

**REPORT OF**  
**“NO TOBACCO WEEK CELEBRATION - 2025”**

**FOR FACULTY,**  
**POST-GRADUATES & UNDERGRADUATES**

**ORGANIZED BY**  
**ORAL MEDICINE & RADIOLOGY DEPT**

**DATE: 20<sup>th</sup> MAY TO 5<sup>th</sup> MAY 2025**

## **DESCRIPTION**

The Department of Oral Medicine & Radiology at Government Dental College & Hospital, Ahmedabad, celebrated “**World No Tobacco Day 2025**” with two week-long series of impactful and engaging activities from **20th May to 5th June 2025**, culminating on **31st May**, aligning with the global WHO initiative. The events focused on **awareness, prevention, education, screening, and community outreach** to combat tobacco addiction and its harmful consequences.

The successful organization of **World No Tobacco Day 2025** at Government Dental College and Hospital, Ahmedabad, was made possible through the dedicated efforts and collaborative spirit of the entire department. **Dr. Rupal Shah**, Dean of the institution, provided visionary leadership and unwavering support, ensuring that the campaign aligned with the institution’s broader goals of community outreach and preventive healthcare. **Dr. Jigna Shah**, Professor and Head of the Department of Oral Medicine and Radiology, meticulously coordinated all activities, from patient screening to awareness programs, fostering an environment of academic excellence and social responsibility.

The celebration began with **mass screening** of patients for tobacco-related oral lesions. Over **7335 patients** were examined during the celebration, of which **4236 were identified as tobacco users**. Clinically diagnosed cases included **221 Oral Submucous Fibrosis, 187 Leukoplakia, 216 Tobacco Quid Lesions, and 19 Oral Cancer** cases, emphasizing the importance of early detection.

A comprehensive **tobacco deaddiction counselling program** was conducted, where patients received **one-on-one guidance** from trained professionals. Tailored strategies such as behavioral therapy and nicotine replacement were discussed. This was further strengthened by a **peer-to-peer motivation initiative** held on 30th May, where **26 successfully rehabilitated individuals** shared inspiring stories, encouraging current users to quit.

To broaden the impact, **Informational pamphlets** were distributed to **500 visitors**, and a **survey** was conducted among **500 OPD patients** to evaluate tobacco usage patterns, awareness levels, and willingness to quit. A special **audio-visual awareness program** was conducted in the department depicting various tobacco related activities done in the department which was carried out since 30 years on **31st May**. The program was attended by all faculties including teaching and non teaching as well as senior faculties and Dean of the institute **142 patients from the OPD attended the same and was motivated for no tobacco**.

Patients also received **Tobacco Deaddiction Kits** including tobacco awareness pamphlet, educational material (keychain) and oral hygiene tools were distributed to each and every patient related to tobacco habit in the OPD as a part of deaddiction counselling. This initiative emphasized the department’s commitment to not only clinical care but also community empowerment and education.

Two solemn **pledge ceremonies** were organized: one on **4th June** for healthcare professionals reaffirming their commitment to support deaddiction efforts, and another on **31st May** for patients, motivating them to pursue a tobacco-free life and become ambassadors of change.

Adding a creative dimension, a **Reel Making Competition** was organized, engaging **52 undergraduate BDS students and 36 dental interns** to produce short social media videos spreading anti-tobacco messages. They all were awarded with certificates. These reels significantly boosted awareness using digital platforms.

**Postgraduate students** of the department contributed significantly by creating a series of informative and visually engaging **posters and banners** illustrating the diagnostic procedures for oral cancer and the harmful effects of tobacco. These educational materials were strategically displayed to raise awareness among patients and healthcare workers alike. To further enhance patient engagement and add a touch of creativity, the students also designed **an interactive selfie booth**. This thoughtful addition allowed patients to capture a moment of pride in their journey toward tobacco deaddiction—serving both as a symbol of personal achievement and a motivational keepsake to inspire others on the same path.

The **World No Tobacco Day 2025 celebrations** at GDCH Ahmedabad were a **resounding success**, combining clinical outreach, education, motivation, and creativity. The initiative not only spread awareness but also sparked meaningful action toward a tobacco-free future.

The **teaching faculty and departmental staff** played a pivotal role in guiding and mentoring students, managing logistics, and facilitating patient engagement throughout the week. **Postgraduate students** demonstrated commendable enthusiasm and commitment by conducting counselling sessions, coordinating surveys, assisting in mass screenings, and actively participating in educational and motivational events. Their combined contributions transformed the awareness week into a comprehensive public health initiative that left a lasting impact on patients, students, and the wider community.





















