

St. Edmund's College, Shillong

# World Tobacco Day 2024

Celebration of World Tobacco Day 2024 in the college campus and communities in collaboration with different agencies.

Department of Social Work-PG, St. Edmund's College, Shillong.

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## 1. World No Tobacco Day 2024: Campus Campaign



## World No Tobacco Day 2024 Wall Painting & Poster Campaign

St. Edmund's College, Shillong



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HV8W+RMR St. Edmund's College, Laitumkrah, Shillong, Meghalaya 793003, India  
Lat 25.567619°  
Long 91.896891°  
14/05/24 02:45 PM GMT +05:30

# World No Tobacco Day 2024: Community Outreach Programme (Sl. No. 2-10)

## Photo Gallery

### WORLD NO TOBACCO DAY 2024 COMMUNITY OUTREACH PROGRAMME



### ST. EDMUND'S COLLEGE, SHILLONG

## **2. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with District Mental Health Programme (DMHP), MIMHANS**

On May 10, 2024, four student social workers affiliated with the District Mental Health Programme (DMHP), EKH, MIMHANS, organized an impactful poster campaign at their agency to observe "World No Tobacco Day." The campaign saw enthusiastic participation from interns of Assam Don Bosco University. The primary objective was to raise awareness about the harmful effects of tobacco and promote a tobacco-free lifestyle within the community. Through visually compelling posters adorned with catchy slogans, the campaign effectively communicated the dangers associated with tobacco use. The posters were strategically designed to educate individuals about the various health risks linked to tobacco consumption, including lung cancer, heart disease, and respiratory problems. By showcasing striking visuals and impactful messages, the campaign sought to inform and motivate people to make informed choices and consider quitting smoking for better health outcomes.

The collaborative effort of the student social workers and interns underscored the importance of community engagement in public health initiatives. It demonstrated how young individuals can come together to advocate for positive behavioral changes and contribute to building healthier, tobacco-free environments. Overall, the "World No Tobacco Day" poster campaign served as a proactive step towards fostering a culture of wellness and encouraging individuals to prioritize their health by steering clear of tobacco products.

## **3. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Manbha Foundation**

On May 10, 2024, student social workers conducted a fieldwork activity at Manbha Foundation, where they organized a poster campaign in anticipation of World No Tobacco Day, which is observed annually on May 31. The program featured Ms. Samanda Phanwar, the agency supervisor, as the resource person, with agency staff and clients in attendance. The session included discussions and interactions about the harmful effects of tobacco on human health and strategies to control or stop tobacco use.

The engaging discussions provided valuable insights into the health risks associated with tobacco consumption and encouraged participants to consider various cessation strategies. Following the informative session, the student social workers, along with the clients and staff of Manbha Foundation, concluded the event with a photo session, marking the successful completion of their awareness campaign.

#### **4. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Kripa Foundation**

On May 10, 2024, student social workers organized a "World No Tobacco Day" poster campaign at Kripa Foundation De-addiction Centre for Juveniles, located in Mawkasiang, New Shillong. The campaign began with the student social workers displaying posters to the children and staff of the agency. Following the poster presentation, they explained the significance of World No Tobacco Day, which is celebrated annually on May 31 to raise awareness about the dangers of tobacco use and encourage people to quit.

The students covered several key points in their explanation, including the purpose of World No Tobacco Day, the concept of a poster campaign, the harmful effects of tobacco, and the importance of quitting tobacco. They also conducted a question-and-answer session to engage the participants and ensure their understanding. The program concluded with a vote of thanks, marking the successful completion of the awareness campaign.

#### **5. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Adolescence Friendly Health Clinic, Ganesh Das Hospital Shillong**

On May 11, 2024, the Adolescence Friendly Health Clinic at Ganesh Das Hospital, Shillong, in collaboration with the Department of Social Work-PG, organized a World No Tobacco Day outreach workshop in the Mawphlang locality. The workshop featured Miss Christy Najjar, a counsellor at Ganesh Das Hospital, as the program's resource person. The session began with a role-play performed by the student social workers, vividly depicting the detrimental effects of tobacco use. This was followed by an informative speech from the agency supervisors, who elaborated on the various impacts of tobacco consumption. Additionally, the children were encouraged to engage with posters displayed by the student social workers, which detailed the numerous health ailments associated with tobacco use.

Through this workshop, the student social workers concluded that educating the public, particularly young individuals, about the harmful effects of tobacco smoking is crucial. Such education not only imparts vital health information but also empowers both the educators and the participants to make informed health decisions. By raising awareness and providing clear, accessible information, the workshop aimed to instill in the children the knowledge needed to make healthy choices, ultimately contributing to a reduction in tobacco-related health issues within the community.

#### **6. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Ri Bhoi Area Welfare Association**

On 11<sup>th</sup> May 2024, Department of Social Work-PG in collaboration with the Ri Bhoi Area Welfare Association (RAWA) organized an awareness programme in observance of World No Tobacco Day, which is annually commemorated on May 31st. The initiative took place in the Umsning market area, where the student social workers conducted a comprehensive awareness campaign. They focused on educating the public about the significance of World No Tobacco Day and raised awareness about the prevalence of tobacco products such as cigarettes, bidis, and pan masalas in the state. Emphasizing the detrimental effects of these products on individual health and the broader community, the students highlighted the risks associated with smoking in public spaces, underscoring how second-hand smoke can adversely affect non-smokers.

As part of their efforts, the student social workers strategically placed informative posters throughout Umsning and its markets. These posters were designed to visually communicate the health hazards associated with tobacco use, aiming to educate and encourage behavior change among residents and visitors alike. By engaging in this awareness program, the MSW students demonstrated their commitment to promoting public health and advocating for a tobacco-free environment, aligning with RAWA's mission to improve the well-being of the community through proactive social initiatives.

#### **7. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with SURE Organisation**

On 11<sup>th</sup> May 2024, in collaboration with the SURE Organisation, students from the Department of Social Work pursuing their Master of Social Work (MSW) in the 4th semester organized a No

Tobacco Poster Awareness and Campaign at the Halfway Home Rehabilitation Centre. The primary objective of this initiative was to educate both the staff and senior residents of the facility about the detrimental effects of tobacco use. The campaign aimed not only to raise awareness but also to foster a supportive environment that promotes tobacco-free living and encourages individuals to quit smoking. To achieve this, the students designed visually impactful posters that highlighted the health risks associated with tobacco consumption. These posters were strategically placed in high-traffic areas such as dining halls, activity rooms, and hallways to ensure maximum visibility and impact among residents and staff. Additionally, the campaign included a creative drawing session where residents actively participated alongside the student social workers to create additional signs and messages advocating for tobacco cessation.

The initiative at the Halfway Home Rehabilitation Centre underscored the importance of community engagement and education in promoting health and wellness. By empowering residents and staff with knowledge about the harmful effects of tobacco and by creating a supportive environment for tobacco cessation, the campaign contributed to the center's ongoing efforts to enhance the overall well-being of its residents. Through collaborative efforts with the SURE Organisation, the MSW students demonstrated their commitment to social responsibility and their ability to leverage their academic learning in practical, impactful ways within the community setting.

#### **8. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with GoodWill Foundation's Pongkung Village**

On May 11, 2024, student social workers placed at GoodWill Foundation's Pongkung conducted a program at 10:00 am in Pongkung Market Junction, with the assistance of their agency supervisor, Sir F. Tangsang, and the permission of the headman of Pongkung Village. The program aimed to raise awareness about the health risks associated with tobacco use and advocate for effective policies to reduce tobacco consumption worldwide. The students educated the attendees on various aspects of tobacco, including its introduction, types, causes, and preventive measures. Despite being engaged in their own shops and activities, the local people attentively listened to the students' presentations.



The engagement of the community members, even from their respective shops, demonstrated their interest and concern about the topic. However, the students were unable to take pictures with the audience due to the participants' feelings of insecurity. Nonetheless, the program successfully conveyed important information about the dangers of tobacco use, highlighting the commitment of the student social workers to public health education and community involvement.

### **9. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Civil Hospital**

On May 11, 2024, a "World No Tobacco" awareness program and poster campaign were held at Ummsawwar Village, located in Mawkynrew subdivision, East Khasi Hills District, Meghalaya, India. This event was a collaborative effort between St. Edmund's College, the Adolescent Friendly Health Clinic, Civil Hospital Shillong, and Jatah PHC. The program saw the participation of 43 women from the village. It commenced with a welcome address from the counsellor of Jatah PHC, who outlined the program's objectives, focusing on raising awareness about the harmful effects of tobacco.

Sir Aditya Bahadur, an intern from Civil Hospital, served as the resource person and delivered a talk on the dangers of tobacco use, its link to cancer, and issues related to substance abuse. Additionally, the interns from Civil Hospital and students of St. Edmund's College performed a role-play to demonstrate the physical and mental impacts of tobacco use. The event concluded with a poster campaign and a photo session, reinforcing the anti-tobacco message and highlighting the importance of such educational initiatives in promoting community health.

### **10. World No Tobacco Day 2024: Department of Social Work-PG in Collaboration with Bethany Society**

On May 14, 2024, the Department of Social Work-PG, in collaboration with Bethany Society, conducted an awareness program at Jyoti Sroat School's hostel. The program, held from 1 to 3 pm, saw the participation of 40 students, both boys and girls. With the presence of the school counselor, the student social workers were able to discuss various points collaboratively. The students actively engaged in the session, particularly the boys, showing a keen interest in learning about the disadvantages of tobacco consumption.

The event began with a welcome speech, followed by a special song performed by a co-worker, and an awareness speech about the harmful effects of tobacco. The program concluded with a vote of thanks to Bethany Society for providing the opportunity to raise awareness on this critical issue. Hostel warden Miss Jenny also warned the children about the dangers of tobacco use. The event ended with the student social workers taking photos to mark the successful completion of their awareness campaign.

### **11. Awareness Program on Substance Abuse and Its Impact on Mental Health**

On May 17, 2024, the Department of Social Work-PG, in collaboration with the District Mental Health Programme, East Khasi Hills District, Meghalaya, organized an "Awareness Program on Substance Abuse and Its Impact on Mental Health" to mark World No Tobacco Day 2024. The event was held at Mawkasiang Umroh Secondary School.



The resource persons for the program included Mr. Truman E. Basaiawmoit, a psychologist with the District Mental Health Programme, EKH District, MIMHANS, along with four MSW 1st-year students from the Department of Social Work-PG, St. Edmund's College: Mr. Vicky John Lamare, Ms. Doreen Liza Wahlang, Ms. Daphimaya Shylla, and Ms. Poonam Ray. Dr. Hazel Berret Wahlang, the fieldwork coordinator of the Department of Social Work-PG, St. Edmund's College, also joined the team.



This awareness program emphasizes the critical role that school social workers play in addressing issues that affect students' mental health and substance abuse. This program incorporated service learning to give MSW students the opportunity to apply their academic knowledge to a practical setting, enhancing community engagement and improving the well-being of students in schools. As a result of these efforts, students contributed to the establishment of a healthier and more informed school ecosystem by raising awareness concerning the dangers of substance abuse and its impact on mental health.