

Living
WILDLIFE

ENVIRONMENT

PERSONAL FINANCE

HEALTH

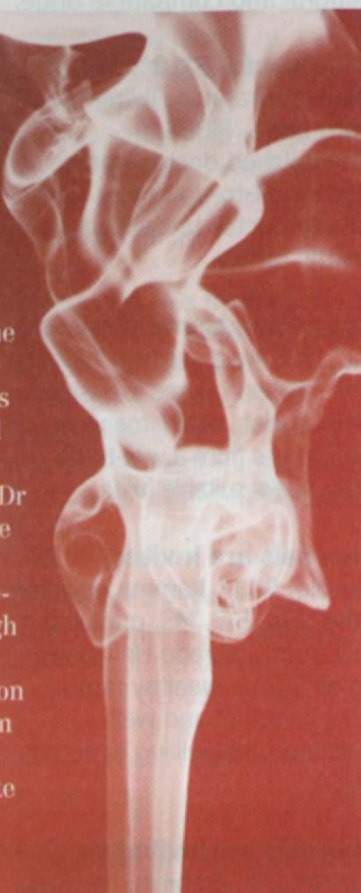
SCIENCE & TECHNOLOGY

KICK THAT BUTT OUT OF WORK

World No Tobacco Day came and went without making much of an impact in the corridors of India Inc. Here's why:

CALL IT QUILTS

How smart is corporate India about stubbing out the cancer stick? The Max Healthcare group tapped into its large pool of corporate majors—GE Capital, IFFCO, Wipro, Spice BPO, I-Energizer and others—to spread the word about scientific smoking cessation therapy. A total of 500 employees were surveyed, between ages 19 and 35, in an equitable ratio of men and women. The responses, analysed by Dr Sandeep Budhiraja, director, institute of internal medicine, and Dr Samir Parikh, chief of mental health and behavioural sciences at Max, shows high smoking patterns, an alarming lack of awareness about scientific cessation therapies and minimal guidance from India Inc. The good news is: there is a significant craving among corporate smokers to quit the habit.



SMOKE RINGS



1 in 5 employees in corporate India at any given point in time is a smoker

4 in 5 of corporate smokers wish to quit but are largely unsuccessful

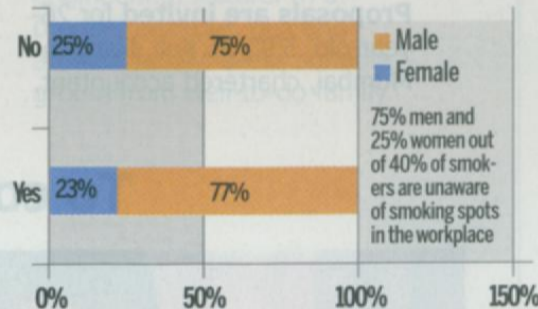
I SAY NO

Corporate India gives a resounding 'no' to group cessation therapies, a strategy that worked well in the west. Indian executives want workplace therapies to stay 'confidential', for fear of 'victimisation'.

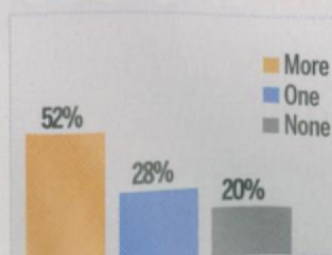


WE KNOW NOTHING

Despite 'No Smoking' signs and displays in most offices, there exists an acute lack of awareness about smoke-free workplaces. About 75% men and 25% women smokers have no clue if and where smoking is permitted in their offices.



TO GIVE UP OR NOT



Compiled by Damayanti Datta



50% of employees have not been able to kick the butt for even 24 hours at a stretch in the past one year, while 20% tried unsuccessfully

67% of employees are clueless about scientific cessation options

80% tried to quit using their own methods or those suggested by others. The home-spun efforts often proved ineffective, leading to loss of motivation

80% would welcome quit-smoking programmes at the workplace

Source: Survey for World No Tobacco Day, Max Healthcare, New Delhi, 2011