



Tobacco Pilot Study, Teaza Energy:

USC Project RISHI visited Naga Valadia in August 2016 to promote tobacco cessation. During our visit, USCPR interviewed over 50 men about their tobacco habits. Over 90% of men in the village used some kind of tobacco: bidi (small hand rolled cigarettes), chewing tobacco, or gutka (chewing tobacco with flavors). Ten of these men were chosen to participate in our cessation pilot study based on their motivation to quit. Men who had previously attempted to quit, who were receptive to trying the alternative and who were under the age of 50 were given preference. During our visit, the participants were given education on the adverse health effects of tobacco, strategies for quitting tobacco, and told how to use Teaza as a tobacco alternative.

Over the next three months, participants would pick up packets of Teaza as needed from a small shop in the village free of charge. USCPR would call each of the participants every other week to ask questions about tobacco habits, collect feedback on Teaza, and address any concerns the participants had. We also answered questions and correct about usage of the product, while providing motivation to continue the use of the product.

At the end of the pilot study, 5 participants had a self-reported decrease in usage. One of the participants claimed he had stopped using tobacco completely while the other four had reductions of 25%, 50%, 60%, and 66% respectively. The pilot study indicates that consistent contact with villagers and the availability of non-tobacco options can lead to reduced tobacco consumption of motivated individuals.

Sincerely,

Varun Vasudev

Vice President of Initiatives

Project RISHI, Univ. Southern California

