NATIONAL STRATEGIC PLAN FOR TOBACCO CONTROL AND TOBACCO END GAMES

TOBACCO CONTROL UNIT AND FCTC SECRETARIAT
MINISTRY OF HEALTH MALAYSIA
Malaysia became a signatory on 23 September 2003, ratified the WHO FCTC on 16 September 2005.

Ministry of Health acts as the Malaysian Government’s Secretariat to the WHO FCTC Convention (also known as FCTC Malaysia).

The Control of Tobacco Products Regulation 2004 under the Food Act 1983, was developed in line with FCTC.
Control of Tobacco Product Regulations 2004

NATIONAL STRATEGIC PLAN ON TOBACCO CONTROL 2015 - 2020
Ketahui 21
KAWASAN LARANGAN MEROKOK

Terkini
Kawasan R&R

- Stadium, Kompleks sukan
- Tempat keagamaan
- Bas sekolah
- Kafe internet
- Pusat aktiviti
- Hospital dan klinik
- Lif dan tandas awam
- Tempat makan atau kedai berhawa dingin
- Perpustakaan
- Institusi pengajian tinggi
- Kompleks membeli belah
- Kendaraan awam atau hentian pengangkutan awam
- Lapangan terbang
- Bangunan yang dinyatakan oleh Menteri molalai pemberitahuan dalam Warta di bawah peraturan 22
- Premis kerajaan
- Stesen minyak
- Kaunter perkhidmatan
- Pusat hiburan
- Kawasan Latihan Khidmat Negara

Yang mana ada di komuniti
PICTORIAL HEALTH WARNING (PHW) (ARTICLE 11)

• PHW on cigarette packages was implemented since 2009.
• Started with 40% on front panel and 60% in back panel.
• The size of pictorial warning has increased to 50% on front panel in 2013 where as the back panel remain the same.
• Quit Smoking Services

O : Offer to Quit
OFFER TO QUIT (ARTICLE 14)

• Quit Smoking Clinics (Klinik Berhenti Merokok) /Services
• Implemented To Health Clinics And Hospitals since year 2000
• Scope of Services in Klinik Kesihatan:
  – Health promotion and prevention
  – Screening
  – Counseling
  – Pharmacotherapy
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KHIDMAT BERHENTI MEROKOK
TOWARDS THE END GAME OF TOBACCO

NCD GLOBAL TARGET

2025 WHA78

15%

2045

<5%

3.a Strengthen the implementation of the WHOFCTC on Tobacco Control in all countries, as appropriate (2016 – 2030)

THE END GAME
Thompson et al. (2012) suggested some elements should be considered in defining the tobacco endgame:\(^1\):

1. Low smoking prevalence e.g. <5%
2. End of commercial sale of tobacco products
3. Denormalisation of smoking culture
4. Zero exposure of tobacco use to children

---

A further definition incorporating WHO FCTC in its concept:

The Endgame for Tobacco calls for reducing consumption and availability of tobacco in the society to minimal levels through full, effective and accelerated implementation of all policy measures recommended under WHO FCTC and adopting new strategies.
2015 Smoking Prevalence

1 in 4 Malaysian adults (4.8 millions)

Males: 45.1%
Females: 1.4%
Adult Smoking Prevalence

Trend of Smoking among Adults aged ≥18 years, 1996-2015

The prevalence of smoking remained at around 25% (1 in 2 males were smokers)
Prevalence of smoking by states, ≥ 15 years (NHMS 2015)

- National: 22.8%
- Sabah & Labuan: 28.4%
- Kedah: 26.5%
- Pahang: 25.5%
- Sarawak: 25.4%
- Kelantan: 24.6%
- Johor: 22.2%
- Perlis: 22.2%
- Terengganu: 22.2%
- Perak: 21%
- N.Sembilan: 20.9%
- Selangor: 20.9%
- Penang: 19.2%
- WP Kuala Lumpur: 19.1%
- Melaka: 16.9%
- WP Putrajaya: 12.4%
Youth Smoking Prevalence


- Overall:
  - 2003: 20.2%
  - 2009: 18.2%
  - 2012: 9.4%
  - 2016: 14.8%

- Male:
  - 2003: 36.3%
  - 2009: 30.9%
  - 2012: 17.1%
  - 2016: 26.1%

- Female:
  - 2003: 4.2%
  - 2009: 5.3%
  - 2012: 1.9%
  - 2016: 2.4%
VISION

Malaysia a tobacco free nation by 2045
MISSION

All Malaysian citizen born 2009 onwards will say no to smoking

Community empowerment in denormalising smoking habit

Expansion of smoke free places to protect the public
OBJECTIVES

Maintain smoking prevalence among woman age 15 years and above at below 5%

Reduce the smoking prevalence to less than 15% by 2025

Towards the END GAME of Tobacco
Target less than 5% smoking prevalence by 2045
NATIONAL STRATEGIC PLAN ON TOBACCO CONTROL

STRATEGY

- Strengthen current tobacco control capacity
- Strengthen law & enforcement on tobacco control
- Community empowerment and encourage multisectoral participation
- Strengthen tobacco control activities through M POWER strategy
MALAYSIA’S TOBACCO CONTROL ROAD MAP FOR 2014 – 2025

Target: To reduce smoking prevalence to 15% by 2025

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<tbody>
<tr>
<td>* TOTAL POPULATION (Age ≥ 15) Million</td>
<td>20.8</td>
<td>21.6</td>
<td>22.0</td>
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<td>NO. OF SMOKERS Million</td>
<td>4.70</td>
<td>4.86</td>
<td>4.83</td>
<td>4.78</td>
<td>4.74</td>
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<td>4.42</td>
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<td>4.23</td>
<td>4.15</td>
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<td>PREVALENCE (%)</td>
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<td>21.9</td>
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<td>16.7</td>
<td>16.1</td>
<td>15.6</td>
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Population (Million)

Prevalence

Target: To reduce smoking prevalence to 15% by 2025

- Population (Million) decreases from 20.8 million in 2011 to 14.98 million in 2025.
- No of Smokers decreases from 4.7 million in 2011 to 3.94 million in 2025.
- No of Quitters increases from 0.13 million in 2011 to 0.15 million in 2025.

Red line indicates the decrease in smoking prevalence:
- From 23.1% in 2011 to 15.0% in 2025.
smokefree Malaysia!

TOWARDS THE END GAME OF TOBACCO

NCD GLOBAL TARGET

THE END GAME

2025 WHA78

2045

15%<5%

SUSTAINABLE DEVELOPMENT GOALS

3.a Strengthen the implementation of the WHO FCTC on Tobacco Control in all countries, as appropriate (2016 – 2030)
Advocation Smokefree Generation

- Program Khas
- Modul Tadika
- I M Free
- I M Free
- Program Belia
- PPKHT

- KEMAS
- JKM
- KPM
- Jab
- Perpaduan
- Kolej Taska

- IPTA / IPTS
- NGOs
- MySihat

- Ibu hamil
- Pra-Sekolah
- Sekolah Rendah
- Sekolah Menengah
- Belia
- Orang Awam

- Quit through Counsellors
- NGOs
- MySihat

- 1Malaysia Berhenti Merokok based on NHS Quit Smoking Services

- KOTAK

Endgame 2045
PREVENTION

smokefree Malaysia!

TOWARDS THE END GAME OF TOBACCO

NCD GLOBAL TARGET

2025 WHA78

15%

THE END GAME

2045

<5%

SUSTAINABLE DEVELOPMENT GOALS

3.a Strengthen the implementation of the WHO FCTC on Tobacco Control in all countries, as appropriate (2016 - 2030)
FORWARD WAY
Article 13 Tobacco Advertising, Promotion and Sponsorship
Enforce bans on advertising, promotion and sponsorship

Standby Counter
DENORMALISING SMOKING HABIT
SMOKING HARM UNBORN BABIES

No logos, colours, brand images or promotional information

Pack surfaces in a standard colour

Brand and product names in a standard colour and font

Graphic health warnings used in conjunction with plain packaging

World Health Organization

31 May: World No Tobacco Day

www.who.int/world-no-tobacco-day  #NoTobacco
KAWASAN REHAT DAN RAWAT / HENTIAN SEBELAH ADALAH KAWASAN DILARANG MEROKOK

TERIMA KASIH KERANA TIDAK MEROKOK
PREMIS-PREMIS YANG TIDAK MENJUAL ROKOK SECARA SUKARELA

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<td><strong>Jumlah</strong></td>
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Premis Kerajaan Kerajaan

Sebagai contoh kesemua enam kafeteria di Parcel E Putrajaya secara sukarela tidak menjual rokok

Premis Perniagaan

Sebagai contoh — empat restoran/kedai makan di Putrajaya dan Cyberjaya

PLUS/LATAR/ANIH MERUPAKAN KONSENSI LEBUHRAYA YG HADIR BAGI MENDAPATKAN SIJIL PERHARGAAN PADA 22 SEPTEMBER 2016

Sebagai contoh —

Contoh:
- Kafeteria di Parcel E Putrajaya
- Empat restoran/kedai makan di Putrajaya dan Cyberjaya

Contoh:
- Kafeteria di Parcel E Putrajaya
- Empat restoran/kedai makan di Putrajaya dan Cyberjaya

Contoh:
- Kafeteria di Parcel E Putrajaya
- Empat restoran/kedai makan di Putrajaya dan Cyberjaya
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<th>Description</th>
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<tr>
<td>Article 8</td>
<td>Protection from exposure to tobacco smoke</td>
<td>i) Parts of National Parks to be gazetted as no smoking area.</td>
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<td>i) All public parks to be gazetted as no smoking area.</td>
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<tr>
<td></td>
<td></td>
<td>i) Removal of allowance for 1/3 smoking area in air-conditioned restaurants / stadium / public transport station</td>
</tr>
</tbody>
</table>
### List of Smoke free City Projects in Malaysia

<table>
<thead>
<tr>
<th>State</th>
<th>Name of Project</th>
<th>Gazzeted Area</th>
<th>Gazetted Year</th>
</tr>
</thead>
</table>
| Melaka    | Melaka Bebas Asap Rokok (MBAR) | • Bandar Warisan Dunia, Bandar Melaka, MBMB  
• Melaka International Trade Centre,  
• Majlis Perbandaran Hang Tuah Jaya  
• Bandar Alor Gajah, Majlis Perbandaran Alor Gajah  
• Bandar Jasin, Majlis Perbandaran Jasin | 2011          |
| Johor     | Johor Bebas Asap Rokok (JBAR)  | • Hutan Bandar Mutiara Rini, Johor Bahru  
• Taman Negara Johor Endau Rompin,  
• Taman Negara Johor Endau Rompin (Tambahan)  
• Taman Negara Johor Gunung Ledang  
• Taman Negara Johor Pulau Kukup  
• Taman Negara Johor Tanjong Piai  
• Taman Rekreasi Town Park 2 & 3, Taman Seri Austin, Johor Bahru | 2012 2014     |
| Pulau Pinang | Penang Bebas Asap Rokok (PENBAR) | • Taman Perbandaran George Town, Pulau Pinang  
• Taman Botani, Pulau Pinang  
• Empangan Ayer Itam, Pulau Pinang  
• Empangan Mengkuang, Bukit Mertajam  
• Taman Bandar Ampang Jajar, Seberang Prai Tengah  
• Empangan Telok Bahang, Pulau Pinang  
• Kawasan Tapak Warisan Dunia, George Town, Pulau Pinang | 2012 2015     |
Rumahku Bebas Asap Rokok

RUMAH BEBEAS ASAP ROKOK
Rumahku Bebas Asap Rokok

Rumahku Bebas Asap Rokok
Smoking Rooms

Nine (9) smoking rooms (airport) which do not have the Ministry’s approval or constructed without fulfilling the SOP criteria, have been inspected and instructed to close down immediately.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of premises (2013 - 2015)</th>
<th>Status of Application</th>
<th>No. of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Sogo Shopping Complex</td>
<td>Rejected</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Terminal Bas Selatan (TBS)</td>
<td>Rejected</td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>Penang International Airport</td>
<td>Approved</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>Kuala Lumpur International Airport 2</td>
<td>Approved</td>
<td>1</td>
</tr>
</tbody>
</table>
Early Intervention

your child's future starts here

Early Help makes a difference!
PROGRAM PENCEGAHAN DAN INTERVENSI MEROKOK DALAM KALANGAN PELAJAR SEKOLAH MENERUSI PERKHIDMATAN PERGIGIAN SEKOLAH
KAUNSELOR DI SEKOLAH DI PERINGKAT KEBANGSAAN

• LATIHAN DILAKSANAKAN MENGIKUT 6 ZONE DAN PENAMBAHAN 5 BAHAGIAN DI SABAH DAN SARAWAK
• SERAMAI LEBIH 500 ORANG KAUNSELOR DILATIH
• LATIHAN SANGKUTAN TELAH DILAKSANAKAN DIBEBERAPA BUAH NEGERI
PROGRAM mQuit Services
MOU SIGNING
PARTNERS

• University Malaya
• Malaysian Academy of Pharmacy

• University Sains Malaysia
• Johnson and Johnson Sdn Bhd
Integrated Quit Smoking Services

- Health clinics
- Retail Pharmacies
- Private Clinics / GPs
- Quit at Schools
- Private Hospitals
- Government Hospitals

MQUITLINE
Launching: 
**mQuit** programme launch on 29 May 2016 at Mid Valley Megamall Kuala Lumpur
LAUNCHING MQUIT WEBSITE
29 MEI 2016
MID VALLEY MEGAMALL
Animate: jomquit.com.my
Mouse pointer click on search icon

Copy: Introducing a quit smoking method more effective than willpower alone.

Introducing landing page

Zoom in to landing page.
Public Private Partnership

TRAINING FACILITATED BY JNJ

Level 1
Training Guideline

Level 2

Level 3
SCOPE ADVANCE

PRIVATE

HOSPITAL

PHARMACY

GP

HOSPITAL

CSCSP 1

SCOPE

CSCSP 2

ATTACHMENT

PUBLIC FACILITIES

HC
Monitoring System

Private Sector Only

USM Quitline

PRIVATE

PHARMACY  GP  HOSPITAL
FACILITIES

- PRIVATE COMMUNITY PHARMACY = 132
- INSTITUTION = 8
- HEALTH CLINIC = 219/507
- HOSPITAL = 10/47
- TOTAL = 369
Yes, we CAN achieve

smokefree Malaysia!
Thank you