



Orientation Programme on Drugs, Substance Abuse & Banned Tobacco Products Prevention

Introduction

- ❖ Substance abuse has become a significant **social phenomenon**, and all over the world, there has been an alarming rise in its incidence.
 - ❖ The **Mission Management Unit (MMU)** has been established to guide, coordinate and monitor all the activities of the stake-holding departments to ensure the Drug-Free Tamil Nadu.
 - ❖ **Anti-Drug Club (ADC) was launched in the year 2022**, with the primary objective to create awareness among students regarding the ill effects of drug abuse. The motto of the ADC is “Drug Free Tamil Nadu”.
 - ❖ Based on the motto to sustain Anti Drug Awareness and involve students as stakeholder in the effort two programme have been constituted (i.e.) Anti-Drug Club and Volunteering programme for NSS/NCC/RRC/YRC volunteer in all the Educational Institutions.
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Introduction

❖ Drug-related issues in society are a concern that requires everyone to take responsibility at the societal level. Drugs and drug-related problems are often group-based issues. Therefore, in the WAR against drug use, we must also form groups that can address these problems at the grassroots level. Only then can we resolve these issues effectively.



Introduction

Drug:

Any Chemical that alters the Physical or mental functioning of an individual is a drug

Drug Abuse

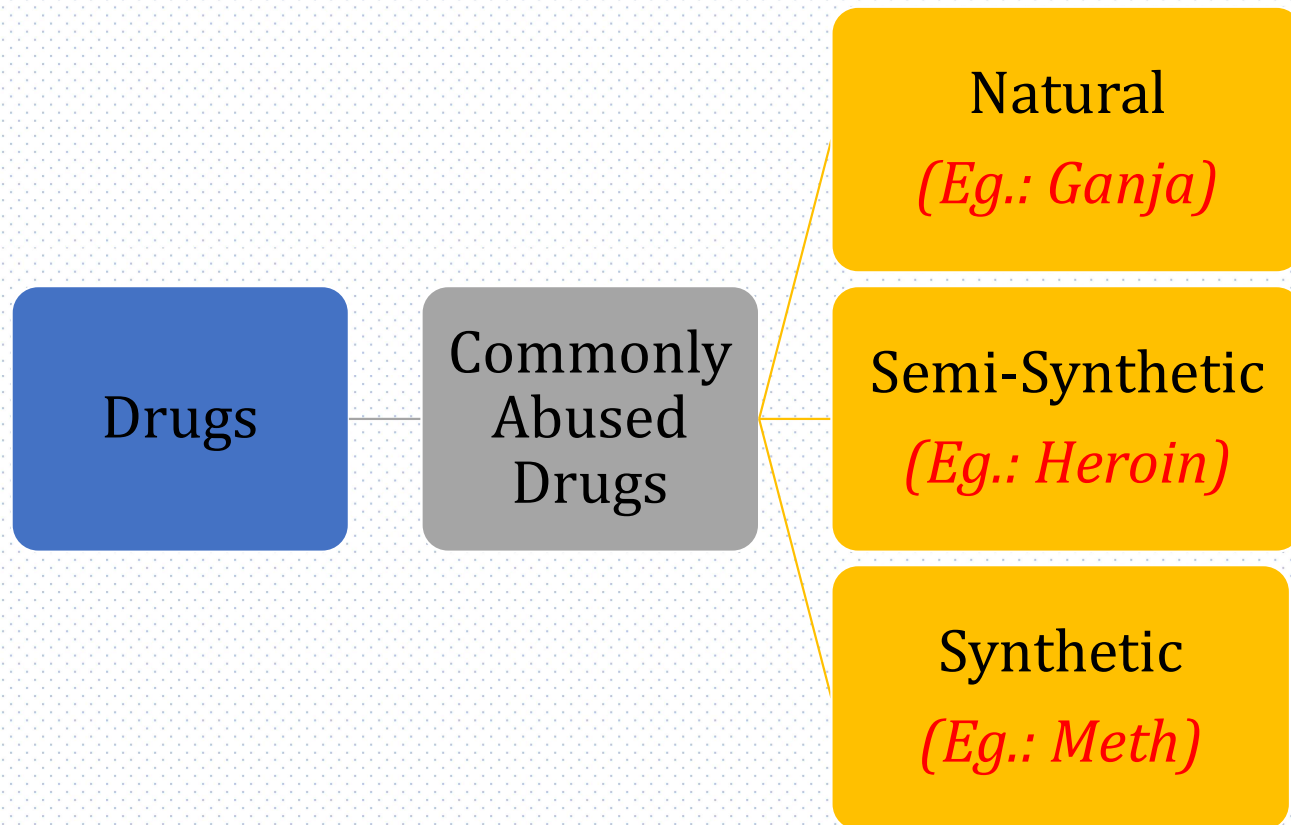
When a drug is taken for reasons other than medical, in an amount, strength, frequency or manner **that causes damage to the physical or mental functioning** of an individual, it becomes “drug abuse”.

Dependence and Tolerance

Drug abuse can lead to drug addiction with the development of tolerance and dependence.

Tolerance refers to a condition where the **user needs more and more of the drug to experience the same effect**. Slowly drug dependence develops.

Commonly Abused Drugs



TYPE OF DRUGS ON EFFECT

Stimulants

- Stimulate the central nervous system, produce higher heart rate, elevated blood pressure, and increased mental activity
- *Ex. Cocaine, MDMA, Amphetamine, etc.,*

Depressants

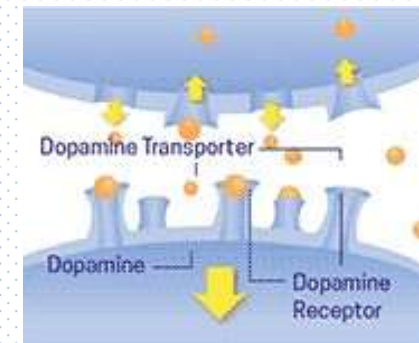
- Slow down the activity of central nervous system and induce states of Euphoria (*strong feeling of happiness*), intoxication, relaxation.
- *Ex. Heroin, Marijuana, etc.,*

Hallucinogens

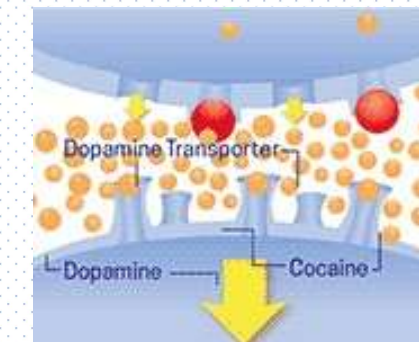
- Drugs that distort normal visions, hearing and feeling functions intended to produce mind expansion.
- *Ex. LSD, Magic Mushroom, etc.,*



Central Nervous System

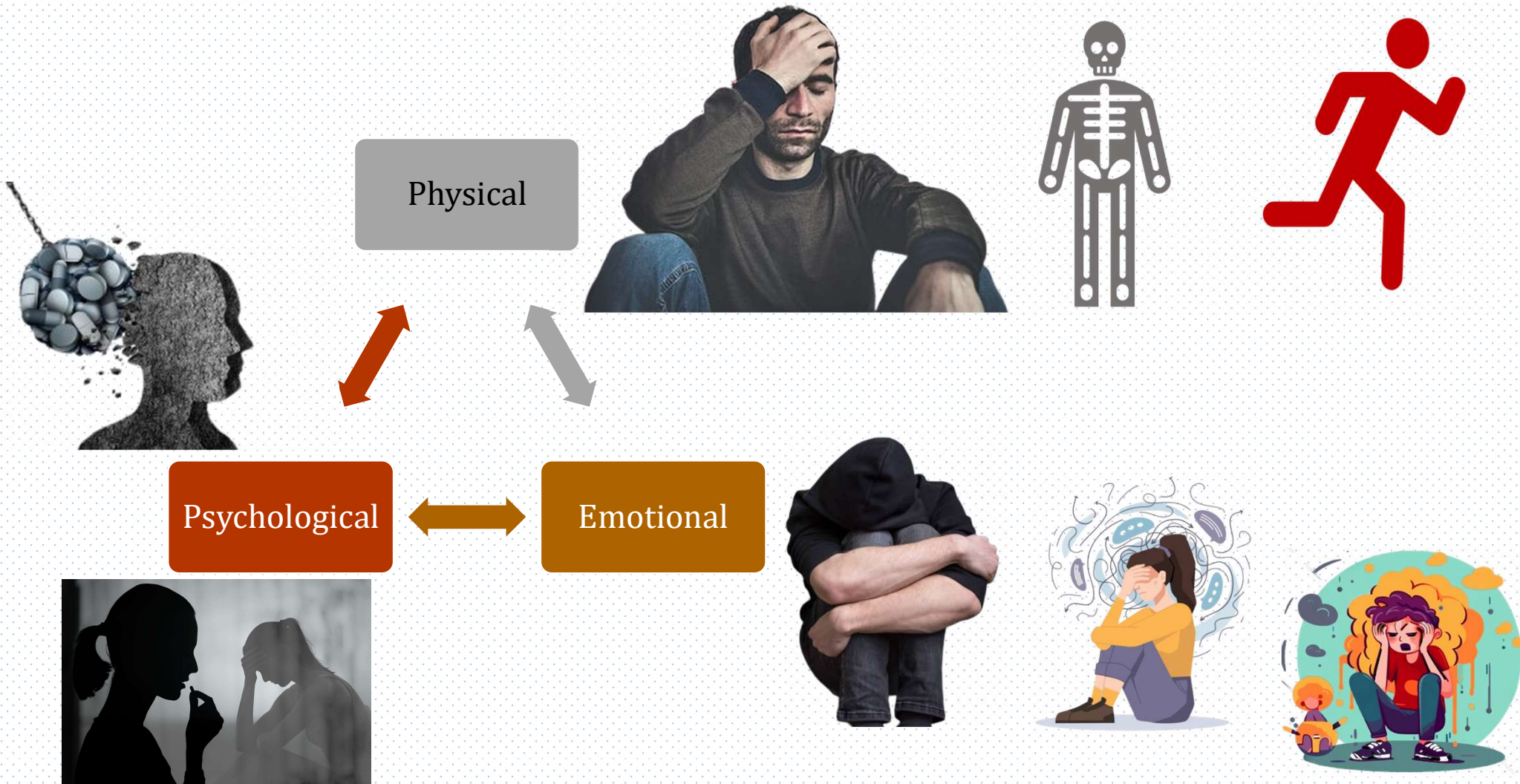


While Eating Food

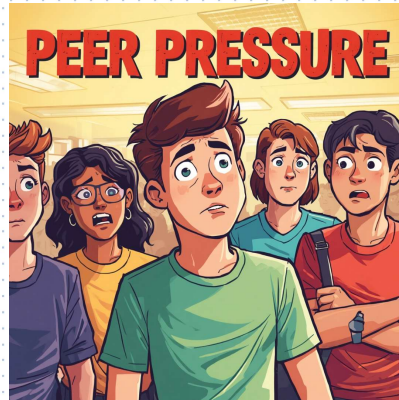


While Using Drugs

THREE MAIN FACTORS THAT CONTRIBUTE TO DRUG ABUSE



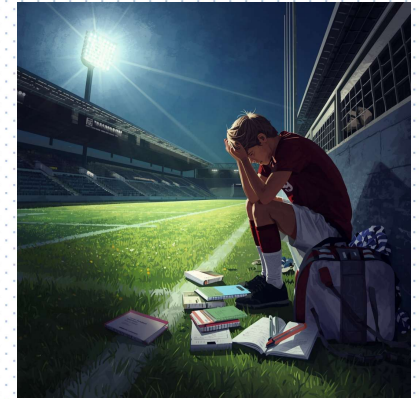
Why Adolescent use drugs



Peer Pressure



Curiosity



**Academic &
Sports Failure**



**Family
Influence**



**Lack of
Awareness**

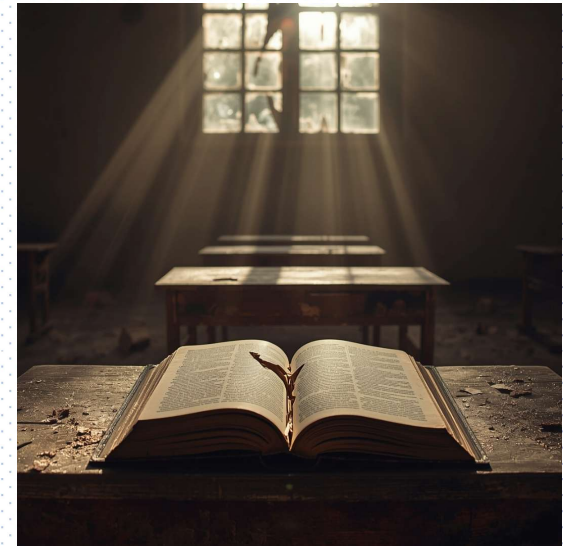


Experiment

Escapism



Lack of Education



**Why
Adolescent
use drugs**



**Stress or
Emotional
Struggles**

Signs of Drug Abuse (Physical)

Dull/Glazed Eyes

Drowsiness, Coughing, Diarrhea

Respiratory Problems

Loss of Appetite

Loss of Weight

Loss of Immunity

Signs of Drug Abuse (Psychological)

Mood Swings & Mental Disorder

Memory Problem

Inability to Concentrate

Lack of Motivation

Signs of Drug Abuse (Behavioral)

Desire to Engage in Risky Behavior

Change in Appearance

Shabby Dress Sense

Involuntary Shaking of Body

Feeling Ashamed

Decreased Interest in Every Day

Priority for Privacy & Secretiveness

Increasing Tolerance to Drugs

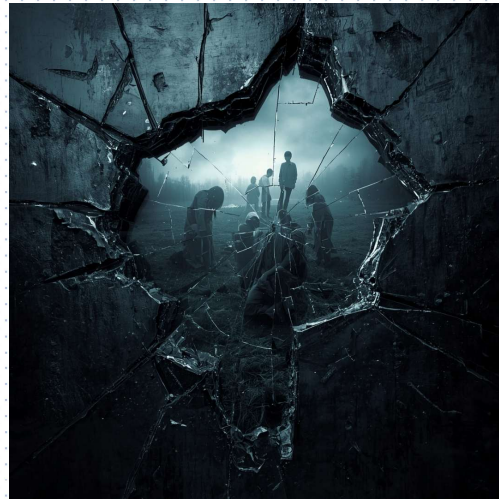
Signs of Drug Abuse (Social)

Academic Issues – school/college drop out,
deterioration in performance

Loss of Good Friends

Loss of Parental Trust

**Physical, Psychological,
Moral & Intellectual
deterioration**



Impact of Drug Abuse

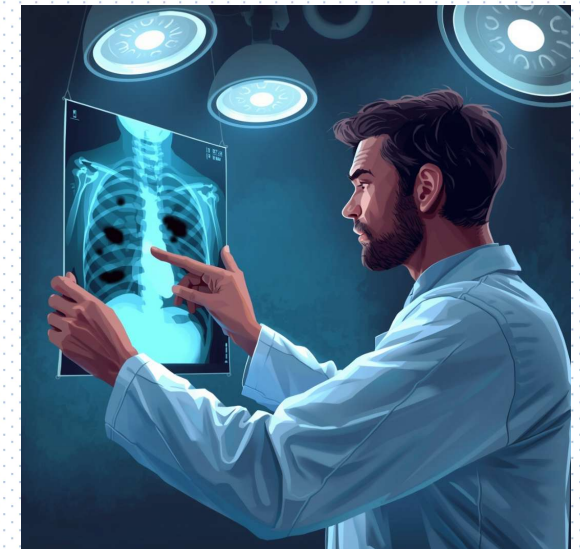


**Increase in
Domestic Violence:
Breakup in
Relations,
Eveteasing, Clashes
and Impulsive
murders**

**Illegal distribution of drugs
to others**



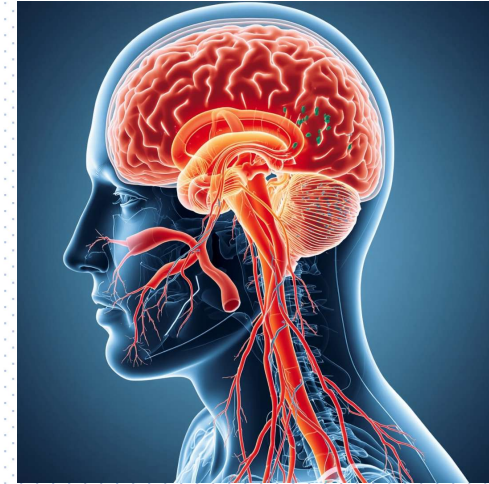
**Risk of HIV,
Hepatitis B & C
and TB**



Impact of Drug Abuse



Stroke



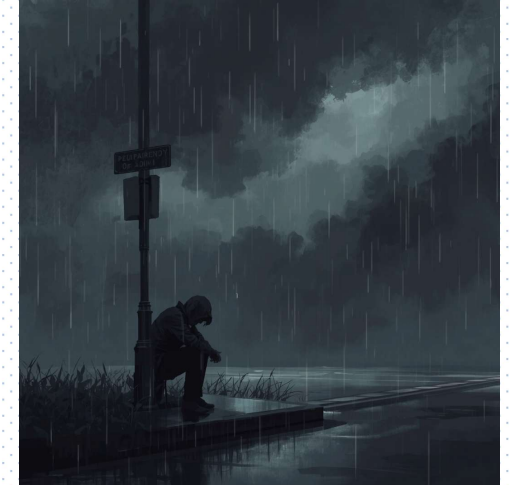
Brain Damage



Epilepsy (வலிப்பு நோய்)

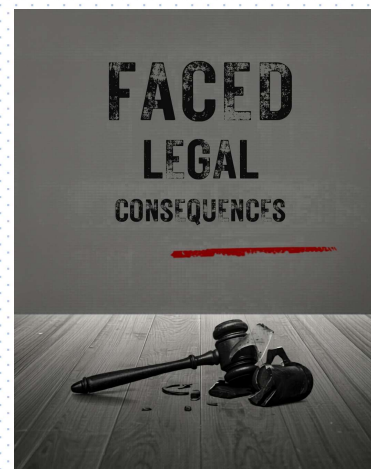
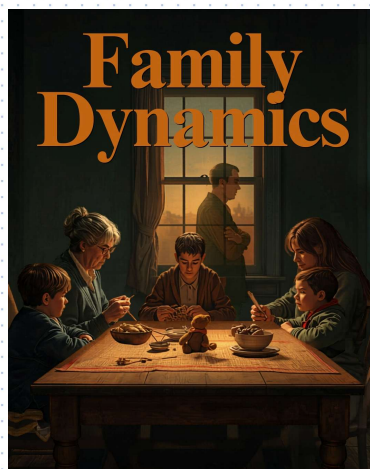
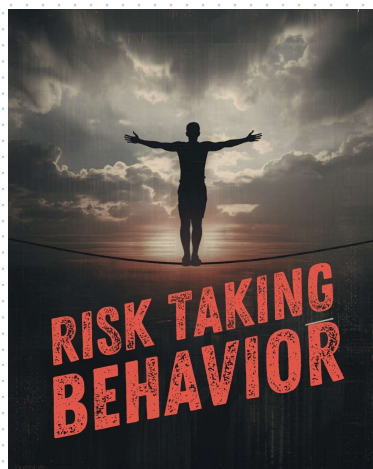
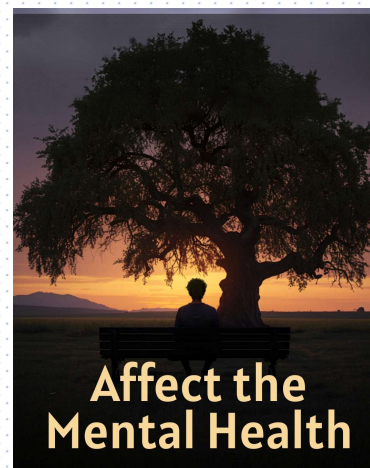
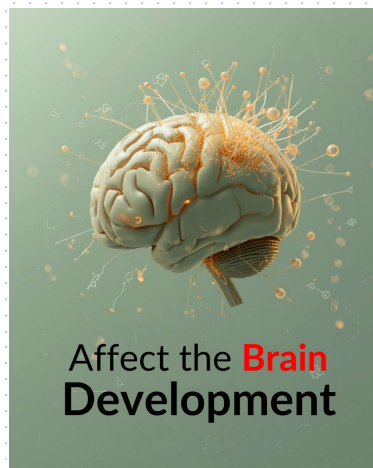


Early Death

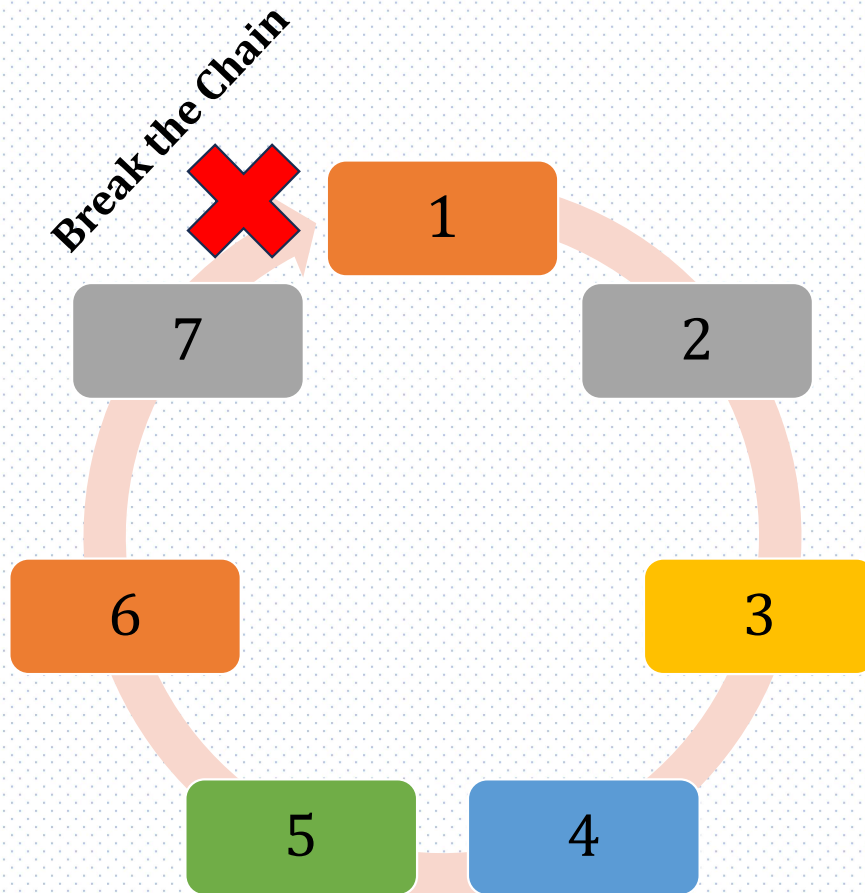


Suicides

Impact of Drug Abuse



CYCLE OF SUBSTANCE ABUSE



1. Initial Use/Experiment/Curiosity

2. Abuse: Repeated Use of Substance to seek Pleasure

3. Tolerance: Higher use of drugs to achieve same pleasure

4. Dependence: Body will physically depend on the drug

5. Addiction: Person continues use of drug despite negative consequences

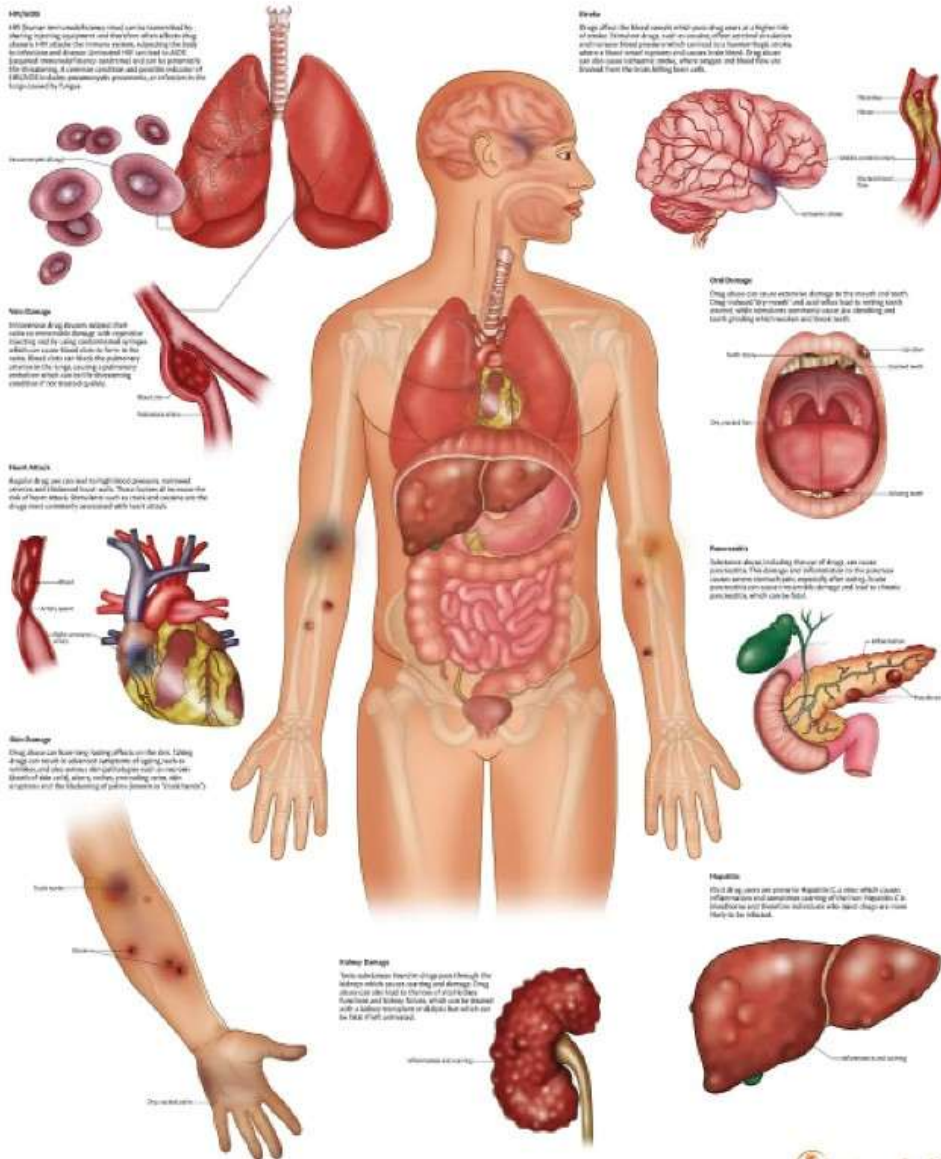
6. Withdrawal: When a person stops using the drugs

7. Treatment: Rehabilitation through detoxification & counselling

Health Impacts of Drug and Substance Use

DRUGS CAN AFFECT THE PHYSICAL PARTS & DETERIORATE THE APPEARANCE

- ❖ Weight
- ❖ Brain
- ❖ Skin
- ❖ Lungs
- ❖ Eyes
- ❖ Liver
- ❖ Ears
- ❖ Kidneys
- ❖ Nose
- ❖ Stomach
- ❖ Mouth
- ❖ Heart
- ❖ Muscles
- ❖ Bones
- ❖ Chest
- ❖ Hair
- ❖ Physique



Drugs and substances first affect the body's vital organs.



Step-by-Step Drug Effects



Effects of Drug and Substance Abuse



Dear Students

- ❖ Do not use unknown substances out of curiosity or because of peer pressure.
- ❖ If you have accidentally taken drugs, don't hide it from your parents or teachers. Seek help immediately.
- ❖ Don't delay in getting proper counselling or support to quit the harmful habit. Early help can make a big difference.
- ❖ If you know a friend or classmate who is using drugs, inform a trusted teacher or school counselor right away.
- ❖ Drugs and substance abuse can ruin your life. They can affect your education, physical and mental health, your ability to reach your goals, and your future plans. Substance abuse can also cause emotional pain and distress in your family, taking away their peace and happiness.

Dear Students

- ❖ If you are currently using drugs or other harmful substances, talk to a teacher or counselor. They are there to support and guide you on the path to recovery. You are not alone, and it's never too late to make a positive change.
- ❖ Every student has a responsibility to help and protect their friends, family, and community.
- ❖ If you see someone selling drugs or harmful substances near your home or school, report it immediately to a teacher or a trusted adult or law enforcement agency.
- ❖ If anyone offers you drugs or substances, say a firm "No." Then, report it to your parents, teachers, or headmaster. They will take the right action to protect you.

Dear Students

- ❖ If someone in your family or neighborhood is using drugs or substances, share the Tele MANAS national toll-free helpline number 14416 with them. It offers free counseling and support to help people quit harmful habits.
- ❖ You are the pillar of our nation. Be proud to protect your society.
- ❖ You can also download and use the Drug Free TN mobile app, available for Android and iOS, to report the issues anonymously.
- ❖ To report illegal drug or substance selling in your area, you can
 - ❖ Call the toll-free number: 10581
 - ❖ Send a WhatsApp message to: 9498110581

**Health Risks of Using Banned
Tobacco Products such as
Cool Lip, Hans, etc.:**

Essential Information for students



Facts about Cool Lip and other similar banned tobacco products

- ❖ **Global Adult Tobacco Survey** indicates that over **42% of people** use tobacco products, including both smoking and non-smoking forms. Among these, a high proportion of people use **non-smoking tobacco products** like **chewing tobacco, paan, gutka**, and other similar substances.
 - ❖ Currently, many **school and college students** are using a particular product called "**Cool Lip**". This product is made purely **from tobacco and is classified as a banned substance**. It is not a chocolate or mouth freshener as some may believe.
-

Facts about Cool Lip and other similar banned tobacco products

- ❖ It is a **highly addictive**, menthol-based product designed to look like a small, covered **rectangular product**, about the size of an **Bubble gum piece**. Most of the students use this product without knowing its ill effects and end up becoming addicted to it.
 - ❖ Cool Lip is a **dangerous product**, and many students use it due to **peer pressure**, **curiosity**, and **misinformation**.
 - ❖ Some students are told by their friends that it is a **mouth freshener** or gives them a **boost of energy**, which encourages them **to try it**.
 - ❖ Because of the addictive nature of the product, users often continue using it on a **daily or even hourly basis**.
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Reasons for Usage

- ❖ **Peer Pressure:** Many children report that they were introduced to Cool Lip by friends, brothers, neighbours, or relatives.
- ❖ **Curiosity and Experimentation:** The desire to fit in and curiosity to try new things often leads children to experiment with tobacco products.
- ❖ **Lack of Awareness:** Many children are not fully aware of the harmful effects of using such products.
- ❖ **Addiction:** Once they start, it difficult to stop due to the addictive nature of tobacco.

Scientific Facts

- ❖ Tobacco use at a young age is **highly harmful** and can cause **long-term health issues** such as **cancer, heart disease, and lung disorders**.
- ❖ **Menthol-based tobacco products** are often **more addictive** because they mask the harsh taste of tobacco, making it **easier for young** people to start using them.
- ❖ Nicotine, found in all tobacco products, is a **strongly addictive substance**. It can cause dependency, and users may experience the ill effects as days go by.

Nicotine in tobacco

Nicotine is a highly addictive chemical found in tobacco products, such as cigarettes, cigars and chewing tobacco

Types of Tobacco Use

Smokeless tobacco

Snuff powder
Pan Masala
Gutka
Cool lip
Hans, Ganesh etc



6/5/2026



Smokeless tobacco

Cigars
Beedi
Cigarette



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Dangers of Tobacco Use



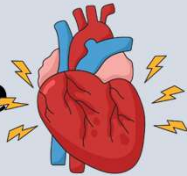
Lung Disease



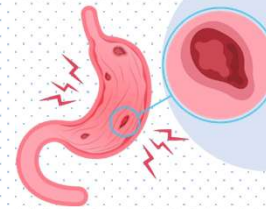
Weak Bones



Heart Disease



Gastrointestinal Disease



Cancer



Dental Problems



Symptoms of Tobacco effect

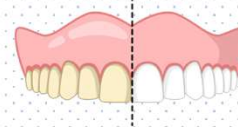
Bad breath or body odor

Nicotine has a distinctive odor that is noticeable.



Yellowing of fingers and teeth

Nicotine stains teeth and fingers.



Coughing or wheezing

Nicotine irritates the lungs leading to respiratory problems.



Frequent throat clearing and throat irritation

This is a sign of irritation caused by nicotine.



Poor oral hygiene

Use of chewable tobacco products can cause cavities, worn down teeth surfaces, white patches inside the mouth.



Symptoms of Tobacco effect

Drowsiness or Dull/Bright Eyes

Users may show signs of **drowsiness or dull/bright eyes**, which could be a sign of the substance effect on the body.



Gum Damage, Mouth Ulcers etc.

Frequent use of Cool Lip can lead to **gum damage, mouth ulcers**, and **sores** on the inside of the mouth.



Nervous system, Shaking hands etc.

Prolonged use can affect the **nervous system**, leading to **shaking hands, body tremors**, and other **health issues**.



How to Identify a Cool Lip, Hans, Ganesh & Other Tobacco User

- ❖ The product (cool lip) is usually placed inside the **upper or lower lip**, which may cause visible **swelling** or changes in the **size of the lips**.
 - ❖ The person may **speak less frequently** or avoid **opening their mouth**, as they are trying to **hide the product**.
 - ❖ Users may frequently **spit on the ground** because the tobacco product causes **excess saliva production**.
 - ❖ The mouth may appear to be **constantly closed**, and sometimes it can take on a **cone shape** due to the product being placed inside.
 - ❖ A small amount of menthol may remain on the **user's fingers** after handling the product and hence menthol smell will be present.
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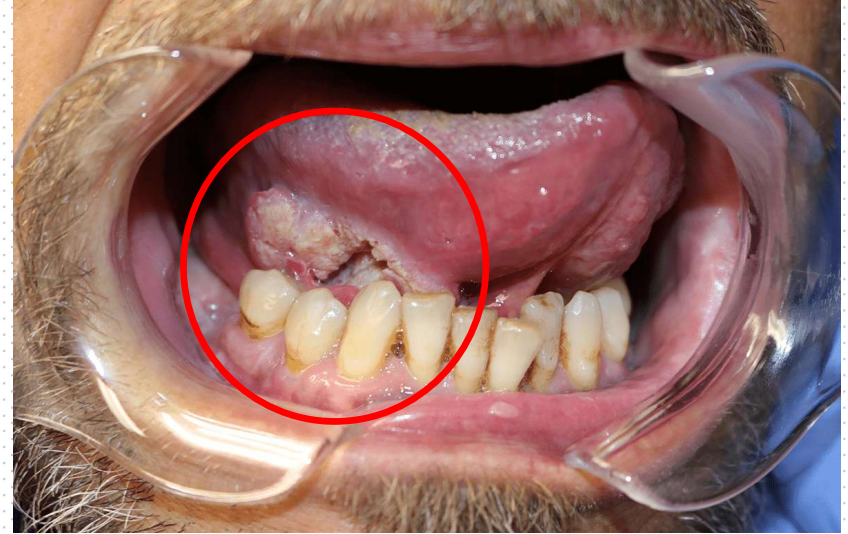
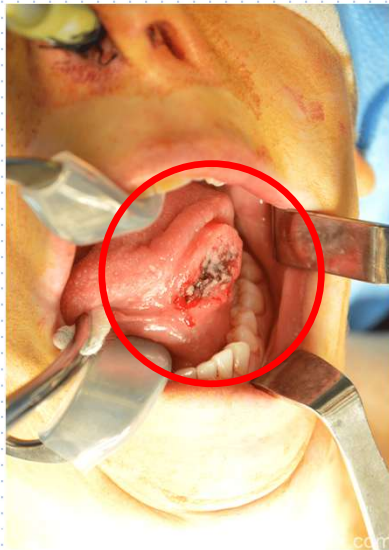
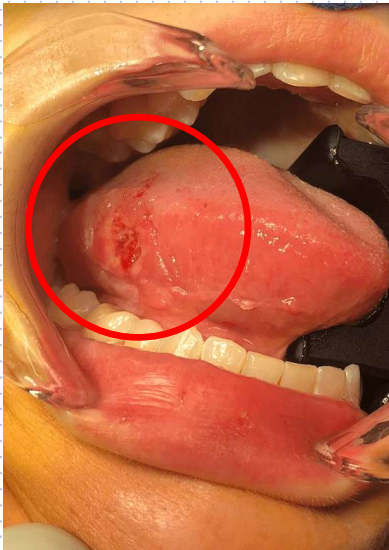
The use of **Cool Lip** and similar tobacco products in schools is a serious health issue.

Harmful Effects of Cool Lip and Other Similar Banned Tobacco Products





Mouth cancer due to tobacco usage



SAY

NO

TO

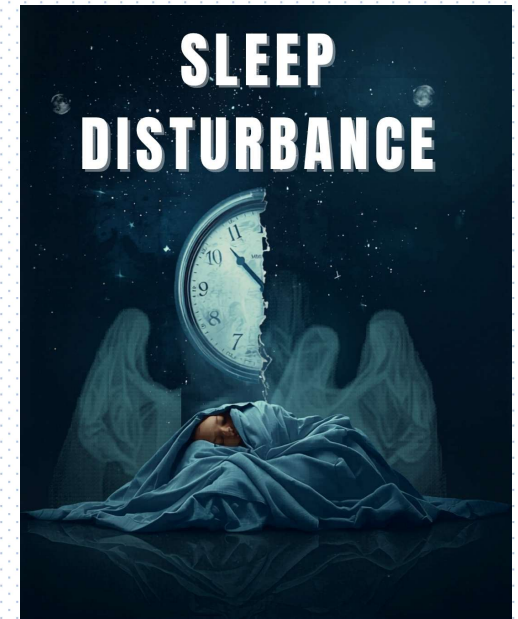
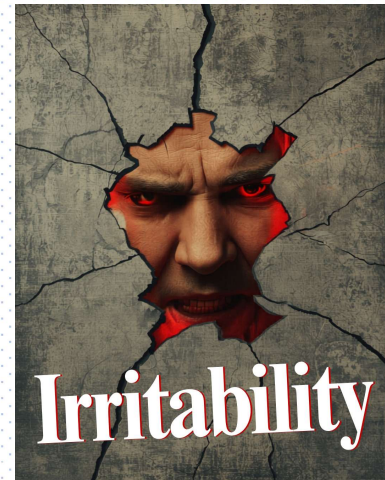
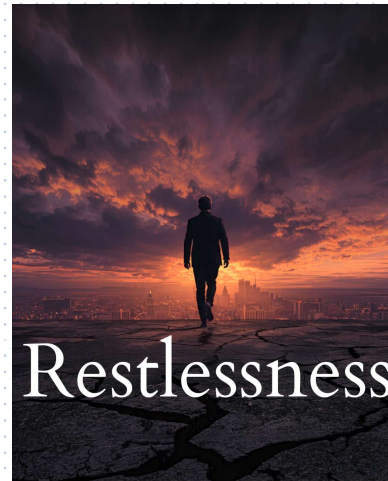
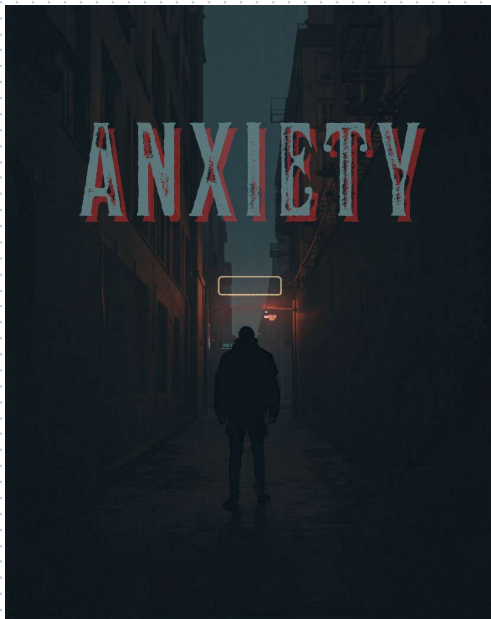
COOL LIP

& SIMILAR TOBACCO

PRODUCTS



Symptoms of Tobacco Withdrawal



How to Manage Withdrawal Symptoms

Chew on a candy or gum



Distract yourself with music or physical activities

Practice mindfulness activities and allow the negative emotions to pass



Ask for professional help if needed



Dear Students

- ❖ Do not use tobacco products like Cool Lip, Hans, and other banned items.
- ❖ Tobacco products can spoil your whole life. They can affect your education, physical activities, health and stop you from reaching your goals, achievements, and future plans. They can also bring distress in your family and take away the peace and happiness of your family members and also ruins your social life.
- ❖ If your friend uses tobacco products like Cool Lip, Hans, beedis, or cigarettes, advise them not to use those harmful products. Also, report it to your teacher. Teachers are there to help and protect your friends.
- ❖ If you are using tobacco, talk to your teacher. He or she will guide you on how to quit this habit and support you.

Dear Students

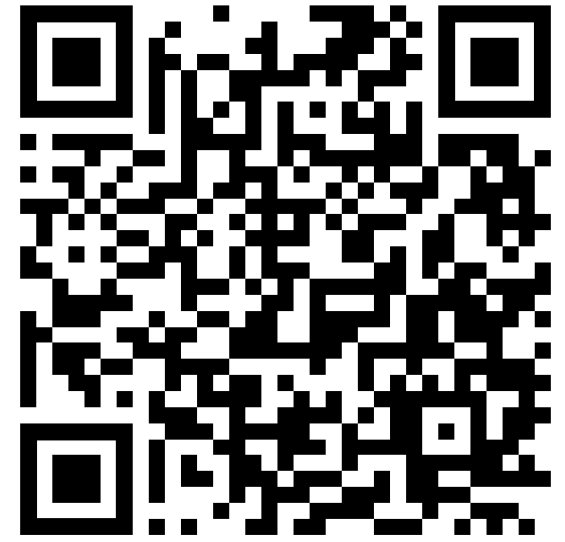
- ❖ **Every student has the responsibility to help and protect friends and the community.**
- ❖ **If someone is selling banned tobacco products near your house or school, report it immediately to your teacher.**
- ❖ **If anyone offers you a banned tobacco product, say “No.” Then report it to your family members, teacher or headmaster. They will take the right action.**
- ❖ **If someone in your family or neighbourhood is using these products, give them the toll-free number (14416 & 1800112356) so they can get counselling and quit this habit.**

Dear Students

- ❖ **You are the pillar of our Nation. Be proud to protect your society.**
- ❖ **To report banned tobacco products in your area, call the toll-free number: 10581 or send a message to the WhatsApp number: 94981 10581.**
- ❖ **You can also download and use the Drug FREE TN mobile app, available for Android and iOS, to report the issue anonymously.**



Drug Free TN Mobile App



**Enforcement Bureau
Crime Investigation
Department**

For making complaints:



10581



9498410581



dad.ebcid@gmail.com



<http://enforcementbureautn.org>

IF YOU NEED COUNSELING PLEASE CALL



14416

&

1800112356

**DON'T THINK RECOVERY IS A BIG
THING; FIRST, YOU SHOULD THINK**

Thank you

