

行政院所屬各機關出國報告

(出國類別:參訪)

2003年「青少年反菸研習營」
—泰國參訪報告

服務機關： 行政院衛生署國民健康局

職稱姓名： 羅素英技正

出國地區： 泰國

出國期間： 九十二年八月十二日至二十一日

報告日期： 九十二年十一月十四日

J4/c09204568

公務出國報告提要

頁數: 11 含附件: 否

報告名稱:

2003「青少年反菸研習營」泰國參訪報告

主辦機關:

衛生署國民健康局

聯絡人/電話:

/

出國人員:

羅素英 衛生署國民健康局 技正

出國類別: 考察

出國地區: 泰國

出國期間: 民國 92 年 08 月 12 日 - 民國 92 年 08 月 21 日

報告日期: 民國 92 年 11 月 21 日

分類號/目: J4/公共衛生、檢疫 J4/公共衛生、檢疫

關鍵詞: 菸害防制

內容摘要: 爲使青少年瞭解菸品對於健康的危害,以激發青少年爲維護自身健康權益,並進而付諸行動,九十二年本局推動辦理「青少年反菸研習營」工作計畫,結合民間力量與政府決心,培養青少年成爲反菸、制菸與戒菸的第一線尖兵。「青少年反菸研習營」共遴選四十三位大專院校學生,於九十二年七月完成國內三階段十四天的研習活動,其中十一位分別至芬蘭、澳洲及泰國等地海外參訪,研習結束後並將返回校園社區,爲縣市的菸害防制工作注入新血。本次參訪過程發現,泰國政府爲強化菸害防制工作,達到預防兒童、青少年及女性成爲吸菸人口,減少已吸菸人口提高戒菸率及減少二手菸危害之目標。本次參訪活動參訪單位包括ASH Thailand、Bureau of Non-Communicable Disease Control、Thai Health Promotion Foundation、清邁無菸村Lamphun的Tha-sob-sao Village、及兩所無菸學校Bang Mod School、Suwansutharam School。在其菸酒稅政策、塑造無菸環境(無菸廟宇、無菸餐廳、無菸工作場所、無菸學校及無菸社區等)、法規訂定與執行(警語標示及各項法規以符合FCTC規範等)、戒菸服務網絡及社區結盟等有相當多值得借鏡之處。有幸能前往參訪,並得以結識不少泰國菸害防制的工作夥伴。以下將簡介此次參訪活動的過程與重點,期能做爲我國推動菸害防制工作的參考。

本文電子檔已上傳至出國報告資訊網

摘 要

為使青少年瞭解菸品對於健康的危害，以激發青少年為維護自身健康權益，並進而付諸行動，九十二年本局推動辦理「青少年反菸研習營」工作計畫，結合民間力量與政府決心，培養青少年成為反菸、制菸與戒菸的第一線尖兵。「青少年反菸研習營」共遴選四十三位大專院校學生，於九十二年七月完成國內三階段十四天的研習活動，其中十一位分別至芬蘭、澳洲及泰國等地海外參訪，研習結束後並將返回校園社區，為縣市的菸害防制工作注入新血。

本次係由本局與台灣國際醫學聯盟及「青少年反菸研習營」之六位同學率團參訪泰國菸害防制經驗。參訪過程發現，泰國政府為強化菸害防制工作，達到預防兒童、青少年及女性成為吸菸人口，減少已吸菸人口提高戒菸率及減少二手菸危害之目標。

本次參訪活動參訪單位包括 ASH Thailand、Bureau of Non-Communicable Disease Control、Thai Health Promotion Foundation、清邁無菸村 Lamphun 的 Tha-sob-sao Village、及兩所無菸學校 Bang Mod School、Suwansutharam School。在其菸酒稅政策、塑造無菸環境（無菸廟宇、無菸餐廳、無菸工作場所、無菸學校及無菸社區等）、法規訂定與執行（警語標示及各項法規以符合 FCTC 規範等）、戒菸服務網絡及社區結盟等有相當多值得借鏡之處。

有幸能前往參訪，並得以結識不少泰國菸害防制的工作夥伴。以下將簡介此次參訪活動的過程與重點，期能做為我國推動菸害防制工作的參考。

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壹、目的

- 一、瞭解泰國民間組織及政府部門推動菸害防制工作之相關政策與工作計畫，以作為我國之參考。
- 二、認識泰國菸害防制工作夥伴，建立未來聯繫之管道。
- 三、分享我國推動菸害防制工作成果。
- 四、培育青少年國際觀念，深植校園反菸種籽人力資源。

貳、過程

- 一、參訪時間：九十二年八月十二日至八月二十一日
- 二、參訪人員：莊樹憲同學（中山大學醫學系）、林曼丘同學（師範大學英語系）、蔣琴韻同學（台灣大學農推系）、胡卉婕同學（元培科學技術學院放射科）、黃淑婷同學（台灣大學公衛系）、葉乃嘉同學（陽明大學生科系）、羅素英技正（國民健康局）、曾育慧管理師（台灣國際醫學聯盟）、劉黃麗娟執行秘書（台灣國際醫學聯盟）
- 三、參訪行程：

日期	參訪單位	參訪內容
8/12	Taipei→Bangkok	Arrival of the youth team
8/13	ASH Thailand	(1) Witness the operations of ASH and Meet with the project coordinators — Tobacco control clearing house — Industries' strategies project — Quitline 1600 — Smoke-free Areas — Woman campaign (2) An Overview of the status of tobacco control in Thailand (3) Point-of-sale Advertising(POS) observation
8/14	Bureau of Non-communicable	— Moving Toward in Tobacco control through

日期	參訪單位	參訪內容
	disease control , Ministry of Health	Framework Convention on Tobacco Control(FCTC) — Tobacco Related legislation and Effective local Enforcement : smoke-free areas
8/15	TaiHealth Promotion Foundation Departure for Chaing Mai	— Thaihealth and Tobacco control — Study Tour at the Grand Palace
8/16	Arriving in Chaing Mai	
8/17	Tha-sob-sao Village	Somke-free Village in Lamphun Province
8/18		Reviewing : WHAT , WHY AND HOW ?
8/19	Bang Mod School	— Teena as Teachers operations I — Networking
8/20	Suwansutharam School	— Teena as Teachers operations II — Networking
8/21	Bangkok → Taipei	Wrap up

參、參訪重點與心得

(一) 參訪 ASH Thailand、Bureau of Non-Communicable Disease Control 及 Thai Health Promotion Foundation 記實：

泰國 15-19 歲男性青少年吸菸率約為 10%，成人男性吸菸率約為 40% 左右，首先介紹泰國菸害防制的發展歷史背景如下：

- 1964 年，推動門診戒菸計畫，提倡門診戒菸 7 天就如耶穌重生。
- 1974 年，菸盒包裝上警語警示。
- 1976 年，明訂公共汽車等大眾運輸工具禁止吸菸。並進行第一次全國吸菸率調查。
- 1980 年，參與世界衛生組織菸害防制國際會議。
- 1981 年，進行第二次全國吸菸率調查。
- 1986 年，成立 ASH Thailand 推動菸害防制之民間組織，並由民間組

織、衛生部、及世界衛生組織共同資助推動。

- 1989 年，菸害防制法立法推動。
- 1990 年，美國 301 條款，推動相關因應策略。
- 1993 年，課徵「菸酒稅」。
- 1996 年，遊說國會議員及民意代表與菸商抗爭，禁止菸草製品廣告。
- 1997 年，菸害防制法明訂限制吸菸之場所政策。
- 2002 年，菸害防制法明訂全面禁菸政策。

1986 年，Dr. Prawet Vasri（The Moh Chao Bahn Foundation 的副總裁）和泰國政府衛生部門、民間組織共同討論日漸嚴重的菸害問題，訂定了反菸宣傳計畫（The Thai Anti—Smoking Campaign Project，簡稱 TASCPC），並由民間組織、衛生部、及世界衛生組織共同資助推動。並說服政府停止擴張國有、獨占之菸草產業與產品、禁止菸草製品廣告、杜絕菸品走私、限制吸菸場所、增加菸稅、改善菸品包裝警語等立法與政策之推動。

1996 年，TASCPC 更名為 Action on Smoking and Health（ASH），並改組為具有獨立法人地位之基金會，由世界衛生組織、企業團體等亦挹注大量經費預算，協助其推動菸害防制相關活動，例如健康促進、菸害預防教育、監測與觀察菸商行銷手段與技巧、建立戒菸服務網絡、強化菸害防制大眾傳播宣導與推動菸害防制立法與修法等。

2001 年，在衛生與反菸倡議者之強力督促下，泰國政府通過「健康促進基金會法」（Thai Health Promotion Foundation Act）之特別立法，提撥 2% 之菸酒稅收，專款專用成立泰國健康促進基金會（簡稱 Thai Health），並作為該組織主要之經費來源，是為泰國菸害防制史上重要之里程碑，Thai Health 也成為 ASH Thailand 從事菸害防制活動，最大的經費來源。泰國的菸稅約為 70% 左右，比起台灣高出很多。

ASH Thailand 不僅從基層推動菸害防制預防教育，也積極與政府部門密切合作。刻正推動之主要工作包括：女人不吸菸計畫（Women Don't Smoke Program）、揭發菸商行銷策略行動、保護兒童免於二手菸危害、

無菸校園預防教育/青少年就是老師 (Teens As Teachers, TAT)、無菸體育、無菸廟宇、無菸餐廳、無菸工作場所、成立戒菸專線與提供門診戒菸服務等。

(二) 泰國菸害防制政策與各項工作計畫記實：

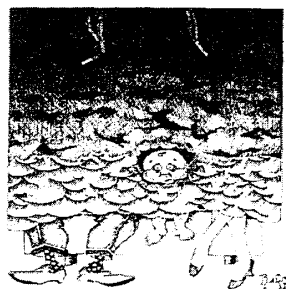
◆密閉空間禁止吸菸法令規範：

在機場、工作場所、學校、公共場所、餐廳等為全面禁止吸菸之場所。

雖然，菸害防制法訂得很周全，泰國的菸稅約



為 70% 左右，比起台灣高出很多。民眾所得又不高的情形下，我們也發現在泰國小街上，隨處可見商店「單售」香菸，違反法律卻無人取締之景象。



◆減少菸品促銷廣告：

菸盒警語，泰國目前使用 10 種警語：吸菸導致肺癌、吸菸導致心臟病、吸菸導致腦血管疾病、吸菸導致性功能障礙、孕婦吸菸會導致早產、你吸菸你的家人與小孩也受害、、、等等，警語需於包裝盒正面上方 1/3 處，以白底黑字呈現。



◆女人不吸菸計畫 (Women Don't Smoke Program)：

該計畫自 1994 年起推動，目的：(一) 促進正面不吸菸的偶像形象；(二) 維護女子不吸菸的社會規範；(三) 激發女性支持菸害防制；使用策略包括：(一) 舉辦媒體與宣導標語競賽、結合其他政府與非政府組織形成婦女反菸連線 (Network of Woman Against Tobacco)；(二) 說服泰



國環球小姐選美主辦單位讓選美競賽成為無菸活動 (吸菸者不得參選；獲獎者必須成為女性反菸計畫代言人)；(三) 調查未成年女性吸菸率；(四) 禁止菸商針對女性生產具時尚性之的產品。

◆無菸廟宇：

以佛教為國教的泰國，和尚受到大眾的景仰，過去的習俗，民眾遞香菸給和尚是一種禮貌，而香菸繚繞代表著祈福。泰國有至少將近 300,000 個和尚，和尚吸菸率為 30~40%。1987 年，ASH Thailand 進行一系列研究調查、並製作宣導教材，內容寫著“**給予和尚香菸是一種罪惡**”，除宣導民眾不要再給和尚香菸外，也幫助和尚戒菸和鼓勵和尚要做社會大眾良好的示範。1989 年，設計無菸廟宇標誌，並結合大眾媒體的宣導。然而許多有名的廟宇認為抽菸是不會受到詛咒的，於是 ASH Thailand 說服佛教領袖一起參與，共同宣導無菸廟宇。1997 年，菸害防制法更明訂所有廟宇全面禁菸政策。



◆無菸工作場所：

1992 年，任何有空調之密閉空間全面禁菸；92 加參與這項計畫由無菸公司宣導無菸工作場所政策



◆戒菸專線 1600：

目的：利用電話諮詢的方式幫助想戒菸的人戒菸。從 1992 年開始建置，提供 23 條電話專線，每天 12 小時 (週一至週六 9AM ~ 9PM) 的服務。



◆大眾傳播宣導方面：

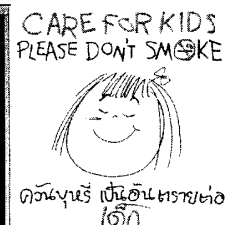
在 1992~1997 年間，ASH Thailand 首先以發行新聞報方式，讓反菸支持者和大眾媒體都能接收到最新國、內外與反菸相關的資訊。到了 1999 年則發行 SMART 期刊，除了讓反菸支持者和大眾媒體都能接收到最新國、內外與反菸相關的資訊外，並為政府反菸政策作宣導。



SMART 期刊是每月免費發送 7000 份給大眾媒體、衛生單位、醫院、學校、參議院、各政府機關及各民間團體等等。

◆推動戒菸計畫：

ASH Thailand 針對小孩、學童等推動預防二手菸危害計畫，至於目前吸菸者，則與各醫院內科醫師結合全面推動戒菸門診服務。



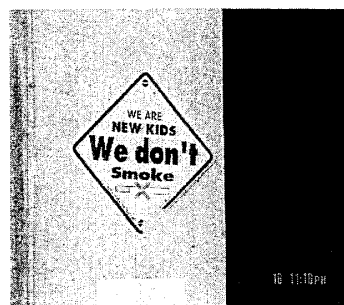
◆無菸村計畫：



我們參訪的無菸村是位於泰國清邁 Lamphun 的 Tha-sob-sao Village。4 年前小村莊裡的一位高中青年 Deaw 參加了 ASH Thailand 舉辦的 Youth Leader Camp (青少年反菸研習營)。Deaw 回到自己的村子後，發現村裡的長輩們因為抽菸而病魔纏身，於是動員村內另 10 名青年，下決心一同推動「無

菸村」計畫。每一個無菸家庭的門口，都貼有特殊的榮譽標誌，以及隨處可見的反菸貼紙，更看出全村反菸的意識。另外，小商店嚴格禁止販售香菸給未滿 18 歲以下青少年，有些商店甚至已不販售香菸，商店的老闆表示「買菸的人很少，利潤也不高，所以不再賣菸了」。

無菸村中的 Smoke-buster Club 的成員們是來自 15 個不同的村子，藉著互相結盟與幫忙，他們把反菸的概念與策略帶回自己所屬的村落，未來會創造更多的無菸村。這群反菸青少年透過學校、家庭、社區等不同角落來推動反菸，在推動過程中，得到村民、村長及當地

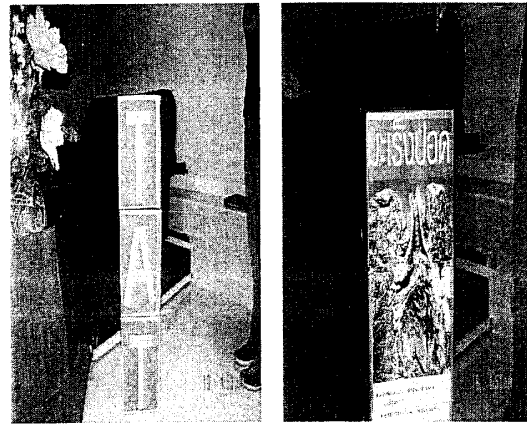


政府機關的全力支持，他們做了吸菸率調查、舉辦拒菸繪畫比賽、拒菸機車比賽（騎機車玩大地遊戲，且每輛機車上都貼有反菸的貼紙）。Smoke-buster Club 就像一個大家庭，一屆帶領著一屆，共同為下一代健康努力著。

◆無菸校園之預防教育/青少年就是老師計畫 (Teens As Teachers, TAT)：

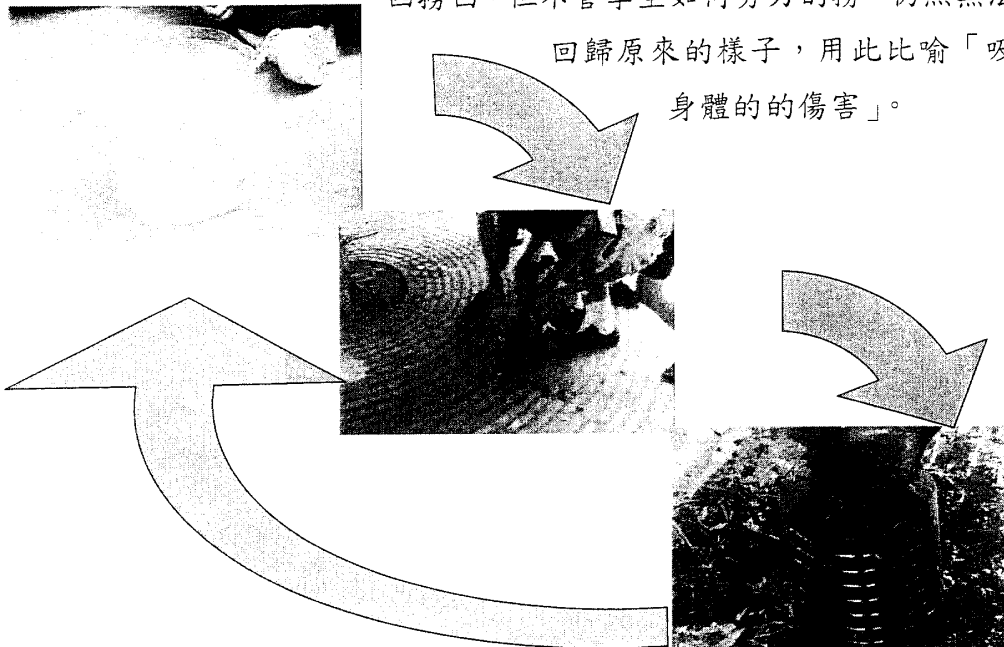
ASH Thailand 自 2000 年 6 月起，在 11 所中學進行無菸校園之預防教育/青少年就是老師計畫 (Teens As Teachers, TAT)。該計畫的目標在降低青少年的吸菸率，指導青少年組成團體來設計、執行有創意的菸害

防制計畫，成為學生的拒菸表率。ASH Thailand 提供訓練與相關資源的支持，兩年來，已有 300 位學生加入此計畫。TAT 培訓營為期 2 天，每次學員約 30 名（皆來自同一所中學），平時 ASH Thailand 努力到各中學進行遊說，力邀他們參與 TAT 計畫，有些學校則是主動聯繫要求加入。在這 2 年內，已與 14 所學校建立合作關係，同時也加強 14 所學校間的結盟與經驗交流。



我們分別參訪了兩所無菸學校 Bang Mod School、Suwansutharam School。這兩間中學（依泰國學制並沒有國、高中之分，學制共 6 年）都參與了青少年就是老師計畫（Teens As Teachers, TAT）。

科學實驗課程中，將原來乾淨的一盆水，請小學學生將隨地抓起的髒東西往瓶子裡面丟，等大家丟完之後，再請小學學生將瓶子中的髒東西撈回，但不管學生如何努力的撈，仍然無法將水回歸原來的樣子，用此比喻「吸菸對身體的的傷害」。





TAT 計畫的主要目的是讓這些青年學生能自主決定如何發展與傳遞他們自己的反菸訊息。這種讓學生能自由發揮創意的自主權，反而讓學生更能重視菸品的危害，並嚴肅看待自己身為同儕表率的重責大任，也提高自己在同儕間的定位與角色。

肆、建 議

根據參訪泰國菸害防制工作與基於台灣之現況，茲建議如下：

- (一) 泰國近年在菸害防制方面，確有長足的進展與革新，特別是在社區健康發展方面的研究與實務工作，諸如：社區結盟與建立夥伴關係、菸害防制立法、預防教育、積極遊說民意代表支持並推動修法，以符合 FCTC 精神及大眾傳播宣導等，皆有蓬勃的發展，正可以他山之石，作為我國的參考借鏡。
- (二) 無菸校園之預防教育/青少年就是老師計畫 (Teens As Teachers, TAT) 適可作為我國的參考，特別是如何引導青少年組成團體來設計、執行有創意的菸害防制計畫，成為學生的拒菸表率。這種「由下而上」鼓勵學生參與教學活動設計，或實際推動拒菸活動來提高學生學習興趣的策略與方法，確有其通盤規劃之長處，亦可作為我國推動無菸校園輔導計畫的參考。
- (三) 以推廣無菸環境來建構拒菸和禁菸的社會規範：泰國的「無菸村」

計畫，以及落實無菸環境的具體作為，如廟宇和餐廳實施全面禁菸、拒售菸品予未滿十八歲以下之青少年、禁止菸品廣告等。

- (四) 二手菸危害的高危險群實施介入計畫：女人不吸菸計畫 (Woman Don't Smoke Program)。對於可能遭受二手菸危害之高危險群，如孕婦、嬰幼兒，婦女、老人等，也應積極地為他們規劃免於二手菸危害的介入計畫。
- (五) 加強社區結盟與建立夥伴關係，並研發相關教材、教案：(Teens As Teachers, TAT) 計畫的成功要素中，持續與學校、老師們保持良好的關係；以及持續提供反菸種子資訊與支持，例如反菸徽章、貼紙、海報、期刊、T-Shirt 與活動經費等；所以，建議無菸校園計畫除了多與社區結盟外，更應充實菸害防制預防教育教材與教案，並考量給予各級學校適度的補助經費，以辦理菸害防制相關活動。

ASH Review

Sangduean Suwanratsamee
Coordinator
ASH, Thailand

History

- 1986 :The Thai Anti – Smoking Campaign Project was formed funded by NGOs , Ministry of Health, and WHO.
- 1996 : Changed its name to Action on Smoking and Health Foundation funded by WHO, private and corporate donation, and fund raising activity .
- Starting from 2001 ASH was funded by Thai Health Promotion Foundation and fund raising activity.

Objectives

ASH Thailand objectives are ;
To promote non-smoking values.
To protect children and youth from the dangers of tobacco consumption.
To encourage, motivate and help smokers to quit.

- # To campaign for social and legislative measures to protect the health of non-smokers.
- # To serve as clearing house for tobacco control information in Thailand.
- # To build coalitions and establish networks to campaign against tobacco.
- # To advocate and lobby for tobacco control policy and legislation.

Activities and Strategies

Networking

- ASH works with everyone.
 - Eg. Nurses, Doctors, Dentists, School teachers, School students, Celebrities, Beauty contests, Journalists etc..

- Networking enables us to instigate wide-scale community campaigns with limited resources.

- Eg. Smokebuster Club (Highschool students),
- Care for Kids (Teachers and Maternity Nurses),
- Professionals for Health (Nurses, Doctors, Pharmacists, Dentists)

■ **Media Advocacy**

– Short-term Public education are campaigns to highlight specific issues and motivate cultural change; eg.

- Folk Doctors Petition Drive,
- Quit for the King campaign and
- 'It's a Sin' Monk campaign;

– Long-term campaigns are to maintain a high profile for tobacco issues in the media;

Eg.

- 'Smart' Journal
- Press releases and conferences
- Educational Seminars for the Press

The End



Women Project

Sangduean Suwanratsamee
Coordinator
ASH, Thailand

overview

- In order to foster the traditional non - smoking values of Thai women ASH set up programmes targeting women and smoking.
- The 'Thai Women don't Smoke' programme was set up in 1994.
 - The 'Preventing Thai Girls from Smoking' was set up in 2001.
 - Smart Girl Day 'Tobacco destroy your charm' launch in March 2002.
 - 'How to raise your daughter not to smoke' launch in August 2002 .

Main Objective

- To counter the tobacco companies efforts to get women to take up smoking

Thai women don't smoke project

Objectives

- To promote positive non - smoking role models.
- To maintain social norm against females smoking.
- To motivate women to support tobacco control.

Actions

- Principally a media campaign aimed at women.
- Networking of female celebrities and columnists.
- Smoke - free beauty pageant.
- Monitoring of smoking prevalence amongst female teenagers.
- Prevent production of cigarette brand targeted at women by TTM.

Magazine covers



Thai women don't smoke project



Celebrities - Miss Thailand



Miss Thailand & Miss Thailand Universe



Smart girls day (March , 2002)

- The event was targeted toward young Thai women.
- The event promoted the message that women who smoke are unattractive , that smoking destroys their charms.
- The event was held in one of Bangkok's most fashion areas, very popular with Thai teenagers.

Project opening event



Publicity

- Many outstanding people attended
 - Miss Thailand Universe team,
 - popular television stars
 - models and singers
- mass media representatives.
- teenagers and people of all ages.

- The event received coverage in 4 Thai language newspapers and in the editorial of English language newspaper, The Nation.
- At least 3 TV channels televised the event.

'How to raise your daughter not to smoke' project

- The objectives are
- to build up awareness to mothers with daughter/ daughters.
 - To prevent Thai girls from smoking.

Activity

- Hold in August, The Queen's Birth month.
- The event is an honor to Her Majesty the Queen.
- The celebrity's mothers and well-known mother in society were invited.
- Shared subject ' How to raise their daughters not to smoke' to the public.
- Attracted Many Medias.

One of celebrity's mother



Mothers and their daughters



Conclusion

- Smoking prevalence in Thai female is still very low. (2 -3 %)
- Smoking among Thai women is socially unacceptable and should be a factor used to prevent female teenagers from taking up smoking.
- Smoking among female teenagers is on the increase since Thailand allowed import of foreign cigarettes
- ASH will continue to try our best to prevent Thai female teenagers from taking up smoking .

Public Relation & Media Advocacy

Chawala Pawaputanont na Maharakham
ASH, Thailand

Public Relation

- Co-ordinating
 - committee
 - facilitate materials for all ASH projects
 - supplying all kinds of ASH media to public
- Data information
 - office documents keeper
 - data for specific group eg. Thesis, researchers

Media advocacy

- Cooperate with media.
- Press release once a week.
- Photo release on every project activity.
- Support tobacco control information to the media as requested (TV, Newspaper, Magazines, Radio, Website etc.)

Thank you



ASH Thailand Websites

Churunee Pichayakulmonkol
ASH Thailand

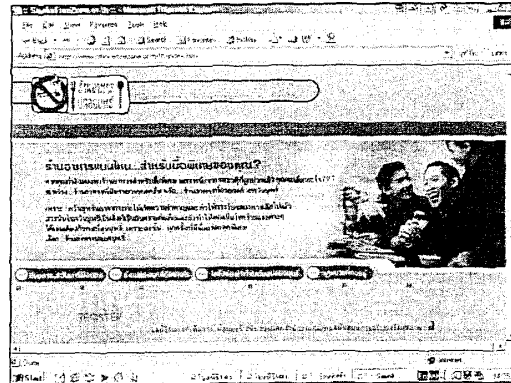
<http://www.smokefreezone.or.th>

This website was established in 2002 to help implement announcement of the Ministry of Public Health (No. 10) B.E. 2543 (2002)

Subject : Designation of the names or types of public places where non-smoker are protected 'complete ban will be placed on smoking in air conditioned restaurants'

Objectives

- To disseminate information smoke-free restaurants.
- To build up networking and alliance within the context of smoke-free restaurants.



Contents

- Second-hand smoke hazard :information about the hazards of second-hand smoke to health of smokers & non-smokers
- The benefits of smoke - free restaurants
- Q&A : Questions and answers about customer appreciation of smoke-free restanrs, do ventilation machines work effectively in smoky restaurants?
- Law & regulation : the announcement of the Ministry of Public Health

- Membership Page : smoke-free restaurants can become members and have their details listed on the site.
- Smoke-free restaurant : names and adresses of smoke free restaurants in Thailand refer to membership page.
- Complaints : this page is for people who want to report restaurants breaching the law.
- Compliments page : is for costomer to introduce his / her impressive smoke-free restaurants.
- Resources : ASH smoke-free restairant signs etc.

<http://www.ashthailand.or.th>

- Data in internet is the largest core of information in the world.
- It can be fast searched used to disseminated information to the public widely.

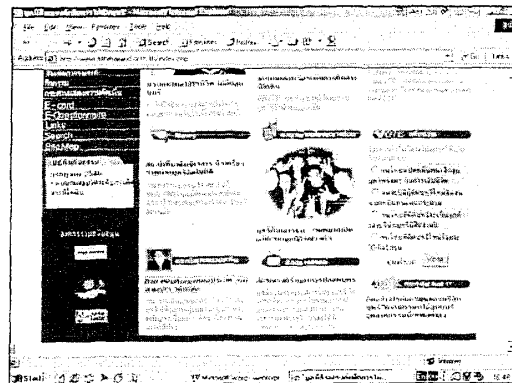
Objectives

- To disseminate data concerning tobacco control to the public
- To build up networking and alliance within the country

contents

- 'Homepage' presents updated tobacco control news, questions and answers etc.
- 'Information center' contains tobacco control data on many topics eg. Thailand's tobacco control situation, smoking and health, smoking and women or youth etc.
- 'News center' Summary of recent tobacco control news.

- 'Smart journal on line' contains all data from Smart journal for public.
- ASH history 'get to know ASH'
- ASH activities
- Comments page



Quitline 1600

Warunee Wejkama
Krongjit Vathesatogkit
ASH, Thailand

Objective

Our objective is

- To give a telephone counseling for people who want to quit smoking.

Action

- Quitline has begun since 1992.
- ASH has 3 telephone quitlines.
- Service hour was 24 hours a day 6 days a week in the first few years, opened only 1 line.
- From 1995 up to present the service hour is 8 hours a day, from 9-5, 5 days a week (Monday through Friday except national holiday) open 2 lines.

Process

- Public relation through mass media, hand out leaflets about the service, and stickers (cars, telephone booth etc.)
- Data collection form
- Self help quit book, non-smoking stickers, and other leaflet were mailed
- Follow up form
- Evaluation and conclusion
- Special telephone number (1600) courtesy from Thai Telephone Company

Out Come

- Average 10 calls per day but in the months of May, and June the average is 20 calls per day due to World No Tobacco Day
- All together Quitline services 2,000- 2,500 smokers per year
- Average time of counseling is 20 minutes per person
- Follow up by mail about 10% returned
- Those who returned mail about 54% can quit smoking

Characteristics of those who call

- Male more than female
- 70% young adult (less than 35)
- Majority were office workers
- Some of them requested for medication
- Number increases after public campaign
- Reason to quit:
 - family pressure (parent or kids)
 - social acceptance
 - health concern
 - increasing price

Conclusion

- The service is important to support tobacco control.
- ASH also provides smoking cessation workshop for student and employees upon request.

Need Help Call 1600

Thank you



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SMART JOURNAL

Suksan Selanon
ASH , Thailand

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Overview

- For 7 years (1992 -1999) ASH has produced a news letter to keep supporters and the media informed about tobacco control events in Thailand and abroad.
- On February 15th , 1999 the first edition of SMART journal was released funded by AusAid.

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Objectives

- To inform public about tobacco control events in Thailand and abroad .
- To keep ASH network and media informed about tobacco control events in Thailand and abroad.
- To advocate for government policy on tobacco control.

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Target Groups

- Mass media
- Health setting agencies and hospitals
- ASH networks
- Companies
- Schools and Universities
- Government offices
- ASH 's member club
- Banks
- Senators
- House of representatives
- Ministers

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- SMART JOURNAL was freely distributed to all target groups , 7,000 copies monthly.
- Contributors include invited celebrities and columnists.
- ASH got good feedback from readers.
- ASH plans to enlarge target

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Regular columns include

- 'International news' which are tobacco- related news items from around the world.
- 'Keeping your eyes on the tobacco industry' to alert readers to the latest tobacco industry strategies.
- 'Opinion on stage' the opinions on tobacco and smoking from well-known community members.

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Regular columns (cont.)

- 'Cigarettes and women' disseminate the information on the dangers of smoking for women.
- 'Non-smoking generation zone' the stories of youth and smoking.
- 'Smoke-free websites' introduces interesting tobacco- control related websites.
- '108 ideas' is to provides tobacco control campaign ideas.
- 'Good examples' is to recognizes

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Grand opening with Miss Thailand



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Smart Covers

Tobacco free sport



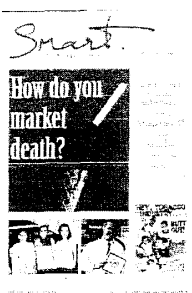
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Smart women don't smoke




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Exposing tobacco advertising



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Smoke-free resturant



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SMART

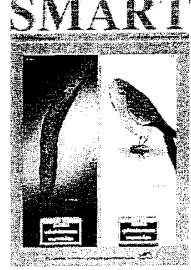
Thai women don't smoke



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SMART

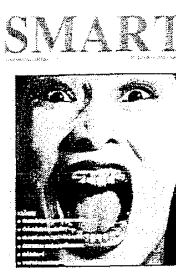
Smoke caused impotent



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SMART


Smoking destroy your charm



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SMART


Kang received honor from Executive director WHO



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SMART


Smoke harm your child



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SMART

New generation Thai girl do not smoke




TT

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SMART

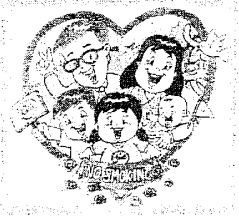
การถวายบุหรี่แด่พระภิกษุสงฆ์
คือการถวายเงิน

one cigarette to monk is a sin



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Thank you



Title goes here

Smoke - Free Public Places

Kanokwan Chomchoey

ASH, Thailand

Smoke - free Temples

- Thai monks command considerable respect in Buddhist Thailand.
- There are at least 300,000 monks in 30,000 temples in Thailand.
- Smoking rate amongst monks in Thailand is between 30-40 %

Objectives

- To campaign for Thais not to give cigarettes to monks as alms (it was previously a tradition to do so)
- To help monks quit smoking .
- To encourage monks to be role models and act as community educators on smoking issues.

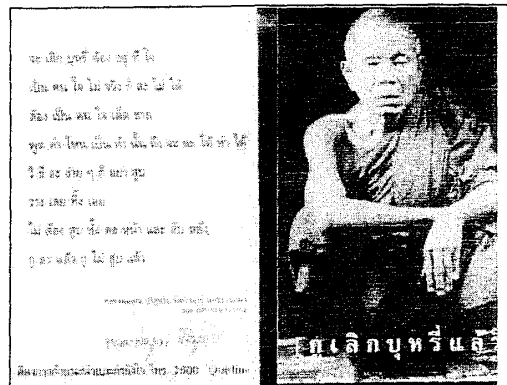
Actions

- In 1987, surveyed of smoking prevalence in monks
- And also distributed poster : "offering cigarette to monk is a sin"
- The project began in the year 1989
- Distribute 'smoke - free temple' signs
- Active media campaign
- Hold seminars for monks

ASH's first campaign poster
"Offering cigarette to monk is a sin"
Objective : To stop the practice of offering cigarette to



- Well known temples declared totally smoke-free and will not ordain those who smoke
- Invited religious leaders to join the project
- Promote smoke - free temples policy
- WHO's Tobacco Or Health Medal presented to revere monks, 1993
- Ban of smoking in temples, mosques and churches by 1997



Conference with monk leaders

Evaluation

- 'Offering cigarette to monk is a sin' is the most widely distributed poster in the villages.
- After 5 years, survey showed that Thais in metropolis areas stop offering cigarettes to monks.

Smoke-free restaurant

Smoke – free Restaurant

Ministerial Regulation :

- 1992 , 25% of area of air-conditioned restaurants
- 1997, 50% of area of air-conditioned restaurants
- 2002, 100% of area of air-conditioned restaurants

ASH's actions

- Distribution of leaflets, stickers, non-smoking table signs
- Smoke-free restaurant booklet
- Public opinion survey
- Publicized total smoke-free restaurants
- Research on compliance of restaurant customer to law

Smoke-free Workplaces

Smoke-free Workplaces

- 1989, ASH organized seminar on hazard of second hand smoke and the need to have law protecting the health of non smokers.
- The smoke -free workplace project began in the year 1991.
- 1992, Ministerial regulation designate certain air condition workplaces to be smoke-free.
- 1997, expansion of no smoking areas by law.
- 2002, law ban smoking in all air

Objectives

- **Main objective** is to raise public awareness of indoor air pollution caused by cigarette smoking.
- **Action objectives** are to raise awareness among employers and employees in the private sector on the danger of tobacco use and passive smoking in workplaces and to support the initiation and

- ASH organized seminar on " Why workplaces should be smoke - free and how it can be done" Issues addressed in the seminar included the benefit of smoke - free workplace -economics and health-wise as well as safety, for both the management and employees.
- Produced posters, stickers ,

Activities

- The activities under taken by the companies are :
 - developing smoke - free policy
 - cessation intervention for smokers
 - awareness campaign programme for all employees
- with the full participation of the management and employees, the

- The smoke - free workplace programme has brought significant benefits to both the employers and employees.
- Some companies have seen the decrease in the number of smokers, while others are saving resources and will continue to do so in the future as a result of decreasing employees' medical care cost.
- Statistics from 'Quitline', ASH's telephone counseling service, show a high percentage of smokers who want to quit as a result of the smoke - free policy of their workplaces.

- Past experiences have demonstrated that organizations that only focus only on support for tobacco users to quit without putting in place a comprehensive policy for a smoke - free organization are not so successful.
- Thus, to strengthen further the capacity of more companies to join in, a smoke - free workplace kit has been developed.
- The kit provides information on the health and economic impact of active and passive smoking in the workplace as well as the lessons learnt from selected companies that have

Monitoring and evaluation

- The evaluation will cover areas such as :
 - steps taken by the organizations to develop and implement the smoke - free policy.
 - the impact of that policy on smokers working in that company.
- With the results, ASH would work further with these companies to

Smoke-free Schools

Smoke - free schools

- 1987-Surveyed of smoking prevalence amongst teachers
 - Hold seminar for Ministry of Education officials
 - 1989 - 'Clean Lung Youth' project
 - 1990 - World No Tobacco day ' Growing-up Without Tobacco' celebration at Government House
 - 1992 - Law ban smoking in school
 - _ Ban sale of cigarette in school
 - _ Ban sale of cigarette by vending machine
- A series of youth programme

Smoke - free Sports

Smoke – free Sports

- 1989, Law banning tobacco product from advertising and sponsorship in sports
- 1990, - tobacco industries lobby for repelling the law
 - ASH produced booklet on 'Why sport should be free from tobacco sponsorship'
- 1992, Tobacco Product Control Act ban all forms of tobacco

- 1993, Sport celebrities to be ASH's presenters
- 1996, - World No Tobacco Day 'Sport and the Arts : play it tobacco free'
 - ASH's smoke-free soccer armband
- 2002, Tobacco Free Sports – Play it Clean
 - Smoke – free World cup

World No Tobacco Day 2002
"Tobacco Free Sports - Play It Clean"



Smart journal cover



Thank You



Exposing Tobacco Marketing Strategies

Staporn Jirattananon
ASH, Thailand

Legislation

- In 1992 Thailand implemented a 'Total' ban on tobacco advertising.

Objective

- This ASH project seeks to identify and challenge tobacco companies marketing strategies and attempts to circumvent Thai tobacco advertising restrictions.

activities

- This project started in 2001
- ASH has collected data on tobacco companies and their activities from a variety of sources including the local and national media.
- We also survey the point – of – sale display activity and availability of branded non-tobacco products.
- New marketing strategies and company breaches of existing legislation advertising restrictions are exposed by ASH in press releases, on ASH website and in Smart Journal.

conclusion

- By exposing industry marketing and profile-raising strategies, and educating the community to identify and resist such tactics, ASH hopes to encourage the government to remove loopholes from its ban on tobacco advertising and sponsorship and to ensure that the legislation is strictly enforced.

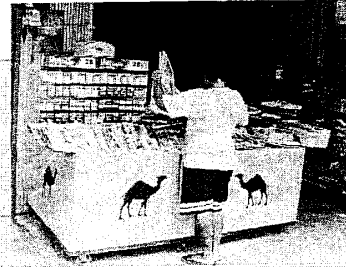
Lesson Learned

- Many point of sales exist.
- Some company names or logo goods exist.
- Few sponsorship accepted (Art Award)
- We are trying hard to do our job.

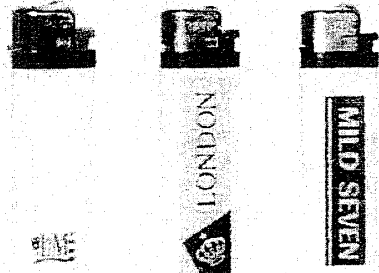
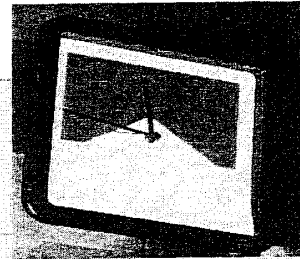
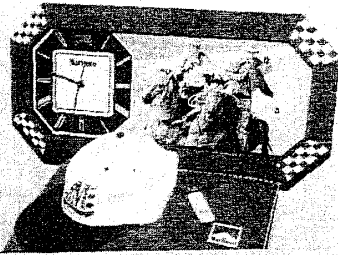
TTC Promotion



Point of sale



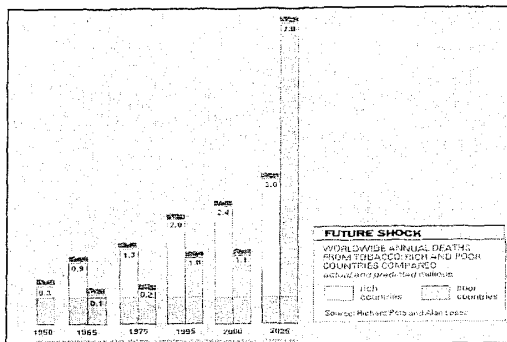
TTC promotion





The Tobacco Epidemic & Tobacco Control

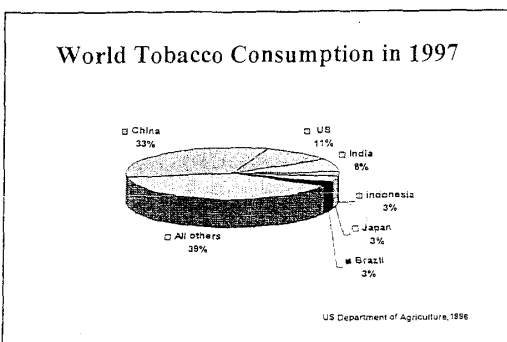
Bung-on Rittiphakdee
Thai Health Promotion Foundation



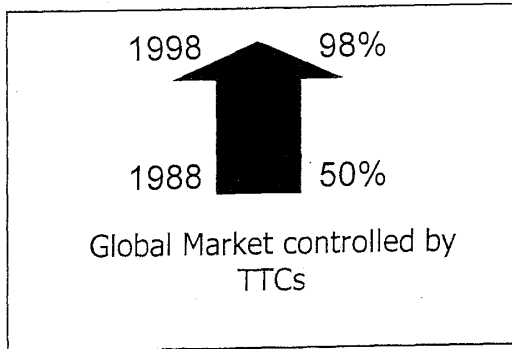
Smoking Prevalence by WHO Region for Men and Women, Early 1990s

WHO region or countries	Men	Women
WHO regions:		
African Region	29	4
Region of the Americas	35	22
Eastern Mediterranean Region	35	4
European Region	46	26
South-East Asia Region	44	4
Western Pacific Region	60	8
More developed countries	42	24
Less developed countries	48	7
World	47	12

WHO, 1997



- ### Rationale for Tobacco Control
- Smoking kills one in ten adults worldwide
 - By 2030 the proportion has been predicted to be one in six
 - more than any other single cause of mortality
 - Half of all long-term smokers will be killed by tobacco
 - half will die prematurely, losing 20–25 years of life
 - The use of tobacco results in a global net loss of US\$ 200 billion per year



Top Five Cigarette Brands

(billion pieces)

- Marlboro (PM) 485
- Mild seven (JT) 127
- L&M (PM) 92
- Winston (RJR and JT) 70
- Camel (RJR and JT) 59

Source: Maxwell report

Philip Morris tobacco profits

year	Domestic	International
1988	3.1	0.8
1990	4.2	1.4
1992	5.2	2.0
1994	3.3	2.9
1996	4.2	4.1
1998	1.5	5.0

(US\$ billion) Source: PM annual reports

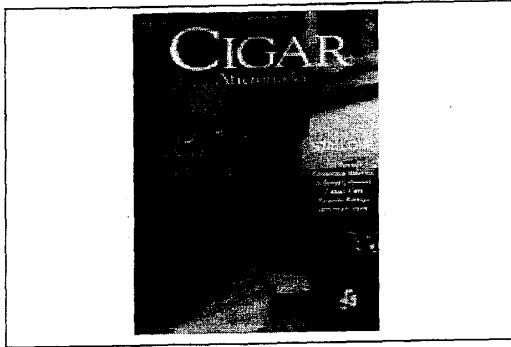
"If you want to do something about malaria,
you have to study mosquitoes.
And if you want to do something about lung cancer,
you have to study the tobacco industry."

Professor Stan Glantz
Wall Street Journal 1995; Aug 7.

Know their strategies







DYNASTY PAPER

April 28, 1953

Mr. Bob Rowlett
Associated Film Promotions
1510 Bessie Street, 21st
Los Angeles, CA 90027

Dear Bob:

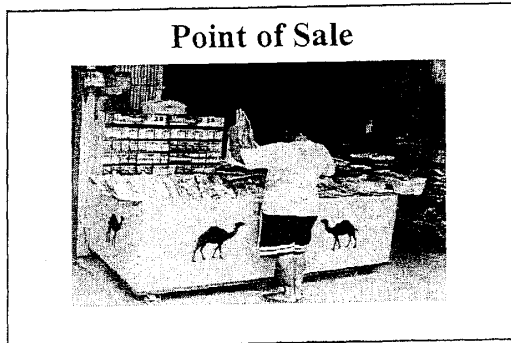
As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$200,000.00.

Wishing to hear from you soon,

Sincerely,
Wynona Wallace

Wynona Wallace
B2/5P

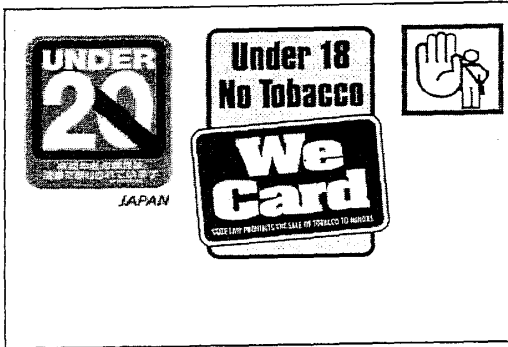


Phillip Morris is spending billions of dollars marketing death.

We are spending a few hundred thousand dollars marketing life

Irv Rimmer
American Cancer Society

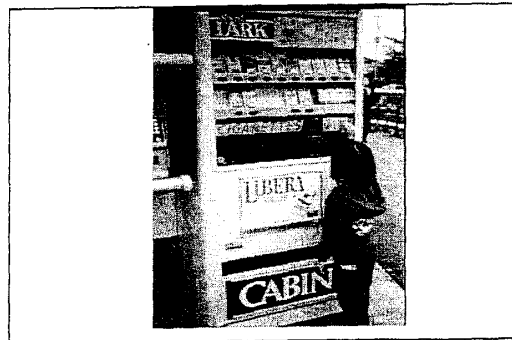




Philip Morris on Youth Smoking

"Our Commitments, Our Actions"

We want to do our part to address the issue of youth smoking wherever we do business. Cigarettes are our products, and they are meant only for adults who choose to smoke. We do not want children to smoke; youth smoking is a serious problem and we want to be part of the solution. Ours is much more than a philosophical commitment - we back it up every day with actions and programs which are designed to help prevent children from buying cigarettes; to help them not to smoke; to help them understand that smoking is not "cool;" and to help them realize that they should not define themselves by smoking." <http://www.philipmorrisusa.com/DisplayPageWithTopic.asp?ID=27>



**TTCs views on Young
people
"Today's teenager is
tomorrow's potential
regular customer, "**

1981 PM report sent from researcher Myron E. Johnston to Robert B. Seligman, then vice president of research and development at Philip Morris in Richmond.

Where is the answer to
this challenges?
Everyone
here



The "Scream Test"

- What does the tobacco industry scream about?
- What does it keep quiet about?
- What does it actively promote?

Blood curdling screams

- Significant price rises
- advertising bans
- restrictions on smoking
- BIG, nasty pack warnings
- generic packs
- major health education campaign

Things it supports

- Parents talking to their children
- School education programs
- small, general pack warnings
- voluntary codes on advertising
- "don't smoke, children!" signs in shops

Key Tobacco Control Strategies to Reduce Demand

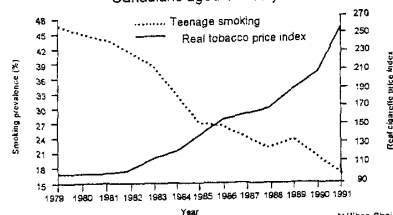
- Raising the price of tobacco
- Banning advertising and promotion
- Creating smoke-free indoor environments
- Conducting mass media campaigns
- Including strong warning labels on all tobacco products
- Increasing access to treatment
- Implementing youth-based programs

Raising the Price of Tobacco

- Price is probably the single most powerful factor influencing short-term tobacco consumption
- Price plays an important role in determining the number of young people who start smoking
- Tax should represent two-thirds of the selling price

Impact of Increasing Price on Smoking Among Canadian Teenagers

Real cigarette prices and cigarette smoking prevalence among Canadians aged 15-19 years



Estimated Impact of Increasing Price on Prevalence and Mortality

Potential number of smokers persuaded to quit, and lives saved, by a price increase of 10%

Region	Change in number of smokers	Change in number of deaths
East Asia and Pacific	-16	-4
Eastern Europe and Central Asia	-6	-1.5
Latin America and the Caribbean	-4	-1.0
Middle East and North Africa	-2	-0.4
South Asia (cigarettes)	-3	-0.7
South Asia (bidis)	-2	-0.4
Sub-Saharan Africa	-3	-0.7
Low/middle income countries	-36	-9
High income countries	-4	-1
World	-40	-10

Banning Advertising and Promotion

- Advertising, sponsorship and promotion are all used to boost sales
- Bans on advertising and promotion are fiercely contested by the tobacco industry
- Sponsorship is the method most commonly used to circumvent advertising bans
- Brand stretching (using cigarette brand colors and logos on non-tobacco products) is the fastest growing form of indirect tobacco advertisement in Europe
- Comprehensive bans on advertising, sponsorship and promotion are most effective

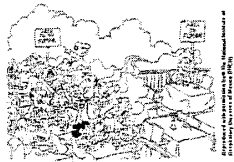
Smoke-free Indoor Air

- Planes
- Workplace
- Schools
- Public places
- Restaurants



The Impact of Smoke-free Workplaces According to Philip Morris

- Total prohibition of smoking in workplaces strongly affects industry volume
- Smokers facing these restrictions consume 11–15% less on average and quit at a rate that is 84% higher than average
- Milder workplace restrictions, such as smoking only in designated areas, have much less impact on quitting rates and very little effect on consumption



Philip Morris Inter-Office Correspondence, Philip Morris, US, 1992

Health Warning Labels

- To be effective warnings should:
 - contain clear unambiguous messages
 - warn about risk and also about relative size of the risk
 - include graphics or symbols for those who cannot read
 - apply to all tobacco products
 - be prominent at the top of the package covering a minimum 25% of space
 - disclose all harmful constituents and additives
 - exclude misleading names such as 'light' or 'ultra-light'
 - require manufacturers to rotate a series of warnings

School-Based Prevention Programs

- Can reach a large number of young people
 - although those probably at most risk are not in school
- Are fairly inexpensive
- Can delay smoking initiation
- Most are currently based in the teaching of general life-skills

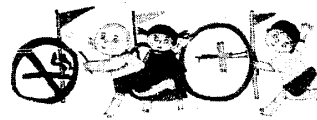
Tobacco Control Efforts to Reduce Supply

- Restrictions on youth access
- Crop substitution and diversification
- Restrictions on international trade
- Action against smuggling

Smuggling

- Drives down prices and makes sought-after international brands more affordable
- 30% of internationally exported cigarettes lost to smuggling
- Industry involvement
- Anti-smuggling measures:
 - increased penalties
 - prominent tax stamps
 - special packaging

Thailand Case Study



Strategies in Thailand

- Media Advocacy and Health Education
- Research for policy development
- Policy advocacy and lobbying
- Network and Coalition Building
- Intervention with each target group
- International Networking

Media

- Working with the media to influence the public debate on tobacco is paramount -:
 - Influence politicians and Policy Advisors;
 - Expose the tobacco industry;
 - Mobilise Non-Smokers;
 - Keep tobacco on the agenda;



Motivate Smokers to quit



CARE FOR KID'S
PLEASE DON'T SMOKE



คิดถึงนะ พี่น้องที่รอ
16/11

Policy Lobbying





National Petition Campaign



Celebrities - Miss Thailand



Celebrities



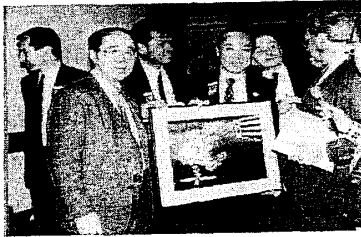
Religious Community



International Alliances
and Co-operation



International Attention



Community Interventions: Expanding their impact



Benefits of Community Interventions

- Community interventions have significant impacts, they are not limited to getting people to quit or not take up smoking;
- Some effects of Community Interventions include:-
 - Raising Public Awareness of tobacco issues
 - Building Alliances
 - Building up public support for policy changes
 - Enforcing legislation already in place

Care for Kids

- 'Care for Kids' targets children aged 0 to 7 years of age;
- The programme utilises two networks:-
 - Kindergarten Teachers
 - Maternity Nurses
- Through these networks ASH is able to reach many different groups including:-
 - Parents, New Parents, Children and Educators

CARE FOR KIDS
PLEASE DON'T SMOKE



Care for Kids

- Parents quitting for their children;
- Inform people about Passive Smoking;
- Improve the enforcement of smoke-free schools policy;
- Increasing parental support for tobacco control policies.

Working with Young People



Working with Young People

- encourage youth activism against tobacco.
- Improve community understanding of tobacco issues;
- Increases present and future adults to support tobacco control;
- Improves visibility of tobacco control movement.

Women and Smoking



Women and Smoking

- Promotes positive Non-smoking role models;
- Maintains social norm against female smoking;
- Motivates women to support tobacco control;

Smoke-free Temples

- ASH's 'Smoke-free Temples' programme was initiated to combat smoking by Monks but had other benefits:-
 - Motivate the religious community to support tobacco control
 - Influence religious people;
 - Reduce smoking by Monks;
 - Stop people giving cigarettes as alms;
 - Encourage Monks to act as community educators.



Smoke-free Workplaces

- 'Smoke-free workplaces' programme supports the implementation of laws which ban smoking in air-conditioned workplaces;
- It also has other benefits including:-
 - Supporting smokers to quit or cut down smoking;
 - Motivating Non-Smokers to assert their rights;
 - Reducing exposure to Passive Smoking in the workplace;
 - Making non-smoking a social norm.



Lesson Learned

- Must have a coordinating body (RCS and Go)
- Use the media to generate public opinion and support
- Adequate health education
- Policy advocacy and lobbying
- Policy linked research
- Lobby for tax increases
- Draft legislation with international advice
- National and International networking

Obstacles to Tobacco Control

- Tobacco contains nicotine, which is addictive
- The tobacco industry uses its economic and political influence to oppose tobacco control efforts
- Tobacco sales contribute to government revenues
- In some populations, there is a lack of knowledge of tobacco-related health risks

Policy Maker's Concerns on Taking Action to Control Tobacco Use

- Job losses
- Loss of government revenue
- Increased smuggling
- Disproportionate impact of increased price measures on low-income tobacco users

The Status Today

- Strong Legislation
 - Advertising and Promotion Ban
 - Smoke Free Areas
- High Taxation
 - regularly increased by govt.
- Strong Tobacco Control Movement
- Funding from Tobacco Dedicated Tax
 - Thai Health Promotion Foundation
- Smoking Prevalence Declines
 - Male smoking: Declined from 48.8% in 1986 to 38.9% in 1999
 - Female smoking: Declined from 4.1% in 1986 to 2.4% in 1999

Banning advertising and promotion

- ☐ Direct Advertising
- ☐ Indirect Advertising
- ☐ Sponsorship
- ☐ Free samples
- ☐ Vending Machines

Smoke-free environments

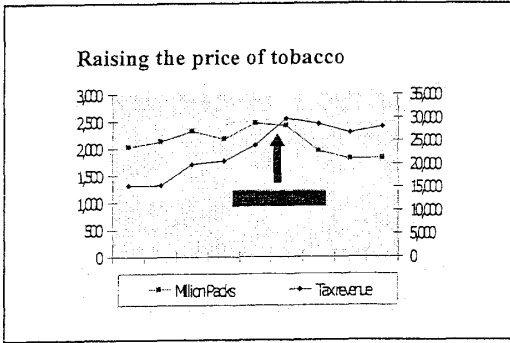
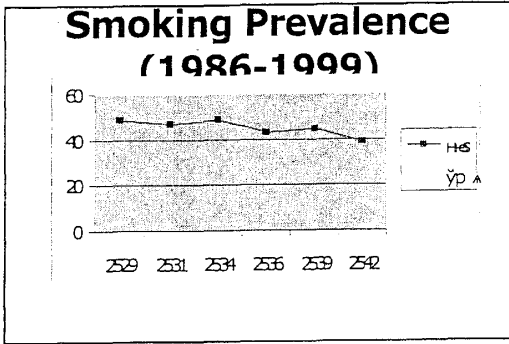
- ☐ Public Places
- ☐ Public Transport
- ☐ Air conditioned Workplaces
- ☐ Air conditioned Restaurants



Regular Smokers by Number and Percentage (1981-1999)

Year	Smokers (million)	(%)
1981	9.7	27.8
1986	10.3	26.4
1988	11.1	25.0
1992	11.4	26.3
1994	10.4	22.8
1996	11.2	23.4
1999	10.2	20.5

Source : National Statistics Office



Tobacco control Funded by Tobacco Tax

Thai Health Promotion Foundation funded by 2% of tobacco and alcohol tax.

Thai Health Promotion Foundation

ThaiHealth = Generator

- Knowledge management
- Public Policy Formulation
- Good practice models
- Capacity building
- Networks and civic movement

Needed to be done

- Graphic Warnings
- Effective law enforcement
- Strengthening Advertising ban
- Increase Tax
- Ban duty free cigarette
- Strengthen grass root and civil movement to prevent youth esp. girls from Smoking

Current Situation

- Smoking prevalence among youth??
- Tobacco Industries never give up
 - point of sale advertising
 - sponsorship by company name
 - approaching Ministry of Health and Ministry of Education

Tobacco control programs funded by ThaiHealth

- Policy Development
 - Eliminate tax ceiling
 - Pictorial warnings
- Law enforcement capacity
 - Smoke free areas
 - Total advertising ban
- Monitor and expose tobacco industry activities
- Policy relevant research
- Good practice: National campaign, community program
- Strengthen regional alliance

Stake Holders in Tobacco control

- Ministry of Health
- Non Government Organizations
 - Thai Health Promotion Institute
 - Action on Smoking and Health Foundation
- Researchers
- Public Health Advocates
- Community based programs
- Every programs and organizations funded by ThaiHealth

ThaiHealth's regulation for funding and support

Grantees and networks
must not partner or get funding
from
Tobacco and Alcohol industries

ThaiHealth's regulation for funding and support

Grantees and networks
must declare their working areas
smoke free

It can be
done.

Є українці, які не віддають своїх дітей
на війну, щоб вони вийшли живими (и живими).

Teens As Teachers - TAT

Churunee
Pichayakunmongkol
ASH, Thailand

2003/1/13



Objectives

- To promote non-smoking values in Thai Youth
- To develop non - smoking campaigns in schools
- To enlist students to actively participate in non - smoking campaign
- To promote smoke - free policy in schools



Goals

- Strengthen school anti - smoking campaign
- For youth to gain more self - respect
- For youth to acknowledge and be aware of the importance of tobacco control
- To form a student leader alliance
- For schools with smoke -free policy to encourage other schools to go smoke - free



Action

- Invite secondary schools to participate (11 participating schools)
- Together set up individual school projects
- Recruit student volunteers (target group : secondary students grade 9-12 ,30 students each school)
- Training workshop held for volunteers for 2 days with student handbook as guideline

Action (cont.)

- Trained volunteers set up curriculum to teach their juniors
- Teacher advisors set up timetable for activities
- Trained teens teach their juniors as planned
- Volunteers and teacher advisors evaluate and improve curriculum / timetable
- Overall evaluation of project by teacher advisors
- Report the outcome to ASH
- Schools continue to carry out activities without supervision but with support from ASH



Evaluation

- 330 student volunteers were evaluated using a questionnaire and direct observations in teaching activities.
- 6,500 junior students were evaluated using a questionnaire.
- School masters and teacher advisors were evaluated using a questionnaire and formal interview.
- Survey attitude of all students and staff who were not involved in the programme.



Results

- Trained teens gained knowledge and confidence and were satisfied with their work
- Teacher advisors had more awareness of tobacco control and smoking cessation programmes
- School masters had positive attitudes toward the programme

Results (cont.)

- Schools established 'We are smart' clubs
- All schools adopted smoke - free school policies
- TAT activities stretched out to include primary schools
- ASH increased number of young advocates or campaigners

THANK YOU



How to prepare the work (activities).

1. Contact and join the work with the corporation that is concerned.
2. Demonstrations on bulletin boards.
3. Activities on 5 stations.
- 3.1A play to introduce the lessons.
- 3.2 Recreations.
- 3.3 Activities on 5 stations.

Duration of activities about 4 hours from

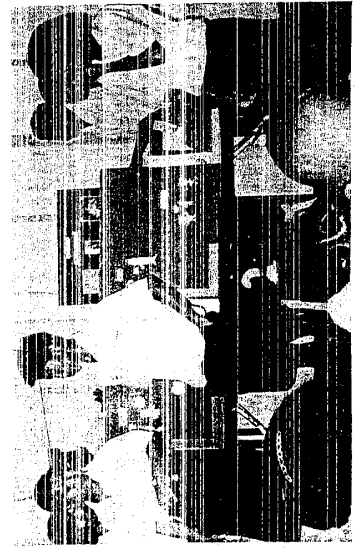
09.0 a.m.-11.00 a.m., 01.00 p.m.--3.00p.m.

The result that will happen to the junior students.

The junior students obtain awareness on the dangers and poisons of smoking cigarettes and know how to avoid and reject them.

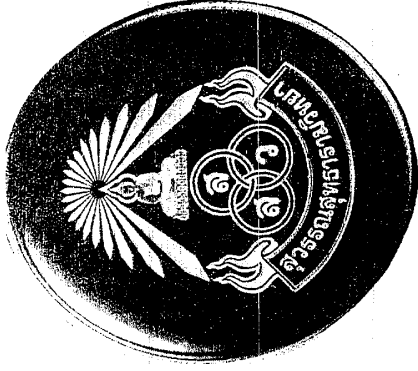
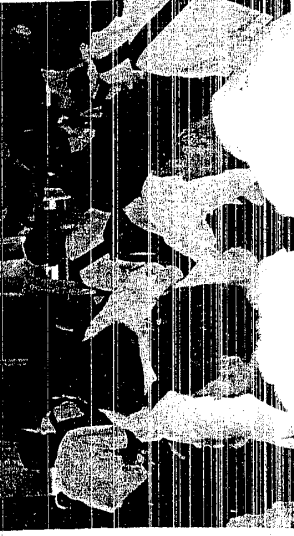
The result that will happen to the senior students.

The senior students have awareness of the project "Teens as Teachers", and they are proud of themselves and develop themselves to be good campaigners.]



SCHEDULES

- 69.30 a.m.-12.30 p.m. Members of "We are smart Club" give Demonstrations on 5 stations to the junior students at Wat thong Suttharam School
- 12.30 p.m.-01.30 p.m. Lunch
- 01.30 p.m.-04.00 p.m. Activities on exchanging experiences
- Self-Introduction
 - The representatives of "Teen as Teacher" Club present the activities by using Power Point.
 - Asking, chatting and exchanging opinions.
 - Deliver souvenirs, Take photographs



SUWAN SUTTHARAM VITTAYA SCHOOL

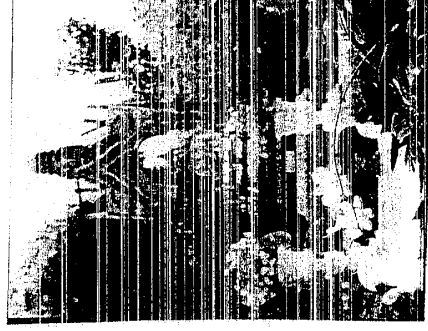
279/1 SOI BANGKOK-NONTHABURI 56

BANGKOK-NONTHABURI ROAD.

BANGSUE.BANGKOK 108 00 THAILAND

Tel. 02587-0978. 02585-8553

Fax.02585-6592



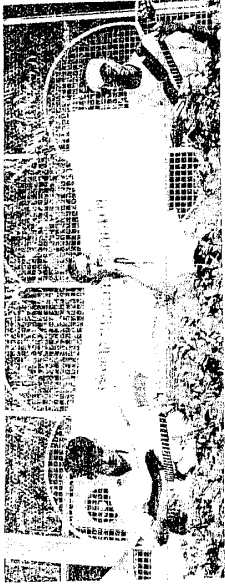
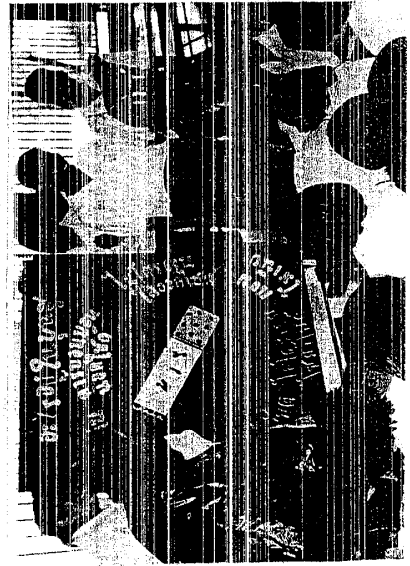
“WE ARE SMART CLUB”
 Introduction: Due to the present problem and environment of Suwan Sutharam Withaya School 80% of the students come from poor families that are in closely packed communities and the status of the families are mainly divorced.

The History of “ WE ARE SMART CLUB”

The “ Action on Smoking and Health Foundation” has trained 30 students as leaders in the Project of “Teens as Teachers” (TAT) After that ,the project has been extended and the members of the club have increased (both the seniors and the juniors) up to 70 students. And these students have worked on the project to campaign and prevent use of narcotics by forming a club called “WE ARE SMART”. The work has run on well with a high level of success.

The Aims of the club are:

1. To develop the skills of the students in order to become good campaigners as student leaders.
2. The students have their roles in campaigning “Hoe to give up smoking” in a concrete figure.
3. The school is a non-smoking area.
4. The students know to danger of smoking.
5. The students have unity in school.



How to run the work:

1. The “Action on Smoking and Health Foundation” has trained the skill process “Teens as Teachers” to 30 student leaders
2. The student leaders have divided the activities into 5 stations and have trained the junior students in period 9 (03.10 p.m.-04.30 p.m.) on every Tuesday and Wednesday in every class of M.1-M.4
3. Arrange the activities to campaign as follows:

3.1. Make a cut-out with a piece of cloth and write

1. “3 new youth groups of S.S.W. students are not interested in cigarettes.”

2. “S.S.W. students are anti on all the danger of narcotics

3. “All cigarettes have gone away because Thai children do not smoke”.

3.2. Put a box to get the opinions on

-Suggestions

-Asking for a song

-Answer questions

3.3. Broadcast on air to give knowledge on every Monday-Friday morning (07.00a.m.-07.30a.m.)

-Interesting and top hit news for teenagers.

-Songs requested, question answered.

-Knowledge-skills and strategies on how to give up smoking.

The results appear to the students:

The students get awareness on the danger of cigarettes and know how to avoid and reject them.

ACTIVITIES ON STATIONS

STATION 1 “ REJECTION SKILLS”

There are 8 methods of rejection skills:

How to say:

1. Just say, “No, thank you.”
2. Just say, “No, no, again and again.”
3. Take no interest in it. 4. Walk away.
5. Stay in groups. 6. Avoid the situation.
7. Change the story to chat. 8. Give reasons of excusation.

How to get self-defense from narcotics in the form of persuasion.

STATION 2 “KNOWLEDGE OF CIGARETTES”

Components of cigarettes: Examples of dangerous chemical.

1. Tar
2. Ammonia
3. Nicotine
4. Hydrogen Cyanide
5. Radiation

-This knowledge of cigarettes is just only a part of things that are in cigarettes.

STATION 3 “DANGER OF CIGARETTES”

1. Lung cancer
2. Emphysema
3. Heart Disease
4. Loss of personalities
- Black gums, - yellow teeth, - bad smell in the mouth,
- Losing hair early, - sex drive etc.

*We should not stay near those who smoke because we could be exposed to second-hand smoke.

STATION 4 “WHITE POWER”

This is a comparison between cleanwater and society.

When society has lots of problems and we all neglect them until the society has become worse and worse, it's difficult to get the society to become as good as before.

STATION 5 “STRATEGIES OF THE COMPANIES THAT PRODUCE CIGARETTES”

These are the strategies of the companies that produce media on cigarettes and are impressed by the seers.

For example : Camel Trademark, KEY bunches, Clothes, and various sponsors on T.V. Programs etc.

*Recreation : 3 activities (in case) To relax and to bring another activity in each period. They are :

Fun-Content ---Kites etc. Activities for the junior students: “Teens as Teachers”

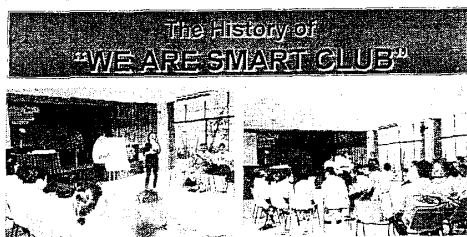
The aspiration has come from the results of the project that have appeared to both the senior and junior students and make the old students think of the junior students in the primary school and they just want to tell that “SMOKING is dangerous to our lives and to the societies.” “No.....Don't try.....”

So these activities have been arranged as “Teens as Teachers” to the Primary School Level Prathom 6 in the area of Bangsue district.

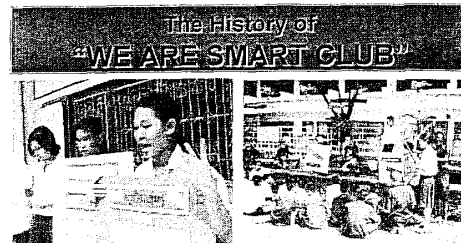


SUWANSUTTHARAMVITAYA

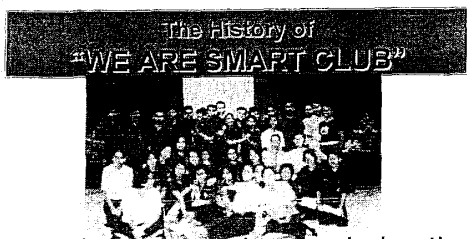
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How to run the work



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How to run the work



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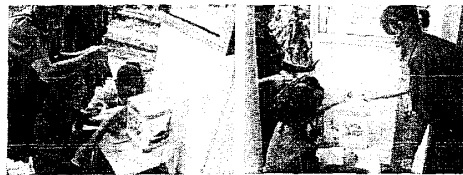
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How to run the work



- 3.2 Put a box to get the opinions on
 - Suggestions
 - Asking for a song
 - Answer questions

How to run the work



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 - Songs requested, questions answered.
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ACTIVITIES ON STATIONS



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ACTIVITIES ON STATIONS

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"KNOWLEDGE ON CIGARETTES"

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Examples of dangerous masses.

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ACTIVITIES ON STATIONS



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ACTIVITIES ON STATIONS

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"DANGER OF CIGARETTES"

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ACTIVITIES ON STATIONS



- Black gums
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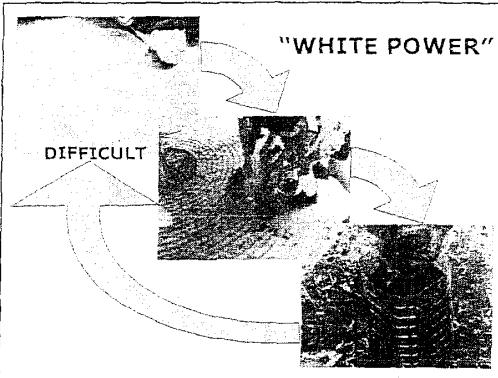
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ACTIVITIES ON STATIONS



- * Recreation: 3 activities (in case)
To relax and to bring another activity in each period.
They are: Fun - Good content - Rules etc.

ACTIVITIES ON STATIONS



Activities for the junior students

"Teens As Teachers"

Teens As Teachers

The aspiration has come from the results of the project that have appeared to both the senior and junior students and made the old students think of the junior students in the primary school and they just want to tell that "SMOKING is dangerous to our lives and to the societies."

"No.....Don't try....."

Teens As Teachers



So these activities have been arranged as "Teens As Teachers" to the Primary School Level Prathom 6 in the area of Bangsue district.

Teens As Teachers

to prepare the work (activities).

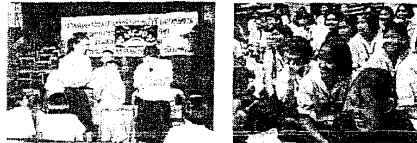
1. Contact and join the work with the corporation that is concerned.
2. Demonstrations on bulletin boards.
3. Activities display
 - 3.1 A play to introduce the lesson.
 - 3.2 Recreations.
 - 3.3 Activities on 5 stations.

Teens As Teachers



Duration of activities about 4 hours from
09.00 a.m. – 11.00 a.m.
01.00 p.m. – 03.00 p.m.

Teens As Teachers



The result that will happen to the junior students.

The junior students obtain awareness on the dangers and poisons of smoking cigarettes and know how to avoid and reject them.

Teens As Teachers



The result that will happen to the senior students.

The senior students have awareness of the project "Teens As Teachers" and they are proud of themselves and develop themselves to be good campaigners.

Present By
Sasithorn Klaewkla

Create By
Sakchai Borrisuth



SUWANSUTTHARAMVITTAYA



Welcome to
SUWANSUTTHARAMVITTAYA



SUWANSUTTHARAMVITTAYA

Tao Srithon - Manorah is a folk literary work of the North-Eastern people in Thailand. The contents of the story is the same as Phra Suthon-Manorah (Phrayongin Srewater) part of Thailand. The difference of the story is that the names of some players are not the same. The Dramatic Art College in Roi-Et Province has first set a show by bringing the past which Manorah and her 6 sisters came to take a bath at



SUWANSUTTHARAMVITAYA

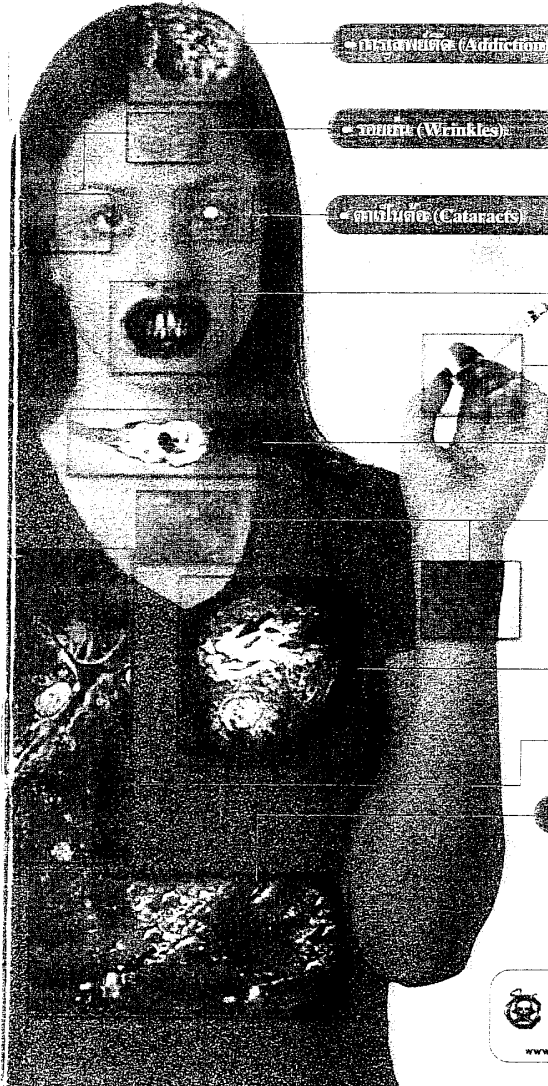
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(๕๕๕๕๕)

ราชาโคตม กับ อีศวินเทรียญทอง



สถาบันควบคุมการบริโภคยาสูบ กรมการแพทย์ กระทรวงสาธารณสุข

บุหรี่ หรือ สุขภาพ



• ติดยาเสพติด (Addiction)

• รอยเหี่ย (Wrinkles)

• ตาฝ้าฟาง (Cataracts)

• มะเร็งช่องปาก (Mouth cancer)

• ทำลายผิวหนัง (Skin damage)

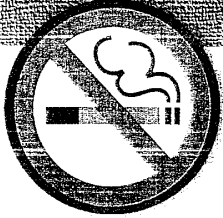
• มะเร็งลำคอ (Throat cancer)

• โรคเรื้อรัง (Psoriasis)

• โรคหัวใจ (Heart disease)

• โรคปอด (Lung disease)

•แผลในกระเพาะอาหาร (Stomach ulcers)

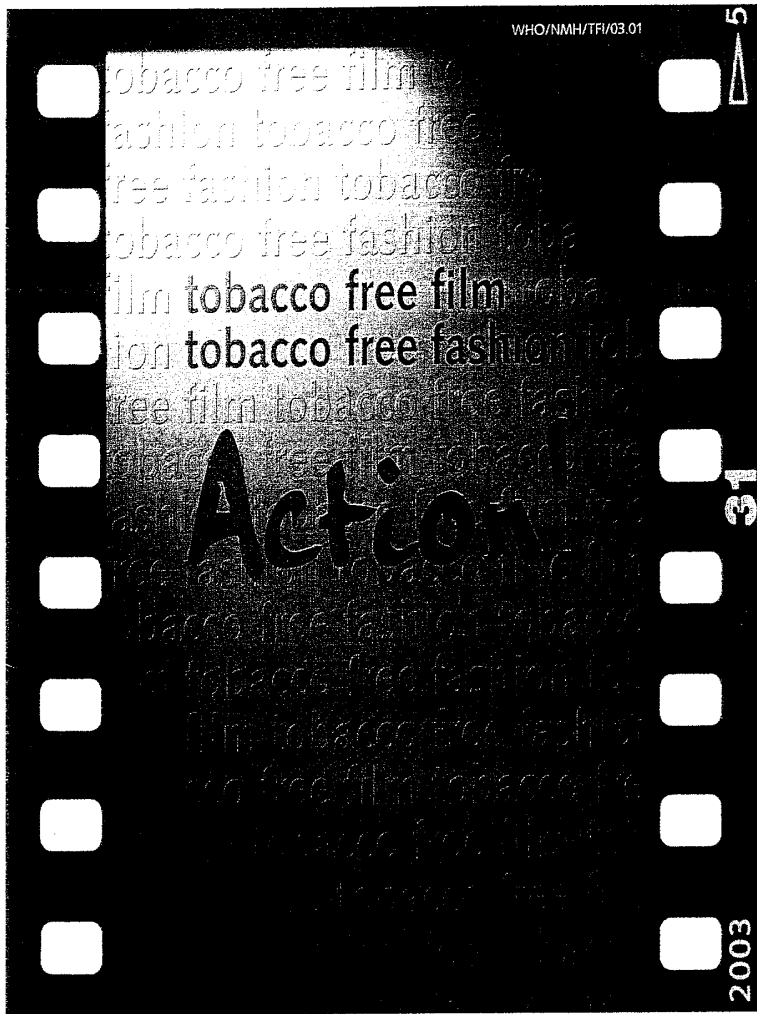


กลุ่มควบคุมการบริโภคยาสูบ
 องค์กรที่รับผิดชอบ การควบคุมยาสูบ
 กระทรวงสาธารณสุข

Smart.

วารสารเพื่อคนรุ่นใหม่ไม่สูบบุหรี่

ปีที่ 4 ฉบับที่ 40 เดือนเมษายน 2546



ผลิตจากภาพยนตร์
ที่บริษัทฯ ฟ้าไม่เคยมองข้าม

“ภาพยนตร์
เป็นสื่อที่ให้ผลดีกว่า
การโฆษณา
ทางโทรทัศน์
หรือนิตยสาร
ประเภทใดก็ตาม
เพราะ...
ผู้ชมไม่รู้เลยว่า
กำลังเห็น
โฆษณาสินค้าอยู่”

ความเห็นของฮอลลีวู้ดที่เสนอต่อบริษัทบุหรี่ขนาดใหญ่
เมื่อปี พ.ศ.2515



มุลนิธิรณรงค์เพื่อการไม่สูบบุหรี่



สำนักงานกองทุนสนับสนุนการสร้างเสริมสุขภาพ