

Inter-school Anti-smoking Campaign 2006-2007

Leung E, Chan B, Lee S H, Yung A

Institution : The Hong Kong Tuberculosis, Chest and Heart Diseases Association

Introduction

Smoking is an important public health issue. Many researches indicated that smoking associates with non-communicable diseases, such as cancers and heart diseases, etc., which induces a heavy burden to the community. A local study revealed that the total cost of tobacco related diseases in 1998 was HK\$5.3 billion and a total of 6,920 lives were claimed by smoking and secondhand smoke. An "Inter-school Anti-smoking Campaign 2006-2007" was organized for primary and secondary schools in order to educate the students and improve the awareness of harmful effects of smoking so to maintain and develop sustainability of tobacco control activities in schools.

Purpose

1. To improve the awareness of harmful effects of smoking and the importance of a smoke-free environment
2. To maintain and develop sustainability of tobacco control activities in schools
3. To promote the Smoking (Public Health) (Amendment) Ordinance to the community

Material & Methods

Schools were invited to submit the anti-smoking proposals which consisted of a series of activities to be organized in schools/ community. Selected participants made presentations at the "Inter-school Anti-smoking Campaign Ceremony". Afterwards, the participants implemented their proposals and submitted progress reports from December 2006 to May 2007. The implementation results and experiences were presented and shared in the "Award Presentation Ceremony". A set of healthy lifestyles and anti-smoking exhibition banner was roving displayed in schools. Take away tobacco control materials were produced to reinforce the messages.

Results

9 proposals were received and 4 of them were implemented. Around 6000 students and school staff members and parents attended the activities. The exhibition boards were roving displayed at 23 schools.

Conclusion

The campaign successfully educated the students about the harm of smoking and the benefits of a smoke-free environment. Some activities even extended, via students, to the community and the messages of projects were broadcasted to their parents, family and school staff members in order to gain the support in building up a healthy city.

