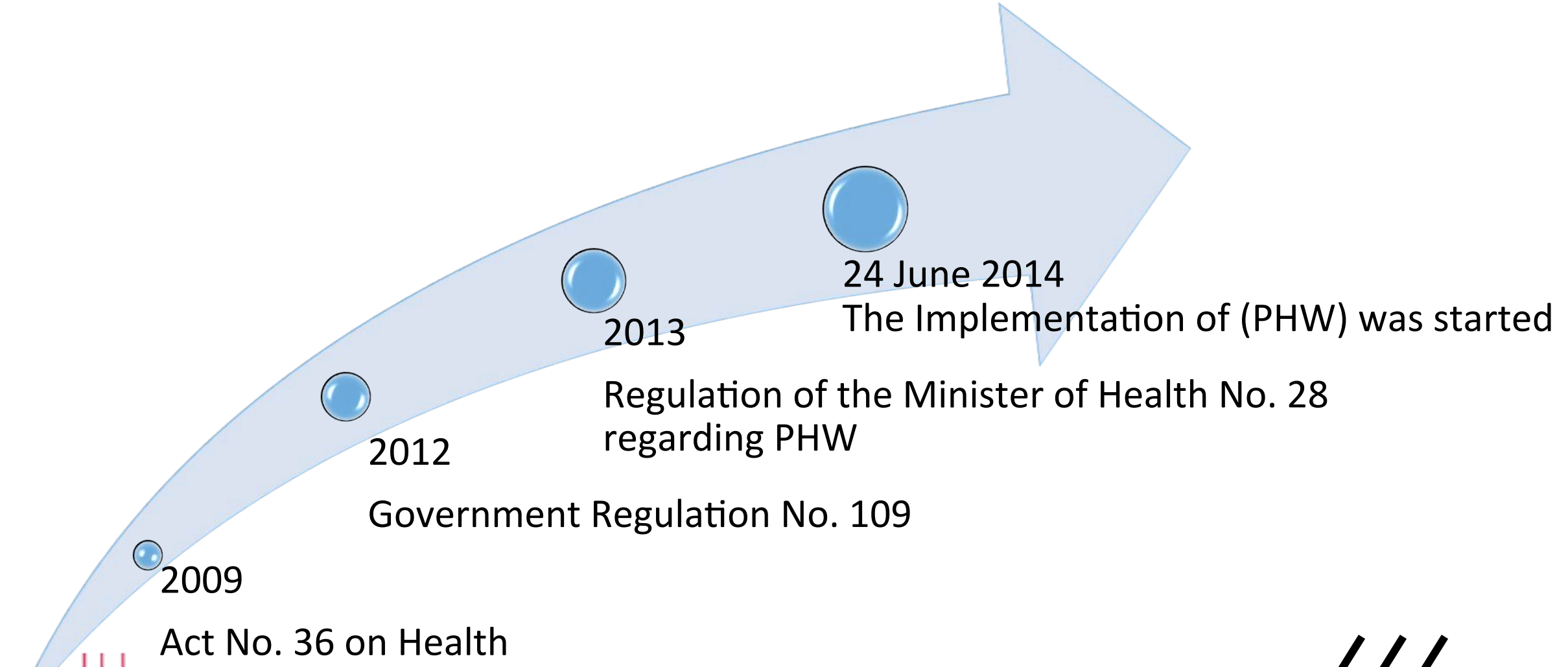


The Opinion and Support of Balinese People to The Implementation of PHW and Its Effectivity on Tobacco Control Program

Bali Tobacco Control Initiative



The Road of PHW In Indonesia



5 Pictorial Health Warning in Indonesia



Study Aim

- To describe
 - The opinion and support of Balinese People to the implementation of PHW
 - The effectivity of PHW on preventing smoking and endorse smoking cessation.



Methods

- Design
 - Cross-sectional study (survey).
- Population
 - Balinese people, 15 - 65 years old
 - February – March 2015
- Sample
 - Proportional from 9 district/city
 - 1078 persons
 - Selected from the visitor or people around 7 type of smoke free area in Bali Province.
- Data collection
 - Interview using questionnaire



Results

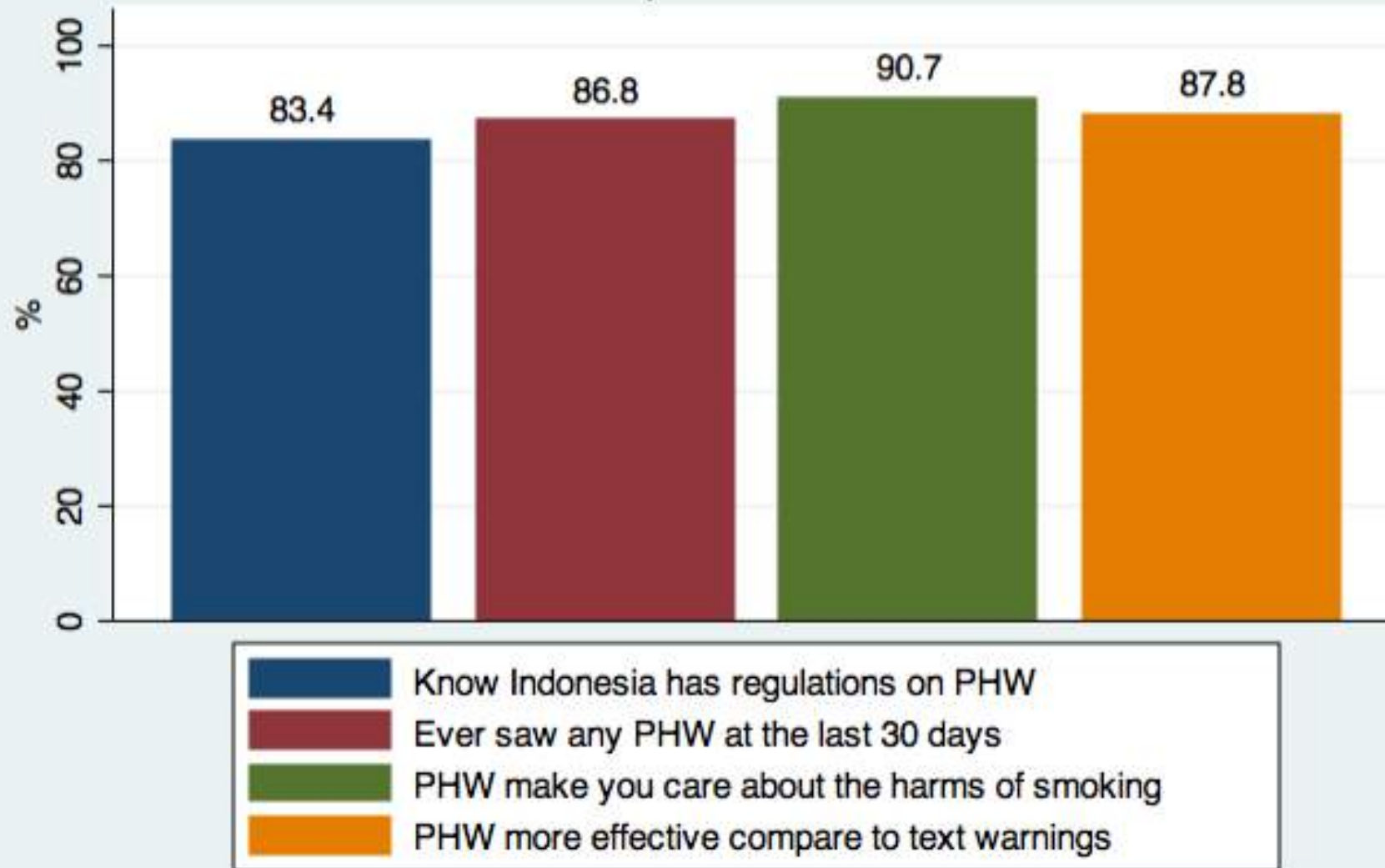


Respondents Characteristic

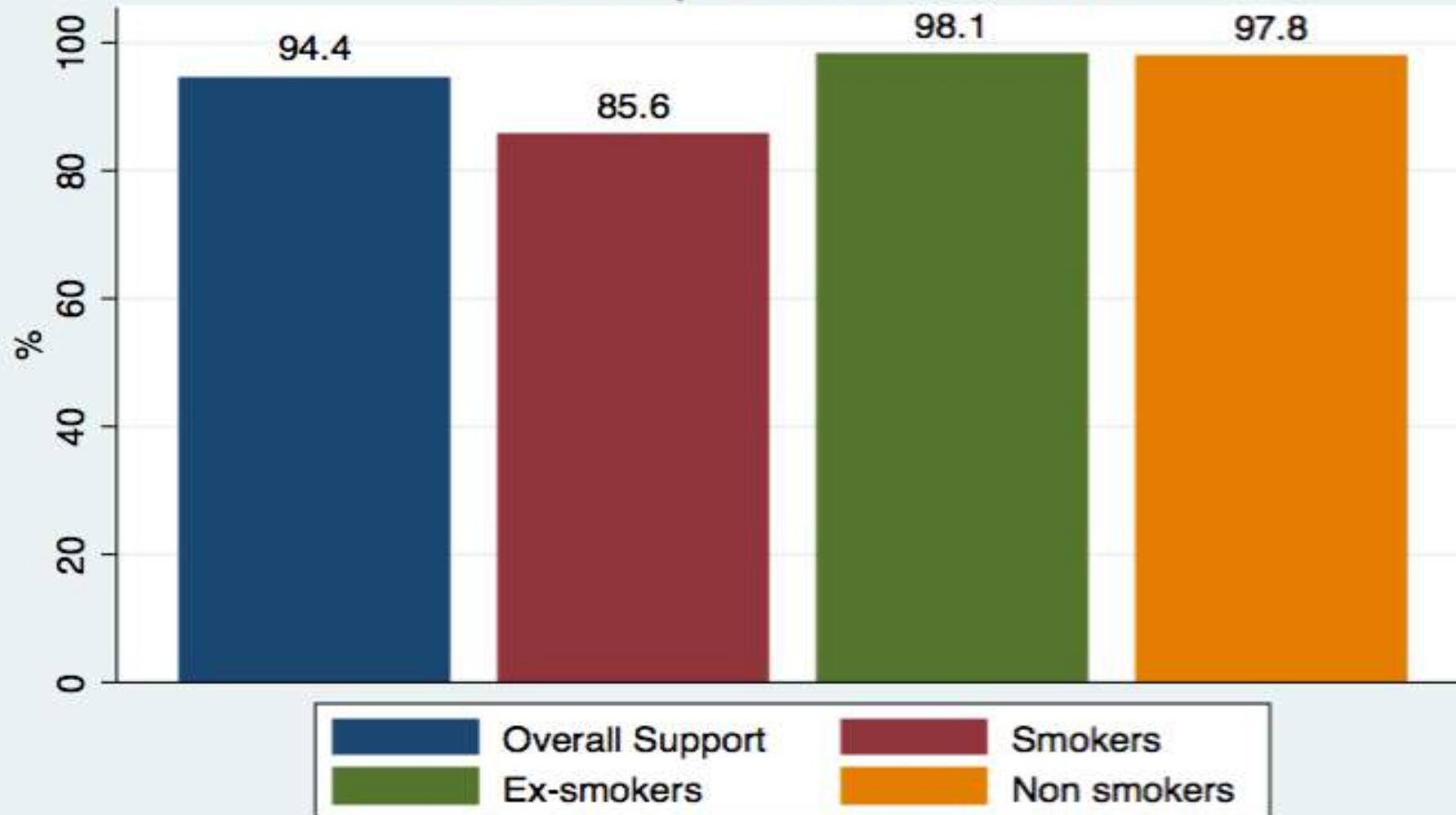
Characteristic	n = 1078
Age, Mean \pm SD	32.9 yo \pm 12.3
Sex	
Male	709 (65.8%)
Female.	369 (34.2%)
Education	
\geq Senior High School	862 (79.6%)
< Senior High School	216 (20.4%)



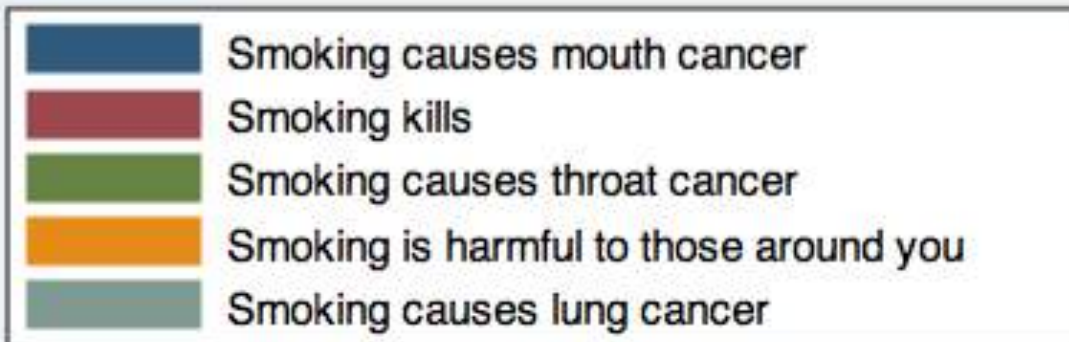
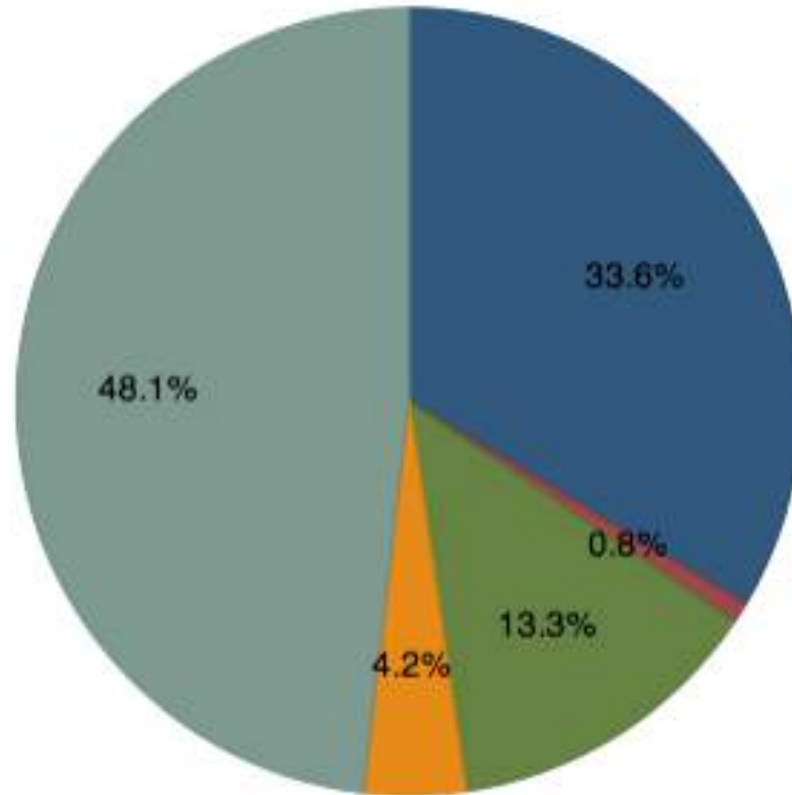
The Knowledge and Opinion of Balinese People To The Implementation of PHW



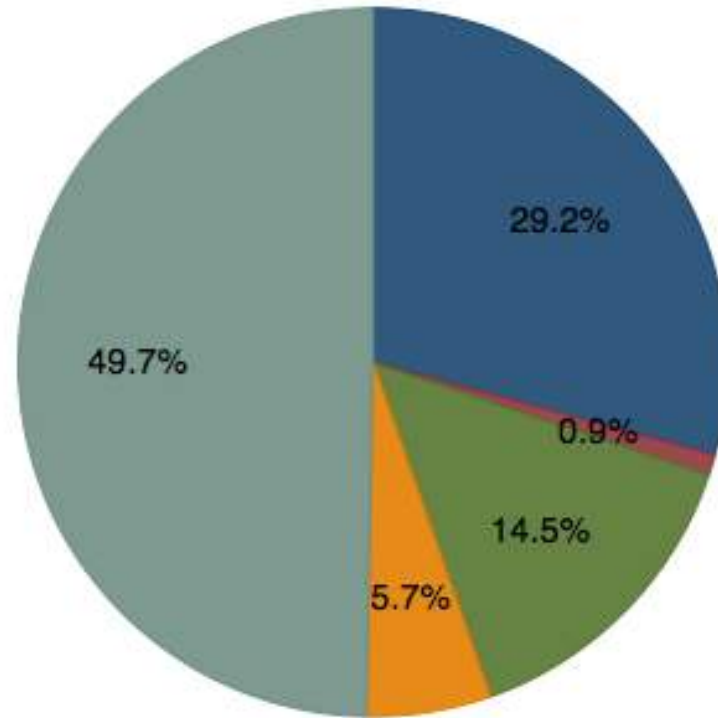
The Support of Balinese People To The Implementation of PHW



The Opinion of Balinese People Regarding The Frightening Image



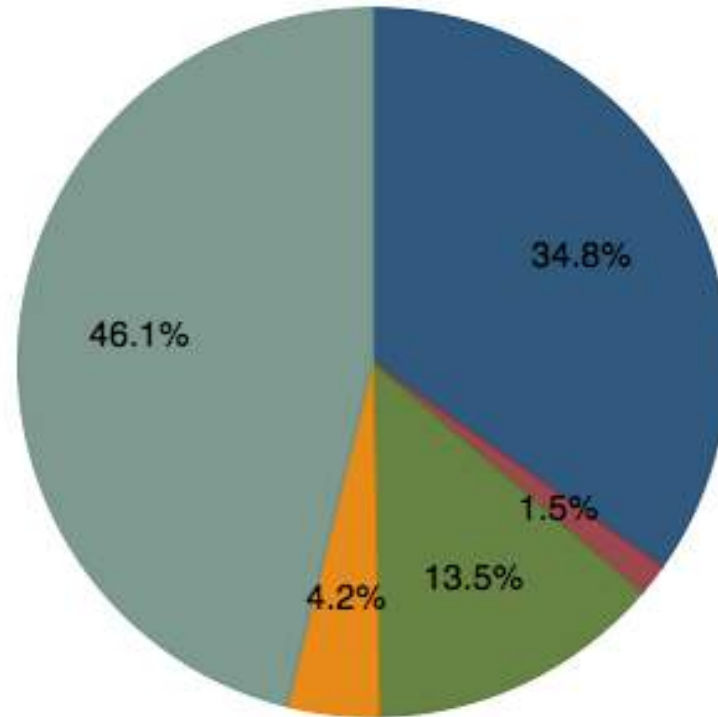
The Opinion of Balinese People Regarding The Most Effective Image Motivate Smoking Cessation



- Smoking causes mouth cancer
- Smoking kills
- Smoking causes throat cancer
- Smoking is harmful to those around you
- Smoking causes lung cancer



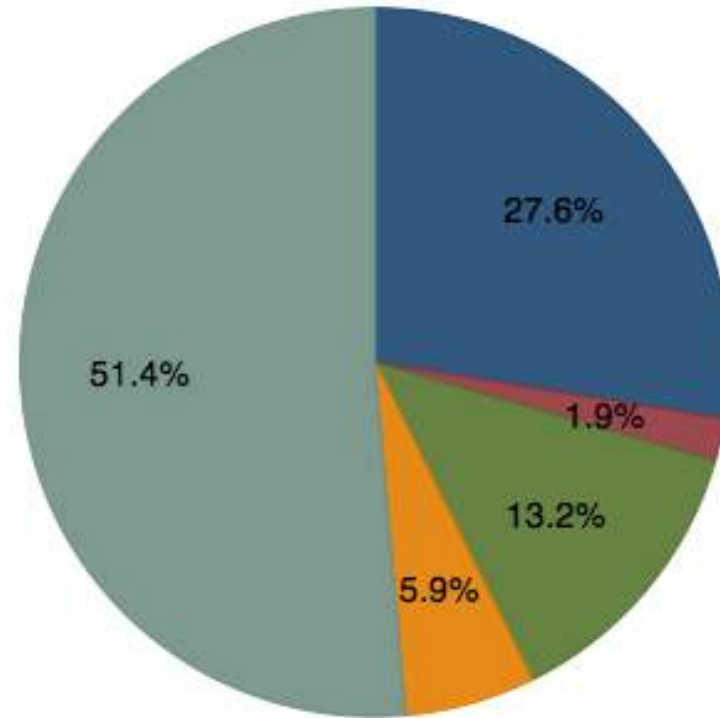
The Opinion of Balinese People Regarding The Most Effective Image Convince Youngsters Not to Smoke



- Smoking causes mouth cancer
- Smoking kills
- Smoking causes throat cancer
- Smoking is harmful to those around you
- Smoking causes lung cancer



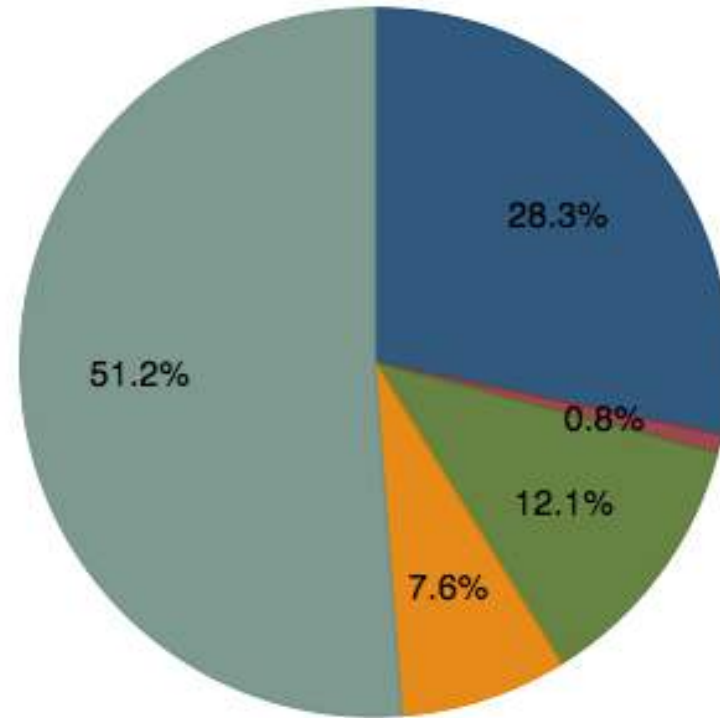
The Opinion of Balinese People Regarding The Most Effective Image Convince Ex-smokers To Keep Quit



- Smoking causes mouth cancer
- Smoking kills
- Smoking causes throat cancer
- Smoking is harmful to those around you
- Smoking causes lung cancer



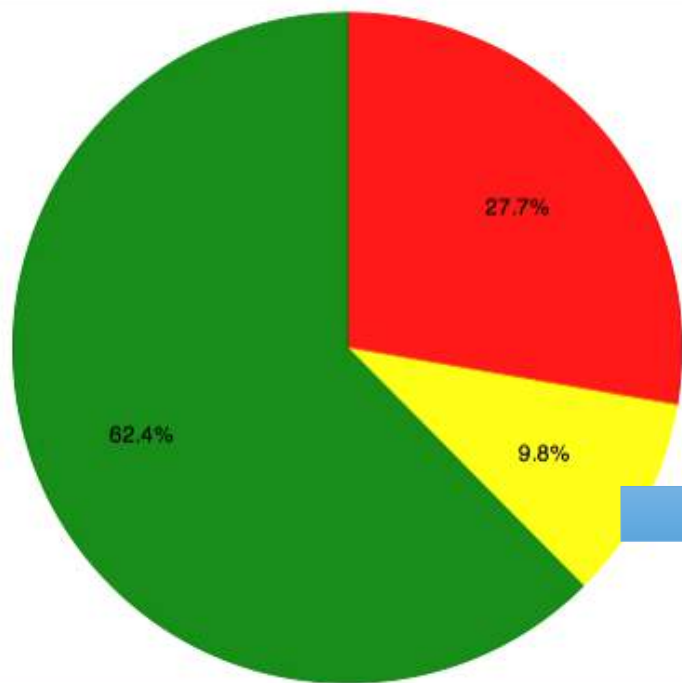
The Opinion of Balinese People Regarding The Most Effective Image Informs The harms Of Smoking



- Smoking causes mouth cancer
- Smoking kills
- Smoking causes throat cancer
- Smoking is harmful to those around you
- Smoking causes lung cancer

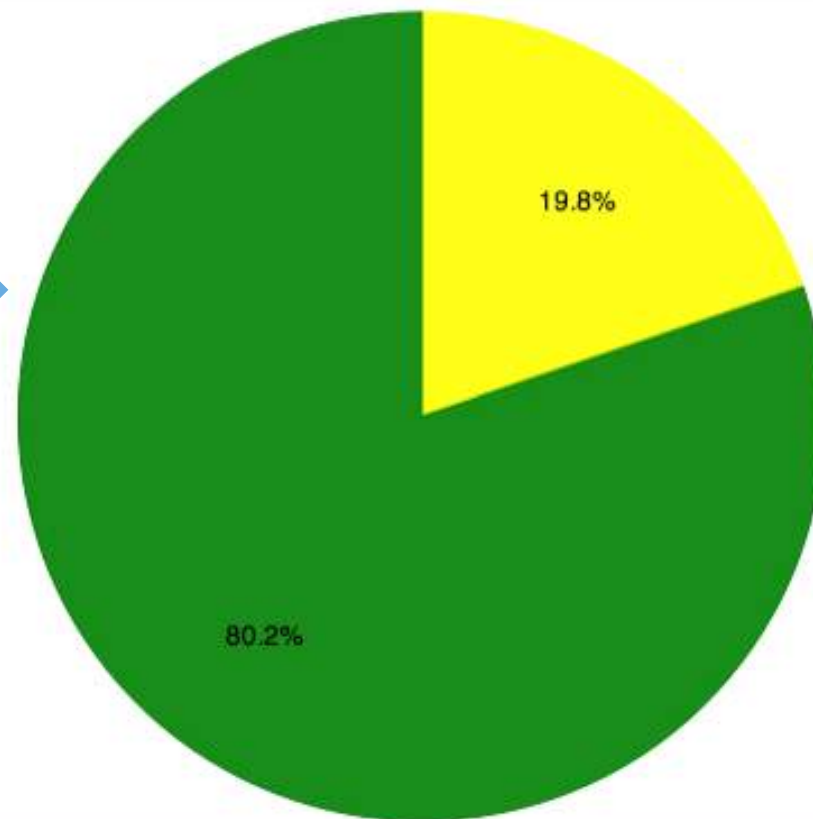


The Prevalence of Smoking Among Balinese People



Smokers Ex-smokers Non smokers

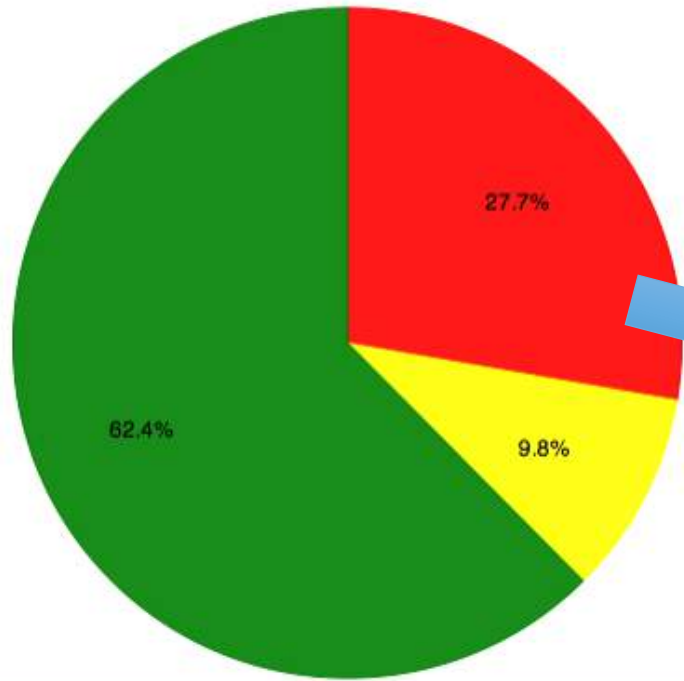
The Distribution of Time Quit Smoking Among Ex-smokers



<or=6 month >6 month

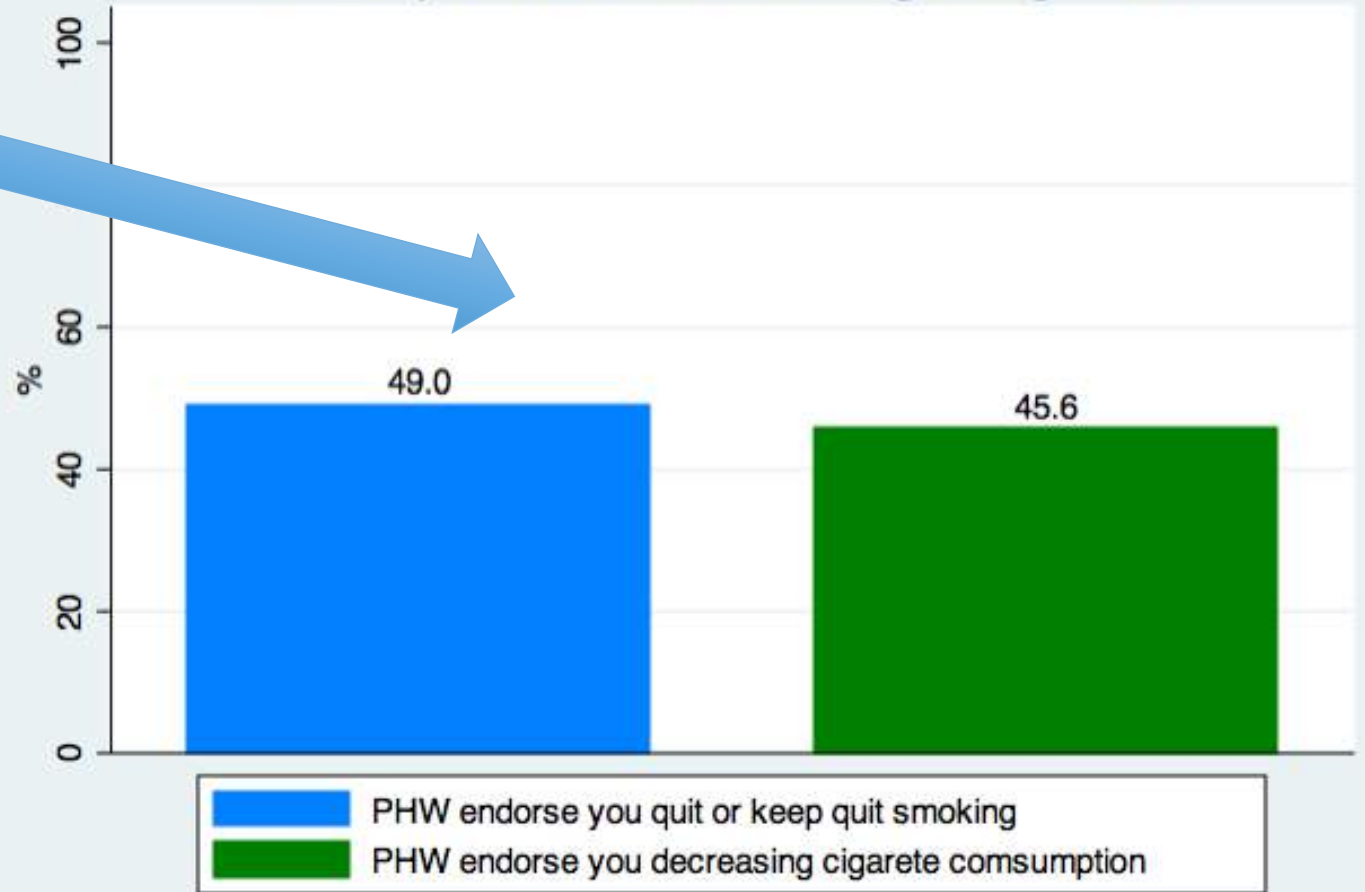


The Prevalence of Smoking Among Balinese People

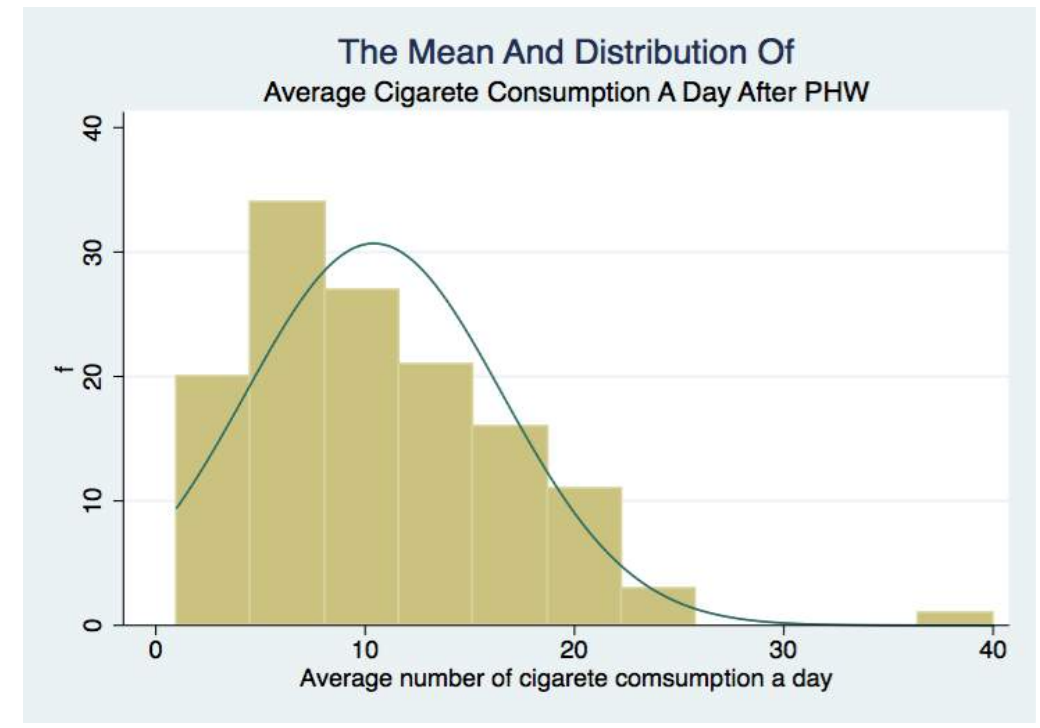
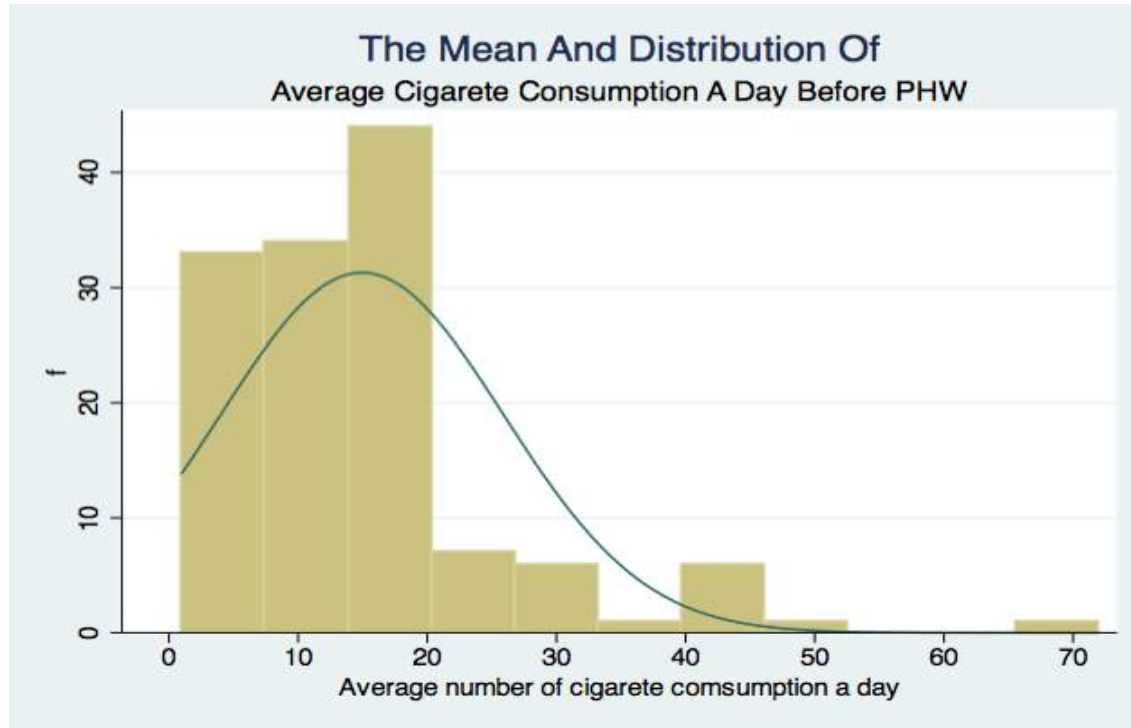


Smokers Ex-smokers Non smokers

The Opinion of Smokers Regarding PHW



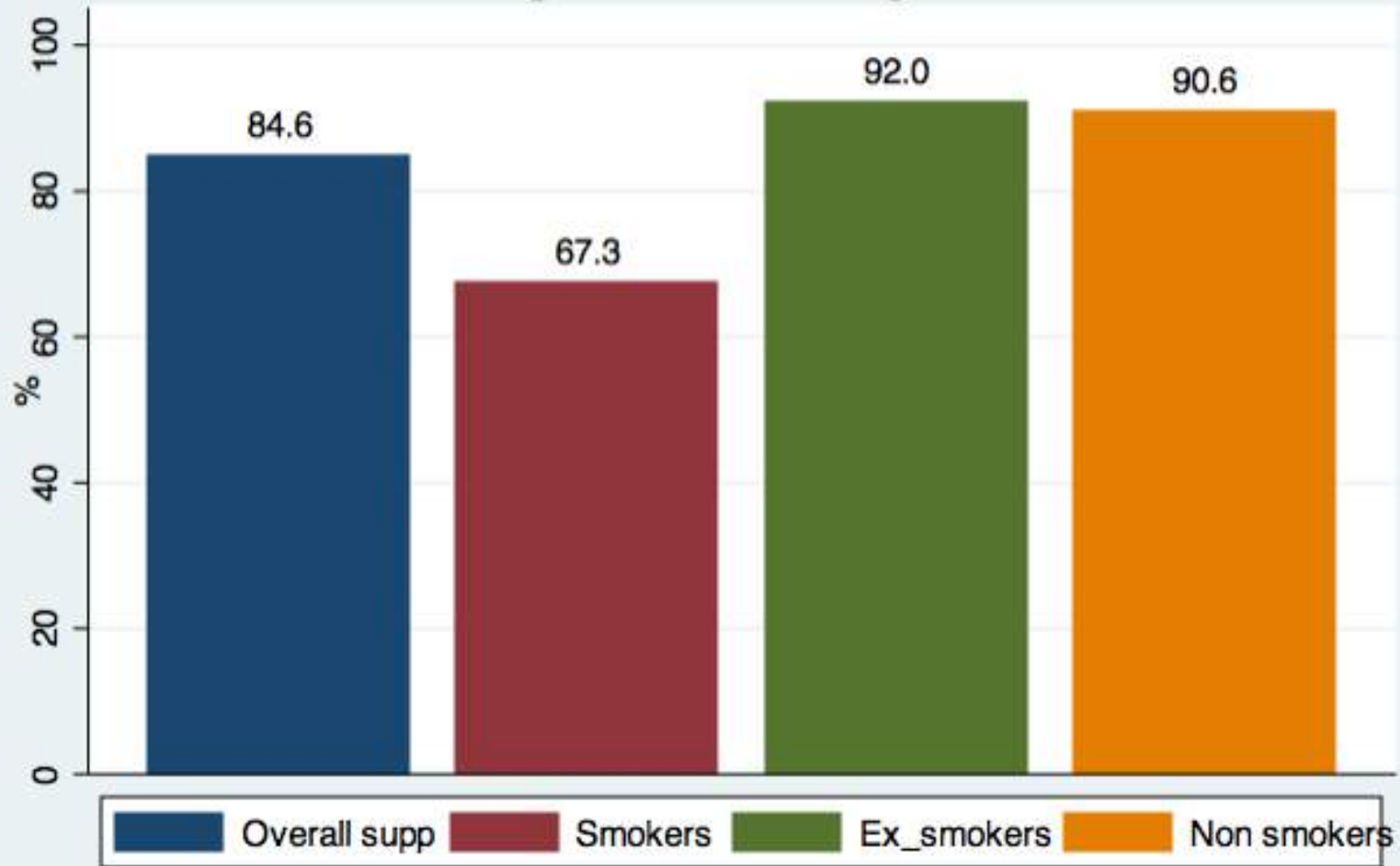
Mean Comparison of Cigarette Consumption Before And After PHW Implementation



Variable	Mean±SD Pre	Mean±SD Post	Mean Diff	95%CI	Nilai p
Av Cig Consumpt	15.0 ± 10.9	10.4 ± 6.1	4.6 ± 9.6	2.5 – 5.8	< 0,001



The Support of Balinese People To Enlarge The PHW At Cigarette Pack



Conclusions

- Balinese people have a good, opinion and support on PHW.
- The effective picture to inform the harm of smoking, to convince not smoking and smoking cessation are smoking causes lung cancer, throat and mouth cancer. While the picture that not effective are smoking kills and smoking are harmful to those around you.
- PHW are effective to make 49% smokers wish to quit and 45,4% decreasing their cigarette consumption.
- Most Balinese people support that PHW need to enlarge in cigarettes pack
- PHW also effective to prevent young smokers and increase their role on tobacco control



Recommendations

- Substitution to the picture : “Smoking Kills and Smoking is harmful to those around you” is needed
- The picture that will be used to substitute should be test the effectivity.
- The PHW should be enlarge in cigarette pack at least 75%
- The affectivity of PHW endorse smokers quit should be followed an active smoking cessation program
- PHW could not stand alone, its should be followed by total banning of TAPS



Acknowledgements

- The Union Against Tuberculosis And Lung Disease
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- All respondents



Thank You Terimakasih

