

## **LifeFirst, Ambuja Cement Foundation to establish tobacco cessation prog for pregnant women**

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**The programme will be implemented in Farakka in West Bengal, Ambujanagar in Gujarat, Chandrapur in Maharashtra, and Bhatapara in Chhattisgarh covering 51 villages**



LifeFirst tobacco cessation programme is partnering with Ambuja Cement Foundation (ACF) for implementing a tobacco cessation service that will be delivered through Sakhis (community health workers trained by ACF for providing maternal and child health services in remote villages) within their antenatal care work. LifeFirst is a tobacco treatment initiative launched by NGO Narotam Sekhsaria Foundation to catalyse, build capacity for, and establish a high-quality, proven tobacco treatment service for people from all social strata.

LifeFirst, after successfully implementing a similar programme in urban Maharashtra, is collaborating with ACF to implement this in rural communities under maternal and child health programmes in four geographical locations within the respective states of India i.e. Farakka in West Bengal, Ambujanagar in Gujarat, Chandrapur in Maharashtra, and Bhatapara in Chhattisgarh covering 51 villages.

In this programme, pregnant women who are tobacco users and are in their first trimester will be included. A baseline survey will be conducted with the consent of the pregnant women to identify current tobacco users even if any product was used once during the last 30 days. All of them will be provided with brief advice on the harmful effects of tobacco use during pregnancy.