

# WARN PEOPLE ABOUT THE DANGER OF TOBACCO

## ARTICLE 12: Education, Communication, Training and Public Awareness

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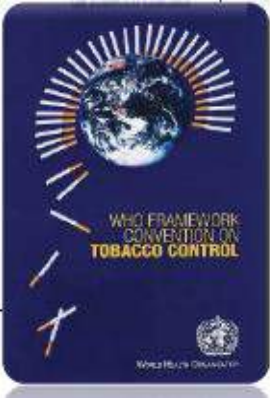
**MINI SYMPOSIUM AND MARKETPLACE: TRANSLATING EVIDENCE  
TOWARDS TOBACCO CONTROL POLICY IN MALAYSIA  
19 Disember 2017, Swan Convention, Sunway Medical Centre**

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# ARTICLE 12:

## Education, Communication, Training and Public Awareness



Article 12 of the WHO-FCTC states that Parties **must promote and strengthen public awareness** of tobacco control issues through education and public awareness programmes on the health of tobacco and the benefits of cessation, and provide public access to information on the tobacco industry.

Towards this end, each Party shall adopt and implement effective legislative, executive, administrative or other measures to promote:

**1** **Broad access** to effective and comprehensive educational and public awareness programmes on the health risks including the addictive characteristics of tobacco consumption and exposure to tobacco smoke

**4** **Public awareness** on the health risks of tobacco consumption and exposure to tobacco smoke, and the benefits of cessation of tobacco use and tobacco-free lifestyles;

**2** **Awareness and participation** of public and private agencies and non-governmental organizations not affiliated with the tobacco industry in developing and implementing inter-sectorial programmes and strategies for tobacco control;

**5** **Public access**, in accordance with national law, to a wide range of information on the tobacco industry as relevant to the objective of the FCTC Convention;

**3** **Effective and appropriate training** or sensitisation and awareness programmes on tobacco control addressed to persons such as health workers, community workers, social workers, media professionals and etc

**6** **Public awareness of and access to information** regarding adverse health, economic, and environmental consequences of tobacco production and consumption

# Timeline Malaysia progress in implementing Article 12

**2005 – 2009**

Nationwide **Tak Nak Anti-Smoking**  
Media Campaign Smile and Horror Series

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
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*New Breath Beginning Ramadan*

**Don't Break My  
Heart (TV Ads)  
(2009)**

**Sign of Time  
( TV Ads)  
(2010)**



**2009-2045 Tobacco Free Generation**

**IMFree  
Programe**

# “Tak Nak” Anti-Smoking Campaign



## OBJECTIVES “Tak Nak” Campaign

To galvanise the entire nation with an anti-smoking campaign that is immediately engaging and appealing

To provide health-risk information that will get the public thinking seriously about the dangers of smoking.

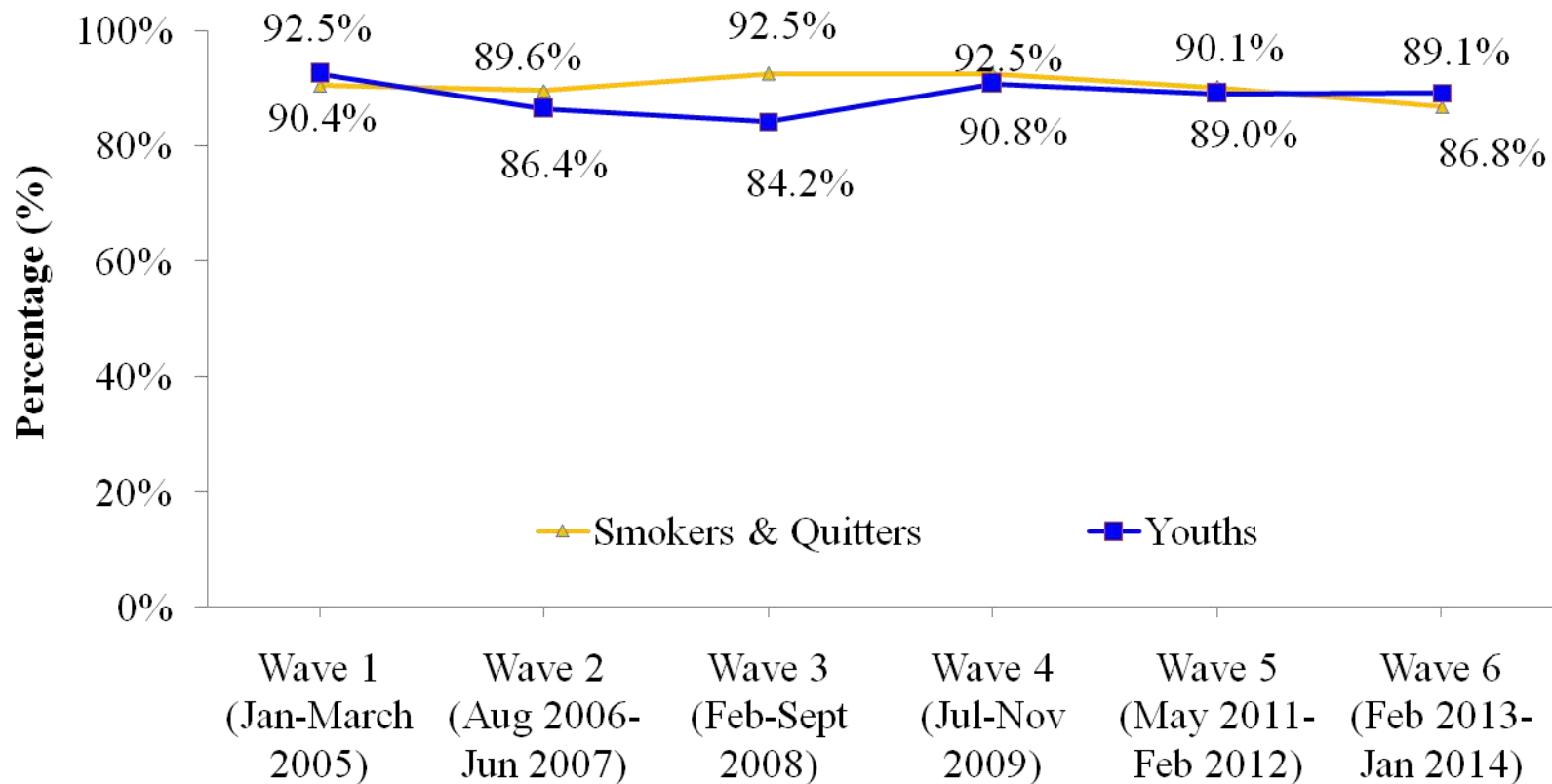
To discourage the young from starting, and encourage smokers to give up smoking.

To orchestrate a wave of popular support across the nation for the campaign in enthusiastic support of the Government.



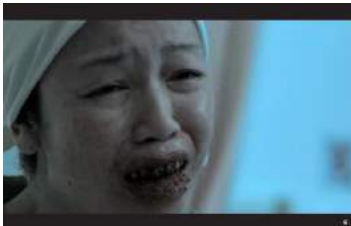
# “Tak Nak” Anti-Smoking Campaign

## Percentage of smokers/quitters and youths who heard about the “Tak Nak” Campaign





# “Don’t Break My Heart” TV ads



SMOKING CAUSES  
LUNG CANCER, MOUTH CANCER, GANGRENE  
AND OTHER FATAL DISEASES.



# “Don’t Break My Heart” TV ads





# “Don’t Break My Heart” TV Ads



**BERHENTI SEKARANG!  
MEROKOK MERUGIKAN**

INFOLINE BERHENTI MEROKOK

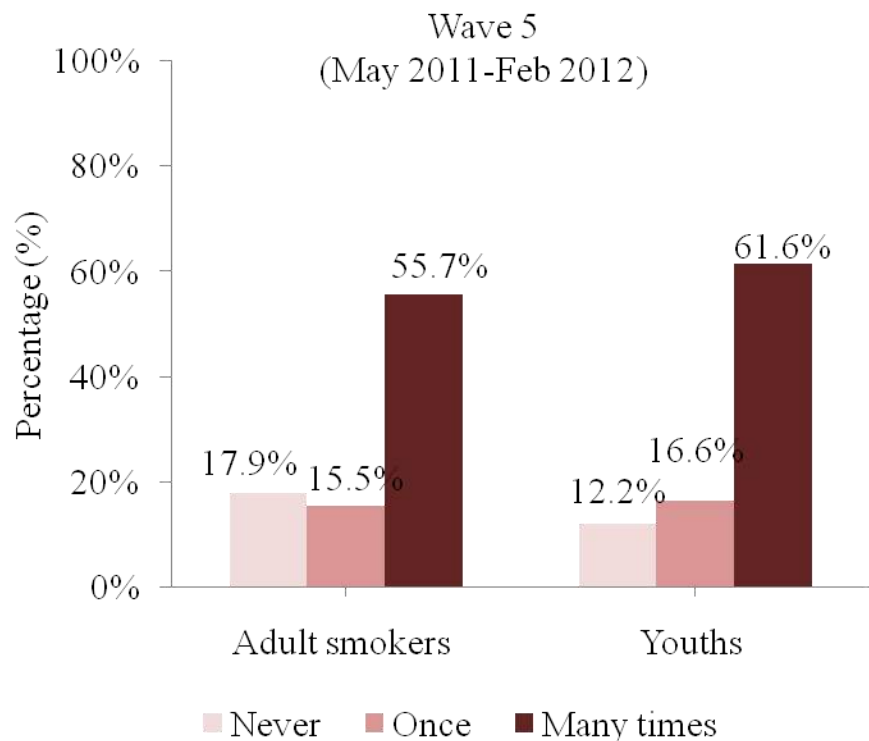
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# “Don’t Break My Heart” TV ads

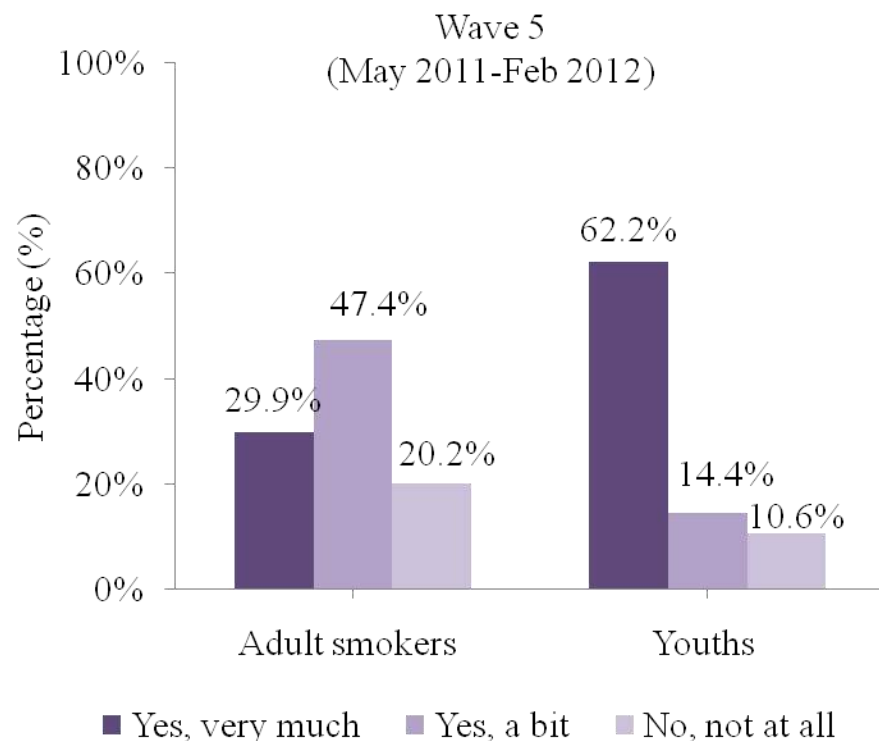
1

Percentage of smokers and youths who heard about the “Don’t Break My Heart” anti-smoking campaign



2

Percentage of adult smokers “Don’t Break My Heart” campaign discourage them from smoking



# “Sign of Time ” TV ads



POV of Malay boy at the futsal field as he puts his fingers to his lips and shakes them



Medium shot of POV on the group boys as they put their fingers to their lips and shakes them



POV of person walking to a bus stop where an old Indian woman puts her fingers to her lips then shakes her fingers.



POV walks along corridor of shops where



POV of Chinese woman getting into taxi as she



POV approaches a little boy playing with his toys

# “Sign of Time ” TV ads



A POV as it approaches some college students puts their fingers to their lips then shakes them.



A POV as it approaches Barber shop, barber's who does the same



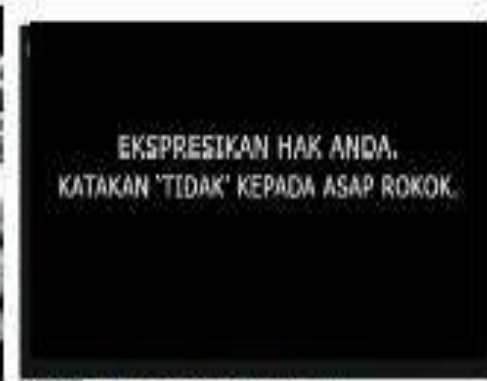
POV approaches a food stall where a customer does the same



POV of bus driver as some students shake their fingers



POV as old Punjabi man at phone booth puts two fingers to his lips then shakes it

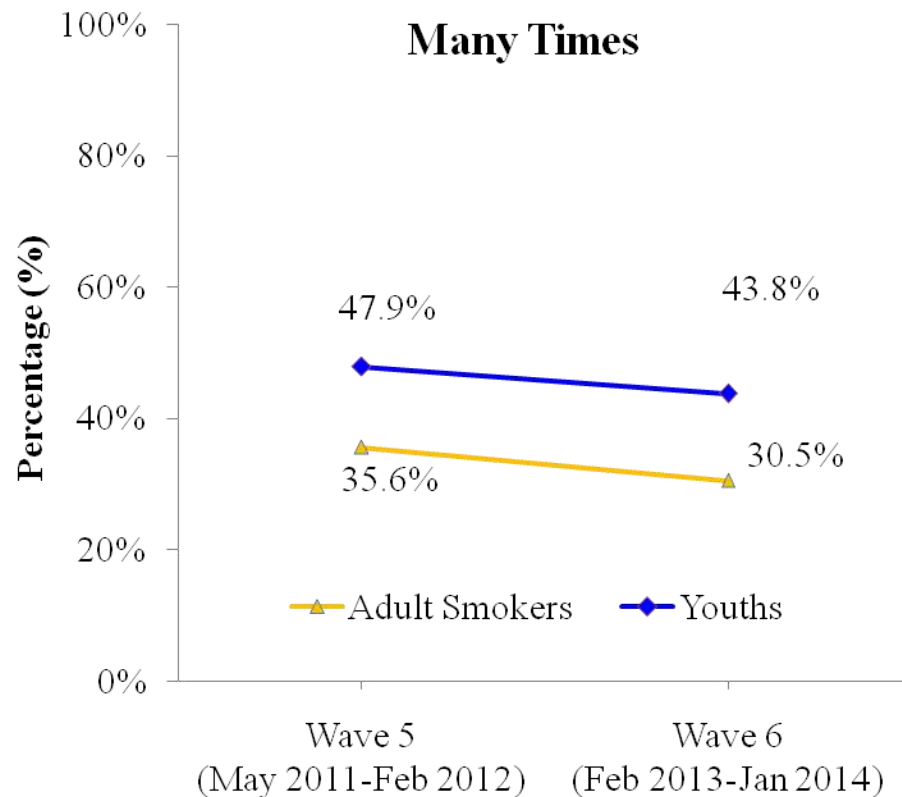


Super: Ekspresikan Hak Anda. Katakan 'tidak' kepada asap rokok.

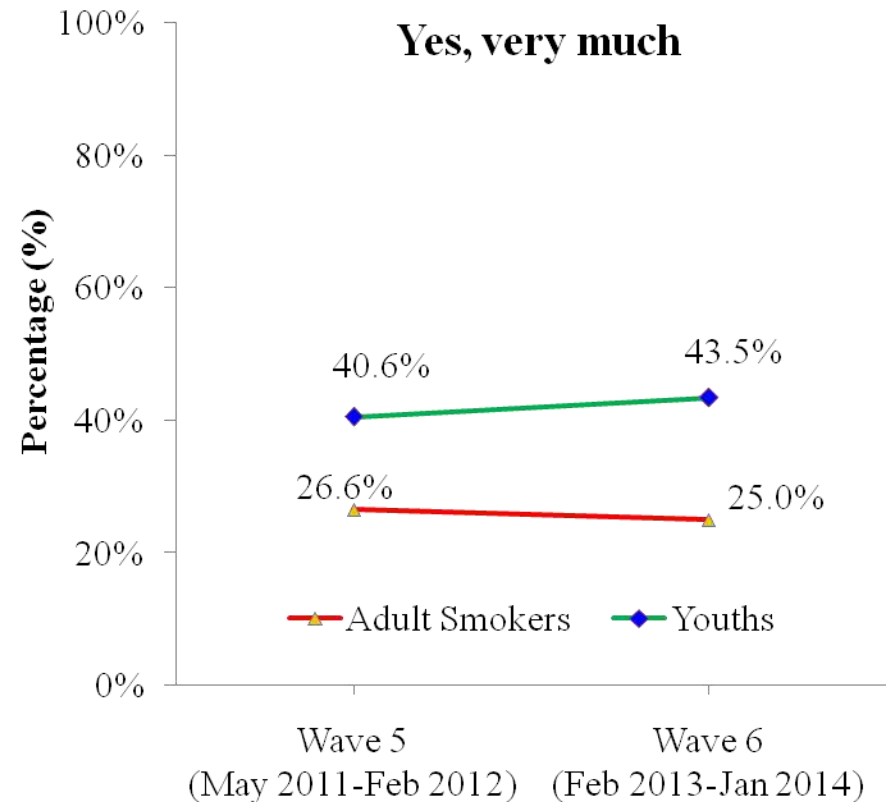


# “Sign of Time ” TV ads

## 1 Percentage of smokers and youths who heard about the “Sign of Time ” anti-smoking campaign

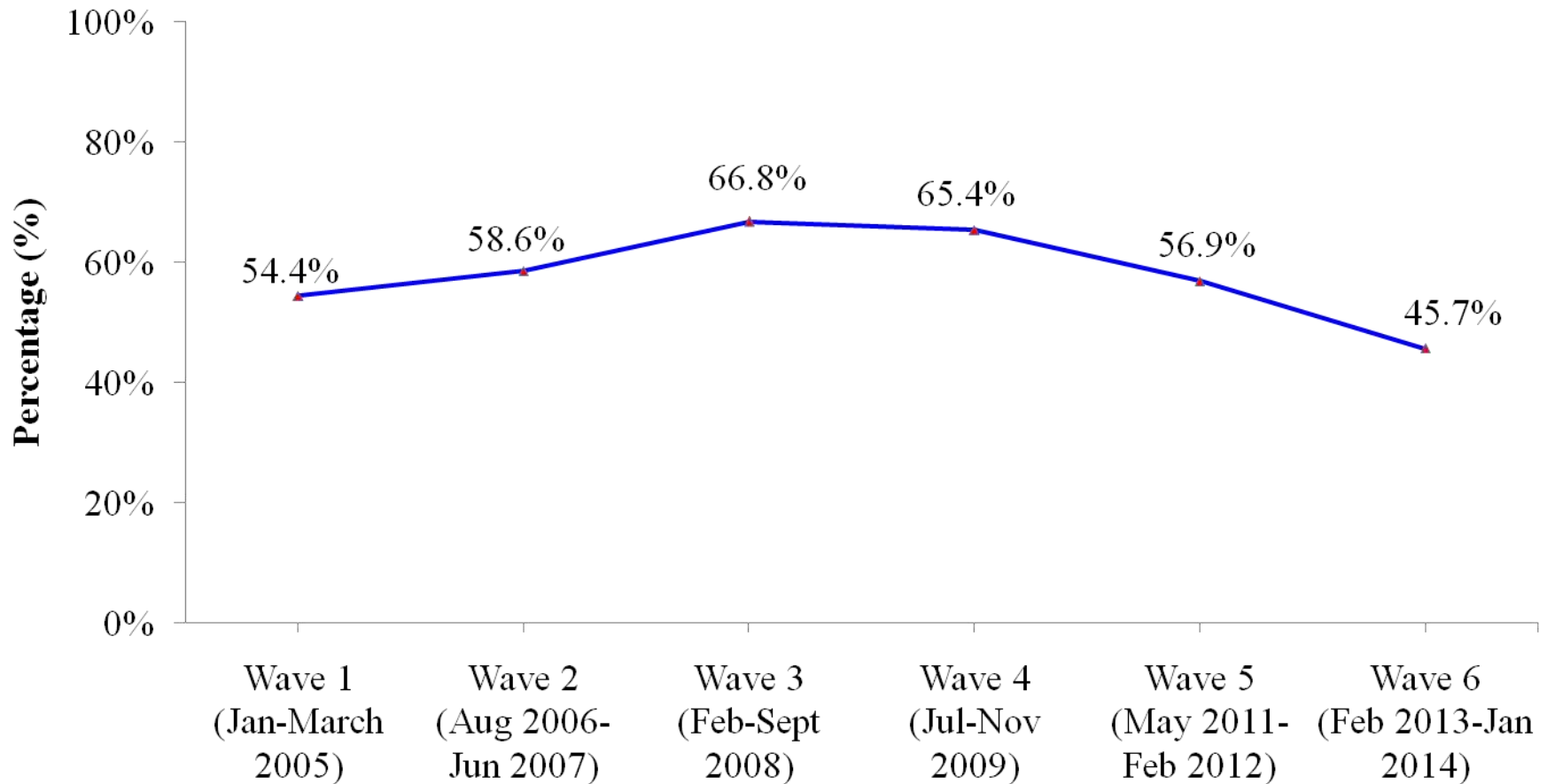


## 2 Percentage of adult smokers “ Sign of Time ” campaign discourage them from smoking



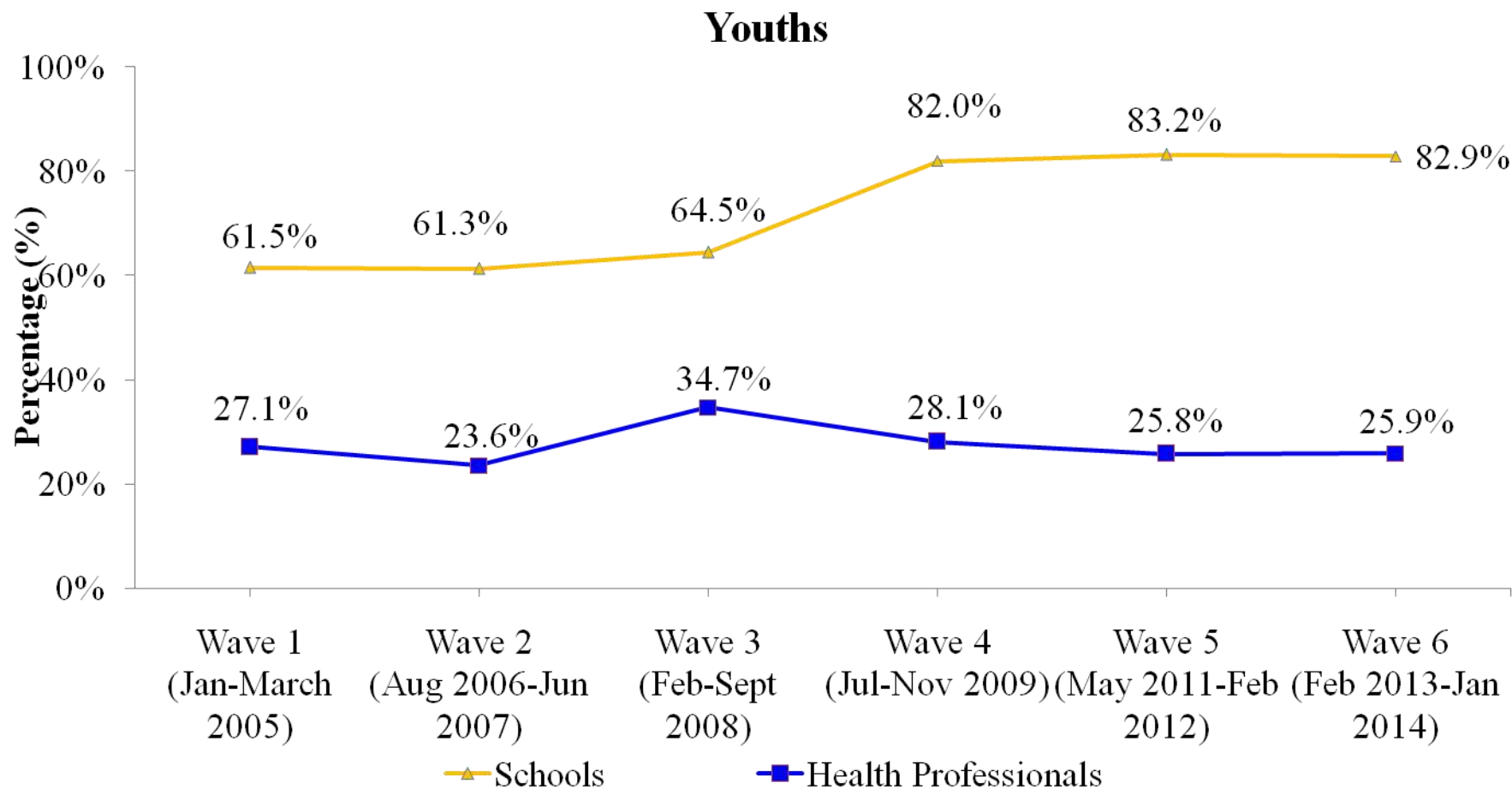
# “Kempen Nafas Baru Ramadhan” Campaign

Percentage of adult smokers who **heard** about the  
“**Kempen Nafas Baru Ramadhan**”

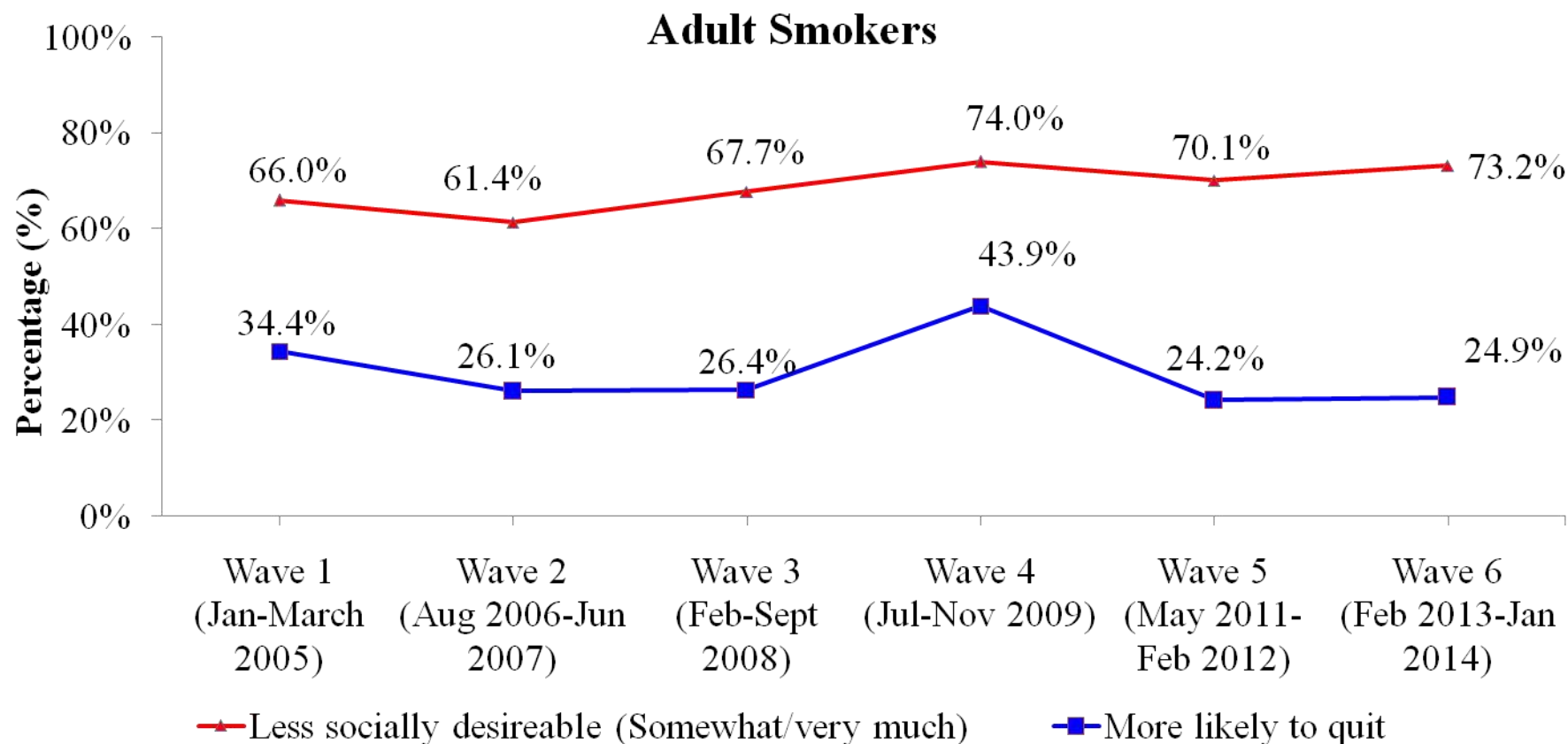




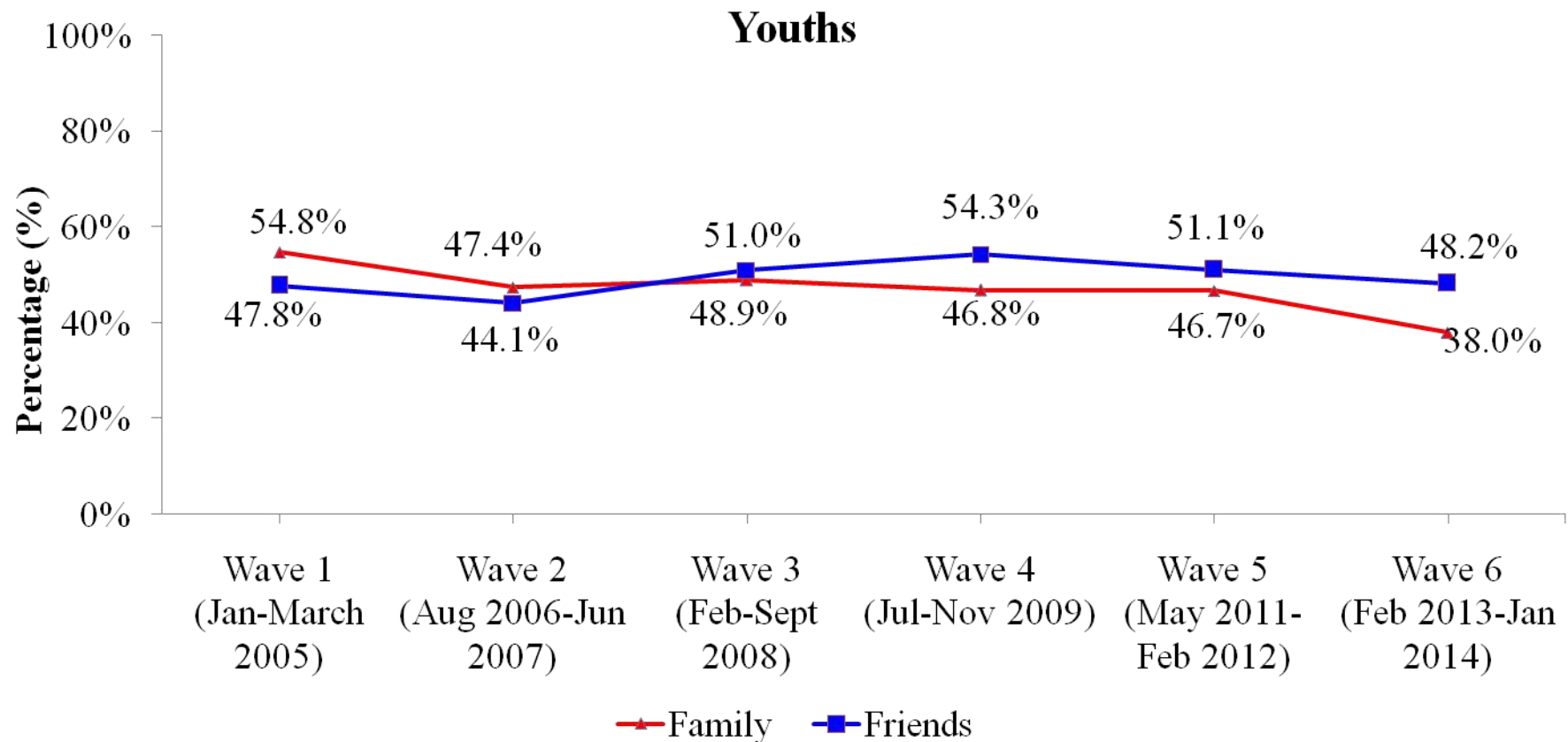
# Education on the danger of smoking & by health professional



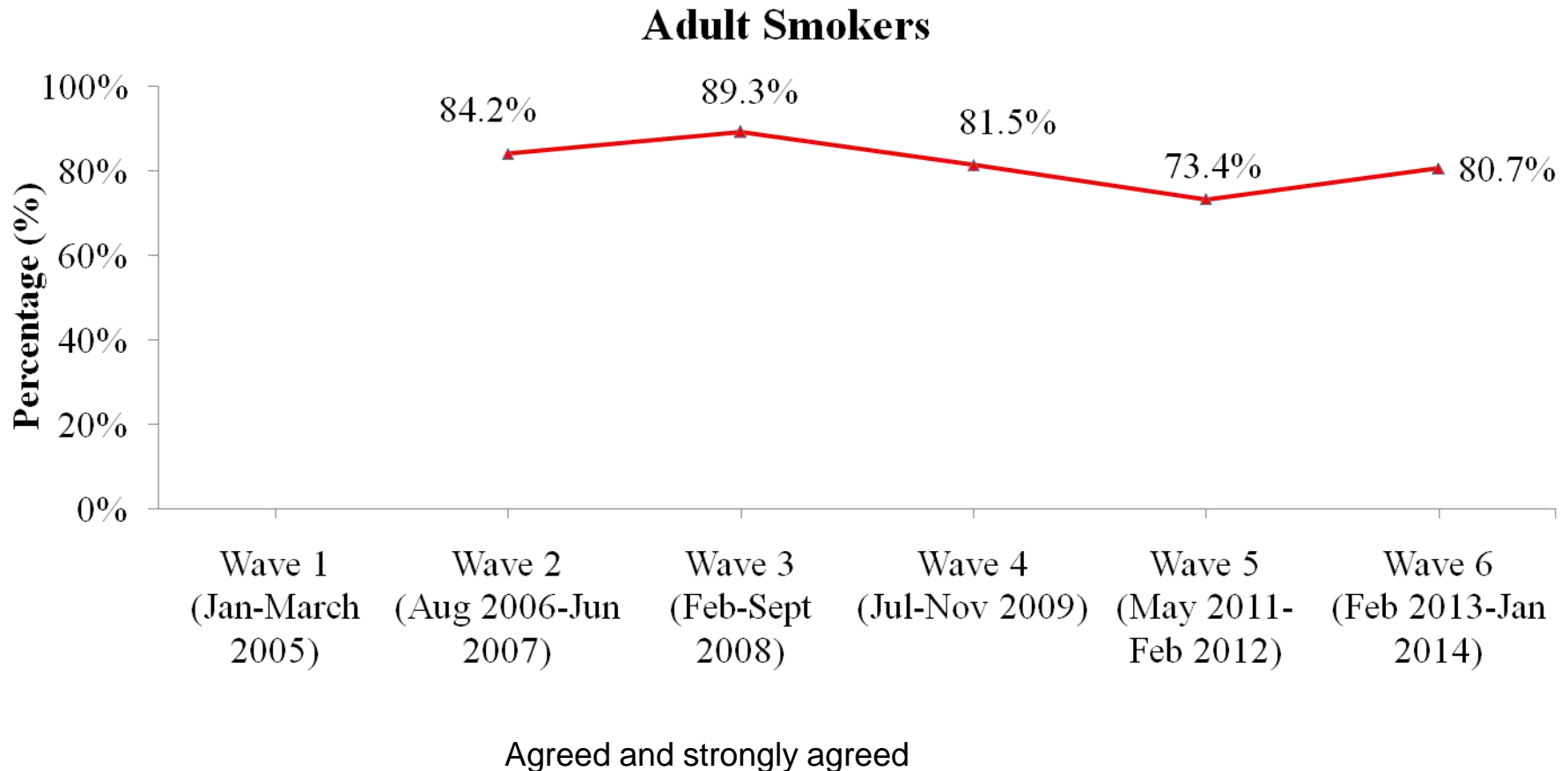
# Impact of anti-smoking campaigns on beliefs and attitude



# Anti-smoking campaigns lead discussion among family and friends



# Government should conduct more campaigns



# Evaluation of Tak Nak Media Campaign (HECC)

## Evaluation of Tak Nak Campaign (media)

Indicator		2004/ 2005	2006/ 2007	2008/ 2009	2010/ 2011	2012
Exposure	Smokers	92.1%	86.1%	96%	91%	84.0%
	Non-smokers	94.2 %	93.4%	95%	91%	
Comprehension	Smokers	75.1%	78.2%	73.0%	87.6%	92.0%
	Non-smokers	82.0%	82.5%	75.0%	89.0%	
Intention to Quit (smokers)	Smokers	5.4%	19.0%	29%	56.2%	65.6%
	Non-smokers	7.2%	24.3%	39.7%	64.2%	
	Non-smokers	-	-	-	51.0% (Intend to express their right)	
Action (use cessation services / contact Infoline / attempt)	Smokers	Not a parameter	18.0%	75%	82%	
	Non-smokers	-	-	-	44.0% (practice hand sign)	

# Policy Recommendations

1

The “Tak Nak Merokok” Campaign should continue albeit improved and intensified with adequate funding allocation at national, state and district levels annually. Research findings indicate that most Malaysians remember the tagline “Tak Nak” along with its health messages.

**Media  
campaigns  
should continue**

2

A national children and youth-oriented media campaign be funded on an ongoing basis as a permanent component of the nation’s strategy of TFG to reduce tobacco use along with support from educational institutions through tapping on diverse talent of young people from various disciplines.

**Should continue  
funding**

3

Apart from the Malaysian Ministry of Health (MOH), other entities within the government, private sectors and Non- Government Organisations (NGOs) and local television and radio should be encouraged to participate and/or organise activities to raise awareness on the harms of smoking and benefits of cessation

**Should involve  
ALL**

4

Regular monitoring and impact evaluation of campaign performances must be consistently maintained to ensure improvement and relevancy of the campaign content.

**Should continue  
evaluating  
impact for  
improvement**



# Thank you