

**Impact of Smoke-Free Melaka City (SFMC) Project on  
smoking attitudes among adult smokers in Melaka:  
Findings from evaluation of Smoke-Free Melaka intercept study**



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# BACKGROUND

## NUMBER OF GLOBAL DEATHS CAUSED BY SECONDHAND SMOKE IN NON-SMOKERS

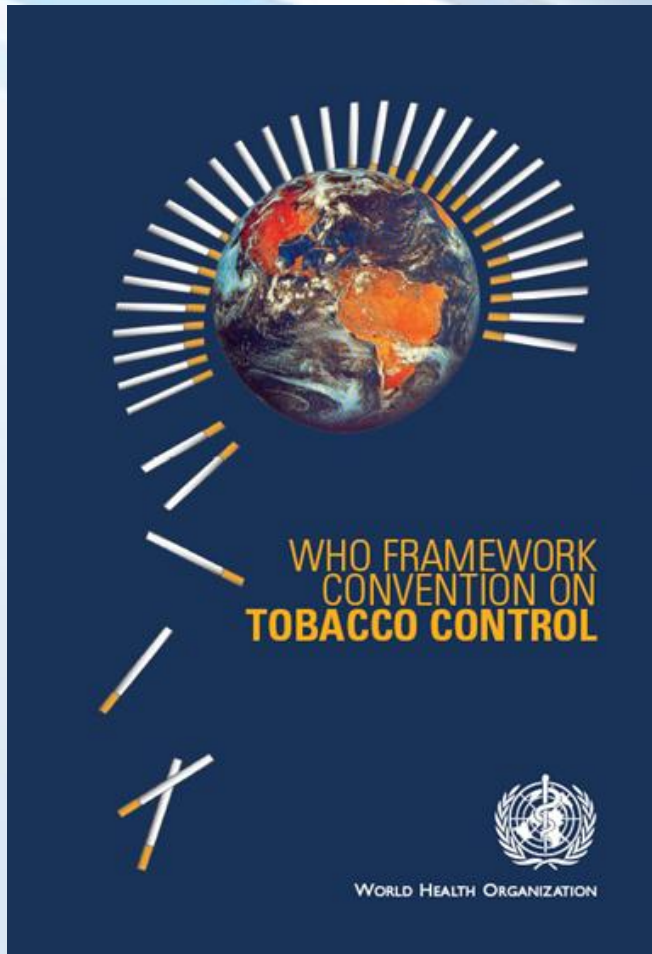
<u>Men</u>	<u>Women</u>	<u>Children</u>
26%	47%	28%
156,000	281,000	166,000



**75% of secondhand smoke deaths occur among **WOMEN** and **CHILDREN****

# Cont. (BACKGROUND)

## Framework Convention on Tobacco Control (FCTC)



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.

# Cont. (BACKGROUND)

- **Melaka** is the first Malaysian state that took effort into implementing a **comprehensive smoke-free** in its few cities beginning **15th June 2011**.
- To **reduce** harmful **secondhand smoke exposure** to the non-smokers especially **women** and **children** living with smokers.



# OBJECTIVE

To evaluate the impact of  
Smoke-Free Melaka City (SFMC) Project  
towards smoking attitudes within one year of  
implementation.



# METHODOLOGY

Data collected in  
June 2012

Face-to-face  
interview

Systematic intercept  
sampling

1039 adults 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
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 Ctob, USM, and the Melaka State Health Department

Every 5<sup>th</sup> 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.

The interview took approximately 15-20 minutes to complete

# MEASUREMENT

❖ Changes of attitudes among smokers before and after the implementation of Smoke-free Melaka city project were measured

❖ Attitude of smoker before and after implementation were measured based on the following question:

*I will describe some situations and if you think you would not smoke, please tell me. The situations were:*

- 1. If non-smokers are present*
- 2. If children are present*
- 3. If a non-smoking family member is present*
- 4. If an older non-smoking person is present*
- 5. If a policy officer or bylaw officer is present*
- 6. If other smokers are present*
- 7. If there is visible signage reminding you that it is a smoke-free area*

# DATA ANALYSIS

- ❖ PASW Statistics 18 was used for all analyses
- ❖ Mc Nemar test were applied to see the difference of attitudes among people in Melaka prior and after implementation of the policy.



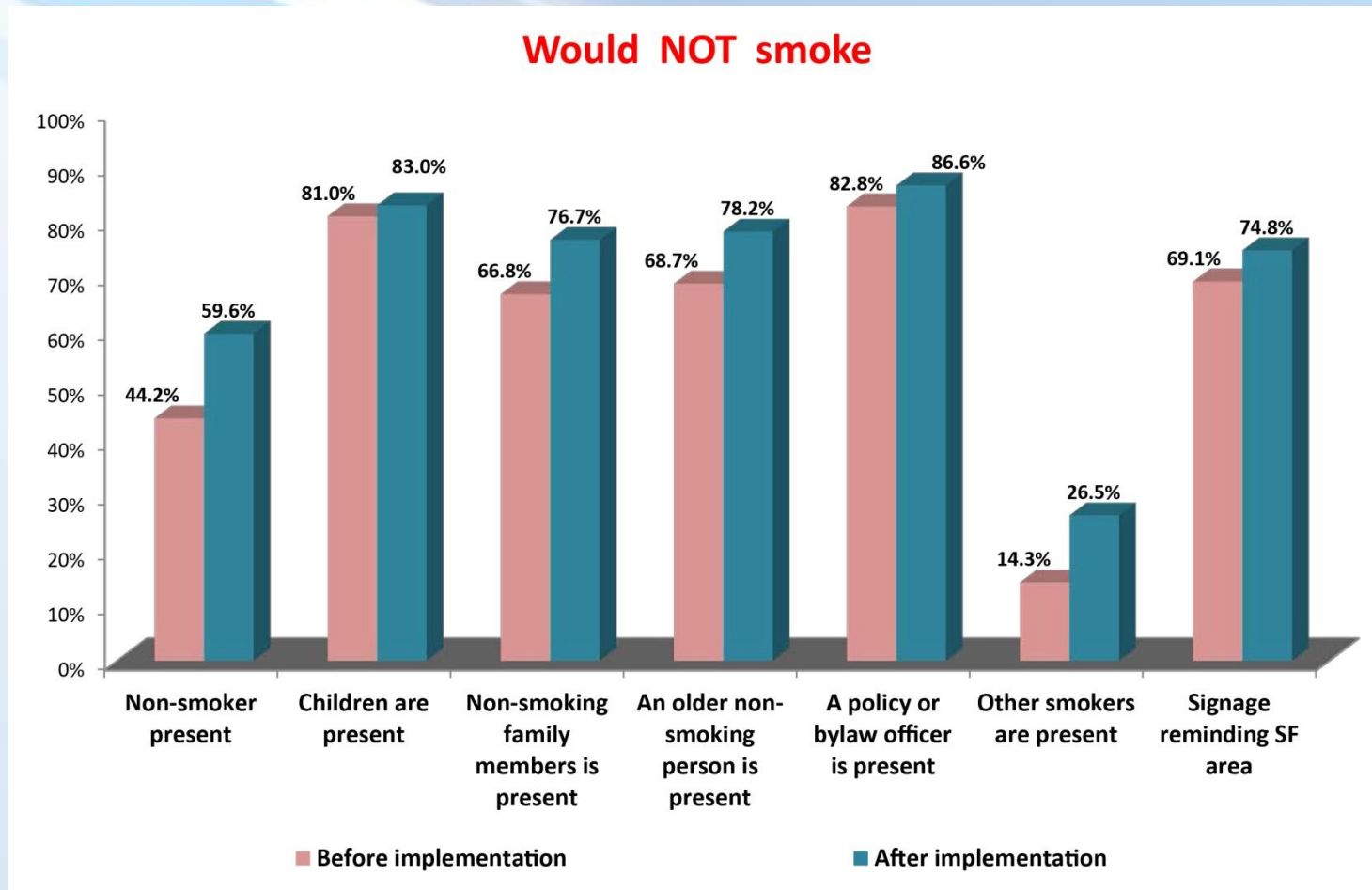
# RESULTS & DISCUSSION

Table 1: Demographic Characteristics

VARIABLES	PERCENTAGES (%)
<b>Gender (N=1039)</b>	
Male	76.7
Female	23.3
<b>Age group (N=1039)</b>	
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
<b>Race (N=1038)</b>	
Malay	76.4
Chinese	17.2
Indian	4.2
Others	2.1
<b>Level of education (N=1037)</b>	
Primary	9.0
Secondary	57.5
Tertiary	33.5
<b>Residency status (N=1037)</b>	
Resident	68.1
Visitor	24.0
Temporary resident	7.9

# Cont. (RESULTS & DISCUSSION)

Figure 1: Number of smokers committing not to smoke in various situations



# Cont. (RESULTS & DISCUSSION)

Table 2: Number of smokers committing not to smoke in various situations

VARIBALES	BEFORE IMPLEMENTATION N (%)	AFTER IMPLEMENTATION N (%)	McNEMAR TEST
I will describe some situations and if you think you would <b>NOT</b> smoke, please tell me (check if would NOT smoke)			
<b>If non-smokers are present</b> Would not smoke Would smoke	N=595 263 (44.2) 332 (55.8)	N=594 354 (59.6) 240 (40.4)	P=0.00
<b>If children are present</b> Would not smoke Would smoke	N=595 482 (81.0) 113 (19.0)	N=599 497 (83.0) 102 (17.0)	P=0.305
<b>If a non-smoking family member is present</b> Would not smoke Would smoke	N=594 397(66.8) 197(33.2)	N=597 458 (76.7) 139 (23.3)	P=0.00
<b>If an older non-smoking person is present</b> Would not smoke Would smoke	N=594 408 (68.7) 186 (31.3)	N=593 464 (78.2) 129 (21.8)	P=0.00
<b>If a policy officer or bylaw officer is present</b> Would not smoke Would smoke	N=586 485(82.8) 101(17.2)	N=596 516 (86.6) 80 (13.4)	P=0.008
<b>If other smokers are present</b> Would not smoke Would smoke	N=596 85 (14.3) 511 (85.7)	N=600 159 (26.5) 441 (73.5)	P=0.00
<b>If there is visible signage reminding you that it is a smoke-free area</b> Would not smoke Would smoke	N=592 409(69.1) 183 (30.9)	N=596 446 (74.8) 150 (25.2)	P=0.006

## Cont. (RESULTS & DISCUSSION)

- Implementation of the SFMC policy resulted in significantly higher number of smokers committing to not smoking after the implementation of smoke-free policy in many of the situations: if non-smokers are present, if a non-smoking family member is present, if an older non-smoking person is present, if a policy officer or by-law officer is present, if other smokers are present and if there is visible signage reminding you that it is a smoke-free.
- The number of smokers not smoking in the presence of children continues to be high before and after the implementation of this policy.

# CONCLUSION

The attitude of smokers improved after the implementation of SFMC project and has shown the potential to reduce exposure to secondhand smoke in public places thus protecting the non-smokers.

# THANK YOU

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