AMITY UNIVERSITY
UTTAR PRADESH

REPORT

"ELAVUTAION OF CAMPAIGN WORLD NO TOBACCO DAY (WNTD) 23 IN MEGHALAYA"

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

1. INTRODUCTION:

World No Tobacco Day (WNTD) stands as a beacon of global awareness, rallying individuals, communities, and governments to confront the pervasive menace of tobacco consumption. Since its inception in 1987 by the member states of the World Health Organization (WHO), this annual observance on May 31st has evolved into a powerful platform, igniting conversations and catalyzing action against one of the most significant public health challenges of our time.

At its core, WNTD serves as a poignant reminder of the staggering toll exacted by tobacco use worldwide. With more than 8 million lives lost each year to tobacco-related illnesses, the urgency of this cause cannot be overstated. From cardiovascular diseases to respiratory ailments, cancers, and beyond, the health consequences of tobacco consumption cast a long shadow, affecting individuals, families, and societies across the globe.

Fig 1 WNTD

The theme for World No Tobacco Day 2023, "Commit to Quit," resonates deeply in a world grappling with the dual imperatives of personal well-being and collective health. Against the backdrop of WHO's impassioned call to action for healthier, tobacco-free environments, this theme underscores the transformative power of tobacco cessation. It speaks to the aspirations of millions striving to break free from the shackles of addiction, reclaiming control over their health and their futures.

In the context of India, World No Tobacco Day assumes heightened significance, as the nation contends with its own complex relationship with tobacco. Across the diverse tapestry of Indian society, tobacco use manifests in myriad forms, from smoking and chewing tobacco to the emerging challenges posed by newer products. Against this backdrop, the observance of WNTD takes on added urgency, as stakeholders unite in a shared commitment to stem the tide of tobacco-related morbidity and mortality.

Last year's WNTD campaign in India bore witness to a remarkable achievement: the recognition of Meghalaya as the deserving winner by the esteemed World Health Organization. This accolade, bestowed upon Meghalaya for its exemplary efforts in tobacco control, serves as a testament to the power of collective action and community-driven initiatives. Amidst the backdrop of this triumph, one organization stands out for its unwavering dedication and innovative approach to tobacco advocacy: Sambhandh Foundation.

Sambhandh Foundation emerges as a beacon of hope in the fight against tobacco, distinguished by its unique digital-centric model of advocacy. In a landscape dominated by traditional outreach methods, the

Sambhandh Foundation harnesses the power of digital platforms to amplify its message (memes and pictures), reaching audiences far and wide with unprecedented efficacy. Through a tapestry of innovative strategies, ranging from social media campaigns to interactive webinars and digital toolkits, the Sambhandh Foundation empowers individuals and communities to make informed choices and embrace tobacco-free lifestyles.

Awards are bestowed upon exemplary schools within a Block, recognizing their engagement in both primary and secondary educational activities, across four distinct categories: primary, upper primary, secondary, and higher secondary. Committees at the Block level, comprising representatives from the Education Department, Parents, and Village Headmen, among others, oversee the selection process. The winners at the Block level then advance to compete for district-level honors, as determined by a District Award Committee. Subsequently, district-level champions vie for recognition at the State level.

In commending the efforts of various officials involved, including the District School Education Officer (DSEO), District Medical Officer (DMC), and Sub-Divisional School Education Officer (SDSEO), the Deputy Commissioner of West Khasi Hills, Shri Garod LSN Dykes, IAS, lauded the WNTD'23 campaign as a pivotal initiative towards nurturing a healthier generation. He expressed delight at the wholehearted participation of Nodal Officers, Block Monitoring Committees (BMCs), Block Resource Persons (BRPs), Cluster Resource Coordinators (CRCs), Principals, and Teachers in the endeavor.

Jennifer J. Synrem, representing the Department of Education, Government of Meghalaya, underscored the collaborative efforts between the Departments of Health and Education, Government of Meghalaya, and Sambandh Health Foundation, a Gurugram-based NGO, in implementing the Tobacco Free Educational Institutions (ToFEI) program since 2021. Synrem proudly announced Meghalaya's receipt of the esteemed World Health Organization Award 2023 in the Southeast Asia Region for its exemplary WNTD activities.

As we embark on another iteration of World No Tobacco Day, the global community stands at a critical juncture. The challenges posed by tobacco consumption are manifold, but so too are the opportunities for meaningful change. With the theme of "Commit to Quit" as our guiding light, let us reaffirm our collective resolve to build a world where tobacco holds no sway, where health and well-being reign supreme. In the words of Mahatma Gandhi, "It is health that is real wealth and not pieces of gold and silver." May this World No Tobacco Day mark a pivotal step towards realizing that vision.

1.1 BACKGROUND STUDY:

World No Tobacco Day (WNTD) is an annual observance on May 31st, dedicated to raising awareness about the detrimental effects of tobacco use and advocating for tobacco control measures. In Meghalaya, a northeastern state of India, the WNTD campaign holds significant importance due to the prevalence of tobacco consumption and its adverse health impacts on the population. Tobacco consumption remains a pressing public health concern in India, with staggering statistics indicating the toll it takes on human lives. Annually, tobacco claims the lives of approximately 13.5 lakh individuals in the country. In Meghalaya specifically, tobacco use is alarmingly high, with nearly half (47%) of individuals aged 15 and above reported as tobacco users. Even among adolescents aged 13-15, a third (34%) engage in tobacco use, underscoring the urgent need for intervention measures. Recognizing the gravity of the situation,

Meghalaya initiated the Tobacco-Free Educational Institutions (ToFEI) Program, aiming to create tobacco-free environments within educational institutions and beyond. As part of this program, Meghalaya launched a comprehensive WNTD campaign in 2023, with the theme 'My Meghalaya, Tobacco-Free Meghalaya,' tailored to resonate with the state's unique context.

The campaign, spanning from April 19th to May 22nd, 2023, was meticulously orchestrated by the State Government of Meghalaya in collaboration with the Departments of Education and Health, along with the Sambandh Health Foundation (SHF). With a focus on raising awareness about the environmental impact of tobacco consumption, the campaign sought active participation from students and aimed to instigate behavioral change across communities.

Key highlights of the WNTD 23 Campaign in Meghalaya included the participation of a staggering 8,385 schools, demonstrating a widespread commitment to the cause. Among these, 53.2% organized rallies, engaging approximately 5.15 lakh students, while 46.8% participated in signature campaigns, collecting a remarkable 65.8 lakh signatures.

The involvement of schools in organizing two distinct activities, namely rallies and signature campaigns, was instrumental in fostering ownership of the cause among students. By actively participating in these activities, students not only contributed to the campaign's success but also embarked on a journey toward personal and collective behavioral change. Despite the absence of tobacco cultivation in Meghalaya, the campaign's theme was strategically modified to reflect the state's aspirations for a tobacco-free future. Through strategic collaborations and community engagement efforts, the WNTD campaign in Meghalaya aimed to create a ripple effect, transcending geographical boundaries and instilling a sense of responsibility towards public health and environmental conservation among its citizens.

Fig 2 WNTD 2023

1.2 Objectives for the Evaluation of Campaign "WNTD 2023" in Meghalaya:

1. **Assess Awareness Levels**: Evaluate the extent to which the WNTD 2023 campaign effectively raised awareness about the harms of tobacco use and the importance of tobacco control measures among the populace of Meghalaya.
2. **Measure Participation and Engagement**: Quantify the level of participation and engagement of various stakeholders, including schools, students, government officials, and community members, in the WNTD 2023 campaign activities such as rallies and signature campaigns.

3. **Evaluate Behavioral Change:** Assess the impact of the campaign on behavioral change, particularly among students and other targeted demographics, regarding tobacco consumption and related practices.
4. **Assess Effectiveness of Collaborative Efforts:** Evaluate the effectiveness of collaborative efforts between the State Government of Meghalaya, Departments of Education and Health, and Sambandh Health Foundation (SHF) in implementing and promoting the WNTD 2023 campaign.
5. **Examine Environmental Impact Awareness:** Investigate the level of awareness among campaign participants regarding the environmental impact of tobacco consumption and the significance of promoting tobacco-free environments.
6. **Solicit Feedback and Recommendations:** Gather feedback from participants, organizers, and other relevant stakeholders regarding their perceptions of the campaign's effectiveness and areas for improvement. Use this feedback to generate actionable recommendations for future campaigns and initiatives.
7. **Enhance Digital Awareness:** Assess the effectiveness of digital awareness strategies, including the use of memes and messages on social media platforms, in reaching and engaging target audiences with key campaign messages about tobacco control and the benefits of a tobacco-free lifestyle.
8. **Compare Memes vs Messages:** Compare the effectiveness of memes versus traditional messages in spreading awareness digitally, analyzing metrics such as reach, engagement, and resonance among the target audience.

1.3 METHODOLOGY

Study Design: Retrospective Study

In the evaluation report of the "WNTD 2023" campaign in Meghalaya, a retrospective study design has been implemented to collect and analyze data from past events, activities, or interventions to assess their outcomes and impacts. This retrospective approach involves examining historical campaign data, participant records, and digital engagement metrics to evaluate the effectiveness and reach of the campaign after its completion. Through retrospective analysis of campaign documentation and digital engagement metrics, researchers have identified successful strategies, challenges encountered, and lessons learned from the campaign implementation. This information will inform future campaign planning and implementation efforts, contributing to more effective tobacco control initiatives in Meghalaya.

1. Objective:
   Evaluate the effectiveness and impact of the WNTD 2023 campaign in Meghalaya by examining past campaign activities, participation rates, and outcomes.
2. Data Collection:
   a. Campaign Documentation Review: Gather relevant documents, reports, and materials related to the WNTD 2023 campaign in Meghalaya. This may include campaign plans,

activity logs, promotional materials, social media posts, and official reports from government agencies and NGOs involved in the campaign.

b. Participant Records: Obtain records of participant involvement in campaign activities, such as attendance lists, registration forms, and participation logs maintained by schools, community organizations, and campaign coordinators.

c. Digital Engagement Metrics: Retrieve digital engagement metrics from social media platforms, websites, and other online channels used to promote the campaign. This includes data on website traffic, social media reach, engagement rates, and user interactions with campaign content.

3. Data Analysis:

a. Quantitative Analysis:

In this phase of the evaluation, quantitative data collected from campaign documentation and participant records will be analyzed to assess various metrics related to participation rates, reach, and engagement with campaign activities. Descriptive statistics such as frequencies, percentages, and averages will be calculated to summarize key findings and outcomes. For example, participation rates can be calculated by dividing the number of participants by the total population or target audience. Reach can be determined by calculating the percentage of the target audience reached by campaign messages or activities. Engagement metrics, such as the number of interactions or responses generated by campaign materials, can also be quantified. By conducting quantitative analysis, researchers can gain insights into the effectiveness of the campaign in terms of its ability to attract participants, reach the intended audience, and engage them in campaign activities.

b. Digital Metrics Analysis:

In this phase, digital engagement metrics will be evaluated to assess the effectiveness of our online promotion efforts and the reach of campaign messages through our web-based application. The primary source of our campaign's digital interaction was the web-based application, which served as a platform for participants to submit data about their activities and receive informative memes based on nudges. We utilized digital implementation strategies to spread awareness about the campaign in a captivating and creative manner through these memes. By analyzing the engagement metrics generated by the web-based application, such as submission rates, interaction with memes, and feedback received, we aim to understand the effectiveness of our digital marketing strategies. Through this analysis, we can identify patterns of engagement and assess the impact of specific meme formats and content on participants' understanding and engagement with the campaign. This insights-driven approach will help us refine our digital marketing strategies and optimize the delivery of campaign messages to enhance awareness and participation.

4. Outcome Assessment:

a. Awareness Levels:

Evaluated the level of awareness regarding the harmful effects of tobacco and the significance of tobacco control measures among campaign participants and the broader

community. Utilize survey data, focus group discussions, and stakeholder interviews conducted during or after the campaign to gauge awareness levels.
   b. Behavioral Change:
   Assess changes in attitudes, perceptions, and behaviors concerning tobacco use among target demographics. Compare pre-campaign and post-campaign data, gathered through surveys and other means, to identify shifts in behavior and intentions toward tobacco cessation or avoidance.

5. Challenges and Lessons Learned:
   a. Identify Challenges: Identified challenges encountered throughout the planning, execution, and implementation of the WNTD 2023 campaign in Meghalaya. This includes logistical hurdles, resource limitations, community resistance, and any unexpected barriers to participation.
   b. Lessons Learned: Extracted lessons from the retrospective analysis to guide future campaign planning and implementation efforts. Identify successful strategies, best practices, and areas for improvement based on the evaluation findings obtained from surveys, data collection, and stakeholder engagement.

6. Reporting and Recommendations:
   a. Report Compilation: Compiled the findings from the retrospective study into a comprehensive report detailing the effectiveness and impact of the WNTD 2023 campaign in Meghalaya. Summarize key insights, trends, challenges, and recommendations for future campaign initiatives.
   b. Dissemination: Shared the retrospective study findings with pertinent stakeholders, including government agencies, NGOs, educational institutions, health organizations, and community groups involved in tobacco control efforts. Present the findings through various dissemination channels such as presentations, workshops, reports, and online platforms to foster learning and collaboration in advancing tobacco control initiatives in Meghalaya.

Advantages of Digital Awareness (Memes and Messages) Over Traditional Methods:

1. Wider Reach: Digital awareness campaigns have the potential to reach a larger and more diverse audience compared to traditional methods. With the widespread use of social media platforms and internet access, messages conveyed through memes and messages can quickly reach individuals across different demographics, geographical locations, and socioeconomic backgrounds.
2. Cost-Effectiveness: Digital awareness campaigns often require lower financial investment compared to traditional methods such as print media, television advertisements, or billboards. Creating and disseminating memes and messages on social media platforms is relatively inexpensive, making it a cost-effective strategy for organizations with limited budgets.
3. Immediate Feedback: Digital platforms allow for real-time interaction and feedback from the audience. Through features such as likes, comments, and shares, organizations can gauge the immediate response to their digital awareness messages, enabling them to adapt and refine their content based on audience preferences and engagement.

4. Engagement and Interactivity: Memes and messages have the advantage of being inherently engaging and shareable, capturing the audience's attention and encouraging interaction. By incorporating interactive elements such as polls, quizzes, or challenges, digital awareness campaigns can enhance audience engagement and participation, fostering a sense of involvement and ownership among participants.
5. Targeted Marketing: Digital platforms offer advanced targeting capabilities, allowing organizations to tailor their awareness messages to specific demographics, interests, and behaviors. By leveraging data analytics and audience segmentation tools, organizations can deliver personalized messages that resonate with their target audience, maximizing the effectiveness of their digital awareness campaigns.
6. Accessibility and Convenience: Digital awareness campaigns are accessible anytime, anywhere, providing convenience for both creators and consumers of content. Participants can engage with digital messages at their own pace and convenience, whether it's scrolling through social media feeds during breaks or accessing educational content on web-based apps like the WNTD 23 feedback survey Application.

2. Study Site

2.1 Study Site Information for World No Tobacco Day (WNTD) in Meghalaya State:
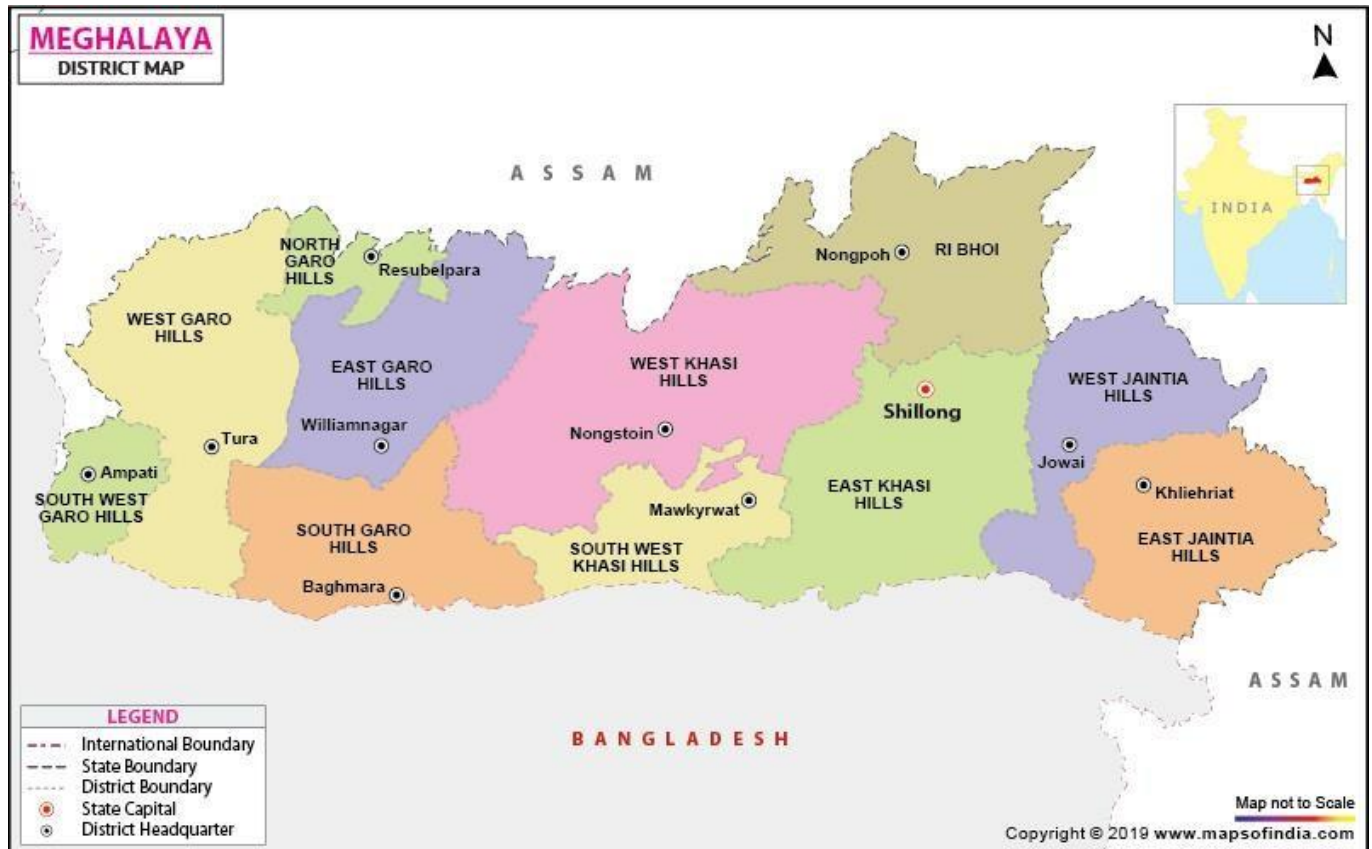
Fig 3 Meghalaya

1. Geographical Location: Meghalaya is a state located in the northeastern region of India. It is bordered by Assam to the north and east, Bangladesh to the south and southwest, and the state of West Bengal to the west.
2. Capital City: The capital of Meghalaya is Shillong, which also serves as the largest city in the state. Shillong is centrally located and serves as a major hub for administrative, educational, and cultural activities in Meghalaya.
3. Administrative Divisions: Meghalaya is divided into 11 districts, each comprising multiple blocks and villages. Some of the prominent districts include East Khasi Hills, West Khasi Hills, East Garo Hills, West Garo Hills, Ri-Bhoi, and South Garo Hills.
4. Urban and Rural Areas: The study site encompasses both urban and rural areas within Meghalaya. Urban areas such as Shillong and Tura, along with other towns and cities, represent urban settings with higher population densities and access to various amenities. Rural areas include villages and remote settlements scattered across the state's hilly terrain.

5. Educational Institutions: The study focuses on educational institutions, including primary, secondary, and higher secondary schools, located across Meghalaya. These institutions serve as key sites for implementing tobacco control initiatives and conducting awareness campaigns among students, teachers, and parents.

6. Community Settings: In addition to schools, community settings such as village councils, community centers, health facilities, and public spaces are also included in the study site. These settings play a crucial role in engaging communities and disseminating information about tobacco control measures during World No Tobacco Day (WNTD) and other awareness campaigns.

7. Digital Platforms: The study also extends to digital platforms, including social media networks, websites, and web-based applications, used to disseminate information and engage with the public during WNTD campaigns. Digital outreach efforts target a broader audience beyond traditional community settings, facilitating wider dissemination of campaign messages and feedback collection.

2.2. Participants Involvement:

A comprehensive evaluation of Meghalaya's WNTD 2023 campaign revealed that the state has a significant network of educational institutions with a total of 14,738 schools in 11 districts. At the beginning of the campaign, the number of voluntary participants was modest, reflecting low initial engagement. However, as the campaign progressed, participation rates increased significantly, gradually increasing from just 2% to an impressive 50%. This significant increase in engagement was mainly due to a concerted effort to raise online awareness, especially through the strategic distribution of engaging memes and other digital activities.
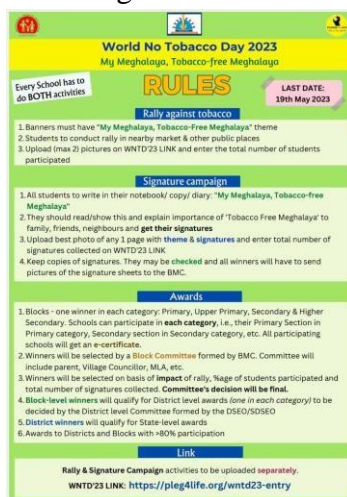
Fig 4 WNTD-23 Rule

In addition, the success of the campaign is due to the careful organization of regular training sessions, and committee meetings. These sessions are a vital forum for communicating key information, disseminating campaign guidance, and raising awareness of tobacco control measures among stakeholders. By providing ongoing support and guidance, these initiatives increased participants' sense of empowerment and ownership, strengthening their commitment to the campaign's goals. The impact of these efforts was seen across the state, culminating in a significant mobilization of participants who volunteered for it take-possession campaign the active

participation of various stakeholders such as educational institutions, government agencies, and community leaders highlighted a common determination to combat tobacco use and promote healthier lifestyles. Working together, they succeeded in instigating a marked change in social attitudes and behavioral patterns that helped achieve the overall goal of reducing tobacco consumption and ensuring public health in Meghalaya.

Fig 5 Rally & Signatures

Fig 6 Commettiee meeting

Finally, Meghalaya's "WNTD 2023" campaign became an example. the transformative power of collective action and strategic engagement. Leveraging the potential of digital platforms, fostering stakeholder collaboration and prioritizing community empowerment, the campaign succeeded in generating widespread participation and promoting a culture of homelessness across the state. Reflecting on these achievements, it is clear that the journey towards tobacco control is characterized by continuous progress and collective determination, paving the way for a healthier and more sustainable future for the people of Meghalaya.
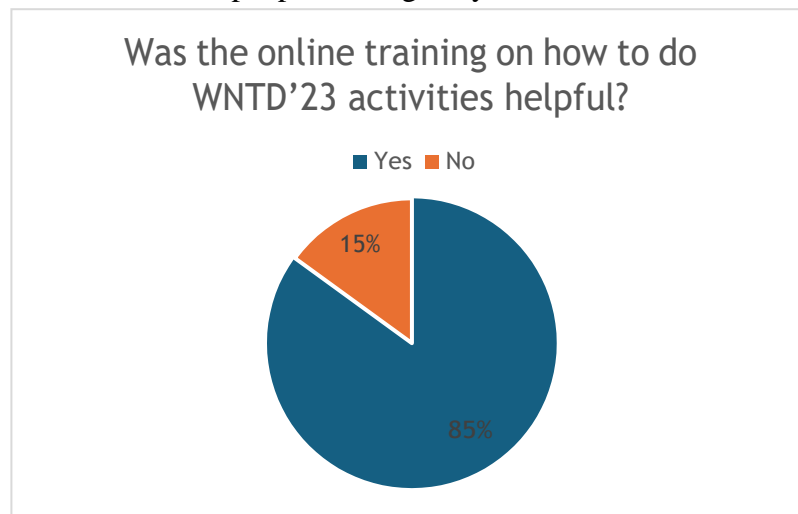

Fig 7 Survey Report

- Bystanders:

  The "WNTD 2023" campaign in Meghalaya was a government-mandated initiative, requiring widespread participation from various stakeholders. However, it's important to note that while participation was compulsory by the government, the Sambandh Foundation, as an NGO spearheading the campaign, adopted a voluntary approach. This meant that individuals were not coerced or forced into participating; instead, they were encouraged to join the campaign voluntarily, based on their own choice and consent.

  For individuals who chose not to participate, the Sambandh Foundation employed a strategy focused on raising awareness and fostering understanding rather than enforcing participation. This involved utilizing memes and other creative means to disseminate information about the campaign and its objectives. Through these efforts, the Foundation aimed to educate individuals about the importance of tobacco control measures and the positive impact of their involvement in the campaign.

  By emphasizing the significance of their voluntary participation and highlighting the benefits of supporting the campaign, the Foundation sought to inspire individuals to join the cause willingly. This approach was grounded in the belief that genuine engagement and commitment are more likely to be sustained when individuals participate based on their understanding and conviction rather than through coercion or force.

  Overall, the Sambandh Foundation's approach ensured that individuals who chose not to participate were respected and allowed to make their own informed decisions. By prioritizing awareness-building and voluntary engagement, the Foundation upheld principles of autonomy and empowerment, ultimately fostering a culture of active participation and collective responsibility in the fight against tobacco use.
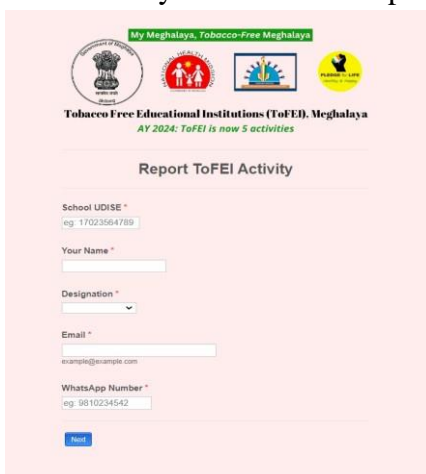
3. Data Collection Tools

For the data collection process during World No Tobacco Day (WNTD) activities in Meghalaya, a multi-faceted approach was adopted to ensure comprehensive coverage and insights from various sources.

- Web-Based Application:

The web-based application developed for the World No Tobacco Day (WNTD) campaign in Meghalaya offers a user-friendly interface that prioritizes accessibility and ease of use. One of its key features is its accessibility without the need for downloading or installing any additional applications. Users can access the application directly through a web browser, eliminating the hassle of downloading and updating software. This streamlined approach ensures that users can easily submit their data without any technical barriers. Moreover, the web-based app provides a user-friendly interface that simplifies the data submission process. Users can navigate through the application effortlessly, guided by intuitive menus and prompts. The interface is designed to be visually appealing and easy to understand, catering to users of all skill levels.

Security is also a top priority for the web-based app. To ensure the integrity and confidentiality of the data, the application requires users to provide their Unique District Information System for Education (UDISE) code before submitting any data. This unique identifier helps track users and their respective schools, enabling the classification of data by district. By implementing this security measure, the application ensures that only authorized users can submit data, enhancing data accuracy and reliability. Once users submit data about their WNTD activities through the web-based app, an acknowledgment is generated to confirm the successful submission. This acknowledgment serves as a receipt for the user and provides assurance that their data has been received and recorded. Additionally, the submitted data is automatically synchronized with a centralized dashboard, where administrators can access and analyze the collected data in real-time. This seamless integration between the web-based app and the dashboard streamlines data management and facilitates timely decision-making based on up-to-date information.

In summary, the web-based application for the WNTD campaign in Meghalaya offers a user-friendly, accessible, and secure platform for data submission. Its intuitive interface, coupled with stringent security measures and real-time data synchronization, ensures a smooth and efficient data collection process, empowering stakeholders to effectively evaluate and respond to the campaign's outcomes.

Fig 8 Web-based App

12

- Interakt Portal:

Interakt is a third-party application that plays a crucial role in the World No Tobacco Day (WNTD) campaign in Meghalaya by facilitating communication, data collection, and information dissemination among stakeholders. Unlike traditional messaging platforms such as WhatsApp or SMS, Interakt offers several advantages that make it well-suited for the requirements of the campaign.

1. **Scalability:** Interakt allows for the sending of a large volume of messages, surpassing the limitations imposed by standard messaging platforms. With the capability to send over 1000+ SMS/messages in a day, Interakt enables the campaign organizers to reach a broader audience and disseminate information effectively.

2. **Efficiency:** By leveraging Interakt, the campaign organizers can efficiently spread awareness about WNTD activities and gather data from a wide range of participants. The platform's high message throughput ensures that messages are delivered promptly, facilitating timely communication and engagement with stakeholders.

3. **Data Collection:** Interakt serves as a valuable tool for collecting data and information about WNTD activities. Through the platform, participants can provide feedback, share updates, and submit reports related to their involvement in the campaign. This data collection process is streamlined, enabling organizers to gather comprehensive insights into the impact and effectiveness of the campaign.

4. **Information Sharing**: Interakt facilitates seamless communication and collaboration among various stakeholders involved in the WNTD campaign. Organizers can use the platform to share updates, announcements, and resources with school principals, block officers, health centers, and other government officials. This enables effective coordination and ensures that relevant information reaches the intended recipients on time.

5. **Third-Party Application:** As a third-party application, Interakt offers additional features and functionalities that may not be available in standard messaging platforms. These features may include advanced analytics, customizable templates, scheduling options, and integration with other tools and systems, enhancing the overall efficiency and effectiveness of communication efforts.
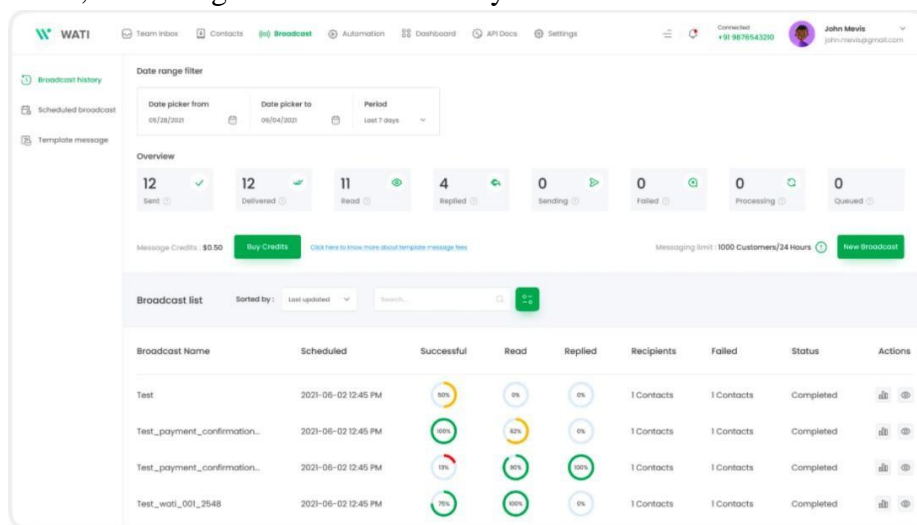

Fig 9 Interakt interface

13

- Data Studio:

  Data Studio serves as the backend system for the World No Tobacco Day (WNTD) campaign in Meghalaya, providing a centralized platform for storing, analyzing, and visualizing the data collected through the web application. This locally hosted studio plays a crucial role in data management and decision-making processes, offering several key features and functionalities.

  1. Data Storage: The primary function of Data Studio is to store all data submitted through the web application. This includes feedback, reports, and other information provided by participants regarding their involvement in WNTD activities. By centralizing data storage, Data Studio ensures that all relevant information is securely captured and readily accessible for analysis and reporting purposes.

  2. Data Organization: Data Studio enables the organization and categorization of data according to predefined criteria, such as district, school, activity type, and participation level. This structured approach allows campaign organizers to segment and filter data based on specific parameters, facilitating targeted analysis and insights generation.

  3. Data Analysis: Data Studio provides robust analytical tools and capabilities for exploring and analyzing the collected data. Users can perform various analyses, including descriptive statistics, trend analysis, and correlation studies, to identify patterns, trends, and correlations within the dataset. Advanced visualization options, such as charts, graphs, and maps, further enhance data interpretation and presentation.

  4. Real-Time Monitoring: Data Studio supports real-time monitoring of campaign activities and outcomes by updating data dashboards and reports dynamically as new data is submitted. This feature enables stakeholders to track progress, monitor key metrics, and respond promptly to emerging trends or issues during the campaign period.

  5. Data Security: Data Studio prioritizes data security and privacy by implementing robust security measures to protect sensitive information. Access controls, encryption, and audit trails help safeguard data integrity and prevent unauthorized access or misuse.

Rally Report

Sn	District ▲	Total Schools	Schools Active	%age Active	Students
1.	East Garo Hills	726	558	76.9%	32,065
2.	East Jaintia Hills	703	406	57.8%	29,066
3.	East Khasi Hills	2,921	1,780	60.9%	128,139
4.	North Garo Hills	872	451	51.7%	26,851
5.	Ri-Bhoi	1,258	825	65.6%	57,078
6.	South Garo Hills	1,067	218	20.4%	11,255
7.	South West Garo Hills	782	286	36.6%	11,631
8.	South West Khasi Hills	994	461	46.4%	24,463
9.	West Garo Hills	2,368	1,033	43.6%	67,436
1...	West Jaintia Hills	1,228	811	66.0%	55,444
1...	West Khasi Hills	1,819	1,000	55.0%	71,949
	Grand total	**14,738**	**7,829**	**53.1%**	**515,377**

Signature Report

Sn	District ▲	Total Schools	Schools Active	%age Active	Students	Signatures
3.	East Khasi Hills	2,921	1,820	60.9%	90,909	2,090,474
4.	North Garo Hills	872	366	42.0%	18,972	82,786
5.	Ri-Bhoi	1,258	739	58.7%	44,017	714,211
6.	South Garo Hills	1,067	173	16.2%	8,788	74,707
7.	South West Garo Hills	782	220	28.1%	8,122	17,036
8.	South West Khasi Hills	994	379	38.1%	16,953	215,968
9.	West Garo Hills	2,368	848	35.8%	46,388	591,109
1...	West Jaintia Hills	1,228	732	59.6%	40,843	823,831
1...	West Khasi Hills	1,819	865	47.6%	52,638	846,502
	Grand total	**14,738**	**6,833**	**46.4%**	**381,801**	**6,578,735**

Fig 10 Dashboard

By employing a combination of web-based applications, digital portals, and data visualization tools like Data Studio, the WNTD campaign in Meghalaya was able to gather a comprehensive range of data from diverse sources. This data collection approach facilitated a thorough evaluation of campaign effectiveness, reach, and impact, enabling stakeholders to make informed decisions and recommendations for future tobacco control initiatives.

Utilizing the comprehensive data collected through the web application, Interakt platform, and Data Studio dashboard, we adopted a targeted approach to customize memes for the World No Tobacco Day (WNTD) campaign in Meghalaya. By analyzing the feedback, reports, and participation data stored in Data Studio, we gain valuable insights into the preferences, behaviors, and perceptions of participants regarding WNTD activities. Drawing on this information, we tailor memes to align with the adaptability and compatibility preferences of our target audience. We assess which types of memes resonate most effectively with participants, considering factors such as humor, visual appeal, and relevance to WNTD themes. By customizing memes based on these insights, we aim to enhance comprehension and engagement among participants, ensuring that the campaign's messages are communicated effectively.

Moreover, customizing memes allows us to gain deeper insights into the mental state and adaptability of participants regarding tobacco control topics. Memes serve as a succinct yet impactful medium for conveying information, offering a brief yet comprehensive snapshot of key messages. By observing participants' reactions to different meme formats and content, we can gauge their level of understanding and receptiveness to the campaign's messages.

Furthermore, memes play a crucial role in expanding the reach and impact of the WNTD campaign. Memes have the potential to go viral on social media platforms, reaching a broader audience beyond traditional communication channels. By creating memes that encapsulate the essence of the campaign's messages, we increase the likelihood of participants sharing and spreading awareness among their social networks. This ripple effect leads to greater participation, engagement, and awareness about tobacco control efforts in Meghalaya.

In conclusion, leveraging data-driven insights to customize memes enhances the effectiveness of the WNTD campaign in Meghalaya. By tailoring memes to align with participant preferences and understanding, we foster greater engagement, comprehension, and awareness about tobacco control initiatives. This approach not only amplifies the campaign's impact but also underscores the importance of leveraging innovative communication strategies to drive positive behavioral change.

4. Data Collection

4.1 Period and Authorization

During the planning phase of our World No Tobacco Day (WNTD) campaign, which is observed annually on May 31st, it was imperative to secure permissions and support from various stakeholders to ensure the campaign's success. Among the key authorities approached were school principals, District Mission Coordinators (DMCs), District School Education Officers (DSEOs), Sub-Divisional School Education Officers (SDSEOs), Deputy Commissioners, Superintendents of Police, and healthcare officials. The participation and collaboration of healthcare authorities were particularly crucial in highlighting the public health implications of tobacco use and providing valuable insights into effective strategies for tobacco control. By engaging healthcare professionals, including doctors, nurses, and public health experts, we aimed to enhance the credibility and impact of our campaign messages and interventions.
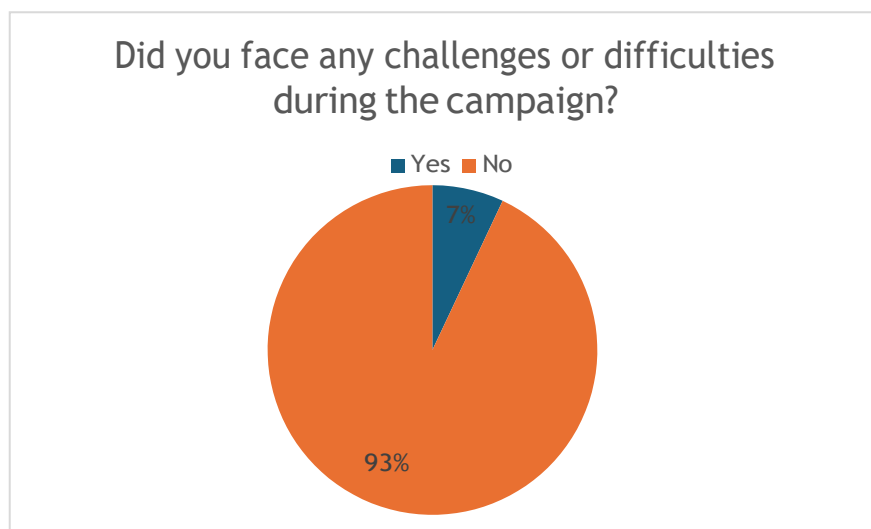
Fig 11 Training session feedback

With the collective efforts of educational institutions, government officials, law enforcement agencies, and healthcare professionals, our campaign sought to address the significant public health concern posed by tobacco consumption, especially among youth. Their permissions and support were instrumental in organizing rallies, signature campaigns, and other awareness activities aimed at fostering behavioral change and promoting a tobacco-free environment in Meghalaya.

Additionally, we were privileged to witness enthusiastic participation from key stakeholders, including DSEO, DMC, SDSEO, the Deputy Commissioner of West Khasi Hills, Shri Garod LSN Dykes, IAS, as well as the Nodal Officer, BMCs, BRPs, CRCs, Principals, and Teachers. Their full enthusiasm and dedication played a pivotal role in driving the success of our campaign, reflecting their commitment to the cause of tobacco control and public health promotion in Meghalaya.

5. Data Analysis

5.1 Activities
- Offline (In schools activities):
  In our WNTD 23 campaign, a total of 8 activities were organized in schools to raise awareness among students and teachers about the harmful effects of tobacco and to promote a tobacco-free environment. These activities were as follows:
  1. Activity 1: Decide to make your School Tobacco Free
     o Schools committed to becoming tobacco-free environments, emphasizing the importance of creating a healthy setting for students and staff.
  2. Activity 2: Appoint a Tobacco Monitor
     o A designated individual, such as the Principal, Teacher, or Staff member, was appointed as the Tobacco Monitor responsible for overseeing tobacco control initiatives within the school premises.
  3. Activity 3: Identify Tobacco Vendors
     o Schools conducted surveys to identify the number of shops selling tobacco products within a 300-foot radius of the school premises, highlighting the proximity of tobacco outlets to educational institutions.
  4. Activity 4: Organize Anti-Tobacco Activities
     o Students actively participated in anti-tobacco activities such as taking pledges against tobacco use, organizing rallies, and street plays, and engaging in poster/debate competitions to raise awareness about the dangers of tobacco consumption.
  5. Activity 5: Display Anti-Tobacco Posters Inside School
     o Anti-tobacco posters were prominently displayed on school walls to reinforce the message of tobacco-free living and discourage tobacco use among students and staff.
  6. Activity 6: Fix/Display Signage with Details of Tobacco Monitor Inside School
     o Signages detailing the role and contact information of the Tobacco Monitor (Principal/Teacher/Staff) were fixed or painted inside the school premises, promoting accountability and awareness regarding tobacco control measures.
  7. Activity 7: Implement Tobacco-Free Educational Institution (ToFEI) Guidelines
     o Schools adhered to the Tobacco-Free Educational Institution (ToFEI) guidelines, which included enforcing strict tobacco-free policies and creating an environment conducive to healthy living and learning.
  8. Activity 8: Declare Tobacco-Free Campus
     o Schools officially declared themselves as tobacco-free campuses, reinforcing their commitment to maintaining a smoke-free and tobacco-free environment for students, staff, and visitors alike.

Through these activities, schools played a pivotal role in instilling a sense of responsibility and awareness among students and teachers regarding the harmful effects of tobacco and the importance of tobacco control initiatives.

- Online (Web Based application):

  Incorporating online engagement into our campaign, we developed a user-friendly web-based application to facilitate various activities related to WNTD23. This online platform featured interactive elements and engagement tools designed to enhance participation and awareness among schools. The web-based app included a series of 7 questions aimed at gathering feedback on the impact, awareness, and challenges encountered during the WNTD23 campaign.

  Questions:

  1) What was the theme for Meghalaya WNTD'23?
      a. Environment v/s Tobacco
      b. My Meghalaya, Tobacco-free Meghalaya
      c. We need Food not tobacco
      d. None of the above
  2) Is tobacco 'messing up' our Meghalaya?
      a. Yes
      b. No
      c. Don't know.
  3) If yes, How? (multiple choice)
      ● Tobacco leftovers (cigarette/bidi butts, gutka packets) cause litter
      ● Tobacco causes Air pollution
      ● Tobacco causes health problems like Cancer
      ● Tobacco spoils our clean river
      ● Tobacco spoils our forests
      ● Tobacco spoils our clean village
      ● Tobacco spoils our cultures & traditions
  4) Do you think that rally and signature campaigns are effective in reducing tobacco consumption?
      a. in Community
      b. among students
      c. Both
      d. Don't know
  5) Have you seen other Schools doing rally and signature campaigns taking place in your surroundings?
      a. Yes
      b. No
  6) Were the WNTD'23 rules clear and understandable?
      a. Yes
      b. No
  7) Did you face any challenges or difficulties during the campaign?
      a. Yes
      b. No

8) If yes, (drop down)
   - Weather conditions
   - Network issues
   - Got less time to conduct the campaign
   - Got the information late
   - Difficulty in understanding the activities
   - Difficulty in understanding the rules
   - Students are too small
   - Teacher not free
   - Other_____please explain
9) Was the online training on how to do WNTD'23 activities helpful?
   a. Yes
   b. No
   c. Did not attend
10) If yes, How? (multiple selection)
    - Learnt how to do the signature campaign
    - Learnt what posters/banners to be used
    - Got to know the rules
    - Other_____please explain
11) What were the responses of people when students collected signatures from them? (Please type)
    _____
12) What has been the impact of rally and signature campaigns (in your own words - include any stories or incidents you saw)
    _____

On June 9th, 2023, the WNTD 23 online activity platform was launched and made accessible to all participating schools, totaling 8,385 in number. Through this digital medium, schools were able to actively engage in campaign-related activities, submit their responses, and provide valuable feedback on their experiences.

As of June 12th, 2023, we received responses from 1,642 schools through the online platform. These responses serve as a crucial dataset for our analysis, offering insights into the effectiveness of the campaign and the level of engagement among participating schools.

5.2 District-wise School Distribution: Mapping Educational Institutions

In planning and executing the WNTD 23 campaign across Meghalaya, it's essential to recognize the extensive educational landscape comprising a total of 14,738 schools spread across 11 districts. This comprehensive network of schools serves as the foundation for reaching a wide audience and implementing campaign activities effectively. Understanding the distribution of schools in each district is crucial for strategizing and allocating resources efficiently to ensure maximum outreach and impact of the campaign.

Sn	District ▲	Total Schools	S
1.	East Garo Hills	726	
2.	East Jaintia Hills	703	
3.	East Khasi Hills	2,921	
4.	North Garo Hills	872	
5.	Ri-Bhoi	1,258	
6.	South Garo Hills	1,067	
7.	South West Garo Hills	782	
8.	South West Khasi Hills	994	
9.	West Garo Hills	2,368	
1...	West Jaintia Hills	1,228	
1...	West Khasi Hills	1,819	
	Grand total	**14,738**	

Fig 12 School per districts

5.3 School participation increases using online/ digital mode:

At the outset of our campaign, we encountered a notable challenge in generating widespread awareness among the community. Initially, the level of voluntary participation was relatively subdued, necessitating a strategic reevaluation of our outreach tactics. In response, we adopted a multifaceted approach, leveraging innovative tools such as Nudges, designed to delve into the intricacies of societal dynamics and individual mindsets.

Utilizing Nudges enabled us to gain invaluable insights into the prevailing sentiments and inclinations within the community, allowing us to tailor our messaging in a more nuanced and impactful manner, particularly through the creative use of memes. This strategic shift proved to be pivotal, as it not only resonated more effectively with our target audience but also sparked a notable uptick in participant engagement.

Rally Report

Sn	District ▲	Total Schools	Schools Active	%age Active	Students
1.	East Garo Hills	726	7	1.0%	633
2.	East Jaintia Hills	703	19	2.7%	1,211
3.	East Khasi Hills	2,921	42	1.4%	4,072
4.	North Garo Hills	872	13	1.5%	1,272
5.	Ri-Bhoi	1,258	24	1.9%	1,512
6.	South Garo Hills	1,067	5	0.5%	274
7.	South West Garo Hills	782	19	2.4%	669
8.	South West Khasi Hills	994	14	1.4%	703
9.	West Garo Hills	2,368	63	2.7%	4,185
1...	West Jaintia Hills	1,228	55	4.5%	3,675
1...	West Khasi Hills	1,819	36	2.0%	2,422
	Grand total	**14,738**	**297**	**2.0%**	**20,628**

Signature Report

Sn	District ▲	Total Schools	Schools Active	%age Active	Students	Signatures
1.	East Garo Hills	726	6	0.8%	482	536
2.	East Jaintia Hills	703	10	1.4%	450	2,811
3.	East Khasi Hills	2,921	26	0.9%	1,411	9,296
4.	North Garo Hills	872	8	0.9%	488	251
5.	Ri-Bhoi	1,258	18	1.4%	965	4,279
6.	South Garo Hills	1,067	4	0.4%	523	302
7.	South West Garo Hills	782	17	2.2%	933	2,061
8.	South West Khasi Hills	994	11	1.1%	364	510
9.	West Garo Hills	2,368	36	1.5%	2,621	8,537
	Grand total	**14,738**	**212**	**1.4%**	**11,996**	**71,322**

Fig 13 Week One Dashboard

Rally Report

Sn	District	Total Schools	Schools Active	%age Active	Students
1.	East Garo Hills	726	86	11.8%	6,220
2.	East Jaintia Hills	703	95	13.5%	6,625
3.	East Khasi Hills	2,921	275	9.4%	19,426
4.	North Garo Hills	872	90	10.3%	6,543
5.	Ri-Bhoi	1,258	148	11.8%	9,893
6.	South Garo Hills	1,067	32	3.0%	1,638
7.	South West Garo Hills	782	35	4.5%	1,591
8.	South West Khasi Hills	994	56	5.6%	2,722
9.	West Garo Hills	2,368	230	9.7%	18,138
1...	West Jaintia Hills	1,228	211	17.2%	15,748
1...	West Khasi Hills	1,819	226	12.4%	16,568
	Grand total	14,738	1,484	10.1%	105,112

Signature Report

Sn	District	Total Schools	Schools Active	%age Active	Students	Signatures
3.	East Khasi Hills	2,921	227	7.8%	13,828	252,640
4.	North Garo Hills	872	84	9.6%	5,308	21,428
5.	Ri-Bhoi	1,258	136	10.8%	7,388	125,232
6.	South Garo Hills	1,067	28	2.6%	1,302	4,323
7.	South West Garo Hills	782	33	4.2%	1,263	3,210
8.	South West Khasi Hills	994	39	3.9%	1,533	15,202
9.	West Garo Hills	2,368	174	7.3%	9,876	103,307
1...	West Jaintia Hills	1,228	176	14.3%	9,601	286,678
1...	West Khasi Hills	1,819	175	9.6%	9,339	175,484
	Grand total	14,738	1,225	8.3%	68,868	1,049,235

Fig 14 Week two Dashboard

As we progressed through the campaign, we increasingly embraced the power of online platforms to amplify our message and broaden our reach. By harnessing the viral potential of memes and other digital tools, we were able to transcend geographical barriers and connect with a diverse array of individuals across the internet landscape. This digital pivot not only bolstered the intensity and scale of our campaign but also facilitated greater accessibility and inclusivity, enabling us to engage with a wider spectrum of participants.

The campaign, which included both Anti-tobacco rallies and signature drives for awareness, benefited significantly from our strategic embrace of online modes. The data captured in our comprehensive dashboard, spanning the duration of the campaign, serves as a compelling testament to the

Rally Report

Sn	District	Total Schools	Schools Active	%age Active	Students
1.	East Garo Hills	726	535	73.7%	30,725
2.	East Jaintia Hills	703	391	55.6%	28,386
3.	East Khasi Hills	2,921	1,695	58.0%	119,640
4.	North Garo Hills	872	432	49.5%	25,303
5.	Ri-Bhoi	1,258	807	64.1%	54,974
6.	South Garo Hills	1,067	206	19.3%	10,885
7.	South West Garo Hills	782	243	31.1%	10,329
8.	South West Khasi Hills	994	444	44.7%	23,635
9.	West Garo Hills	2,368	987	41.7%	64,121
1...	West Jaintia Hills	1,228	788	64.2%	54,283
1...	West Khasi Hills	1,819	950	52.2%	68,407
	Grand total	14,738	7,478	50.7%	490,688

Signature Report

Sn	District	Total Schools	Schools Active	%age Active	Students	Signatures
4.	North Garo Hills	872	348	39.9%	17,833	76,510
5.	Ri-Bhoi	1,258	725	57.6%	43,083	710,384
6.	South Garo Hills	1,067	167	15.7%	8,572	74,370
7.	South West Garo Hills	782	195	24.9%	7,379	16,355
8.	South West Khasi Hills	994	365	36.7%	16,380	211,731
9.	West Garo Hills	2,368	812	34.3%	45,033	580,353
1...	West Jaintia Hills	1,228	715	58.2%	40,036	818,811
1...	West Khasi Hills	1,819	843	46.3%	51,662	837,121
	Grand total	14,738	6.568	44.6%	367.712	6.341.877

Fig 15 Week Three Dashboard

the transformative impact of our online initiatives. It vividly illustrates the exponential increase in participant responses and engagement levels, underscoring the efficacy and efficacy of our digital approach in driving widespread participation and awareness.

Rally Report

Sn	District	Total Schools	Schools Active	%age Active	Students
1.	East Garo Hills	726	558	76.9%	32,065
2.	East Jaintia Hills	703	406	57.8%	29,066
3.	East Khasi Hills	2,921	1,780	60.9%	128,139
4.	North Garo Hills	872	451	51.7%	26,851
5.	Ri-Bhoi	1,258	825	65.6%	57,078
6.	South Garo Hills	1,067	218	20.4%	11,255
7.	South West Garo Hills	782	286	36.6%	11,631
8.	South West Khasi Hills	994	461	46.4%	24,463
9.	West Garo Hills	2,368	1,033	43.6%	67,436
1...	West Jaintia Hills	1,228	811	66.0%	55,444
1...	West Khasi Hills	1,819	1,000	55.0%	71,949
	Grand total	**14,738**	**7,829**	**53.1%**	**515,377**

Signature Report

Sn	District	Total Schools	Schools Active	%age Active	Students	Signatures
	East Khasi Hills	2,921	1,525	52.0%	95,969	2,393,174
4.	North Garo Hills	872	366	42.0%	18,972	82,786
5.	Ri-Bhoi	1,258	739	58.7%	44,017	714,211
6.	South Garo Hills	1,067	173	16.2%	8,788	74,707
7.	South West Garo Hills	782	220	28.1%	8,122	17,036
8.	South West Khasi Hills	994	379	38.1%	16,953	215,968
9.	West Garo Hills	2,368	848	35.8%	46,388	591,109
1...	West Jaintia Hills	1,228	732	59.6%	40,843	823,831
1...	West Khasi Hills	1,819	865	47.6%	52,638	846,502
	Grand total	**14,738**	**6,833**	**46.4%**	**381,801**	**6,578,735**

Fig 16 Week Four Dashboard

In essence, our strategic embrace of online modes, particularly through the creative dissemination of memes, played a pivotal role in catalyzing a surge in participant involvement and engagement throughout the WNTD 23 campaign.
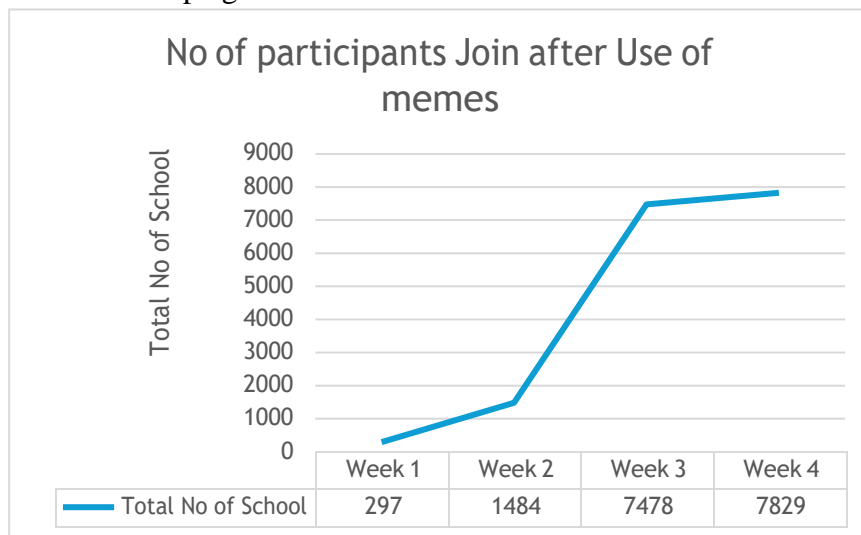

Fig 17 Analysis of use of memes

5.4 Effect of digital awareness (memes)

The utilization of memes emerged as a pivotal and highly impactful aspect of our campaign, marking a pioneering effort by the Sambhandh Foundation to implement digital awareness initiatives. Through the strategic deployment of digital platforms and innovative activities, we witnessed a profound transformation in our campaign's effectiveness and outreach.

Central to our success was the integration of Nudges, a comprehensive toolkit that provided invaluable insights into the attitudes, preferences, and behaviors of our target audience. By leveraging Nudges, we gained a deeper understanding of the societal landscape and individual mindsets, enabling us to craft messaging and activities that resonated more profoundly with our audience.

22

Nudges facilitated a nuanced approach to engagement, allowing us to navigate through the intricacies of community dynamics and tailor our interventions accordingly. This adaptive strategy proved instrumental in enhancing comprehension and receptivity among participants, ultimately driving greater impact and efficacy in our campaign efforts.

Here are the Nudges used in our campaign:

1. Anchoring and Adjustment:

   a. Description: Using known information to estimate unknowns.
   b. Usage: Presenting relevant comparisons and references to influence perception.
   c. Example: Provide statistics on the number of successful tobacco cessation cases to encourage others to quit.

2. Availability:

   a. Description: Individuals' judgments are influenced by the ease with which examples come to mind.
   b. Usage: Providing statistics or examples that highlight the prevalence or rarity of certain behaviors.
   c. Example: Sharing stories of individuals who successfully quit smoking to demonstrate that cessation is achievable.

3. Representativeness:

   a. Description: Making judgments based on stereotypes or prototypes.
   b. Usage: Dispelling stereotypes and assumptions by providing accurate information and comparisons.
   c. Example: Highlighting successful non-smokers from various backgrounds to challenge the stereotype that smoking is inevitable.

4. Optimism/Over-confidence:

   a. Description: People tend to be overly optimistic about positive outcomes.
   b. Usage: Providing realistic information about risks and outcomes to prevent over-confidence.
   c. Example: Emphasizing the challenges of quitting smoking and the need for persistence to maintain motivation.

5. Loss Aversion:

   a. Description: People are more motivated to avoid losses than to achieve gains.
   b. Usage: Emphasizing the benefits of quitting smoking and the potential losses associated with continued smoking.
   c. Example: Highlighting the health risks and financial costs of smoking to motivate cessation efforts.

6. Status Quo Bias and Inertia:

   a. Description: People tend to prefer the current state of affairs and resist change.
   b. Usage: Making desirable behaviors the default option to overcome inertia.
   c. Example: Automatically enrolling individuals in smoking cessation programs unless they opt out.

7. Framing:

   a. Description: The presentation or orientation of information can alter its perceived nature.
   b. Usage: Presenting choices or options in a positive light to influence decision-making.
   c. Example: Describing quitting smoking as an opportunity for improved health rather than focusing on the challenges of withdrawal.

8. Temptation:

   a. Description: People are susceptible to short-term gratification and may prioritize immediate rewards over long-term benefits.
   b. Usage: Providing incentives or rewards to encourage desired behaviors.
   c. Example: Offering rewards or incentives for reaching milestones in a smoking cessation program.

9. Mindlessness:

   a. Description: Individuals may act without fully considering the consequences of their actions.
   b. Usage: Designing interventions that simplify decision-making and promote understanding.
   c. Example: Providing clear and concise information about the health benefits of quitting smoking.

10. Self-Control Strategies:

    a. Description: Developing habits and routines to counteract weaknesses in self-control.
    b. Usage: Encouraging individuals to develop strategies for resisting temptation and maintaining self-discipline.
    c. Example: Teaching mindfulness techniques to help individuals manage cravings and avoid relapse.

11. Conforming - Following the Herd:

    a. Description: People are influenced by the behavior and opinions of others.
    b. Usage: Highlighting social norms or popular trends to encourage desired behaviors.
    c. Example: Showing statistics indicating a growing trend of non-smokers among peers to promote tobacco cessation.

12. Spotlight Effect:

    a. Description: Individuals tend to overestimate how much others notice or pay attention to them.
    b. Usage: Creating environments or communications that reduce self-consciousness and anxiety.

    c.   Example: Designing smoking cessation programs with private counseling options to alleviate fears of judgment.

13. Priming:

    a.   Description: Exposure to certain stimuli can influence subsequent thoughts and behaviors.
    b.   Usage: Presenting stimuli or cues that activate desired thoughts or associations.
    c.   Example: Using imagery of healthy, active lifestyles to prime individuals to consider the benefits of quitting smoking.

14. Stimulus-Response Compatibility (Overlays All Heuristics):

    a.   Description: The design of stimuli or cues should align with the desired response.
    b.   Usage: Designing communications or interventions that are clear and intuitive.
    c.   Example: Placing tobacco cessation resources in easily accessible locations to encourage utilization.

15. Feedback (Overlays All Heuristics):

    a.   Description: Providing individuals with feedback on their actions or decisions can influence future behavior.
    b.   Usage: Incorporating feedback mechanisms into interventions to reinforce desired behaviors.
    c.   Example: Sending personalized progress reports to individuals participating in smoking cessation programs to motivate continued engagement.

16. Positioning:

    a.   Description: The location or placement of interventions can affect their impact.
    b.   Usage: Strategically placing interventions in locations where they are likely to be noticed and utilized.
    c.   Example: Displaying anti-smoking messages and resources prominently in schools, workplaces, and public spaces.

17. Limiting:

    a.   Description: Creating a sense of scarcity or urgency can increase the perceived value of an option or intervention.
    b.   Usage: Presenting options as limited-time offers or emphasizing their exclusivity to encourage action.
    c.   Example: Offering limited-time discounts on nicotine replacement therapies to motivate smokers to start their cessation journey.

18. Sympathy:

    a.   Description: Interventions that show empathy and understanding can resonate more deeply with individuals.

b. Usage: Designing interventions that acknowledge and address the emotions and experiences of the target audience.

c. Example: Sharing testimonials from former smokers who struggled with addiction to demonstrate empathy and support for those currently trying to quit.

19. Accessibility:

a. Description: Increasing the accessibility of interventions can broaden their reach and effectiveness.

b. Usage: Removing barriers and providing multiple channels for accessing resources or support.

c. Example: Offering online smoking cessation programs with 24/7 access to counseling and support materials to accommodate diverse schedules.

20. Likeability:

a. Description: The credibility and trustworthiness of the source can influence the acceptance of interventions.

b. Usage: Aligning interventions with respected figures or organizations to enhance their credibility.

c. Example: Collaborating with renowned healthcare professionals or public figures to endorse tobacco cessation initiatives and increase public trust.

21. Relevance:

a. Description: Interventions must be personally meaningful and applicable to the target audience.

b. Usage: Tailoring interventions to address the specific needs, preferences, and circumstances of the target population.

c. Example: Developing culturally relevant smoking cessation materials that resonate with diverse communities and address their unique challenges.

22. Mood:

a. Description: Interventions that evoke positive emotions and attitudes can enhance their effectiveness.

b. Usage: Designing interventions that inspire hope, enthusiasm, and motivation to support behavior change.

c. Example: Incorporating uplifting messages, imagery, and music into smoking cessation campaigns to create a positive and empowering atmosphere.

23. Fear:

a. Description: Fear-based messaging can be used to highlight risks and motivate behavior change.

b. Usage: Presenting information about the negative consequences of smoking to evoke a sense of urgency and concern.

c. Example: Using graphic imagery and testimonials depicting the health effects of smoking to encourage smokers to quit.

24. Facilitation:

a. Description: Helping individuals understand and navigate decision-making processes can support behavior change.
b. Usage: Providing guidance, tools, and resources to assist individuals in making informed choices.
c. Example: Offering smoking cessation counseling services to help individuals develop personalized quit plans and coping strategies.

25. Sensory:

a. Description: Environmental cues and sensory experiences can influence behavior and decision-making.
b. Usage: Incorporating sensory elements such as sound, smell, and touch into interventions to evoke specific responses.
c. Example: Creating smoking cessation environments with calming scents, soothing music, and tactile materials to promote relaxation and stress reduction.

Moreover, adopting digital platforms empowered us to pioneer new avenues of engagement and interaction, transcending traditional boundaries and fostering widespread participation. By harnessing the power of memes and other digital tools, we effectively captured the attention and imagination of our audience, stimulating dialogue and fostering a sense of collective ownership over the campaign objectives.

In summary, the strategic integration of digital portals, coupled with the innovative use of Nudges, revolutionized the landscape of our campaign, ushering in a new era of engagement and awareness. Through these pioneering efforts, we not only expanded the reach and impact of our initiatives but also set a precedent for future endeavors in digital advocacy and awareness.

6. RESULT

6.1 Result Analysis

In the result section of the WNTD 23 report, the remarkable growth and increasing participation witnessed throughout the campaign in Meghalaya underscore the effectiveness and impact of the Sambandh Foundation's efforts. Over time, there was a notable surge in volunteer engagement, highlighting the growing recognition of the importance of raising awareness about tobacco's harmful effects and advocating for a tobacco-free environment. This surge in participation can be attributed to the collective dedication and concerted efforts of volunteers, stakeholders, and community members.

Visual representations, such as graphs depicting the increasing number of participants and the spread of campaign activities across different districts, provide tangible evidence of the campaign's expanding influence. From its initial stages with limited participation, the campaign gained significant momentum, attracting a broader audience and reaching more segments of society.

These visual indicators not only demonstrate the progress made but also serve as a catalyst for continued momentum and dedication to the cause. Ultimately, the campaign's growth reflects the shared commitment of all involved to make a meaningful impact on public health and tobacco control efforts in Meghalaya.

The populace comprehended the significance of our campaign, and their invaluable feedback facilitated a comprehensive analysis of their perspectives. Notably, in response to the query, "Do you perceive the rally and signature campaigns as effective measures in curbing tobacco consumption?" A resounding majority indicated affirmative sentiments. This positive outcome underscores the efficacy of our efforts and reaffirms the impact of
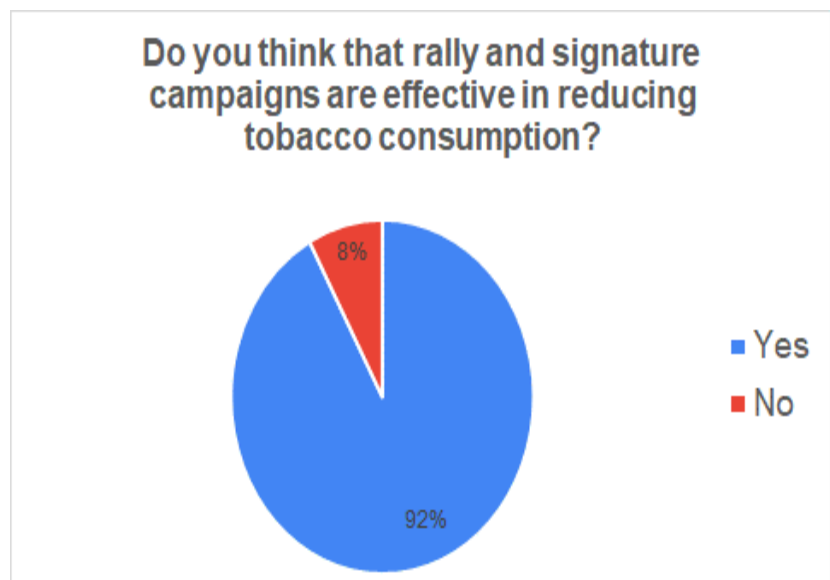

Fig 18 Result

grassroots initiatives in fostering a tobacco-free society.

Moreover, the stringent rules implemented during the campaign ensured active participation and impactful engagement from all schools. Mandating both the Rally Against Tobacco and the Signature Campaign activities, schools played a pivotal role in spreading awareness and advocating for a tobacco-free Meghalaya. Through these activities, students actively engaged with their communities, organizing rallies and gathering signatures to signify support for the cause.

Awards were allocated at the block, district, and state levels, with winners selected based on various criteria, including rally impact, participation percentage, and signatures collected. Committees

comprising community representatives were formed at each level to ensure fair judgment, and winners were recognized for their contributions with e-certificates.
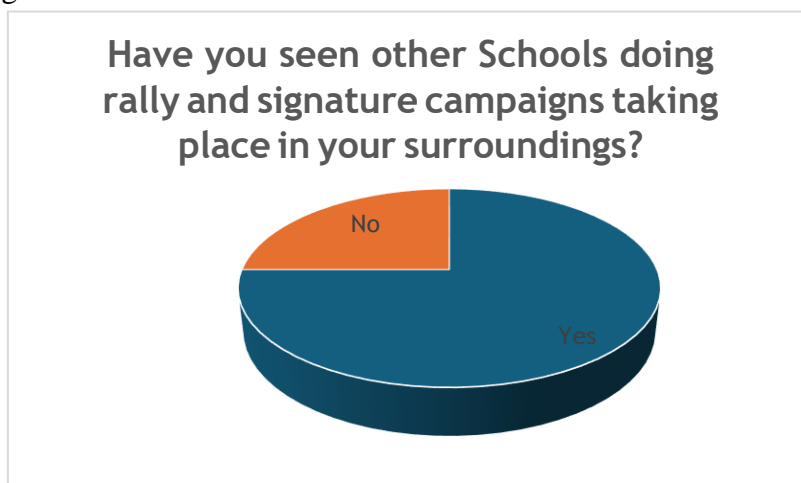

Fig 19 Awareness

The campaign's success was further underscored by the culmination of entries uploaded by 22nd May'23, showcasing the collective achievements and impact of the campaign. Overall, the results of the WNTD 23 campaign in Meghalaya demonstrate significant progress in raising awareness and advocating for a tobacco-free environment, highlighting the transformative power of collective action and community engagement.

6.2 Award-winning prizes:

The World No Tobacco Day 2023 (WNTD23) campaign was a resounding success, running from April 19th to May 31st, 2023, with its pinnacle being the celebratory event held in Shillong on May 31st, 2023. This event marked a significant milestone in the ongoing battle against tobacco use, drawing distinguished guests such as Shri Rakkam A Sangma, the education minister, who graced the occasion as the chief guest, alongside

Fig 20 Award distributions

Shri. Mayoral Born Syiem, MLA, and Chairman of the Meghalaya State Health Advisory Board, serving as the guest of honor.

The heart of the event lay in recognizing and rewarding outstanding contributions to tobacco control across various educational institutions. Awards were meticulously designed and distributed at multiple levels, including the Block, District, and State levels, catering to different school categories such as Primary, Upper Primary, Secondary, and Higher Secondary, as well as special schools catering to differently-abled students.

Notable accolades were bestowed upon deserving winners during the ceremony, with institutions like Dienglieng Govt. L.P., Mary Immaculate SSA UP School, Lamjingshai SSA & RMSA Secondary School, and F.G.E.M. HIGHER SECONDARY SCHOOL, among others, receive recognition for their exemplary efforts in promoting a tobacco-free environment. Additionally, special needs schools such as Jyoti Sroat SSA LP School, SCH & Centre-Hearing-Handicap LP School, Mary Rice Centre for Spl. Edu. SSA UP School and Ferrando Speech and Hearing Centre were lauded for their commitment to inclusivity and support for differently abled students.

Sn.	Awards	Type	Number
1	State Winners	Momento	4
2	District Winners	Momento	44
3	Block Winners	Momento	182
4	Special Schools	Momento	4
5	Certificate	E-certificate	8385

Table 1

Acknowledgment was extended to Superintendents of Police (SPs) from districts including East Khasi Hills, West Jaintia Hills, and West Khasi Hills for their instrumental role in enforcing the Cigarettes & Other Tobacco Products Act (COTPA), thereby contributing significantly to the campaign's objectives.

6.3 Media Coverage

The World No Tobacco Day 2023 (WNTD23) campaign in Meghalaya received robust support from various media channels, encompassing newspapers, social media platforms, and electronic news channels, which collectively played a crucial role in amplifying its message and fostering its success. Print media outlets, including Mawphor, Highland Post, The Meghalaya Guardian, and Guardian News, featured articles detailing the campaign's launch and progress, thereby increasing public awareness about the initiative. Online media coverage, represented by platforms such as Hinglandpost, The Meghalayan, India Post, Syllad, EastMojo, The Sentinel, and Times of India, extensively covered the campaign, disseminating information about its objectives and highlighting its impact across different regions of Meghalaya.

Summary of WNTD 23' Media Coverage		
Sn.	Media	Number of Coverage
1	Print	4
2	Online	19
3	Electronic (News Channel)	4
	Total	27

Table 2

Moreover, social media platforms served as dynamic channels for continuous engagement and outreach, with regular posts and updates maintaining active participation and raising awareness throughout the campaign duration. Furthermore, electronic news channels, including The Shillong Times, Meghalaya Legislative Assembly Channel, Batesi TV, and U Nongsaiñ Hima, broadcasted segments and interviews elucidating the significance of the campaign and celebrating its achievements. Collectively, the comprehensive media coverage, comprising 27 reports across print, online, and electronic platforms, effectively communicated the campaign's message, engaged diverse audiences, and contributed significantly to the resounding success of WNTD23 in Meghalaya.

- Newspaper:

Fig 21 Article 1

Fig 22 Article 2

- Social Media

Fig 23 social media platform X

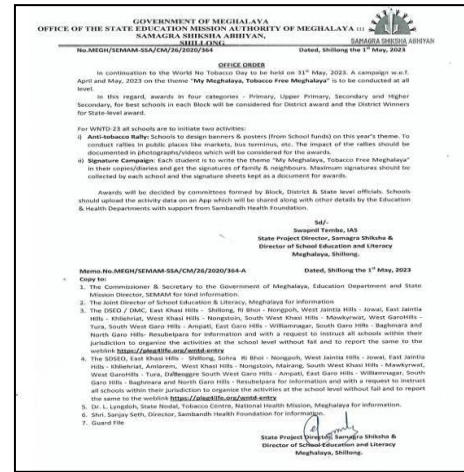Fig 24 social media platform X

Fig 25 social media platform X

Fig 26 WNTD'23 ORDER

6.4 Memes and Message:

We employed an array of memes, each strategically infused with nudges, to disseminate awareness about our campaign. These memes were meticulously crafted to captivate attention, instigate contemplation regarding the detrimental impacts of tobacco, and elicit active participation. Leveraging principles such as anchoring, availability, and framing, our memes effectively conveyed the urgency of our cause and inspired individuals to join our mission towards fostering a tobacco-free environment. Through this innovative approach, we aimed to ignite meaningful dialogue, stimulate behavioral change, and ultimately contribute to the realization of a healthier community.

7. DISCUSSION

In comparing the Sambandh Foundation's approach with traditional methods, it's evident that the utilization of digital platforms yielded significant advantages. By embracing digital tools like memes and messages, the foundation tapped into the widespread use of social media and online communication channels, reaching individuals beyond the confines of physical rallies. This shift allowed for the dissemination of tailored, impactful messages that resonated with diverse audiences, thereby enhancing engagement and awareness levels.

Furthermore, the introduction of the rally and signature campaigns represented a departure from conventional tactics, offering a more interactive and participatory experience for individuals. Unlike traditional rallies, which may have limited reach and impact, these initiatives empowered participants to actively contribute to the campaign's objectives, fostering a sense of ownership and commitment among volunteers. Importantly, the voluntary nature of participation underscored the foundation's commitment to respecting individual autonomy and encouraging genuine engagement with the cause.

The decision to pioneer the use of digital platforms reflects the Sambandh Foundation's forward-thinking approach and adaptability to changing circumstances. By leveraging digital tools, the foundation not only expanded its reach but also demonstrated innovation and agility in navigating challenges, such as the constraints imposed by the lockdown situation. This strategic shift underscores the foundation's dedication to maximizing the effectiveness of tobacco control efforts and underscores the potential of digital platforms in driving positive social change.

8. CONCLUSION

In conclusion, the Evaluation of the WNTD 23 campaign in Meghalaya reflects a resounding triumph for the Sambandh Foundation and its concerted efforts in tobacco control. Through innovative digital strategies and community engagement initiatives, the foundation effectively mobilized support and raised awareness about the detrimental effects of tobacco consumption.

The implementation of a digital platform marked a significant departure from traditional methods, allowing the foundation to reach a broader audience and engage individuals in meaningful ways. Leveraging memes and messages enriched with nudges, the foundation tailored its communication to resonate with diverse segments of the population, fostering understanding and support for the campaign's objectives. This approach facilitated a deeper connection with the target audience, driving home the importance of a tobacco-free environment.

Furthermore, the campaign's success can be attributed to the increasing participation of volunteers and stakeholders, spurred by comprehensive training sessions and collaborative efforts. By empowering individuals to take ownership of the cause, the foundation catalyzed a groundswell of support, amplifying the campaign's impact and outreach across Meghalaya.

The culmination of the campaign with the recognition of WNTD 23 Meghalaya as a winner underscores the effectiveness of the foundation's strategies and initiatives. It serves as a testament to the dedication, resilience, and innovation of the Sambandh Foundation in addressing public health challenges and driving positive change in the community. Looking ahead, the foundation remains steadfast in its commitment to advancing tobacco control efforts and promoting a healthier future for Meghalaya. By building on the momentum generated by WNTD 23, the foundation will continue to explore new avenues for engagement, leverage emerging technologies, and foster partnerships to sustain the momentum and achieve lasting impact in the fight against tobacco use.

In essence, the Evaluation of the WNTD 23 campaign in Meghalaya not only celebrates past achievements but also lays the foundation for future endeavors in tobacco control, guided by the principles of innovation, inclusivity, and collective action.

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