

MAKING YOUR CITY



SM  KE FREE

Workshop guide

Making your city smoke free workshop package – Western Pacific Region

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PREFACE



There is abundant evidence to support adverse effects of exposure to second-hand smoke, which has been classified as a “known human carcinogen” by the International Agency for Research on Cancer. In the Western Pacific Region, where about one third of the world’s smokers reside, it is estimated that two people die every minute from tobacco-related disease, and half of all men, women and children are regularly exposed to second-hand smoke at home and in public places.

In the Western Pacific Region, all eligible Parties have ratified the WHO Framework Convention on Tobacco Control, which necessitates protection from exposure to tobacco smoke in Article 8. Although all Parties are obligated to implement the treaty, smoke-free legislation in compliance with Article 8 is still limited.

Throughout the Western Pacific Region, many cities or subnational jurisdictions possess political authority to implement local legislation to enforce smoke-free environments. Some cities, such as Hong Kong (China) and Sydney, have become completely smoke free by implementing subnational legislation. Many other cities, although not 100% smoke free, are working diligently to eliminate tobacco smoke from public places and workplaces.

The “Making your city smoke free” workshop aims to promote and facilitate the adoption and implementation of subnational smoke-free legislation with practical guidance covering four essential aspects of effective smoke-free legislation: policy, information and communication, enforcement and stakeholders – “PIES”.

Drawing on examples from the regional cities that participated in the pilot workshop held in November 2011 in Makati, Philippines, this workshop package was adapted to the Western Pacific Region.

INTRODUCTION



This “Making your city smoke free” workshop package was developed by the World Health Organization and adopted to the Western Pacific Region. The workshop methodology is based on three key materials:

- *Making cities smoke-free*, a WHO publication;
- *Building capacity for tobacco control: training package 1 (Protect people from tobacco smoke: Smoke-free environments)*; and
- a workbook, *Stakeholder mobilization for a smoke-free city*.

The workshop aims to promote and facilitate the adoption and implementation of a subnational smoke-free policy. Thus it is targeted at persons with the authority and responsibility for adopting and implementing such policies.

The workshop package includes the Workshop guide and the Participants’ workbook. This Workshop guide is intended to assist facilitators in preparing for and delivering their local “Making your city smoke free” workshop. Facilitators should adapt the materials in this guide to meet local needs.

WORKSHOP OVERVIEW



BACKGROUND

Tobacco use is a major contributor to the increasing burden of noncommunicable diseases. It is also the leading preventable cause of death in the world today. It is estimated that 6 million people die from tobacco-related diseases each year. Knowledge and understanding of the impact of smoking on health is well established. However, there is less public awareness of, and concern for, the effects of second-hand smoke (SHS) on health.

Each year, 600 000 deaths are attributed to exposure to SHS. There is strong evidence concerning the hazards of exposure to SHS. For instance, SHS exposure has been clearly linked to heart attacks, strokes and acute respiratory conditions. Recent evidence also shows that SHS can alter DNA even after brief exposure. The International Agency for Research on Cancer (IARC) has classified SHS as a carcinogen. Despite this, only 11% of countries have comprehensive laws to protect people from exposure to SHS.

There are many reasons why it has been difficult to pass national legislation to ban indoor smoking. Tobacco industry interference in national policy-making is a major barrier.

At the local level, however, there has been greater promise for strong tobacco control measures. Municipalities, cities, provinces, prefectures and other local government units have increasingly become important intervention points for public health. Usually, subnational legislation passes more easily because local leaders are directly accountable to the people, and communities and civil society advocates can be more readily mobilized for policies on issues where there may be competing interests. For example, among the 100 biggest cities in the world, 22 have measures in place to protect people from SHS. Thirteen of these cities, including Mexico City and New York City, use subnational legal mechanisms.

The “Making your city smoke free” workshop focuses on the local level and is designed to facilitate preparation and implementation of local smoke-free legislation. The workshop is based on a recently published report, *Making cities smoke-free*¹, developed by the Tobacco Free Initiative (TFI) of the World Health Organization (WHO) together with the WHO Centre for Health Development in Kobe, Japan. The methodology was adapted from *Building capacity for tobacco control: training package 1 (Protect people from tobacco smoke: Smoke free environments)*²

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