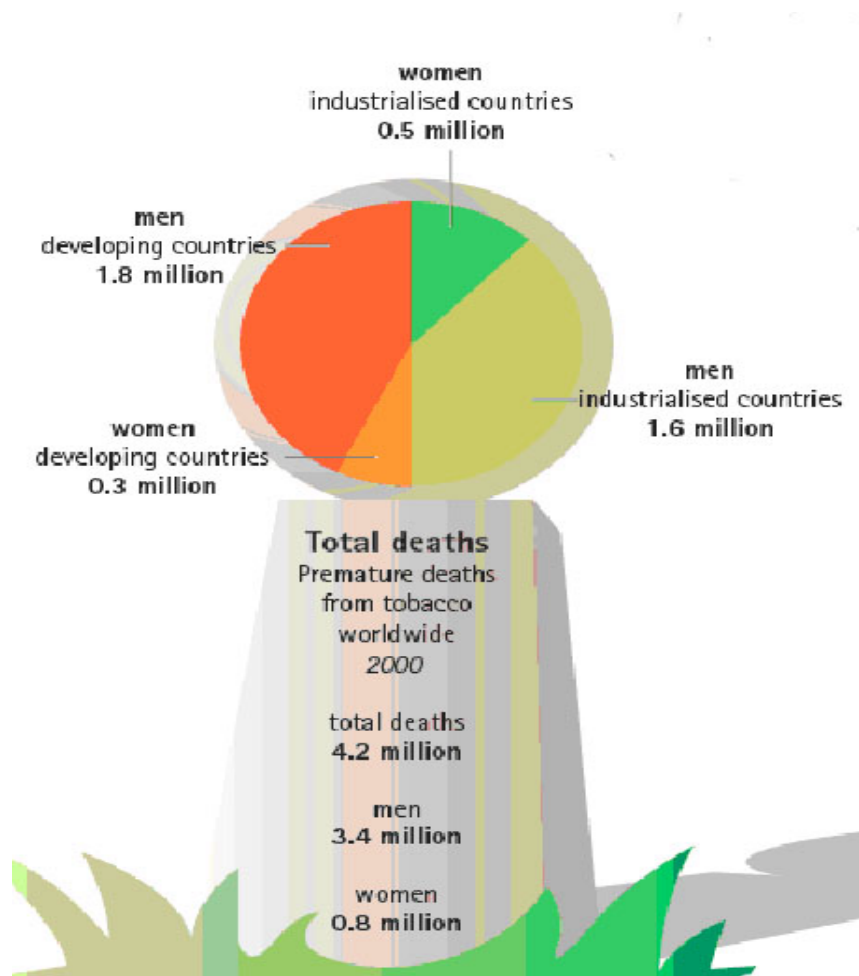


## White paper: Tobacco related diseases

Tobacco is the second major cause of death in the world. It is currently responsible for the death of one in ten adults worldwide. There were 4.20 million premature deaths estimated from smoking in 2000. This includes 2.41 million deaths in developing countries and 2.4 million deaths in industrialised countries. If current smoking patterns continue by 2020, it will cause some 10 million deaths every year, according to a study done by World Health Organisation (WHO).

### **Annual deaths caused in men and women by consumption of tobacco worldwide in 2000**

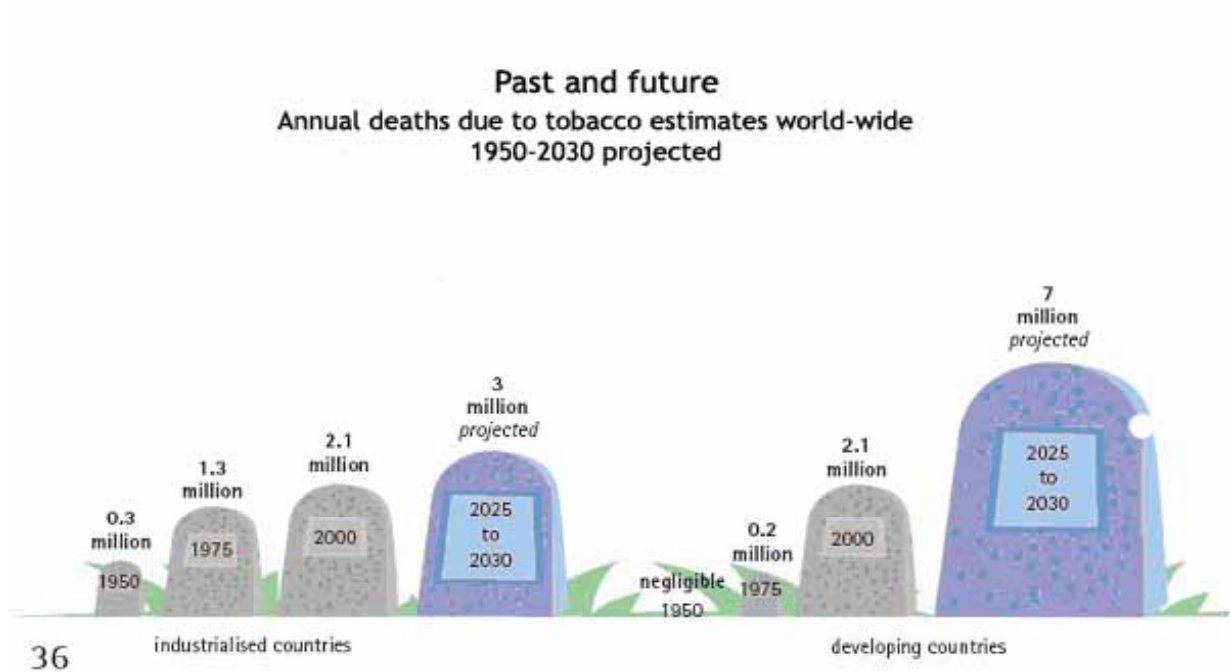


Source: World Health Organisation

Tobacco smoking is a probable cause of approximately 25 diseases. Cardiovascular disorders are estimated to be heading this list killing 1.69 million people followed by chronic obstructive pulmonary disease (970,000 people) and lung cancer (850,000 people), according to a report by WHO.

It is believed that there are 1.1 billion smokers in the world and 800 million of this smoking population belongs to the developing countries.

By 2020, the WHO expects the worldwide death toll to reach 10 million, causing 17.7% of all deaths in developed countries.



Source: World Health Organisation

## **The Facts**

### ***Heart attack and stroke***

Smoking causes 20% of the cardiovascular death in the world. Tobacco contributes to the hardening of the arteries, which can then become blocked and starve the heart of blood flow, causing the attack. Often, smokers who develop this will require complex and risky heart bypass surgery.

Smoking also increases the risk of having a stroke.

### ***Lung cancer***

Cigarette smoking accounts for at least 30% of all cancer deaths. It is a major cause of cancers of the lung, larynx (voice box), oral cavity, pharynx (throat) and esophagus. About 87% of lung cancer deaths are caused by smoking.

Smoking also increases the risk of oral, uterine, liver, kidney, bladder, stomach, cervical cancers and leukemia.

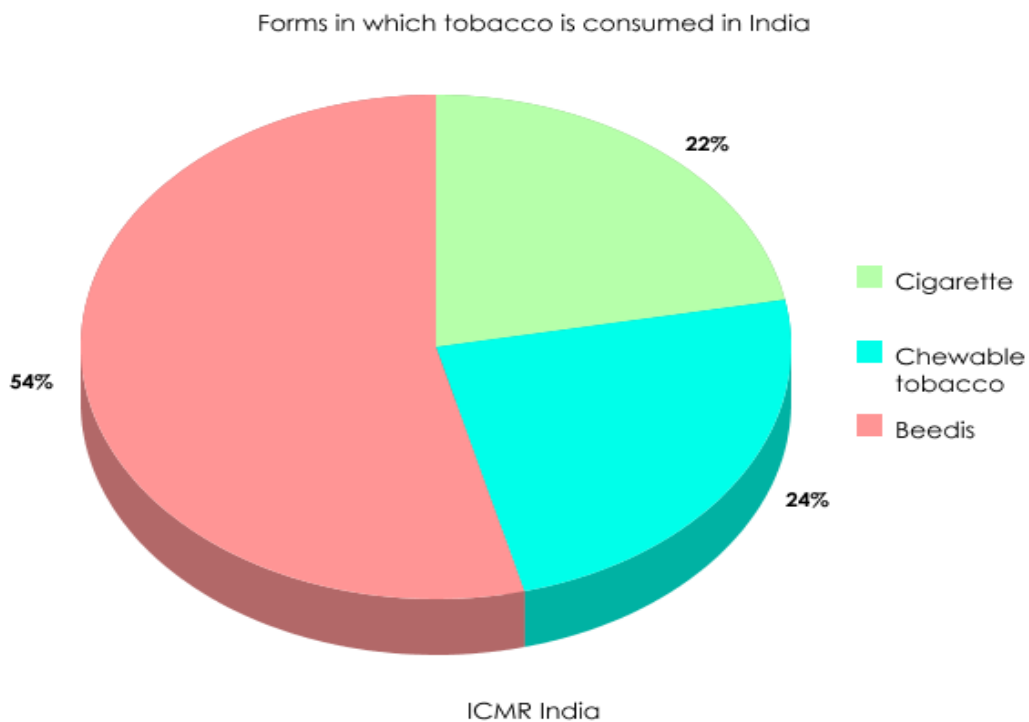
## **The Indian scenario**

India is the third-largest global producer of tobacco and has more than 200 million tobacco users. In India tobacco kills 800,000 people every year, while 2,200 persons die every day from tobacco-related diseases, according to the Indian Council of Medical Research (ICMR).

Tobacco consumption continues to grow in India at 2-3% per annum, and by 2020 it is predicted that it will account for 13% of all related deaths in India.

WHO report points out that 65% of all men and one third of all women use at least one form of tobacco in India. Tobacco related cancer accounts for approximately half of all cancers among men and one-fourth among women. It is also estimated that 8.3 million cases of coronary artery diseases and chronic obstructive airway diseases are also attributable to tobacco consumption each year among men and women.

Only 22% of the total tobacco consumed in India is in the form of cigarettes. About 54% is in the form of beedis and the remaining 24% is consumed as chewing tobacco, pan masala, snuff, gutkha, masheris and tobacco toothpaste. These chewable tobacco products contain putrefied tobacco, paraffin, areca nut, lime, catechu and 230 permitted additives and flavours including known carcinogens.



## ***Mouth Cancer***

India has 75,000 to 80,000 new cases of oral cancer every year - the world's highest incidence. Doctors at the Tata Memorial Hospital have reported a rise in pre-cancerous lesions in the mouth, which they are convinced are caused by chewing tobacco. Mouth cancer has a 10-year incubation period. As health experts know that children started using Gutkha six or seven years ago, they fear an epidemic of oral cancer will soon hit India. They say 11 and 12-year-old children are getting pre-cancerous growths after just two years of chewing tobacco. Oral cancer currently accounts for one-third of the total cancer cases in India. 90% of the patients suffering from oral cancer are tobacco chewers, according to a report submitted by WHO.

## **Reality check**

Of the total Indian smoking population today, nearly 17 million are under the age of 25. According to ICMR figures, of the 100 teenagers smoking today, 50 will eventually die of tobacco-related disease.

India has one of the highest rates of oral cancer in the world and rates are still increasing. This disproportionate incidence of oral cancer has been related to the high proportion of tobacco chewers, a habit unique to Indians. This is true across a broad spectrum of people, rich and poor, male and female, old and young.

The Tobacco Board also estimates that the percentage of smokers in India is likely to rise to 33 per cent by the year 2020. In fact, according to WHO projections, India will have the highest rate of increase in tobacco-related deaths by the year 2020.