

A Social Movement Against Tobacco

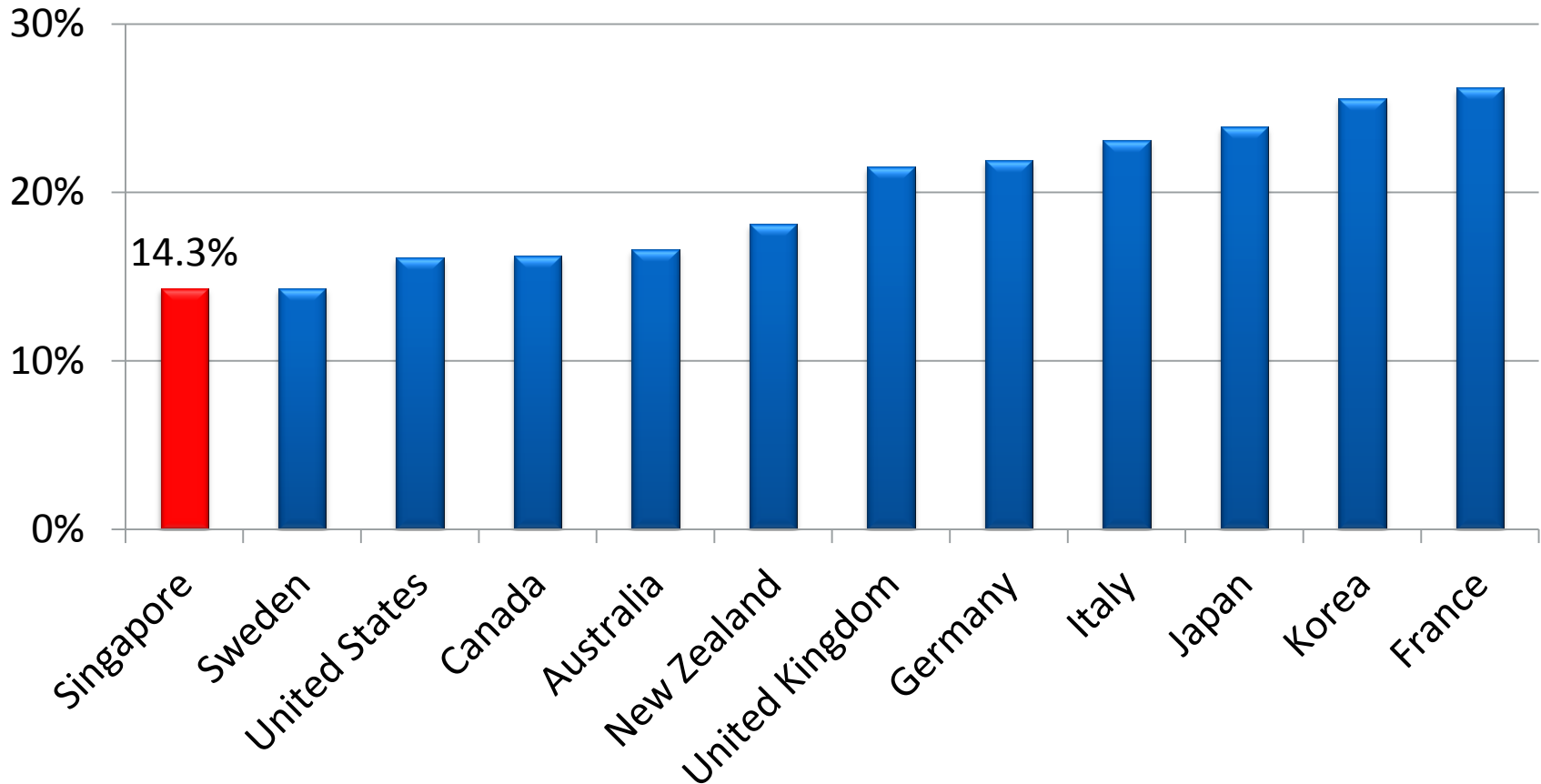
Dr Chris Cheah

Singapore Health Promotion Board



Current Situation

Daily Smoking Rates (Selected OECD Countries)

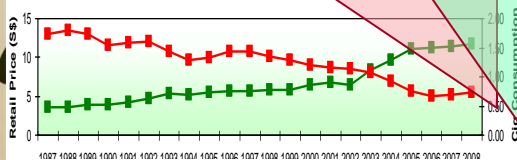
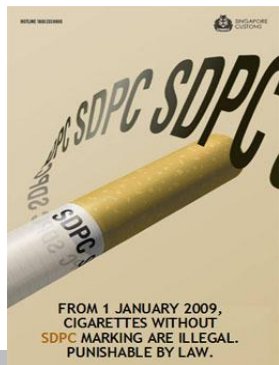
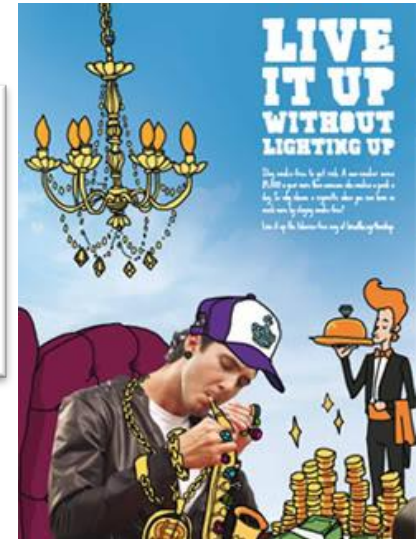
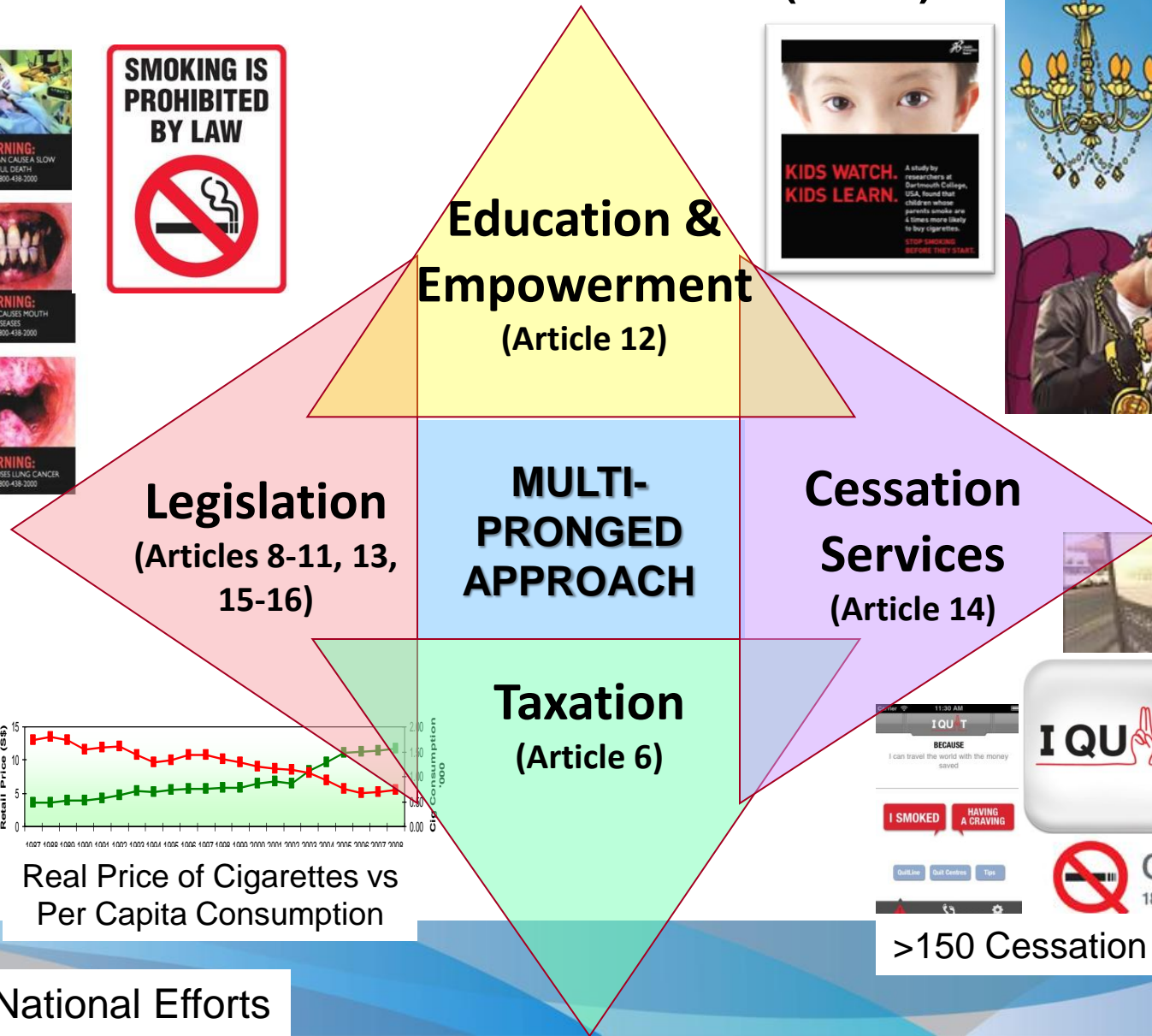


Source: OECD Health Data 2011, most current data from each country

We are doing good

How we achieved this?

Framework Convention on Tobacco Control (FCTC)



Real Price of Cigarettes vs Per Capita Consumption



>150 Cessation touchpoints

Aggressive National Efforts

Recent Policies

Government raised the excise duties for alternative tobacco by 20% ...



Banning E-cigarettes



THE STRAITS TIMES FRIDAY, FEBRUARY 24 2012 PAGE B2



Turning off the deadly 'light' on cigarette packs

No-go too for 'mild', 'low-tar' as they give false sense of safety

By POON CHIAN HUI

"LIGHT" cigarettes will soon be a thing of the past here due to new rules that ban misleading descriptions on packets. Tobacco firms will also be barred from using 'light' or 'mild' descriptors.

Each cigarette will be allowed to contain no more than 10mg of tar, down from 15mg at present. The maximum amount of nicotine will be reduced from 1.3mg to 1 mg.

A new health information notice will also be printed on packs to tell smokers that the cigarette contains other chemicals such as carbon monoxide and ammonia.

This will replace the tar and nicotine levels currently displayed on each pack.

LIGHT OR NOT, IT KILLS

"The reality is that smoking kills, regardless of what type of cigarette it is."

Health Promotion Board chief executive Ang Hui Seng

PARLIAMENT

Smoking ban to cover more places ...

SUMITA SREEDHARAN
sumitas@mediacorp.com.sg

SINGAPORE — Smokers will soon have fewer places where they can have a puff.

The smoking ban, which currently covers most indoor public areas and public transport, will be extended in the coming year, announced Senior Minister of State (Ministry of the Environment and Water Resources) Grace Fu yesterday.

It will cover common corridors, void decks and staircases within residential buildings, sheltered walkways and overhead bridges as well as outdoor hospital compounds. Smoking will also be prohibited within a 5m radius around bus shelters, Ms Fu told Parliament.

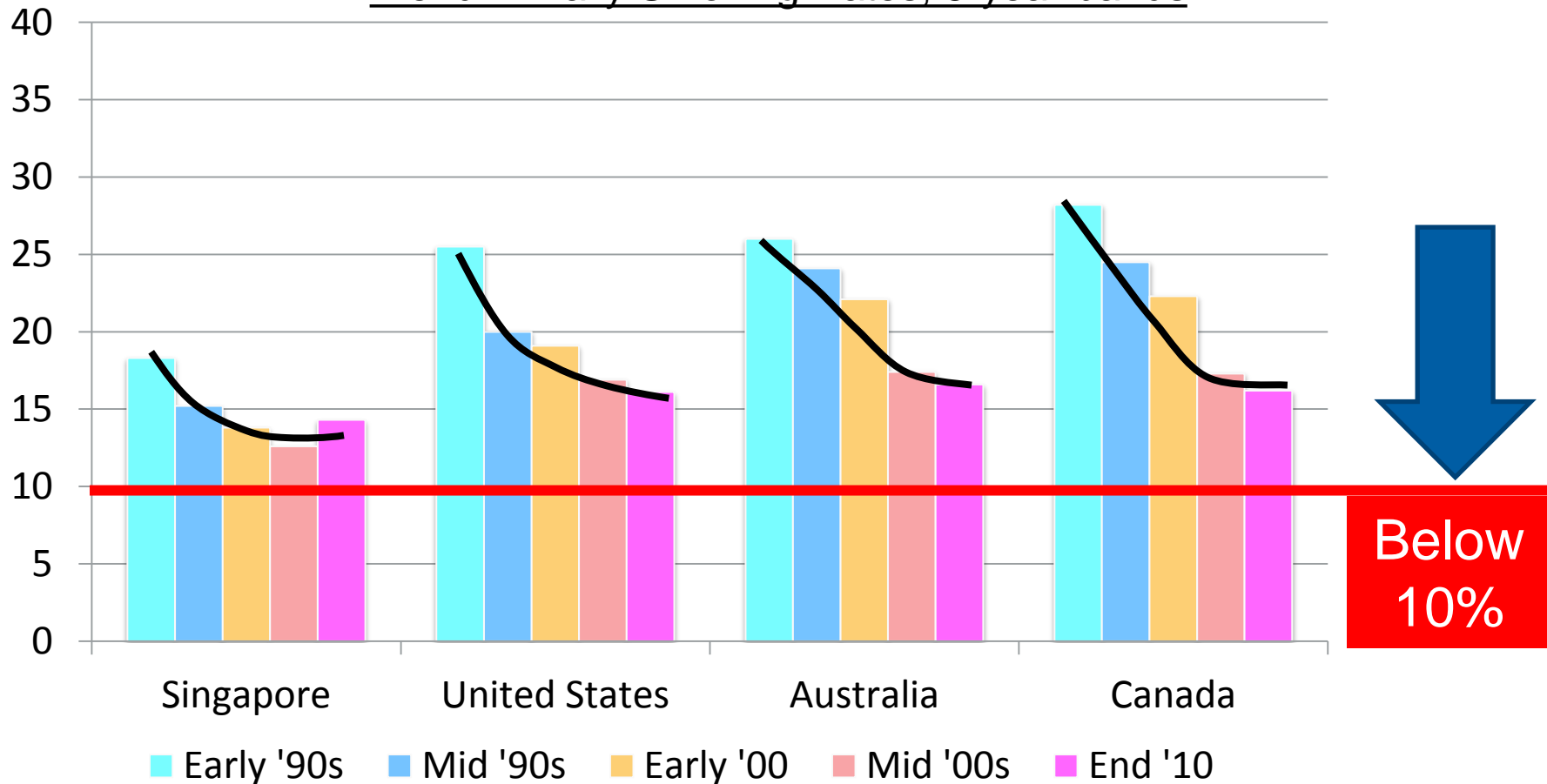
Our long-term goal is to prohibit smoking in all public places except in designated smoking areas ... Our aim, in collaboration with the Health Promotion Board, is to work towards a future where Singaporeans consider smoking not only detrimental to health, but also socially unacceptable.

Senior Minister of State (Ministry of the Environment and Water Resources) Grace Fu

Combating Smoking remains a National Priority

Limits of Top-down

Trend in Daily Smoking Rates, 5-year bands



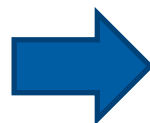
Source: OECD Health Data 2011

<10% - From Good to Great

Goal for 2020

HealthPromotionBoard

14.3% in 2010



<10% in 2020

400,000 smokers



National Cessation Framework

Healthcare

Workplace & Uniformed Groups

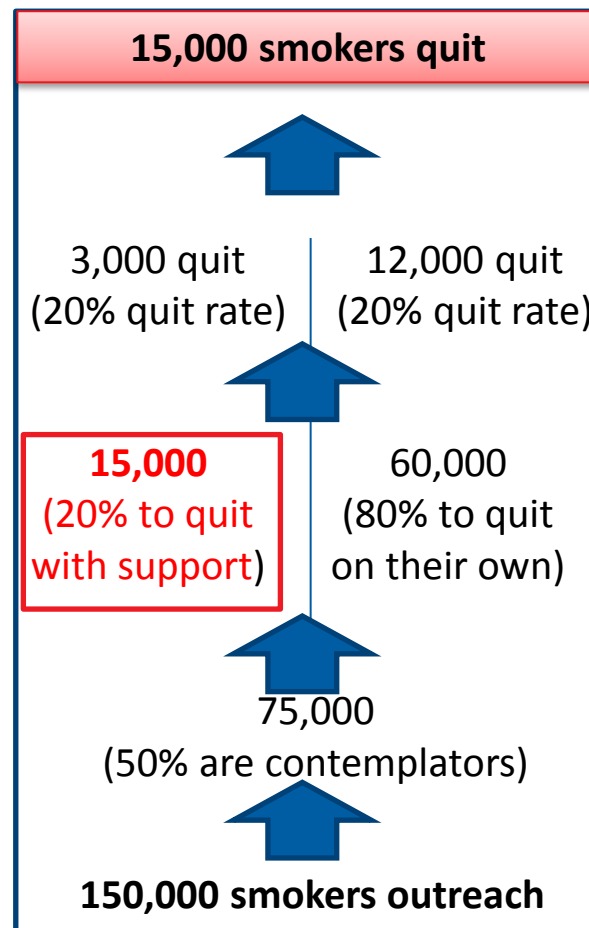
Community
Low income group/Mosque/MMO
CC/RC/CDC/FSC/VWO/NGO

Educational Institutions



300,000 smokers

Target: 15,000 smokers to quit each year

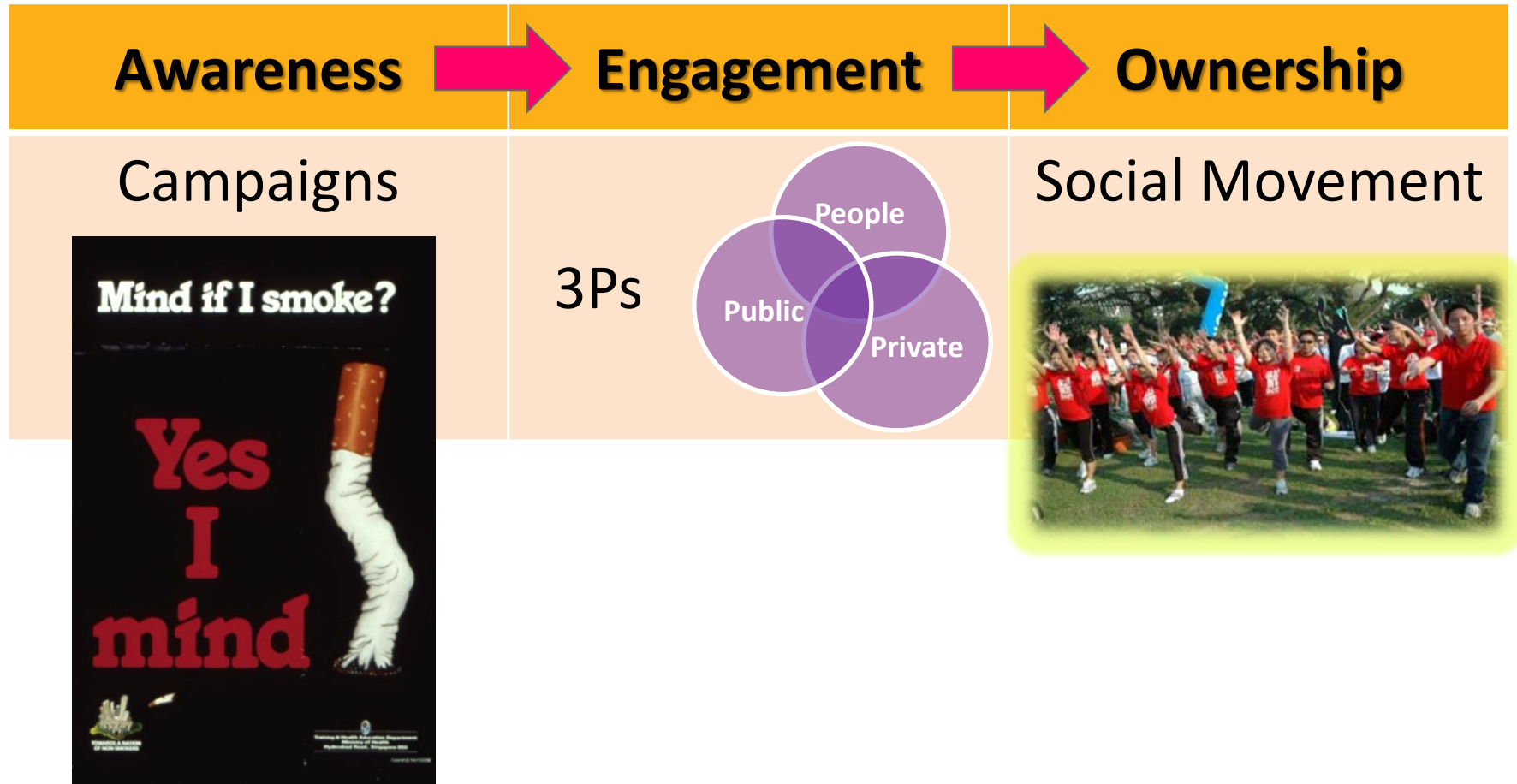


NHS 2010 – approx 90% ex-smokers
quitted on their own
– HPB to drive more
smokers to consider
quitting with support

NHS 2010 – approx 50% of smokers
intend to quit within
12mths or sometime
in the future

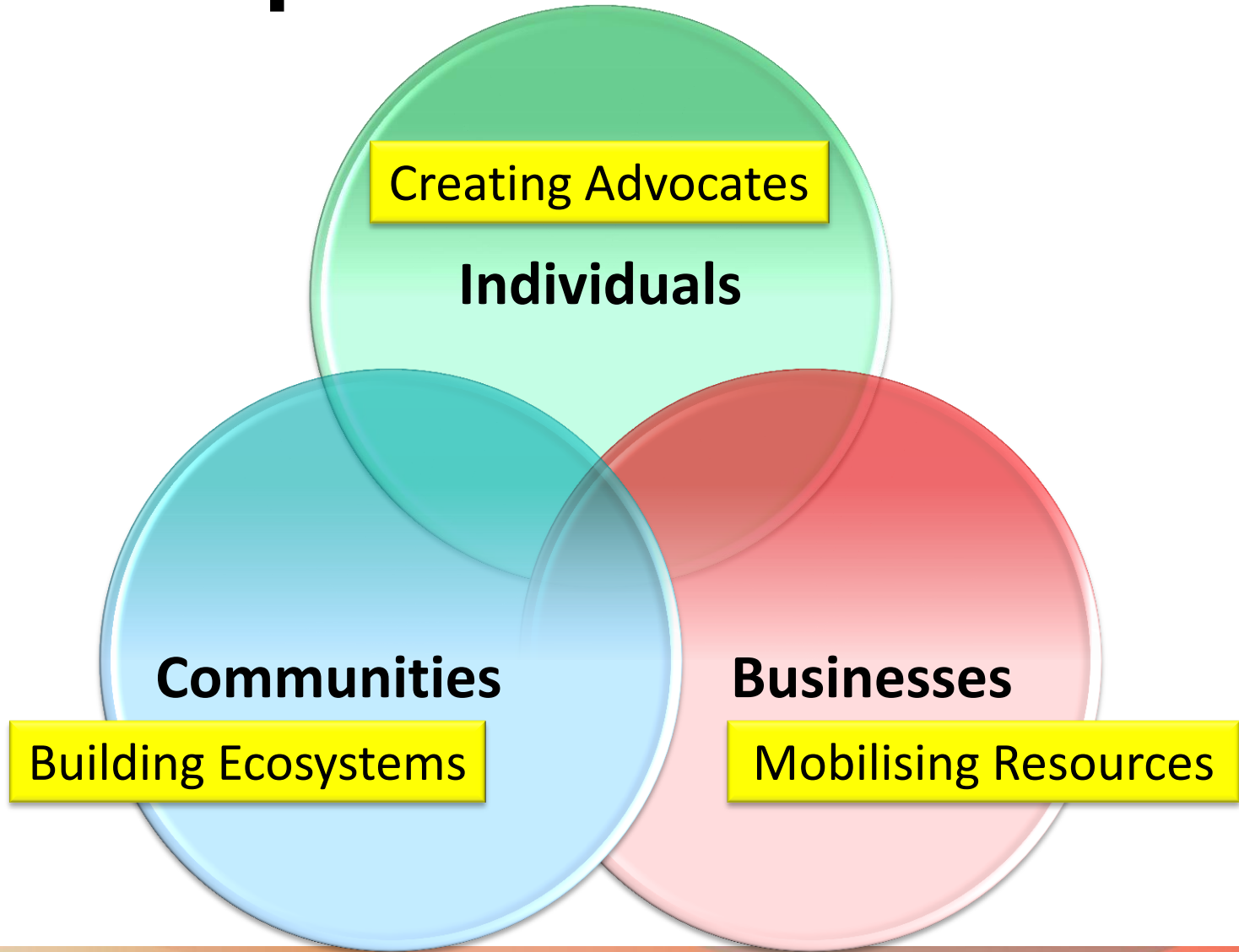
Outreach includes national campaign and direct intervention

Strategic Shift



From Top-down to Ground-up

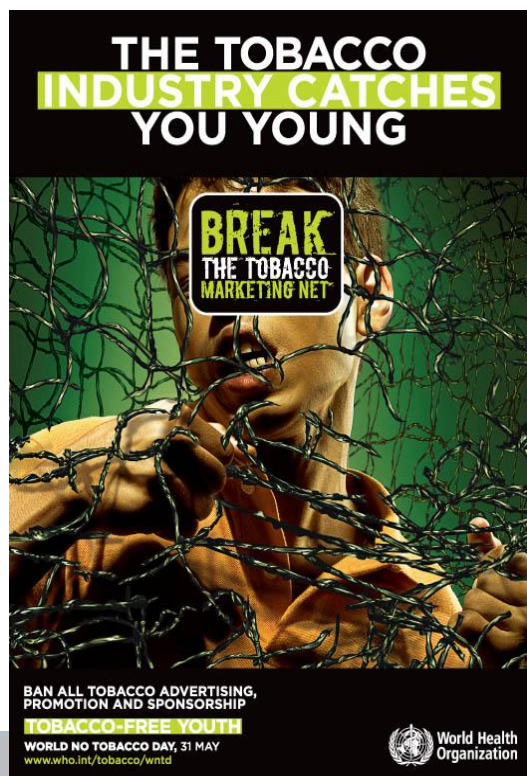
Ground-up – 3 Levers for Change



Why Youths?

85% start smoking regularly by 21 years

Singapore National Health Survey 2010



Slow Flow
= Initiation



Reduce Stock
= Cessation



Reduce Stock
= Death

Stopping the Flow

Challenge:

Understanding Youth Smokers



Low self-esteem & self-efficacy



Challenge authority



Peer influence / Group Mentality



Prefer hands-on activities

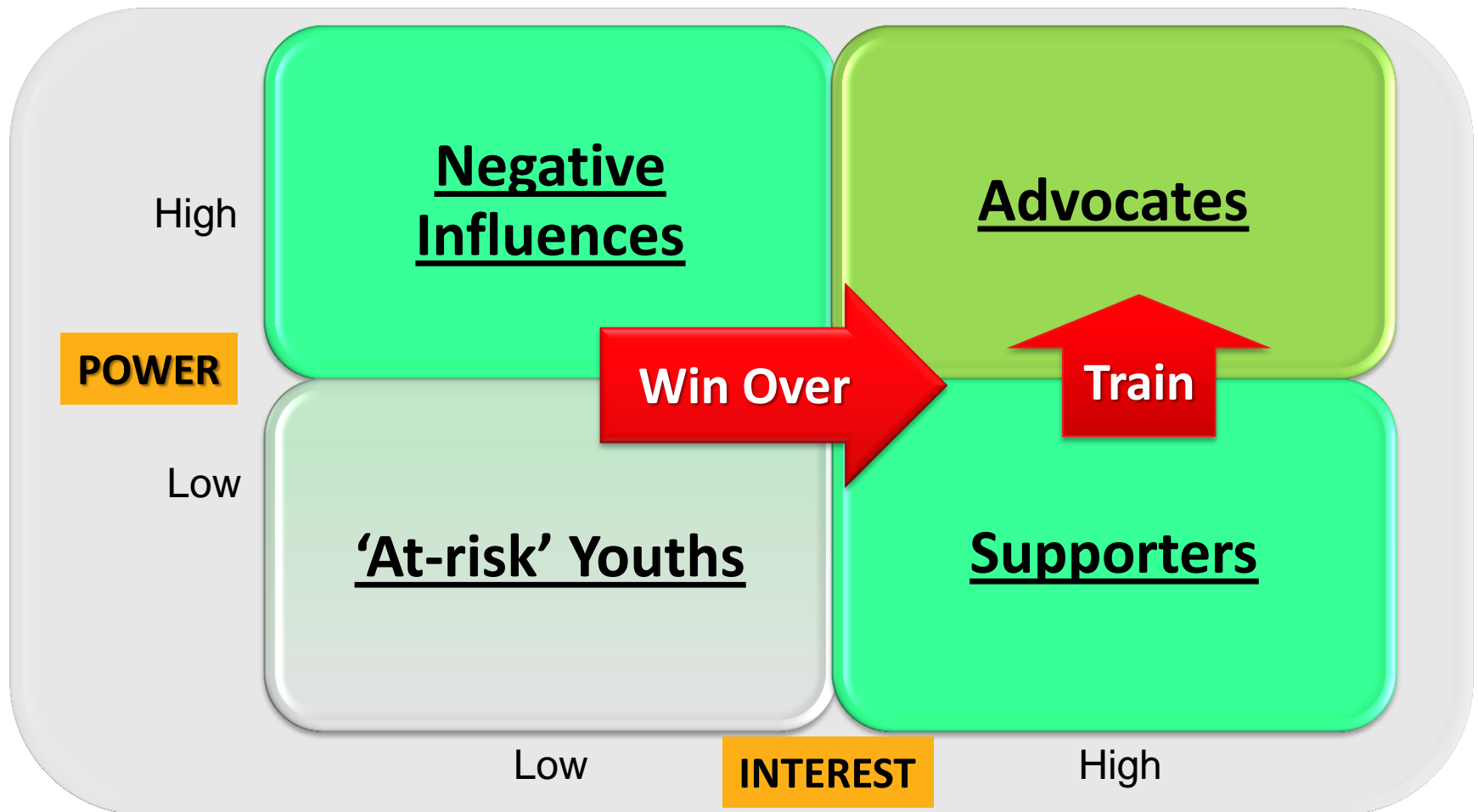


Smoking – ‘stress relief’, ‘bonding’

The harder you push, the more they push back

Individuals

From Unconverted to Advocates



Youth Advocacy

The Brand

breathe

**LIVE
IT UP
WITHOUT
LIGHTING
UP**
GLOBAL MOVEMENT

Live It Up At Our Party!

Join DJs S.O.F and Inquisitive, host Daniel Ong and more for an awesome party on **21 March** at ***Scape**.

ADMISSION IS FREE!

Lifestyle Choice

Peer-to-Peer



Confessions of Ex-Teenage Smokers

1,910 views 1 year ago

YouTube



Browse Upload

Create Account Sign In

breatheTV

Breathe.sg

+ Subscribe

77
subscribers

191,330
video views

Featured

Feed

Videos

Search Channel



Youth-Centric Channels

▶ Play All

About Breathe.sg

By Youths, With Youths, For Youths

Results



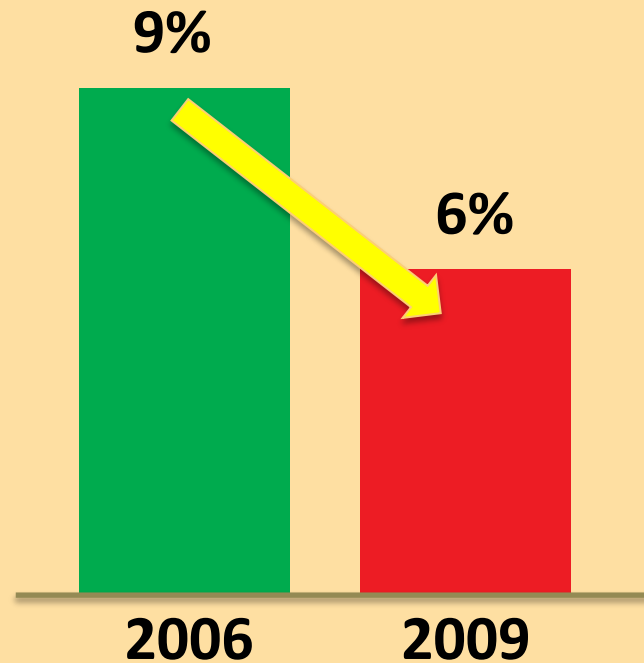
500 reached in 2006



Youth Advolution for Health
150,000 reached annually



**% Youths (13-16 years old)
who smoke at least one day
in the past 30 days**



Multiplier Effect: One-to-Many

Health Ambassadors

Extending network of community support



- Quit Buddies- Knowledge & Skills
- Join network of support, linked with existing touchpoints and smoking cessation services

Online & Mobile Platforms

I Quit Club Facebook page creates a network of online citizens providing 24/7 support to smokers trying to quit.



- Identify smoker profile type for most effective approach
- Progress tracking
- Interactive calculator
- Tips, coping strategies and list of support services



I QUIT Club

38,629 likes · 9,715 talking about this



Community
JOIN THE QUITTERS
Be part of the biggest quit-smoking movement in Singapore starting 1 June 2013.

About



Photos



Like



Videos



Events

Highlights

Recent Posts by Others on I QUIT Club

Shasha Ismail

Join the 28 Day QUITTERS...Celebrate Hari Raya as a SMO...
4 · 9 hours ago

Shasha Ismail

Is this the result...why not give yourself a try...Join the 2...
9 hours ago

Randy Ran

I QUIT
1 · Tuesday at 22:00

Logic Chinese

Compared with branded pack smokers, smokers using plai...
Monday at 18:21

More Posts

I QUIT Club shared a link.
19 July near Singapore

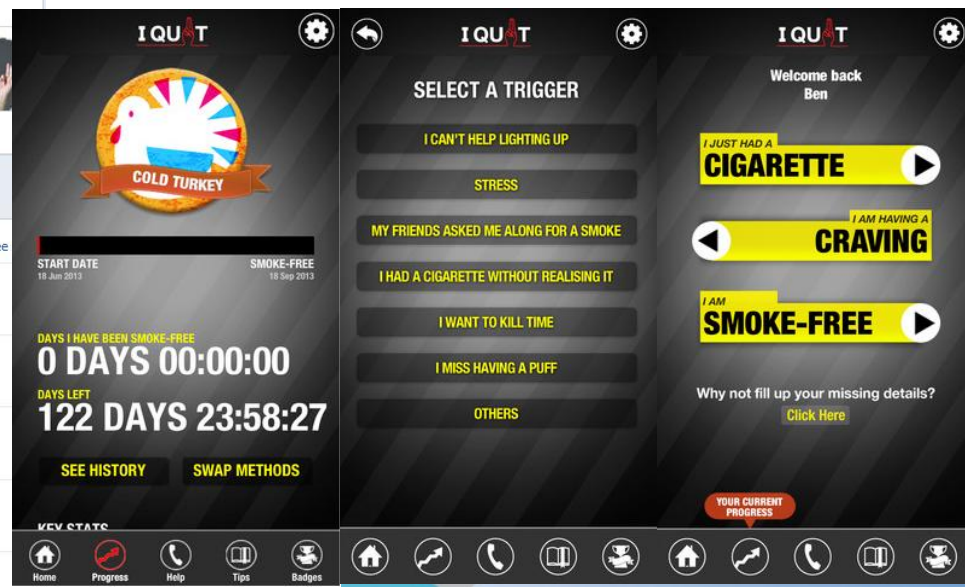
Calling all who participated in the first I Quit 28-Day Countdown!

As we prepare for the next countdown, we'd like to know what we could have done better.

Want more advice? More events? Let us know so we can continue to help smokers kick... See more

I Quit 28 Day Countdown- Your opinion matters Survey
www.surveymonkey.com

Web survey powered by SurveyMonkey.com. Create your own online survey now with SurveyMonkey's expert certified FREE templates.



Mobilising Communities



Building Ecosystems

Why Communities?

Air is a common free resource



Tragedy of the Commons

Challenges

1. Enforcement limits to smoking ban
2. Forcing smokers 'underground'

**Stubborn smokers
refuse to stop**



A Game of Cat & Mouse

Joint Planning



Blue Ribbon and I Quit complement each other



Environment

- Creating conducive environment free of 2nd-hand smoke
- Making it inconvenient for smokers to smoke



People

- Make smoke-free lifestyle the norm
- Rallying individuals – ex-smokers and non-smokers
- Creating and sustaining support for smoke-free environment



Smoke-Free Ecosystem



Health

Ambassadors @
RC corners

Places of
Worship

Community
Centre



Quit Services

QuitLine
1800-438 2000

Quit Services



Pharmacies



Low-income
programme

Closing the Loop

Smoke-free
Community Space

Roadshows and
public education



Blue Ribbon Communities

- 3 blue ribbon residential estates
- 5 blue ribbon parks
- 5 blue ribbon mosques
- **WHO WPRO Blue Ribbon Award**



武吉巴督东成为首个无烟组屋区

武吉巴督东14座组屋的居民，三个月前自动自发把社区划成禁烟区，整个邻区的公共场所，包括停车场都鼓励人们别吸烟。

杨萌 王舒杨 报道
yangm@sph.com.sg
shuyang@sph.com.sg

虽然在住宅区公共场所全面禁烟的规定还没有推行，但我国已经出现首个无烟组屋区。

武吉巴督东14座组屋的居民，三个月前自动自发把社区划成禁烟区。整个邻区的公共场所，包括停车场都被鼓励人们别吸烟。

至今，有100个住在该组屋区的居民，去响应禁烟。



首个无烟邻里公园将在义顺南出现

陈秋华 报道
qiuha@sph.com.sg

“蓝丝带”禁烟计划走入义顺南C区。义顺南C区是义顺南南方的公园将成为首个无烟的邻里公园。除了公园，义顺南C区附近的13座组屋的底层、公共走廊及长廊等公共地方也将实行无烟计划。

主管义顺南区的义顺南选区议员李美花在前天的推介会上说，希望能在一年内将计划扩大至整个义顺南，使义顺南变成无烟区。

李美花解释她在数月前与居民的一次对话会上，提起在区内和该公园实行禁烟计划，获得部分居民支持，于是与义顺南C区居民委员会、三巴旺—义顺南

理事会合作推出该计划。她在致词时呼吁公众见到有街坊吸烟上前劝告。她说：“每个人都尽一分力的话，我们不仅可以有一个没有垃圾的环境，也可以享受更干净的空气。”

李美花早前积极向居民传递不乱抛垃圾的信息，并宣布义顺南从明年起将5月1日定为该区的“无清洁工日”。

该计划也获得新加坡保健促进局和国家环境局的支持，协助在区内张贴禁止吸烟告示。目前，已有15名禁烟大使接受了保健促进局和国家环境局的相关训练。他们将每周一次在这些禁烟地方巡逻，推广禁烟运动。他们也将分发当局的教育手册和蓝丝带，教导公众有关吸烟的危害，并指引吸烟者接受保健促进局的戒烟辅导。

李美花在接受采访时说，她相信大部分居民包括吸烟者在内都知道吸烟的危害，也有公德心，拒之门外没有外界给予的压力，不知如何吸烟，所以持续吸烟，因此希望这项计划能鼓励他们戒烟。保健促进局局长洪合成也出席了活动。他受访时说，有别于一般由上至下的禁烟倡导活动，该活动由居民主动发起，非常难得。他说：“虽然新加坡的吸烟率是全球最低之一，但是最近的调查显示吸烟率有上升的趋势，因此提倡更多的无烟环境，使吸烟成为社会常态。”

他透露，当局正与另几个邻社区探讨实现无烟区的可能。在这之前，武吉巴督东和丰加北已先后成为无烟组屋区。

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配合义顺南C区禁烟计划，居民委员会昨早举行了竞走和植树活动，提倡健康李美花（左起），在地旁的是居民委员会主席李洪德。（程友明摄）

Pemimpin agama boleh bantu atasi tabiat rokok



RAYU SOKONGAN PARA PENDAKWAH: Profesor Madya Muhammad Faishal Ibrahim (tengah), meneliti bahan pameran tentang merokok, sambil ditemani Encik Ang dan Duta Kesihatan HPH, Cik Siti Badariah Ismail, di Masjid Darul Makmur semalam. — Foto KHALID BAKA

Blue Ribbon Constituency

NSS Smoke-Free Zone D

Zone D: Blk 816 to 849

EYE ON SINGAPORE
By POON CHIAN HUI

Clearing the air nationwide

Making a whole constituency smoke-free may be the way of the future

IT IS the first spark: A pilot project to make Nee Soon South the first non-smoking constituency, with all its public areas smoke-free, will take its first steps 30 years on.

Smokers will be asked to refrain from lighting up in all public areas except at designated points, in a voluntary initiative being rolled out in stages and probably starting with one of its seven resident committee zones.

In Singapore, smoking is allowed in any place that does not come under the public smoking ban as stipulated by the National Environment Agency (NEA). The ban covers most indoor public areas like malls and schools, as well as void decks and covered walkways.

So, people are free to puff at outdoor public places like parks and park connectors, beaches, entrance carparks, and also at home and in private vehicles.

But the initiative in Nee Soon South – a 15,000-voter constituency – may become a tipping point, as it tips the default of outdoor smoking to non-smoking except at designated points.

Dr Ong Han Chong, who leads the Chronic Obstructive Pulmonary Association, believes the Nee Soon South move will go a long way to protect the constituency's non-smoking residents.

Non-smokers in other neighbourhoods in Singapore – having learnt of the initiative – say they want to see their precincts smoke-free too.

While Nee Soon South MP Lee Bee Wah – a non-smoker – is encouraged, she concedes that smoking "has always been an addiction that is hard to kick", so the pilot will be carried out progressively.

It will be done with the Health Promotion Board (HPB) and the NEA. "We don't want to be too aggressive and caught up with achieving results," Ms Lee said.

"We hope Nee Soon South can be truly clean and green."

Further details are unavailable. But if this pilot proves persuasive, smokers may only light up outside their homes at designated smoking points around the estate.

While the initiative may seem radical, anti-smoking advocates say that declaring an area smoke-free may not be enough to get people to quit. Dr C. Thomas Abraham, who heads the non-profit Asia Centre for Health, said eradicating the habit takes an "all-round effort".

For example, high taxes alone have not deterred many smokers. Also, Singapore was the first in the world to ban tobacco advertising in 1971, and the first in Asia to introduce gay images on cigarette packs in 2004.

Even so, more and more people continue to light up. Some 14.3 per cent of adults aged 16 to 69 in Singapore smoke, up from 12.6 per cent in 2004. "We have to reinforce the problem with other measures," said Dr Abraham.

National plans

THERE is a national initiative to

plan is to tell smokers they cannot puff in any place other than "designated points" in public areas.

This could mean no smoking at open carparks, parks and other open places.

The plan goes beyond NEA's regulations, which ban smoking in most indoor areas, such as pubs and malls, and more recently, covered walkways and void decks.

"Aside from residential areas, we also aim to make Lower Seletar Reservoir Park smoke-free," said Nee Soon South MP Lee Bee Wah, whose strong support had helped HPB to choose her constituency as its first test case.

The pilot scheme, she said, will be rolled out in stages, with designated smoking points to be set up in the estate.

HPB's chief executive Zee Young Kang, too, hopes the initiative can "create a new normal" where smoking is no longer accepted.

"It may look like a daunting task right now. But if there is strong community support, an impact can definitely be made."

Some 14.3 per cent of adults in Singapore smoke, up from 12.6 per cent in 2004. HPB aims to cut this to under 10 per cent by 2020.

If the scheme, which is a collaboration with the National Environment Agency, takes off in Nee Soon South, HPB will try to extend it to other constituencies. It has

also a moratorium on the sale of tobacco products to people under 16 years old.

And while the NEA and officials acknowledge that the plan is challenging, they believe it will work.

"If a smoker has to 'hide' to smoke... it will be a matter of time before he quits altogether because of the hassle," said Ms Lee. "Despite the magnitude of this project, we foresee that residents will be cooperative."

The Nee Soon South pilot sends a strong signal that non-smoking public areas could be the norm of the future. That is good news for those who do not smoke. But for those who do, or are tempted to, other measures are needed. And smoking duties do not and will not, work in isolation.

along Yishun Ring Road, disallowed smoking last year under the Blue Ribbon Movement.

Ms Lee said the success of the smoke-free park made her optimistic.

The key is the direct involvement of residents who take it upon themselves to patrol the park. Mr Teh Boon Teck, 64, has lived in the area for close to 30 years.

The stall keeper goes on patrol once every few weeks and is sometimes joined by other residents' committee members. When they see someone smoking, they will politely remind him that the park is a non-smoking zone.

Smokers, they tell them that smoking is bad for their health.

Hopefully, most take the message well. "The most important thing is our attitude – we should not be confrontational," Mr Teh said. "We chat, not lecture."

Ms Lee hopes that expanding smoke-free zones will flow some to rub out the habit as they would have to "hide" to smoke.

But she expects "some strong reaction" from die-hard smokers.

Several who were interviewed insisted that if they were to quit, it would be on their own terms, with one saying that "the Government might as well ban cigarettes altogether".

One 25-year-old labelled the Nee Soon South project "draconian", adding that "smokers have rights too".

Some residents have also pointed out that hardcore smokers can always find somewhere to smoke, or retreat into their homes.

Driving people to smoke at home means their families will be exposed to more second-hand smoke, said Dr Ong, who is a respiratory specialist in private practice. For the Nee Soon South project to produce results, it has to go islandwide, he added.

Other measures required

UNTIL then, current initiatives have to be sustained – especially those that can help smokers to quit the habit for good.

Many are probably immune now to the usual scare tactics like graphic warnings on cigarette packs. "People got tired of hearing 'smoking kills'," Dr Abraham said. "What we should do is to equip people with the resilience to say no to cigarettes."

The HPB's QuitLine, a national hotline for smokers, is an example which saw more than 1,000 smokers call for help between June and November last year. Over 50 per cent of callers started off cigarettes for more than six months, said the HPB's Dr Ling.

Another effort is the training of service personnel by the Singapore Armed Forces (SAF) to sm-

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•29 Blocks to be smoke-free •6 designated smoking points

No smoking in Nee Soon South except at designated areas

By POON CHIAN HUI

Nee Soon South is set to become a giant no-smoking zone over the course of the year. And if it works, other areas will follow.

In a bold effort to stamp down on the rising number of smokers, the Health Promotion Board (HPB) wants to make the entire neighbourhood of 52,000 people in Yishun the first "100 per cent smoke-free" constituency.

Current National Environment Agency (NEA) rules tell smokers where they cannot light up. HPB's

plan is to tell smokers they cannot puff in any place other than "designated points" in public areas.

This could mean no smoking at open carparks, parks and other open places.

The plan goes beyond NEA's regulations, which ban smoking in most indoor areas, such as pubs and malls, and more recently, covered walkways and void decks.

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bid to make the country's public places smoke-free.

Grassroots leader and stallkeeper Teh Boon Teck, 64, who has lived in Nee Soon South since 1986, believes that the key is to explain the scheme to residents.

"We just have to put in a bit of effort to spread the message," said the chairman of the residents' committee for Nee Soon South Zone C.

He noted that residents now take it upon themselves to tell others not to light up at Yishun Park Neighbourhood 8, which was made smoke-free last year.

One 40-year-old smoker who wanted to be known as Benny wondered how the project would cut smoking rates, given that people can still puff at home.

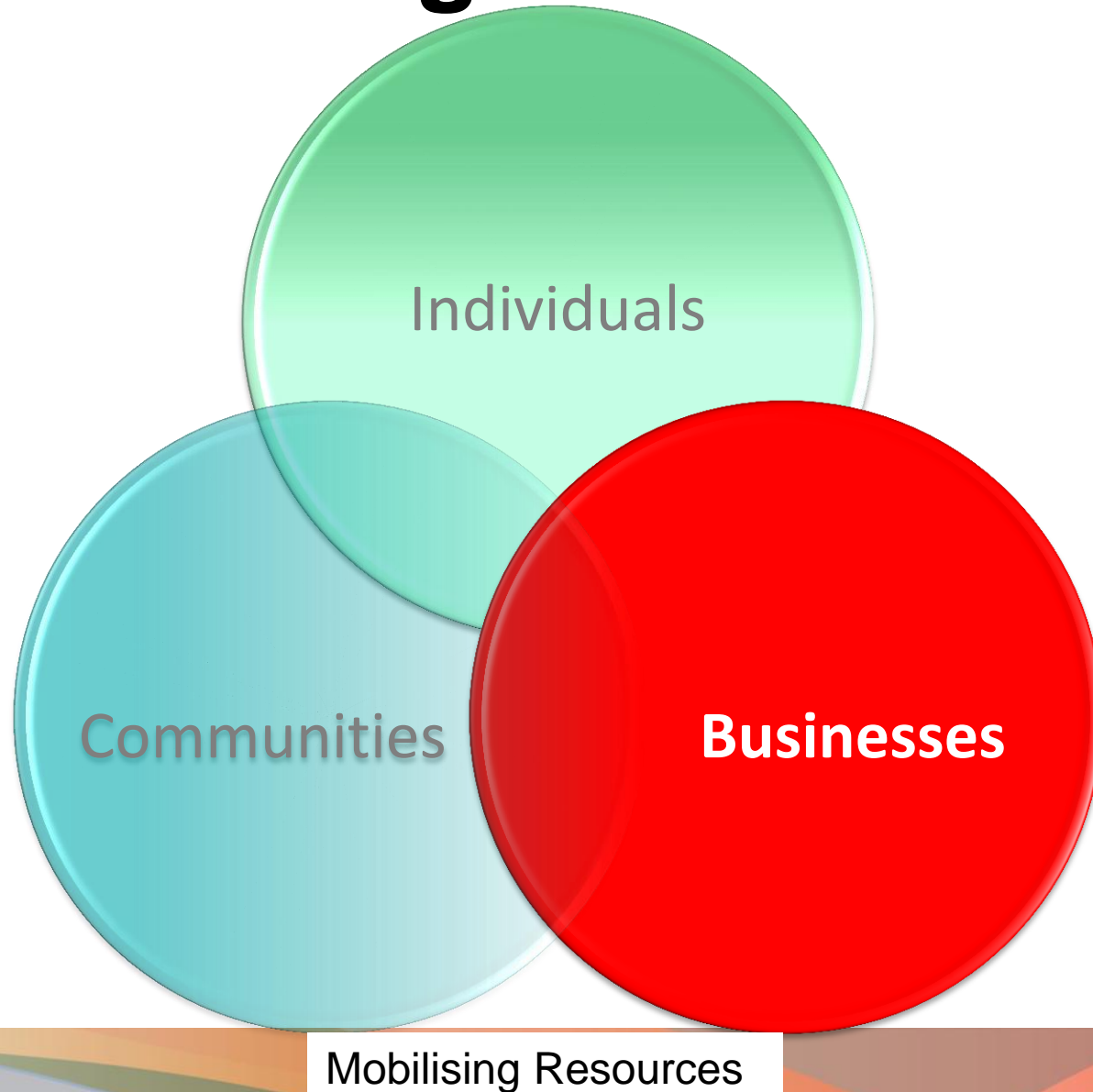
But most smokers The Straits Times interviewed seemed resigned to having fewer places to puff in the future.

Accounts executive Aiyah Tan, 26, who picked up the habit 10 years ago, said that while smokers tend to complain about new restrictions, they eventually abide by the rules. "People will probably get used to it," she said.

chpoo@spk.com.sg



Involving Businesses





Blue Ribbon Hawker Centre

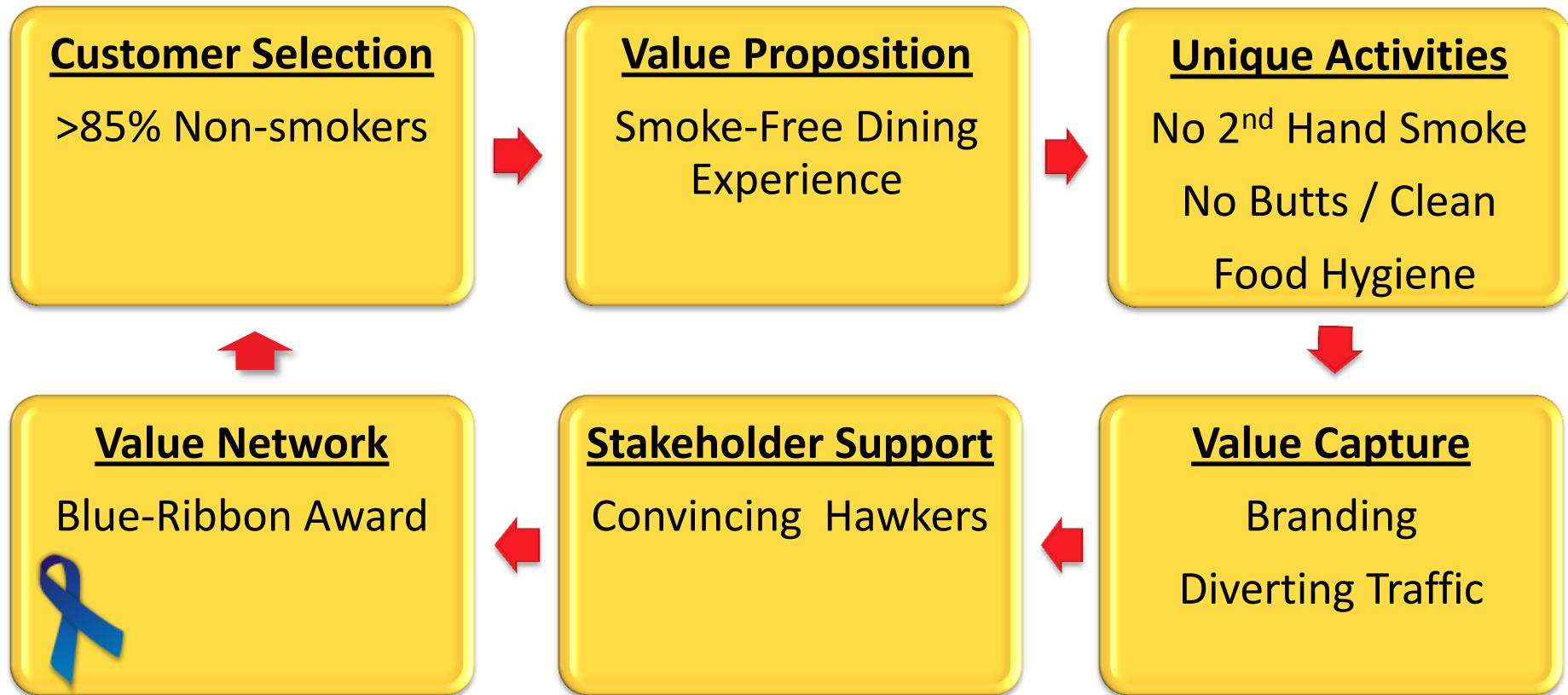


- 60% of Singaporeans eat out* regularly
- 'Yellow Box' – 10% indoor & 20% outdoor smoking area

Challenge:

- Selling Cigarettes is Profitable
- Corporate Social Responsibility alone difficult to sustain

Making a Business Case



Target companies in high smoking prevalence industries





Blue Ribbon Hotels

14

HOTEL CIRCUIT

capri
BY FRASER
hotel residences

Reduce Smoking Prevalence Campaign at Rendezvous Grand Hotel Singapore



together with Singapore National Health Service, the hotel industry is launching a partnership to reduce the prevalence of smoking in the country.

The campaign will be held at the Grand Hotel Singapore on 14th April from 10am to 4pm. A total of 40 smoking cessation sessions will be conducted during the campaign. The campaign

The objective of the campaign is to reduce the prevalence of smoking in the hotel industry by developing a smoke-free environment and providing support for non-smokers to quit.



BLUE RIBBON MOVEMENT FOR THE HOTEL INDUSTRY

These 7 hotels are pioneers and first movers to bring the blue ribbon smoke-free movement to the hotel industry. Although not required by law, they have voluntarily created smoke-free spaces and environment such as 100% smoke-free guests rooms, and are committed to implement smoke-free policies and programmes not only for their employees, but also for their patrons and other stakeholders.



7 blue ribbon hotels launched

- 100% smoke free rooms
- Smoking cessation programmes
- Company smoke free policy



Hr Royal Plaza

Congratulations to Jason Jui for ending his relationship with SMOKING!!!!!!

By setting an example for the rest of us, you definitely inspire smokers to quit.

Well done and keep it up :D

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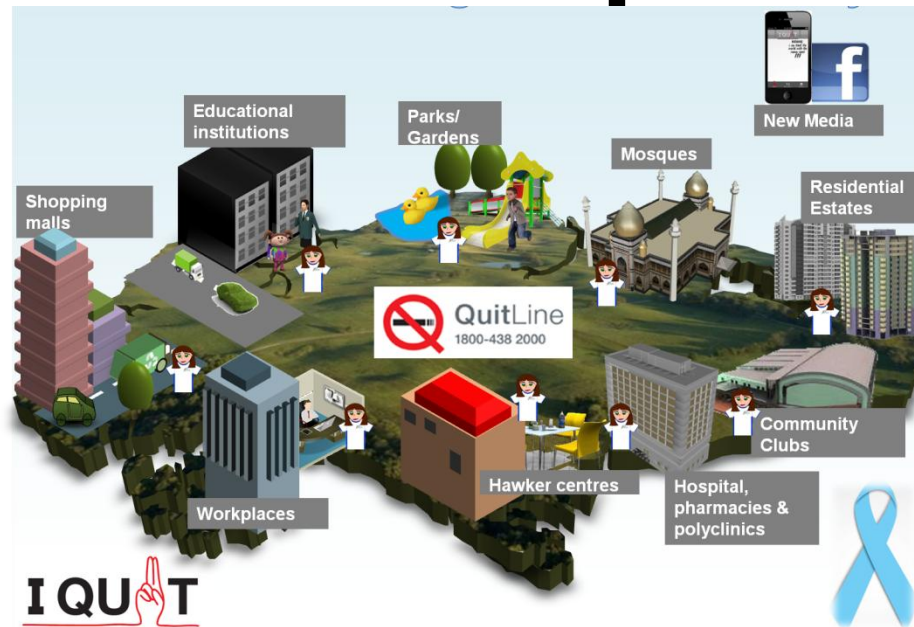
Singapore

Towards Smoke-free Living

Next Steps



Motivating individuals to quit smoking with comprehensive support



Creating a smoke-free environment to denormalise smoking

Extension of Blue Ribbon Movement

- Other Workplaces (manufacturing sector)
- Other Community Spaces (shopping belts, places of interest, private spaces)