

Awareness of advertisement and campaign of Smoke-Free
Melaka City policy among people of Melaka:
Findings from evaluation of Smoke-Free Melaka intercept study



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The 10th Asia Pacific Conference on Tobacco or Health (APACT)

18 – 21 August 2013

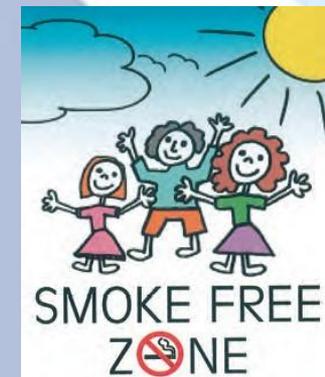
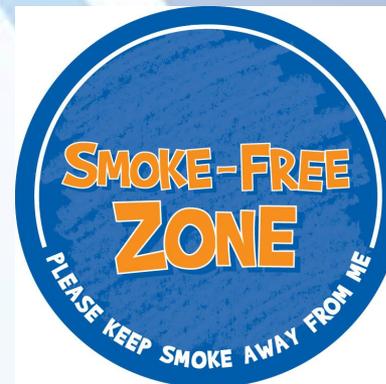
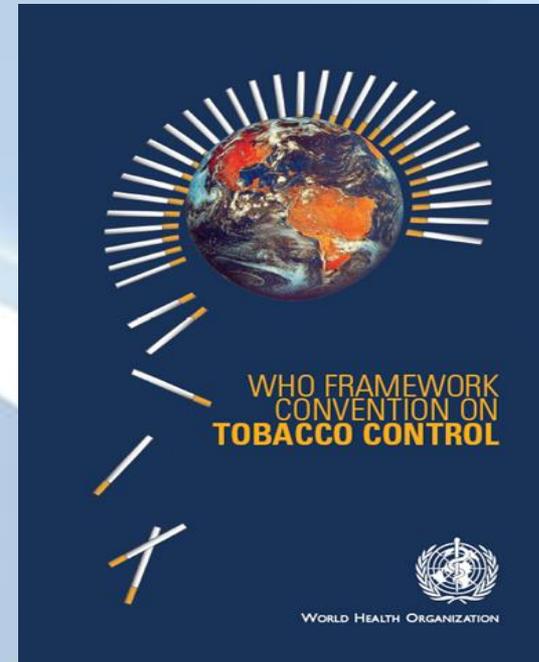
Makuhari Messe, Chiba, Japan



BACKGROUND

According to World Health Organization Framework Convention on Tobacco Control (WHO-FCTC) :

- **Article 8** specifically focused on **protecting people from exposure to tobacco smoke in all indoor workplaces and public places as well as all public transports.**
- Signatory countries are required to adopt this article by **implementing a 100% smoke free policy** in those places with the aim to reduce secondhand smoke exposure and improve health outcomes.



BACKGROUND

- Following Article 8, **Melaka** has implemented a **100% smoke-free city** beginning **15th June 2011** with the aims to **protect non-smokers** especially women and children living with smokers.
- Awareness of the project can possibly be influenced by means of **well-designed advertisement and campaign.**
- In this Smoke-Free Melaka City (SFMC) Project, the advertisements and campaigns of SFMC project were made **widely visible** to people of Melaka through numerous medium, i.e., radio, posters/signages, digital billboards, newspaper/magazines, in shop/store windows, on buses side panels, on trishaws, and on t-shirts.



OBJECTIVE

To determine the level of awareness of advertisements and campaigns of SFMC Project as reported by people of Melaka with respect to demographic characteristics.

METHODOLOGY

Data collected in
June 2012

Face-to-face
interview

Systematic intercept
sampling

1039 samples
- 601 smokers
- 438 non-smokers

6 sampling areas :

1. World Heritage City
2. Bandar Alor Gajah
3. Bandar Jasin
4. MITC
5. Jonker Walk
6. Jalan Kota

Sample criteria :

1. smokers and non-smokers
2. an adult aged 18 years old and above
3. residents of Melaka and local/foreign tourist

Co-ordinated by a team of trained interviewers from the Research Call Centre of C-Tob, USM, and the Melaka State Health Department

The interview took approximately 15-20 minutes to complete

Every 5th person passing an interview station was approached to take part in the survey, if eligible. If the selected person does not fulfil the criteria or refused to participate, the following person passing the station was approached.

MEASUREMENT

Awareness of Smoke-Free Melaka advertisements and campaigns was measured by the following questions:

- 1) in the last six months, have you seen or heard something about Smoke-Free Melaka campaign, and
- 2) in the last six months, have you noticed Smoke-Free Melaka advertising or information that talks about the dangers of smoking, or encourages quitting in any of the following places (i.e.: radio, posters/signage, digital billboards, newspaper/magazines, in shop/store windows, on buses side panels , on trishaws and on t-shirts).

DATA ANALYSIS

- PASW Statistics 18 was used for all analyses
- Descriptive analyses was applied to describe the awareness of advertisement and campaign of Smoke-Free Melaka city project among people in Melaka
- Univariate and multivariate were applied in the study to test the association. Odd ratio and 95% CI were computed for each corresponding variables. P value less than 0.05 was considered as statistically significant.

RESULTS & DISCUSSION

Table 1: Demographic Characteristics

VARIABLES	PERCENTAGES (%)
Gender (N=1039)	
Male	76.7
Female	23.3
Age group (N=1039)	
18-24 years old	34.6
25-39 years old	36.3
40-54 years old	20.0
More than 55 years old	9.0
Race (N=1038)	
Malay	76.4
Chinese	17.2
Indian	4.2
Others	2.1
Level of education (N=1037)	
Primary	9.0
Secondary	57.5
Tertiary	33.5
Residential status (N=1037)	
Resident	68.1
Visitor	24.0
Temporary resident	7.9

Cont. (RESULTS & DISCUSSION)

Figure 1: People seen or heard about SFMC advertisements and campaigns (N=1030)

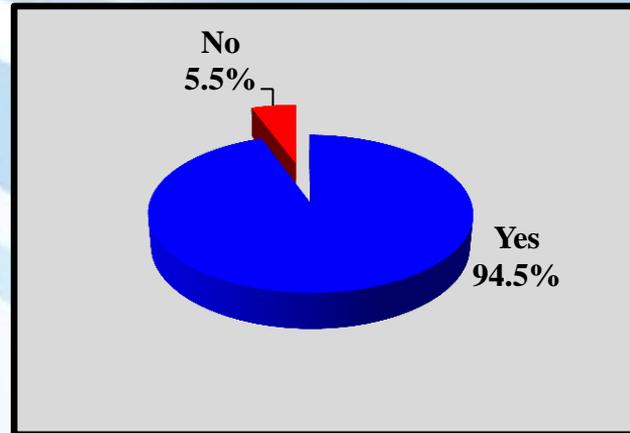


Figure 2: People seen or heard about SFMC advertisements and campaigns by smoking status

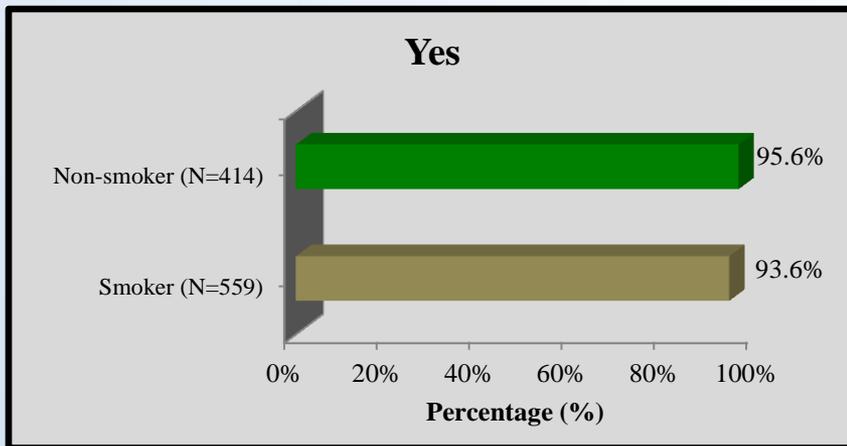
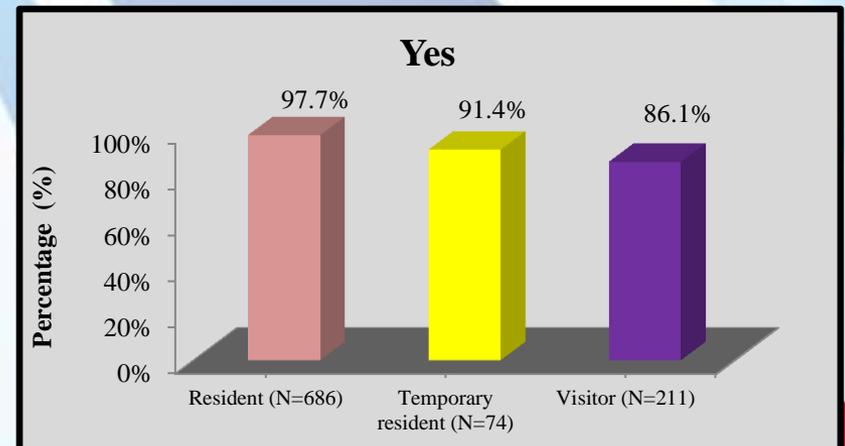
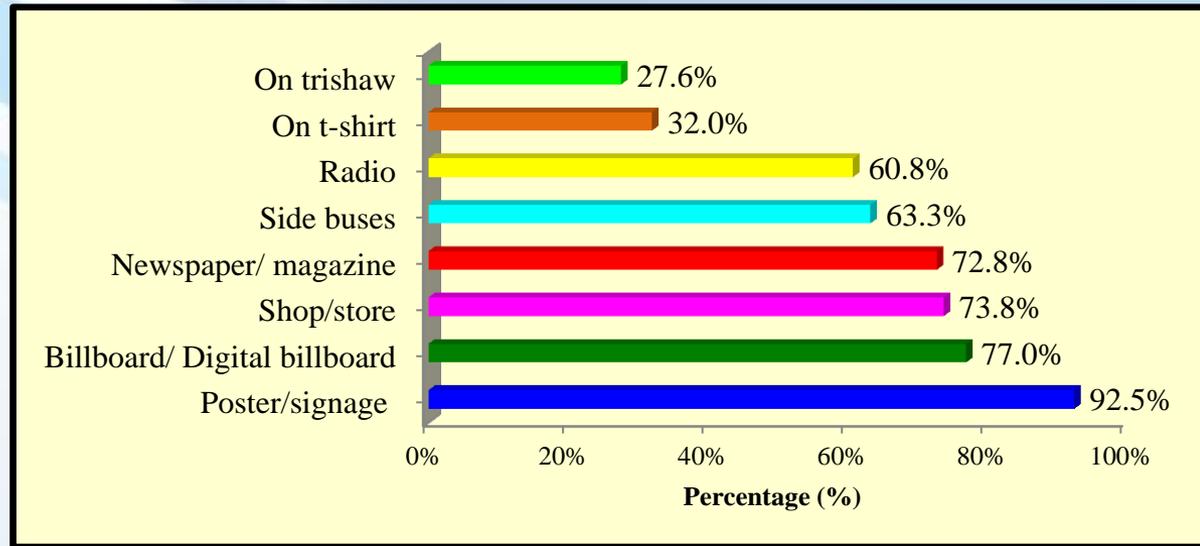


Figure 3: People seen or heard SFMC advertisements and campaigns by residential status



Cont. (RESULTS & DISCUSSION)

Figure 4: Awareness of SFMC advertisements and campaigns through various media channels

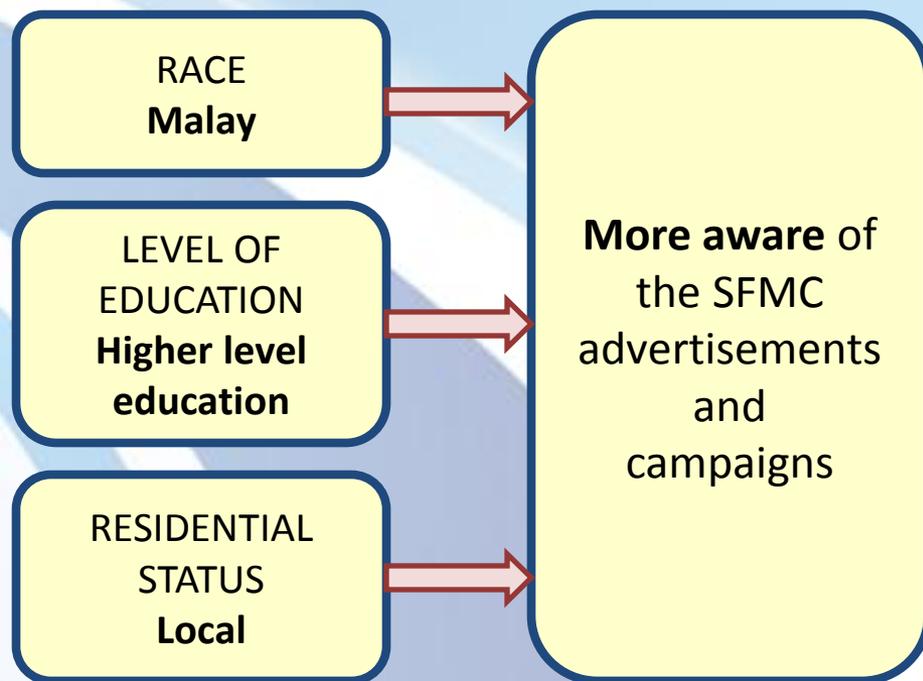


- SFMC advertisements and campaigns have resulted in **high salience** among people of Melaka. Noticing to these advertisements and campaigns was very high among **smokers, non-smokers, resident, temporary resident and visitors**.
- Various media channels utilized in the advertisements and campaigns were noticed by people of Melaka.
- The most frequent channel where advertisement caught their attention was from **posters or signages** followed by billboards/digital billboards, shop windows/inside of shops, newspapers/magazines, on side buses, radio, on t-shirts and on trishaws.
- This finding suggests that the project was very **well promoted and supported** by the people.

Cont. (RESULTS & DISCUSSION)

Table 2: Association between demographic characteristics and awareness of SFMC advertisements and campaigns

Variables	Awareness of SFMC advertisements and campaigns	
	Univariate p value OR(95% CI)	Multivariate p value OR(95% CI)
Gender	N=1030	
Female	Ref ^{NS}	Ref ^{NS}
Male	1.21 (0.90, 1.62)	0.89 (0.60, 1.33)
Age group	N=1030	
18-24 years old	Ref ^{NS}	Ref ^{NS}
25-39 years old	0.99 (0.74, 1.33)	1.08 (0.78, 1.48)
40-54 years old	1.14 (0.81, 1.61)	1.37 (0.92, 2.06)
More than 55 years old	0.73 (0.46, 1.16)	0.88 (0.50, 1.52)
Race	N=1029	
Malay	2.42 (1.80, 3.26)	2.82 (2.03, 3.92)
Others	Ref ^{****}	Ref ^{***}
Level of education	N=1029	
Primary	Ref ^{**}	Ref [*]
Secondary	2.25(1.43,3.53) ^{***}	1.90(1.13,3.18) ^{**}
Tertiary	1.07(1.19,3.05) ^{**}	1.99(1.12,3.52) ^{**}
Have children under 18 years old at home	N=1026	
No	Ref ^{NS}	Ref ^{NS}
Yes	1.00 (0.78, 1.29)	0.85 (0.64, 1.12)
Smoking status	N=1030	
Non-smoker	Ref ^{NS}	Ref ^{NS}
Smoker	0.80 (0.63, 1.03)	0.71 (0.50, 1.00)
Residential status	N=1028	
Resident	1.71(1.08,2.71) [*]	1.67(1.02,2.74) [*]
Visitor	0.41(0.24,0.68) ^{**}	0.35(0.20,0.60)
Temporary resident	Ref ^{***}	Ref ^{***}



Note: Adjusted odds ratio for the other variables in the table plus the following variables not reported in the table: age-group, gender, race, level of education, residency status. ^{NS} Not significant; ^{*}p<0.05, ^{**}p<0.01; ^{***}p<0.001

CONCLUSION

Smoke-Free Melaka city advertisements and campaigns achieved **high level of awareness** among the people of Melaka.

The information delivered from advertisements and campaigns was **received positively** by both smokers and non-smokers alike.

THANK YOU

Acknowledgement

The authors acknowledge the support and collaboration from the Universiti Sains Malaysia, the Malaysian Health Promotion Board (MySihat), Melaka State Department, and Coalition of Melaka Smoke Free NGOs (GaNMBAR) and the University of Waterloo.



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