



## Announcement of the Tobacco Control Research Project Areas for 2019 - 2020

Tobacco Control Research and Knowledge Management Center (TRC), Faculty of Medicine, Ramathibodi Hospital, Mahidol University, with support from the Thai Health Promotion Foundation, promotes and supports the creation of research for tobacco control among scholars and researchers. Especially, research that results in forwarding changes that can be applied, leading to national policy; research leading to social sector campaigns in response to the tobacco control conditions in Thailand based on provisions of the Framework Convention on Tobacco Control (WHO: FCTC). This is consistent with the 10-year strategy (2012-2021) of the Thai Health Promotion Foundation as well as the measures under the Tobacco Products Control Act 2017 (B.E. 2560).

**Important Tobacco Control Research Projects will focus on the following eight priority areas:**

1. Measures for tobacco control in specific areas and communities
2. Measures under the Tobacco Product Control Act 2017 (B.E. 2560) and other laws related to tobacco control
3. Public health economic research for tobacco control policy in Thailand
4. Measures to prevent new smokers
5. Smoking cessation measures
6. Measures to monitor the tobacco industry
7. Measures to monitor the marketing of cigarette companies and new tobacco products
8. Measures for smoke-free zones (Non-smoking health protection measures)

Each of the research project areas consists of various research questions as follows:

### **1. Measures for tobacco control in areas and communities**

1.1 Lessons learned in communities with strong tobacco control in their area. For recommendations of guidelines for successful, effective ways to control tobacco at the local level which can be further developed in other areas and communities.

1.2 Develop the potential of researchers to assess tobacco control on important issues including the sale of single cigarettes, selling at the point of sale, selling cigarettes to youths under the age of 20, smoking in non-smoking public places, and the operating

mechanism of the provincial committees according to the Tobacco Product Control Act, BE 2560 in specific areas and communities.

1.3 National survey on smoking behavior at the community level and various areas to know the progress of tobacco control measures in specific areas and communities.

1.4 Behavioral survey, such as the amount of illegal tobacco products imported at immigration checkpoints with comparing between foreign tourists and Thai people.

(To support tobacco control work in specific areas and communities)

## **2. Measures under the Tobacco Products Control Act, 2017 (B.E. 2560) and other laws related to tobacco control**

2.1 Research on the development of subordinate legislation in accordance with the Tobacco Products Control Act, 2017 (B.E. 2560), such as controlling and disclosing components of tobacco products in Thailand, or creating media campaigning at retail points, etc.

2.2 Legal and social measures for the protection of the rights of non-smokers in homes of various characteristics such as in multi-unit housing and condominiums.

2.3 Legal measures of various countries for controlling new types of tobacco products in Thailand, such as electronic cigarettes or heat-not-burn products, etc.

2.4 Study on permission of retail sales of cigarettes. This includes restrictions on access to retail stores in various countries and the impact of retail store access on tobacco consumption among youth in Thailand.

2.5 Evaluate the situation and development of the protective system against illegal tobacco products in Thailand according to the Protocol on Elimination of Illicit Trade in Tobacco Products of the World Health Organization.

(To support legal and enforcement measures for tobacco control)

## **3. Public health economic research for tobacco control policy in Thailand**

3.1 Analysis of economic losses due to tobacco consumption.

3.2 Cost-benefit analysis of the government's present smoking prevention policy to reduce economic losses due to tobacco consumption.

3.3 Impact and losses from not adjusting the tax rate according to the Excise Tax Act BE 2560.

3.4 Flexibility of demand for various types of tobacco consumption to price change and the impact on various population groups.

3.5 Estimation of the amount and value of illegal cigarettes in Thailand.

3.6 Research on guidelines and measures to promote crop replacement for tobacco leaves in Thailand.

3.7 Cost-benefit analysis results from including Varenicline in the Thai National List of Essential Medicines.

3.8 Economic losses due to electronic cigarettes use among youth

(Public Health economic support for Thai Tobacco Control Policy)

#### **4. Measures to prevent new smokers**

4.1 Preventive measures of smoking initiation to become new smokers of urban and rural youth.

4.2 Study of the effects on child development and the health of children in families with smoke exposures.

4.3 Study of physical factors, communities, societies, cultures that have resulted in young people becoming new smokers.

4.4 Recognition and access to electric cigarettes or new types of tobacco products among youth groups.

4.5 Effects of electronic cigarettes in contributing to new smokers.

4.6 Effective communication to inform youth of the marketing strategies of the tobacco companies and the dangers of new tobacco products.

(To support the policy to prevent new smokers and as a guide to the 'END GAME' of tobacco control in Thailand in the future)

#### **5. Smoking cessation measures**

5.1 Research for the addition of smoking cessation drugs into the Thai National List of Essential Medicines and Household Remedy of Thailand.

5.2 Integration of smoking cessation at the levels of community, health promoting hospitals, and community hospitals.

5.3 Integration of smoking cessation work in marginal areas such as slums, prisons, etc.

5.4 A comparative study of the effectiveness of smoking cessation in various forms in Thailand.

5.5 Development of new forms of smoking cessation drugs

5.6 Development of media for preventing and guiding society about the dangers of electronic cigarettes in Thailand.

(To support the policy or measures for tobacco abstinence in Thailand)

## **6. Measures to monitor the tobacco industry**

6.1 Research on surveillance and monitoring foreign tobacco industry and the domestic tobacco industry for their interference in tobacco control policies in Thailand.

6.2 Pushing policies or laws to protect public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry

6.3 Lessons learned or review literature documenting various cases of tobacco industry activity which give support to preventing tobacco control policies in Thailand.

(To prevent interference with government policy on tobacco control by the tobacco industry)

## **7. Measures to monitor the marketing of cigarette companies and innovative tobacco products**

7.1 Research to monitor new types of tobacco products, such as electronic cigarettes, heat-not-burn products, or various other types of tobacco products.

7.2 Explore the use of electronic cigarettes in various groups in Thailand, such as tourist groups, students, etc.

7.3 Research various marketing strategies of the tobacco industry and those involved in the tobacco industry.

(To monitor the marketing of new innovations of the tobacco industry)

## **8. Measures for smoke-free zones (Health protection measures for non-smokers)**

8.1 Evaluation of law enforcement of the smoking ban on Thai beaches.

8.2 Research on the levels and effects of secondhand and third-hand smoke in various locations, and in vehicles.

8.3 Research and evaluation of law enforcement measures used to protect the health of non-smokers in public areas.

(For the protection of the right to health of non-smokers)