



**Based on characteristics of different ethnic groups  
involved in multi-effectiveness of the Tobacco Control  
Strategy - Xindian community smoke-free program**

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# Where is Xindian?

## Geography



Dreamy riverbank by Bitan

## Location of Xindian City

**Xindian is a city in Taipei County, located on the south border of Taipei Basin and one of the most important satellite cities. It is the seat of the Buddhist Tzu Chi General Hospital Taipei Branch.**



Zhonghua road's maple fragrance boulevard



# *Introduction*

- ❖ According to the Bureau of Health online database query system data, smoking behavior in 2006, Taipei County is accounts for about 23.6% of the resident.
- ❖ In addition, the analysis of Taipei County smoking group points out that male accounted for 42.49% and female accounted for 5.27%.
- ❖ From age stratification side, The largest in men group is 18-29 years of age (29.02%) and the largest in female group is up to 30-39 years of age (27.06%).



# *Method*

Take the **Ottawa Charter for Health Promotion** a strategies as the framework.





**Build healthy public policy:** The Tzu Chi Ten Commandments, and smoke damage control as the core focus on the spirit of the Tobacco Control (January 2009 11 Notice) , the development of the Universal Declaration of smoking cessation and anti-smoking propaganda stickers.



**Create supportive environments:** Aging in remote areas, densely populated commercial area provide various types of smoke-free and healthy environment : such as smoke-free restaurant and used the media of anti-smoking public awareness of the whole community.



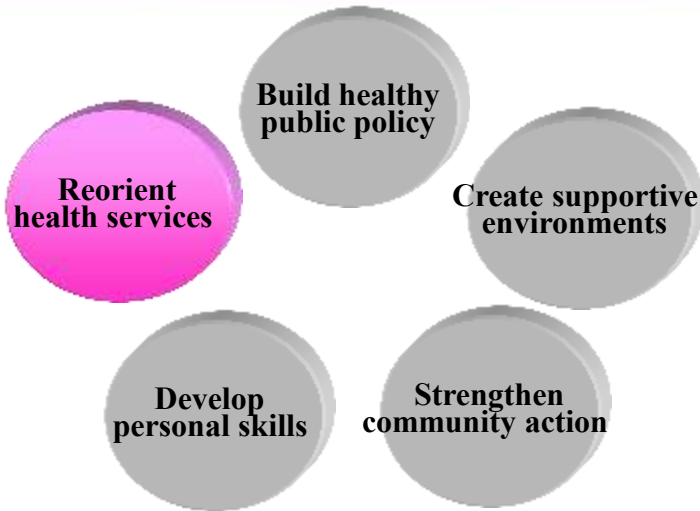
**Strengthen community action:** Development meets the needs and characteristics of various social strata of diverse smoke-free community programs





## Develop personal skills

planning quit courses, and use smoking perception, attitude and behavior scales to assess the members participate in the program after the change in the extent and regularly track quit success Taipei Tzu Chi Hospital project team composed of professional medical staff. Curriculum arrangements, from family medicine, chest medicine, rehabilitation, medicine, psychiatry, nutrition group, social worker and other staff as lecturer .



## Reorient health services

In 2010 We will strengthen the children and adolescents under the age of 18, the anti-smoking techniques and to promote awareness of the focus.



# Results

Xindian community smoke-free program

- 1 by having 4 times media interview on Dai-I TV news.
- 2 To expand the public education by having 21 times advocacy activities at community clinics and Community Center
- 3 Planning classes training nearly 470 quitting propaganda volunteers
- 4 To reach the consensus by having a card signature campaign
- 5 To carry the concept into family by having a parent-child drawing competition-Themes is "No Smoking in My family".
- 6 To help smokers taking action by having three times quit classes.

- To raise the public awareness by having 4 times media interview on Tai-I TV. The subjects covered smoking cessation classes, in elementary play smoke-free drama ...etc
- To reach the consensus by having a card signature campaign -"supports national health insurance or government smoking cessation treatment payment". It got about 1200 people including more than 500 health care workers endorsement.



**Convince the boss of the restaurant smoking sticker posted in the restaurant wall**



**Volunteers. Health care workers and community members to sign cards supporting quit services**



**Media Play to quit somaking activities**



**Invite village chief competent to assist in the community together to promote quit smoking**



**Youth volunteers are going to the park near the school to pick up cigarette butts**



**Smoking cloth hanging to strengthen smoke-free environment**



**Community members took the anti-smoking propaganda with words**



**Staff Quarters notice smoke-free environment**



**In the community center to provide quit information to local residents**

- To expand the public education by having 21 times tobacco advocacy activities at community clinics and Community Center. There were nearly 2000 people to participate in.
- To carry the concept into family by having a parent-child drawing competition- Themes is “No Smoking in My family ”. There was total of 34 parties from five elementary schools to attend it and 25 won awards. These works were posted on the website and open to the public
- Planning classes training nearly 470 quitting propaganda volunteers. A survey after the programs showed that 95% of the volunteers recognized these programs are helpful to them.



**Children's drawing competition process - in the third grade works**



**On volunteers to carry out training courses in order to better understand the harm of the cigarette**

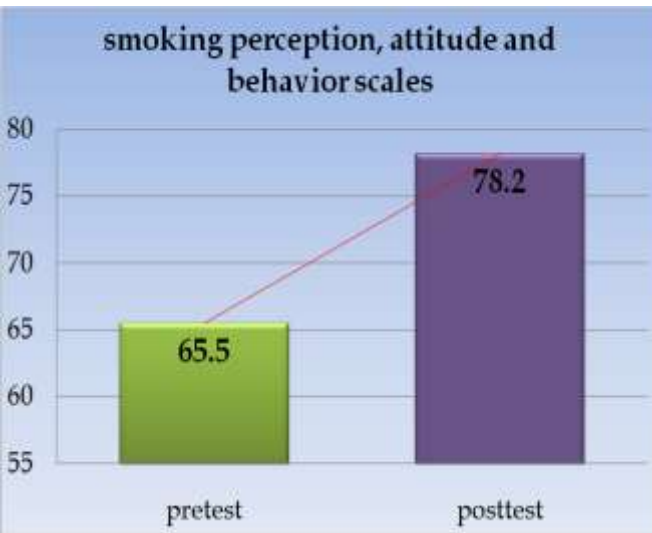


**Commentary on the elderly community of the health risks of cigarettes and Tobacco Control Act**



**Hiking activities to join smoke-free community issues**

- There were 58 persons completed course. These members were evaluated by the smoking perception, attitude and behavior questionnaire to measure changing status. The average score was increased from **65.5 to 78.2 (+12.8)**. After three-month follow-up, the success rate of quit is **32%** and the reduction in the amount of smoking is **59%**, unchanged 9%



**Chinese medicine massage the ear acupuncture points to reduce anxiety to quit**



**Physical therapists guide participants to transfer smoking attention by exercise**



- **Reorient health services:** In 2010 We will strengthen the children and adolescents under the age of 18, the anti-smoking techniques and to promote awareness of the focus.





# *Conclusion*

- This program is a collaboration of Tzu Chi community volunteers, students and families, school environment, the hospital hardware and software, community medical groups and other systems. Especially it takes national "Smoke-free city" development model as an operation practice. To adopt their strength and experience to shorten the gap caused by health inequalities.



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Thanks for your attention

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