



Women's Network for Smoke-Free Thai Communities

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Objective

To identify a model that
Thai women's network
could adopt to establish and
sustain smoke-free
communities



Method

The project was set up into 3 phase:

1. Preparation Phase Dec.

2011–Feb.2012

2. Action Phase Feb

2012– Mar.2013



Preparation Phase

- Set up inclusion criteria .
- Set up evaluation criteria.
- THPAAT chose the communities.

Selected communities

| Community | household | Head of the local community project | Position in the hospital | Level of the hospital |
|---------------------|-----------|-------------------------------------|--|-----------------------|
| Nern Rae community | 147 | Nurse | Head of the Health Promotion Hospital | Sub-district Hospital |
| Ton Han community | 144 | Nurse | Head of Health Education unit of nurse, Rajburi Hospital | Provincial Hospital |
| Baan Rong community | 146 | Psychiatric nurse | Head of Psychiatric nurse unit, Sanpatong Hospital | District Hospital |
| Klong Li community | 100 | Anesthesia | Head of the Anesthesia department, Chaiyapoom Hospital | Provincial Hospital |
| Sala loi community | 507 | Nurse | Health education unit of nurse, Surin Hospital | Provincial Hospital |



Action Phase

- Education and training course of tobacco control
- SWOT analysis
- Develop the tobacco control plan of the community in :
 - Cessation service to the community
 - Prevention the new smokers.



Education and Training course of Tobacco control





SWOT analysis Develop Community Tobacco control plan



Women's Network for Smoke-free Nern Rae community



Cessation service for the community



Photo by nopsamart



Women's Network for Smoke-free Ton Han community



Cessation service for the community

Women's Network for Smoke-free **Baan** **Rong** community



Cessation for the community



Women's Network for Smoke-free Klong Li community



Cessation
service for
the
community



Women's Network for Smoke-free Sala Loi community



Cessation service for the com

Women's Network for Smoke-free Krabi-

Cessation service for the community



Women's Network for Smoke-free Thai community

Prevention of new smokers in



Smoke-free school activities



Tobacco control Campaign

Local radio program

Women's Network for Smoke-free Thai community

Surveillance system for smoke-free





Evaluation of Women's networking for smoke-free Thai communities.

1. Result from local community's report
2. Head of the local project, committee and people

in the communities evaluate Women's networking for smoke-free Thai communities project.

Result of Cessation service for the 6 communities

| Community | Household | Increase smoke-free home | | Population number | Smoker number | Ex-smoker | |
|-------------|-----------|--------------------------|------|-------------------|---------------|-----------|------|
| | | household | % | | | number | % |
| Nern Rae | 147 | 14 | 9.5 | 592 | 120 | 23 | 19.2 |
| Ton Han | 144 | 14 | 9.7 | 546 | 64 | 16 | 25 |
| Baan Rong | 146 | 20 | 13.7 | 474 | 77 | 24 | 31.2 |
| Klong Li | 100 | 8 | 8 | 382 | 72 | 12 | 16.7 |
| Sala loi | 437 | 10 | 2.3 | 1973 | 48 | 11 | 22.9 |
| Krabi-Tarua | 726 | 16 | 2.2 | 2826 | 130 | 28 | 21.5 |

Comparison the project's result between 4 rural and 2 urban communities

| I. Report from each community. | 4 rural | 2 urban | Total |
|--|---------|---------|-------|
| 1) Cessation service to the community; | | | |
| Total household | 537 | 1163 | 1700 |
| Smoke-free home increase | 56 | 26 | 82 |
| Smoke free home increase in percentage | 10.4% | 2.2% | 4.8% |
| Number of smokers on Feb, 2012 | 4272 | 178 | 495 |

| I. Report from each community. | 4 Rural | 2 Urban | Total |
|---|-------------------------------|-------------------|--------------|
| 2 Prevention of new smokers in schools; | | | |
| Number of schools | 6 | 4 | 10 |
| teachers | 260 | 634 | 894 |
| students | 4272 | 11558 | 15830 |
| 3. Surveillance for smoke-free public places | | | |
| Surveillance system | 3 out of 4 communities | 1 out of 2 | |

| II. Interview project leader of each community. | 4 Rural | 2 Urban |
|--|--|--|
| Roadmap of smoke-free community 2013–14 | / | / |
| Continuity | / | / |
| Expansion of the project | 3 out of 4 expand to nearby communities | Krabi Tarua expand to Smoke free province |

| III. Committees and people of each community evaluate the project | 4 Rural | 2 Urban |
|--|----------------|----------------|
| a) The committee' s evaluation: | | |
| Useful and very useful for them. | 93.7% | 94.0% |
| Useful and very useful for the community | 91.6% | 90.8% |
| It is possible to be 100% smoke-free homes | 83.6% | 92.0% |
| b) People' s evaluation ; | | |
| The people were aware of this project. | 96.2% | 72.5 % |
| The people were satisfied and very | 98.7% | 70.0% |



Lesson learned

- Healthcare volunteers played important role to move forward the project.
- Key success factors of the project were :
 - Suitable local committee.
 - Positive reinforcement.
 - Understanding context of the community and conceptual

Model of Women's Network for Smoke-Free Thai Communities

Study context of the community

Education and training
tobacco control

Set up the committee and working group
SWOT analysis

Set up project planning

Action

Communication to the people in the community

Cessation service for the community
Prevention the new smokers

Surveillance system for smoke-free public places

Evaluation and Survey II

Awards or certificates of honor of ex-smokers

Certificates to shops that

cooperate

Thank you



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