



Mobilizing support for 100% smoke-free indoor environments in the Western Pacific

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Key facts



- Exposure to second-hand smoke is a major hazard to public health.
- The International Agency for Cancer Research has classified second-hand smoke as a carcinogen.
- In 2010 it was estimated that globally more than 600,000 people die each year from exposure to second-hand smoke, and 28% of these deaths were among children.
- In Asia and the Pacific more than half of women and children are regularly exposed to second-hand smoke in public places and at home.



Key facts



- Research shows that there is no safe level of exposure to second-hand smoke.
- Even a small amount of exposure to second-hand smoke can damage DNA.
- Upon inhalation chemicals in second-hand smoke cause immediate harm. Even brief exposure can cause cardiovascular disease and could trigger a heart attack.



WHO Framework Convention on Tobacco Control

Article 8: Protection against exposure to second-hand smoke

Guiding Principles

- All people should be protected
- Legislation is necessary
- Good planning and adequate resources are essential
- Civil society plays a central role
- Enforcement should be monitored and evaluated
- Protection of people from exposure should be strengthened and expanded



What we need to do



- Raise awareness of the strong public support that exists for comprehensive bans on smoking
- Ministries of Health provide public recognition for individuals, groups, institutions, civil society partners, local governments and other stakeholders that are advocating and mobilizing support for smoke-free environments
- The Blue Ribbon Campaign has been developed by WHO in the Western Pacific Region to serve as a mechanism for Ministries of Health to provide recognition of important work its partners have carried out in implementing Article 8 of the WHO FCTC



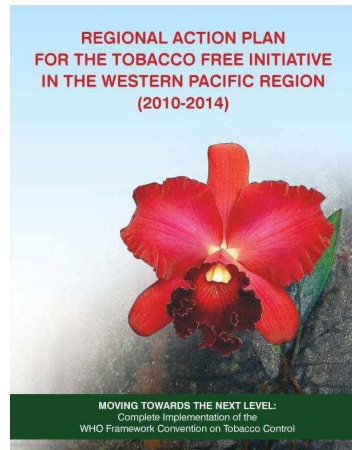
Campaign Objectives



- Raise awareness of the harms of second-hand smoke
- Empower and recognize individuals, groups, institutions, civil society partners, local governments and other stakeholders to continue to work to denormalize smoking in public and advocate for smoke-free environments
- Build political constituencies that can lobby for stronger smoke-free laws and regulations consistent with Article 8 of the WHO FCTC and its guidelines



Leadership provided by Ministries of Health



Ministries of Health are encouraged to take full ownership of the national campaign consistent with the objectives of the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific Region (2010-2014).

The Regional Action Plan encourages members states to:

- Develop a system to publicly recognize outstanding contributions of allies and partners, and reinforce social mobilization efforts.
- Host annual recognition of allies and partners who make significant contributions to tobacco control efforts



How will the blue ribbon campaign be implemented?



1. Establish a steering committee responsible for:
 - developing plans for recognition of individuals or groups
 - implementing and monitoring of the plan
2. Orientation meeting
3. Decide on symbol for national campaign
4. Decide on timeline for nominations and receipt of applications
5. Criteria for selection
6. Organize public events to announce recipients

Resources available to help plan your Campaign



Samples of

- call for nominations
- application form
- criteria for selection
- timeline

Campaign Posters

Each small step leads us closer
to a 100% smoke-free indoor environment



The **BLUE RIBBON**
Campaign

Honoring the people who have done their share for clean air

Saving lives from second-hand smoke.

We urge you to support the blue ribbon campaign. If you are interested in rolling out the blue ribbon campaign in your country, visit www.wpro.who.int/tobacco.

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The ultimate goals of the Blue Ribbon Campaign



- Communicate the importance of social solidarity for promoting smoke-free environments
- Denormalization of smoking in public