

Annual Report

Tobacco Control Research and Knowledge Management Center (TRC)

2010



Tobacco Control Research and Knowledge Management Center (TRC.)



Thai Health Promotion Foundation

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The Tobacco Control Research and Knowledge Management Center (TRC) was established by the Thai Health Promotion Foundation (ThaiHealth) to enhance awareness by policy makers and the public sector of the importance of tobacco control knowledge, to provide a database for tobacco consumption control for Thai society, and to drive forward necessary tobacco control policies. TRC was officially established on September 1, 2005, and supported with an academic home and office space by Mahidol University.

TRC is currently implementing its Phase 1 (2009-2011) which follows initial achievements of its Phase 1 (2005-2008). The purpose of this work plan is to continually encourage researchers to produce research relevant to tobacco control areas that fulfill its obligations under the World Health Organization's Framework Convention on Tobacco Control (WHO-FCTC), as well as work more efficiently on tobacco control in Thailand.

This annual report documents TRC's work performance for May 2009 - April 2010 under support of the Thai Health Promotion Foundation (ThaiHealth) in the following areas: (1) Support researcher funding in 7 tobacco control areas consistent with obligations of WHO's FCTC, (2) Monitor and evaluate tobacco control surveillance systems as well as analyze policy proposals, (3) Develop tobacco control information for distribution in public media, and (4) Build national academic networks and the capacity of officials to address tobacco control areas.

Lastly, TRC really appreciates the support it has been given, and cordially thanks all TRC committees and advisors for their support and enthusiasm in the past year. Also thanks to all organizations and networks for participating through academic activities that drive forward tobacco control in Thailand.

Dr. Siriwan Pitayarangsarit

Tobacco Control Research and Knowledge Management Center

(TRC)

May 2010

Smoking prevalence is an important index indicator monitored nationally to assess the success of tobacco consumption control. Thailand has been successful in continually reducing tobacco consumption. Survey results of the National Statistical Office of Thailand reveal that the tobacco consumption rate for current smokers in the population 15 and older declined from 21.2% in 2007 (Daily smokers, 18.5% and Occasional smokers, 2.7%) to 20.7% in 2009 (Daily smokers, 18.1% and Occasional smokers, 2.6%). Although the smoking rate declined, the number of smokers increased slightly from 10.8 to 10.9 million in 2009 as a result of population increase and new initial smokers. Alarming, tobacco control measures should have been adjusted to counter tobacco industry tactics.

Tobacco Control Research and Knowledge and Management Center (TRC) is a mechanism to apply new knowledge to support tobacco control policies and management. In the past year, TRC fostered knowledge obtained from research projects, which is essential to drive tobacco control in Thailand through 3 areas: (1) Policy development and evaluation, (2) Situations and problems, and (3) Tobacco control performance lessons. From May 1, 2009 through April, 2010, TRC supported 61 projects on research and thesis (either bachelor's or master's degree) with 45 of those research grants approved last year (the Phrase 1 of TRC work plan, 2005-2009) and 16 new research approvals. Thirty research projects have been completed since last year and of those, 5 research projects were published during May 2009-April 2010. The research results are either utilized directly by researchers or used to drive tobacco control policies through media and other policy-relevant methods by TRC.

Prominent examples of performance in applying research knowledge to policy include:

- 1) The findings of the publication, "*Law Participating and People Opinion for Smoking Free Zone Survey: Sukothai Province*" were broadcast by presentation at a Provincial Conference. Moreover, the findings later led to implementation of the project, "*Sukothai, Historical Smoke Free City*," with its MOU signed by 40 government offices. A training of "*A little guide*" has also been conducted.
- 2) Proposed alternative policies for increasing the tax on roll your own tobacco, aiming to sort out roll your own tobacco problems, were developed.

- 3) Public suggestions on “Ya Mor Noi” (named in Thai) or “*Vernonia Cinerea*” for quitting smoking were developed.

Besides, TRC has recently developed a surveillance and evaluation system important as a set of indicators to be used for tobacco control evaluation in Thailand. TRC encouraged the establishment of a tobacco core group to monitor tobacco products and market industry activities in Thailand. As to new publications, TRC has released a fact sheet on Thailand’s tobacco control situation, 3 issues of the “*Research Update*” journal, and several academic tobacco control studies; for instance, “*Makka Leads to Tobacco Control Legislation*”, and “*A Manual for “Encouraging Quit Smoking at Work”*”.

TRC has held yearly academic conferences and 4 regional academic meetings in Thailand resulting in the establishment of academic network centers (nodes) with research bases at Prince of Songkla University, Khon Kaen University, Naresuan University and Chiangmai University.

Establishment of 10 network research groups classified by area of study and/or region:

- Group 1: Social measures for Roll-Your-Own problem solving in communities
- Group 2: Smoking policy, epidemiology and Southern network allies
- Group 3: Smoking cessation and using herbs for quitting smoking
- Group 4: R2R network researchers for tobacco control
- Group 5: Tobacco economics
- Group 6: Surveillance and policy evaluation
- Group 7: Communication for behavior and social change and the tobacco control study of various tobacco product groups
- Group 8: Tobacco industry surveillance
- Group 9: Secondhand smoke
- Group 10: Tobacco control in schools, and young researcher development under a senior (at Nodes) with one junior researcher trained.

TRC challenges which require more effort include disseminating and developing knowledge yields from research findings that encourage researchers to publish their findings nationally and internationally, mass media knowledge expansion, and the proposal of efficient alternative measures for rapid performance improvements. However, accomplishing those measures really needs both practice and policy in cooperation with the public sector in all provinces of Thailand.

The Tobacco Control Research and Knowledge Management Center (TRC) is currently undertaking its Phase 2 work plan (2009-2011) which follows its first one (2005-2008). The purposes of the work plan are to: (1) Encourage both research projects and researchers in the area of tobacco control, (2) Comply with the WHO Framework Convention on Tobacco Control (FCTC) and, (3) Increase performance efficiency of tobacco control in Thailand.

Background

Tobacco consumption control in Thai society is successful and acceptable nationally and internationally as evident in its advocacy systems, government policies, legislation, tobacco control measures as well as through other tobacco control methods addressing the needs of various groups in society. Clearly, Thailand has tobacco control core leaders, supporters, organizations, and public and private institutions participating and cooperating in tobacco control. With every party's collaboration, the number of smokers and smoking rate in Thailand has decreased. In 1991, total current number Current smokers and Daily smokers were 12.26 million (32.0%) and 11.67 million (30.46%) respectively, then declining to 10.86 (21.22%) and 9.49 (18.54%) in 2007.

Even though the overall smoking situation shows successful tobacco control performance, its considering at multiple levels among target groups unveils that:

- The male smoking rate (aged 19-59) is higher than 40%.
- Although, the number of smokers quitting smoking was up to 18%, quitters were replaced by new young smokers (age 15-18 and 19-24) at 7.25% and 21.27% respectively in 2007. Alarmingly, 69% of young female smokers (aged 15-24) start smoking at about age 14.
- Most smokers are less fortunate, with low educational attainment, living in rural areas, and having low incomes.

The situation described above has previously been considered in the development of tobacco control measures to fill gaps and address specific problems.

The Tobacco Control Research and Knowledge Management (TRC), Mahidol University, established in 2005, aims to more efficiently enhance tobacco control performance in Thailand based the theory called "*Triangle that Moves Mountains*," proposed by Professor Dr. Prawase Wasi. This theory consists of 3 elements: (1) Political support, (2) Social movement, and (3) Information & relevant knowledge. TRC is responsible for the information & relevant knowledge used for building fundamental tobacco control information, evaluating and developing tobacco control surveillance systems, encouraging researchers to produce research in specialized areas of tobacco control and in tobacco control knowledge management.

TRC's prior performance was to highlight the tobacco control surveillance system in Thailand, through which TRC presented the current smoking situation. This not only brought beneficial information to effectively sustain the national tobacco control plan used to solve specific problems, but was also used for strategic planning and running the national tobacco control plan. Moreover, TRC also encouraged researchers to conduct research, especially commissioned research, supported researchers in educational institutes, and increased more capability of sub-district and provincial researchers aiming to strength tobacco control efficiency. TRC's work plan during 2009-2011, the Second work plan following the first 3 year plan, emphasizes research policy management, aiming to enhance national tobacco control performance.

Tobacco Control Performance Situation in Thailand

Thailand ratified the WHO Framework Convention on Tobacco Control (FCTC) in 2003 as the national tobacco control framework. The WHO (FCTC) has been in effect since 8 November 2004 and the framework outlines tobacco control measures classified into 5 major areas:

- 1) Reduce the demand for tobacco
- 2) Reduce the supply of tobacco
- 3) Regulate the contents of tobacco
- 4) Protect the public from smoke
- 5) Promote cessation and provide adequate treatment

The progress of tobacco control in Thailand

- 1974 Print health warning labels on cigarette packages (subsequent changes included large picture warnings in 1997).
- 1976 Prohibit cigarette advertisements in theaters and on buses.
- 1981 Increase the cigarette tax.
- 1992 Enact the Tobacco Product Control Act B.E. 2535 (1992) - prohibiting cigarette advertising and promotion and the Non-Smokers' Health Protection Act B.E. 2535 (1992).
- 1993 Increase cigarette taxes regularly – 55% (as of 2007 taxes have been increased 8 times to 80% of the factory selling price or 63% of the retail price).
- 2002 Expand public smoke free zones (revised in 2006 and 2007).
- 2004 Print pictorial health warning labels on cigarette packages.
- 2005 Prohibit showing cigarettes at point of sale (POS).
- 2006 Improve pictorial health warning labels and add health risk pictorial health warnings on Roll-Your-Own loose tobacco packages. Prohibit smoking in entertainment venues.
- 2009 Modify the Act setting the ceiling excise tax so it is raised from 80% to 90% of the factory selling price; then increase the tax to 85% of the factory price in May 2009.
- 2010 New notification of the Ministry of Public Health making all public places smoke-free zones with only a few travel-related public places able to have smoking zones.

WHO (FCTC) measures that have not been complied with in Thailand

- Monitor levels of chemical compounds and chemical smoke emissions which tobacco companies report to the Ministry of Public Health.
- Prosecute tobacco companies based on their responsibilities, resulting in reimbursement and accountability.
- Encouragement of tobacco crop replacement.
- Environmental and health protection for tobacco farmers.

The gaps to be filled after previous measures

- Amend the excise tax calculation methods using a retail price base instead of a factory price base.
- Increase the Roll-Your-Own cigarette tax which currently is set at the lowest rate (0.1%) while 50% of Thai smokers are Roll-Your-Own smokers.
- Improve the surveillance system, monitoring and reporting illegal cigarette products.
- Use law enforcement and increase co-operation in getting compliance with smoke-free regulations.
- Cigarette cessation services are neither adequate nor do they provide nationwide coverage; they have not been integrated into the National Health System.

During 2009-2011, TRC is concentrating on important research to identify suitable policy alternatives for those measures that have not yet been driven forward to performance. Besides, TRC also evaluates previous policies/activities aiming to propose suggestions to increase the effectiveness of existing measures.

Tobacco Research Control and Knowledge Management Center (TRC) during 2009-2011

Vision

The Tobacco Research Control and Knowledge Management Center (TRC) is the national research hub and information center serving evidence-based policymaking on Tobacco Control and linking research to policy and practice.

Mission

TRC is an academic center whose role is research and the encouragement of researchers to produce knowledge beneficial to tobacco consumption control, research database management, surveillance and tobacco control reporting to comply with the World Health Organization's Framework Convention on Tobacco Control (WHO-FCTC), and public academic information communications.

General Purposes

The general purposes of the Tobacco Research Control and Knowledge Management Center (TRC) are below:

- 1) To develop important tobacco control knowledge necessary to drive applied policies and tobacco control public campaigns using research and knowledge management.

- 2) Continually encourage tobacco control research to various alliances, especially research needed to drive national changes and lead to social campaigns, as well as enhancing report and information exchanges with international organizations compliant with the WHO Framework Convention on Tobacco Control (FCTC).
- 3) Be the tobacco control knowledge center providing academic service and encouraging researchers to conduct tobacco control research.
- 4) Develop research networks and researchers' capabilities for tobacco control.

Strategic Operations

- Encourage tobacco control research.
- Analyze the tobacco control situation, conduct FCTC reports, and establish evaluation processes for policy alternatives in tobacco control based on research and knowledge management.
- Disseminate academic findings to the public and target groups.
- Develop research networks and build the capabilities of academic staff about various tobacco control measures by cooperating with national researchers and also applying lessons learned through international experiences.

TRC Structure

TRC is a non-profit organization affiliated with Mahidol University and funded by the Thai Health Promotion Foundation (ThaiHealth). TRC's actions are directed by its Board and it has its own director, acting both on TRC's Board and as its secretary.

TRC Board Committee

TRC has its own board committee appointed in the first executive committee plan and consisting of senior experts and tobacco control specialists as below:

Prof. Dr. Prakit Vathesatogkit	Advisor
Prof. Dr. Udomsilp Srisangnam	Consultant
Clin. Prof. Piyasakol Sakolsatayatorn	Consultant
Dr. Hatai Citanont	Chairman
Dr. Siriwat Thiptaradol	Deputy Chairman
Emeritus Prof. Withul Eungprapan	Committee
Assoc. Prof. Dr. Pittaya Jarupulpon	Committee
Dr. Chuchai Supawong	Committee
Assoc. Prof. Dr. Chanchay Sittipan	Committee
Asst. Prof. Dr. Kullathip Satraruji	Committee
Director of the Center for Alcohol Studies	Committee
Director of Bureau of Tobacco Control	Committee
Delegate from ThaiHealth Promotion Foundation (ThaiHealth)	Committee
Director, Tobacco Control Research and Knowledge and Management Center (TRC)	Committee

TRC Board Committee

Tobacco Control Research and Knowledge Management Center (TRC)

Advisor



Prof. Dr. Prakrit Vathesatogkit



Prof. Dr. Udomsilp
Srisangnam



Clin. Prof. Piyasakol
Sakolsatayatorn

Committee



Dr. Hatai Citanont

Chairman



Dr. Siriwat Thiptaradol

Deputy Chairman



Emeritus Prof. Withul
Eungprapan

Director



Assoc. Prof. Dr. Pittaya
Jarupulpon

Director



Assoc. Prof. Dr. Chanchay
Sittipan

Director



Dr. Chuchai Supawong

Director

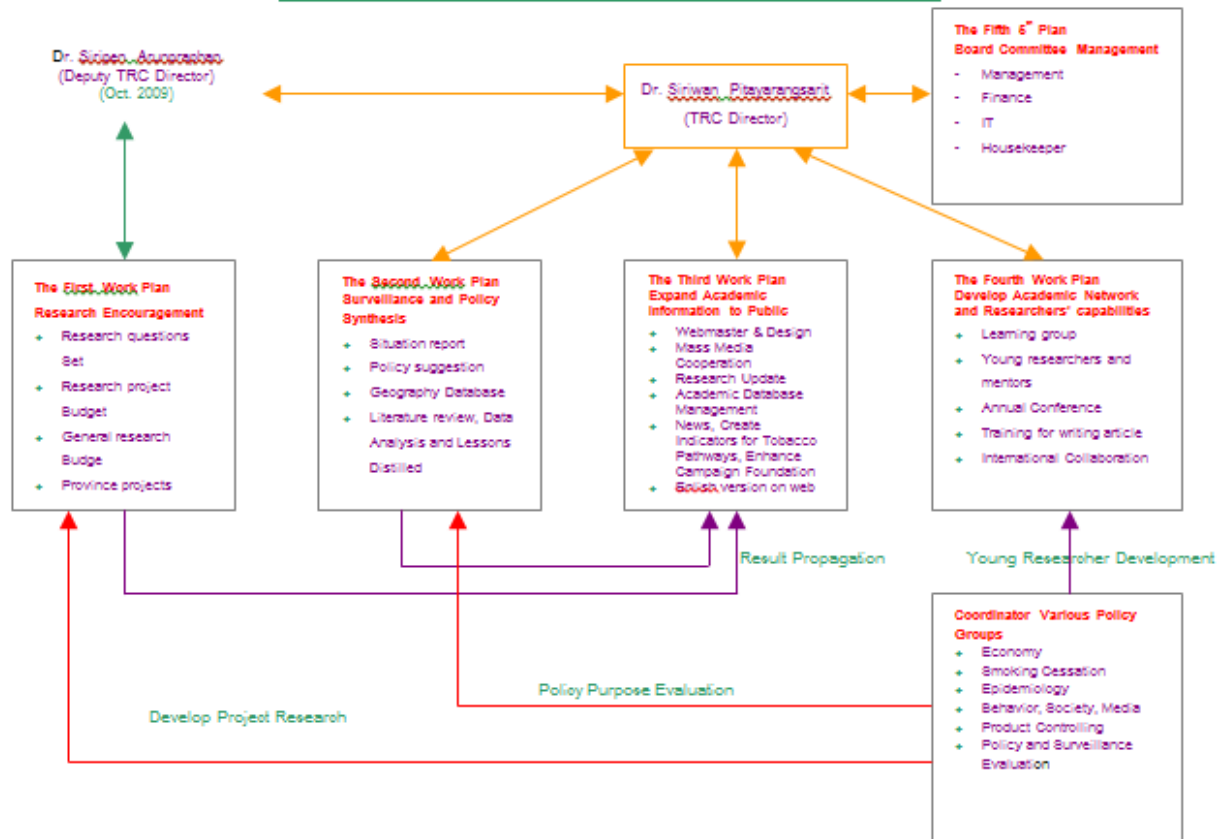
		
Asst. Prof. Dr. Kullathip Satraruji	Dr. Tasapol Thammarangsri	Dr. Churit Tengtrisorn
Director	Director	Director
		
Dr. Supreda Adulyanon	Dr. Siriwan Pitayarangsarit Pitayarangsarit	
Director	Director & secretary	

TRC Staff

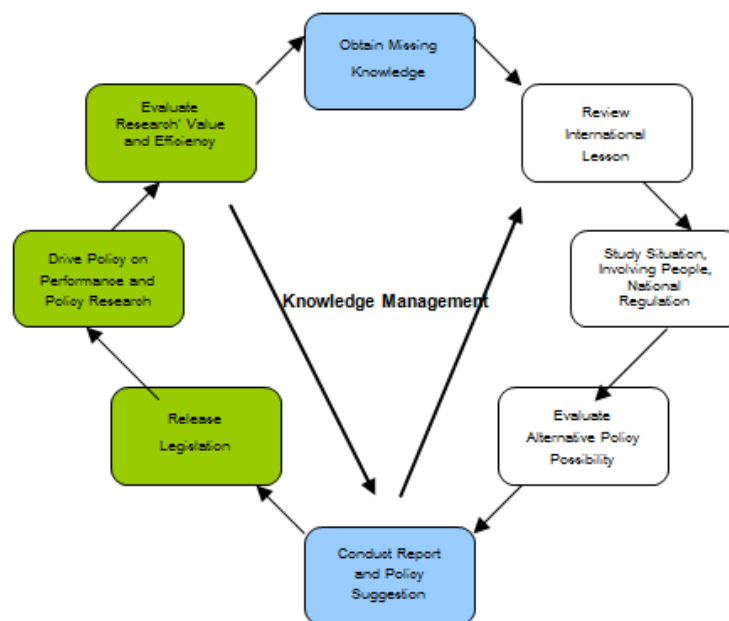
TRC is a small academic center having 11 staff and an International Affairs Consultant from ThaiHealth

1.	Dr. Siriwan Pitayarangsarit	Director
2.	Dr. Siripen Arunpraphan	Deputy Director
3.	Dr. Stephen Hamann	International Affairs Consultant
4.	Ms. Prapapun lam-anan	Technical Officer
5.	Mr. Haris Taweepatana	Technical Officer
6.	Mr. Suwatthana Praikan	Technical Officer
7.	Ms. Jintana Peesingh	Administrator
8.	Ms. Sunchaya Pulansoong	Accountant
9.	Ms. Orathai Jaiboon	Research Assistant
10.	Mr. Adisak Naowarattanakorn	IT
11.	Ms. Jaiya Keawputtarn	Assistant to the International Affairs Consultant
12.	Ms. Poonsup Pachana	Housekeeper

TRC Work Flow and Working Plan



Research Process and Knowledge Management for Policy Suggestion



In order to obtain knowledge and later apply findings to a policy system, it is essential to apply knowledge management while conducting research. For the process of finding missing knowledge, TRC cooperates with relevant partners (policy makers, Administrators, academic staff and the public sectors) in investigating research questions on current situations, the findings of which are necessary to those who need to utilize them.

Besides, the policy research process consists of sub-processes: (1) Reviewing national and international knowledge, (2) Studying real situations of nationally participating partners, (3) identifying and evaluating possible alternative policies. The policy research process will be applied to the knowledge management process through partner cooperation in order to identify possible policy content and proposals to improve performance.

After the initial step of the policy research process is completed, the next step is to introduce proposals into the decision scheme for realizing legislation or executive announcements which finally drive action. While driving legislation or executive announcements for action, it is possible to review policy details and performance methods. However, this process might require the application of new, compatible knowledge and research findings. This should result from the building and use of a knowledge network and academic evidence applied to produce policy decisions.

The Expected Results

The Tobacco Research and Knowledge Management Center (TRC) expects this work plan will be beneficial to society through:

- 1) A systematic and effective Tobacco Control Knowledge Management Center. This center will be beneficial to individuals, groups and various organizations or institutions on current tobacco control situations and also provide academic evidence, ideas, and theories as well as useful lessons learned.
- 2) At least 6 policy study groups will be established on crucial issues. Those study groups will be able to assess research strengths, evaluate needs and enable researchers to immediately answer tobacco control policy questions on real situations. Moreover, these study groups will also work on institutional development by participating with other tobacco control academics (in areas such

as Tobacco Economics and Legislation) aiming to sustain tobacco control work and academic staff.

- 3) Establishing easy access to tobacco control database aiming to enhance knowledge exchange among researchers.
- 4) Holding an annual academic conference for knowledge exchange and public policy proposal suggestions aiming to utilize knowledge for policy development.

Work Plan Evaluation and Indicators

Work Plan Evaluation

The evaluation of the TRC work plan is conducted yearly to investigate its work progress as well as to review its work strategies. To evaluate TRC's performance, ThaiHealth Promotion Foundation (ThaiHealth) is responsible for this evaluation managed by contracted outside evaluators.

Work Plan Indicators include:

- 1) Provide knowledge to answer 6 policy questions with this knowledge used to drive policy as well. Moreover, 6 research nodes have been established consisting of younger researchers that are encouraged to develop their abilities by senior researchers.
- 2) At least 30 research studies are to be commissioned over 3 years. 50 research studies are to be supported by TRC with publication in national journals and 10 supported with publication in international journals over three years. The tobacco control situation is examined every year, as are research proposals and alternative policy suggestions.
 - Academic news documents on tobacco control are released three times a year and twice a year academic lessons learned related to tobacco control are produced.
 - Media releases suitable to the ages and interests of target groups are developed, for example, a Tobacco Knowledge Academic package was tested for its efficiency in knowledge encouragement, mass media use, and ease of dissemination.
 - An academic conference is conducted once a year as well as the establishment of a cooperative international center.
 - a. Processes of each work plan have been evaluated and suggestions issued and used for those work plans as academic lessons.
 - b. TRC is stable both academically and financially with funding support from Thai Health Promotion Foundation (ThaiHealth).

TRC Work Performance during the previous year

(May 1, 2009 – April 30, 2010)

Building knowledge management

Building and utilizing knowledge to drive policy are based on activities applying research and knowledge management. To obtain missing knowledge, TRC handles this duty among allied parties such as policy makers, practitioners, academic staff, and the social sector to build research questions relevant to current problems, and also identifies priority of research questions in view of who might utilize the outcomes. TRC provides funding to external academic staff to conduct policy research on tobacco control. Funding is set in 7 major areas that comply with the WHO FCTC as below:

1. Surveillance situation
2. Evaluation of the effectiveness of tobacco control measures
3. Roll-Your-Own cigarette solution
4. Cigarette cessation service
5. Tax measures and dealing with tobacco free trade
6. Controlling tobacco various products
7. Communication research for behavior and social change

During May 1, 2009 – April 30, 2010, TRC supported a total of 61 research projects, with 45 of those approved in the previous work plan (1st Work plan: 2005-2009). These projects still carry on into the current plan, and the other 16 research projects have been approved as new projects. In one year, 30 research projects were completed and published during May 2009 and April 2010, and 5 research projects were utilized directly by researchers for driving policy via mass media and other various media supported by TRC.

Five research studies are being published in academic journals:

1. The Impact of Tobacco Growing on Agriculture in Chiang Rai Province, Journal of Public Health, Vol. 5, Issue 3, February – March 2010. [Thai]
2. The Impact of Using a Life Skills Program with Parental Encouragement (5 A's) to Prevent Teenage Smoking in Slums, Public Health Nursing, Vol. 23, Issue 3, Page 1-16. [Thai]
3. Economic Analysis of Burley Tobacco Production and Tobacco Replacement Plants in Tubpeung Sub-District, Sumrong District, Sukhothai which is currently submitted for consideration at Naresuan University's Journal and Chiang Mai's Economy Journal and awaiting acceptance.
4. Research Study: The Effectiveness of a Smoking Cessation Program for Students in Chiangrai Province, waiting for acceptance.
5. Research Study: Smoking Behavior Study Survey on Adolescents at Phetchabun Province, Forthcoming in the Basic Public Health Academic Journal, Nakornsawan Province.

Research selected for presentation at APACT 2010

No.	Title	Page
1.	Filling the Gaps of Policy-Relevant Research for Thailand Tobacco Control Implementation	Dr. Siriwan Pitayarangsarit
2.	Smoking Behaviors of Adolescents Who Utilized the Thailand Quitline Service	Dr. Sunida Preechawong
3.	Terms and Advertising on Manufactured Cigarette Packs and Roll Your Own Tobacco Packs in Thailand	Khun Haris Taveeputtana
4.	Research Questions: Knowledge Needed for Tobacco Consumption Control in Thailand 2009-2011	Khun Suwatthana Praikean
5.	The Priority of Indicators for the Tobacco Consumption Control Evaluation System in Thailand during 2009-2011	Khun Prapapun leamanun
6.	Vernonia Cinerea Supplementation as an Adjunct to Exercise in Facilitating Smoking Rate Reduction	Dr. Donrawee Leelarungrayub
7.	The Study of Marketing Strategies and the Consumption of "Hookah" Tobacco among Thai Adolescents	Dr. Sirach Lapyai
8.	Smoke-free Hospital Evaluation: A Case Study at Sappasitthiprasong Hospital, Ubonratchathani Province, Thailand	Khun Wantanee Thongnaun

9.	Assessment of nicotine inhalation exposure and Urinary Cotinine of Tobacco Processing Workers	Khun Amornchai Traikanakornwong
10.	Evaluation on Smoke Free – Hospital Program: A Case Study at Sappasitthiprasong Hospital Ubonratchathani Province	Dr. Jirawat Charoensatapornkul
11.	Empirical Analysis of Cigarette Tax Avoidance in Thailand	Dr. Pirudee Pavananun
12.	The Development of a Smoking Cessation Online Service	Asst. Prof. Anun Chaikulwattana
13.	Evaluation of Smoking Suspected in High School Male Students in Northeast Thailand	Asso. Prof. Jularat Piriyaachakul
14.	Progress on an Asian Agenda for Tobacco Control Research	Dr. Stephen Hamann
15.	Evaluation of an In-House Semi-Quantitative Screening Test Kit of Urinary Cotinine Based on Reagent Evaluation	Asst. Prof. Jindarat Trakulthong
16.	Exposure to Environmental Tobacco Smoke and Asthma in Children Under Five Years	Khun Saroj Nakju
17.	Tobacco Use among Thai Policemen	Dr. Kay Khine Kyaw
18.	The Effect of Tobacco Smoking on Serum Vitamin B12, Folic Acid and Hematology in Healthy Adults	Dr. Duangkamol Wirutudompol
19.	Compliance with Smoke-Free Regulation and Stakeholders' Opinions on Smoke-Free Policy: Sukhothai, a World Heritage Site in Thailand	Dr. Piyarat Nimpitakpong

Utilizing research driven by researchers

The findings of *“The Law Practitioner Survey and People’s Opinions Relevant to Smoke-Free Zone Policy: Sukhothai Case Study.”* was disseminated at a Report meeting. The result of this meeting was the development of the project, *“Sukhothai’s History: Smoking-free city”* where 40 government officers ratified an MOU, and where a training using *“A little guide”* was provided as well.



Besides, TRC also enhanced the findings of *“Urine Nicotine Filter Checking Set Produced in Thailand”* which later has been registered with a patent.



Knowledge management associated with policy and performance

TRC is responsible for knowledge management aiming to employ knowledge in surveillance, evaluation and proposal suggestions resulting in policy and performance modifications. The summary of TRC's work performance for the previous years, May 1, 2009 – April 30, 2010, is listed below:

Group 1: Tobacco Control Surveillance

1. Set up indicators for tobacco consumption control evaluation in Thailand

TRC has created an Indicator index for tobacco consumption control evaluation in Thailand and also evaluated the priority of those indicators. Moreover, TRC also plans to support research to obtain missing knowledge nationally.

Literature reviews, indicator designs, 2 applications of the "Delphi Technique", the results of meetings for collective designs to obtain missing data and the evaluation of tobacco consumption control in Thailand were used to encourage collaboration among researchers and database users to exchange and discuss system designs which will produce an index set for use in national tobacco control evaluation.

2. Tobacco surveillance and tobacco industry study in Thailand

TRC has encouraged researchers (led by Asst. Prof., Dr. Piyarat Nimpitakpong, Faculty of Pharmaceutical Sciences, Naresuan University) in cooperating with other tobacco control researchers in planning a tobacco control surveillance system, tobacco industry database, tobacco product surveillance network and tobacco product marketing surveillance for every part of the country.



3. Tobacco consumption control situation report (2009)

The National Statistical Office of Thailand released a report, "*Health and Welfare 2009*," which included a report of smoking behavior by Thai people. TRC utilized this information in constructing a tobacco control index updated to the current situation, and finally issued a fact sheet on tobacco control in Thailand.

4. Roll-Your-Own consumption situation: evaluation and policy advocacy

TRC analyzed the Roll-Your-Own (RYO) consumption situation during 2001-2007 by reviewing 3 statistical survey databases of the National Statistical Office of Thailand: (1) Health and Welfare Survey 2001, (2) Smoking and Drinking Behavior Survey 2004, and (3) Smoking and Drinking Behavior Survey 2007. The purposes of this analysis were to: (1) Identify the current RYO situation in Thailand and (2) Use these findings along with other information to make policy suggestions to be presented at the Tobacco Control Conference in October, 2009 in Khonkaen Province.

Moreover, TRC was also driving the RYO tax increase policy via media and newspapers, being a tobacco control leader by meeting with the Ministry of Public Health in December, 2009 to propose RYO cigarette solving methods, and finally releasing a White Paper which has full information for further driving RYO cigarette policies.

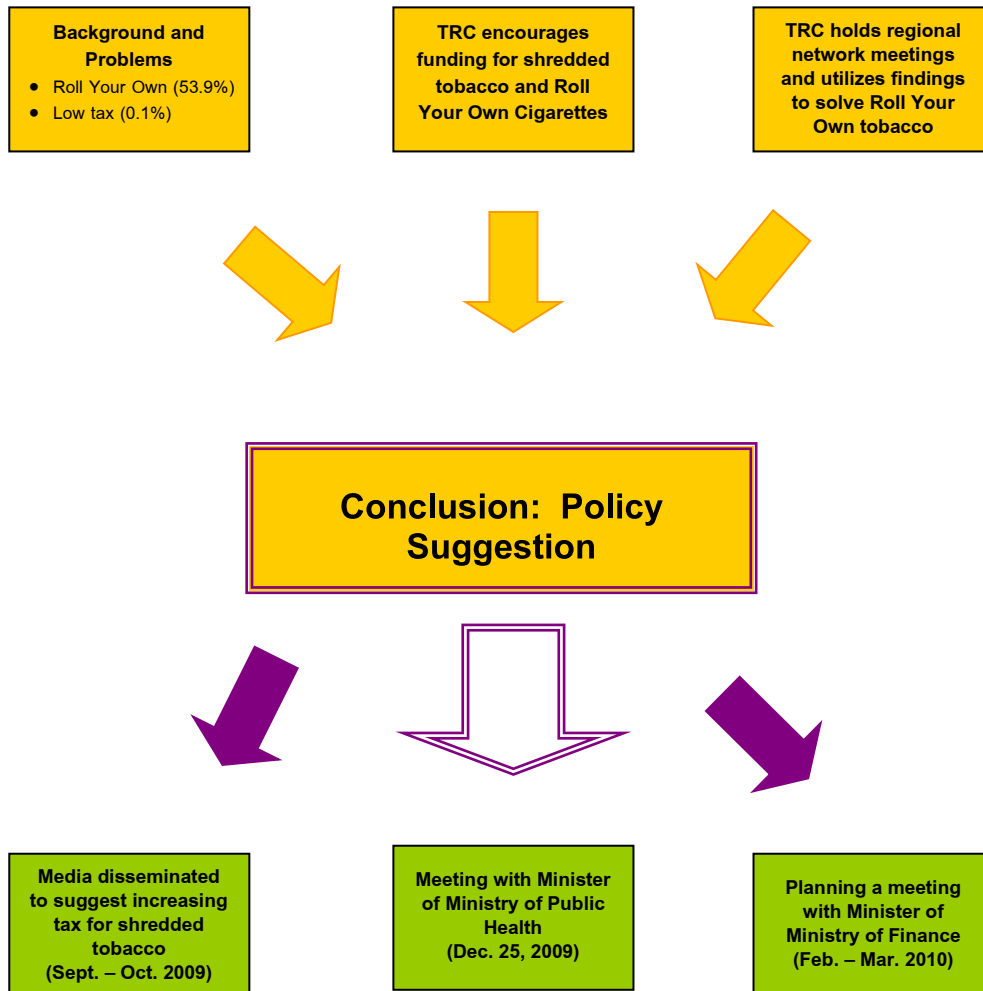
The main obstacle is that there are 9.49 million daily smokers and 54% of them are RYO smokers (2007). The cigarette tax increased previously from 80% to 85% of the factory price resulting in an increase in the cigarette retail price of 6-14 baht per pack. However, the tax charge for RYO is currently set at only 0.1% of the retail price, considered a very small tax charged for this type of cigarette.

There were several research projects issued by TRC such as: (1) Tobacco Growing Situation Survey in Thailand and Suitable Tobacco Plant Replacement Direction (by TRC, 2006), (2) The Tobacco Growing Situation Study in the North (by Assoc. Prof. Dr. Preecha Upayakin and Mae Fah Luang University, 2007), (3) Tobacco Control – Economic Politics, and (4) Pathways for "Roll your own tobacco" Tobacco Farmers, Producers, Retailers and Roll your own tobacco smokers (by Assoc. Prof. Buapun Promphakping and Khon Kaen University, 2009). TRC has gained more knowledge of these tobacco control areas from findings of this research.

In 2009, TRC held a brainstorming conference among academic staff, health professionals and officials from the Ministry of Finance with the discussion later summarized into a factsheet. TRC has driven the proposal of a Roll Your Own Tobacco tax increase to the Ministry of Finance via

media, newspaper, issued a second news report called “*Go Forward with TRC,*” and planned to have an appointment with the Minister of the Ministry of Finance to report the RYO situation in Thailand as well. Unfortunately, the Minister of the Ministry of Public Health has been repositioned afterword, the previous processes have continued, and a planning White Paper has been updated instead for further policy advocacy.

Policy Advocacy Map
For Roll-Your-Own Consumption Solution



Policy Suggestions for Roll-Your-Own Cigarette Solutions

The suggestions to the Ministry of Public Health

1. Evaluate the final results following the Ministry notice regarding warning signs on tobacco products and also fully enforce in practice those regulations amending the Tobacco Products Control Act B.E. 2535 (1992) and Nonsmokers' Health Protection Act B.E. 2535 (1992).
2. Amend the Tobacco Products Control Act, B.E. 2535 (1992) and Non-Smokers' Health Protection Act B.E. 2535 (1992)
 - Increasing the power of bureau authorities to investigate, arrest, and fine offenders according to the Tobacco Act B.E. 2509 (1966) and Non-Smokers' Health Protection Act B.E. 2535 (1992)
 - Local administrative Bureaus should be able to issue new regulations on illegal tobacco and also take the fines as their official income.
3. Revise the Ministry of Public Health Announcement to increase smoke-free zones.

The suggestions for the Ministry of Finance

1. Limit areas for tobacco cultivation and arrest cultivators who grow illegally exceeding their quotas.
2. Increase shredded tobacco taxation as equal to other types of tobacco including local species of tobacco as well.
3. Amend the Tobacco Act B.E. 2509 (1966) as stated below:
 - Authorize local administrative bureaus to issue new regulations, to fine offenders and also take fines as their official income
 - Withdraw the taxation exception for local tobacco species
 - Increase license fees for any distribution of tobacco including roll your own tobacco
 - Provide more control over instruments used in tobacco production

The suggestions for Social Measures

1. ThaiHeath along with affiliated sectors could provide knowledge and understanding of tobacco's dangers from shredded tobacco through mass media.
2. Local communities should collaborate to create social measures along with legislation in the following subjects:
 - Prohibit the selling of any types of tobacco to children under 18
 - Warn and punish offenders who smoke in smoke-free zones
 - No display of tobacco products at the point of sale (POS)
3. No encouragement of OTOP-related projects for tobacco or roll your own cigarettes.
4. Create community media to raise awareness and promote knowledge of tobacco's dangers from both manufactured and roll you own cigarettes.
5. Establish a surveillance system and tobacco control measures to prevent adolescents from becoming susceptible to the uptake of smoking or being initial smokers.

5. Review surveillance mechanisms used in illicit tobacco trade arrests in the United Kingdom, Hong Kong and the European Union

The International Health Policy Program Thailand (IHPP) supports TRC by provided a senior researcher to review experience and lessons of the surveillance mechanism projects in the United Kingdom, Hong Kong and the European Union. The purpose of this review is to gain international surveillance experience in controlling illicit tobacco trade that would be beneficial to national committees.

Group 2: Evaluation of Thailand's Capacity for Tobacco Control Policy

1. A WHO report, "Joint national capacity assessment on the implementation of effective tobacco control policies in Thailand" has been translated into Thai

Since WHO has evaluated Thailand's capacity for tobacco control policies in November 2008 and released the report in English, the Tobacco Control Research and Knowledge Management Center (TRC) has later translated this report into Thai. This Thai version is used for communication among tobacco control researchers, planning to increase the capacity of tobacco control in Thailand, and also to evaluate tobacco control capacity in Thailand as well.



2. Statements and pictorial health warning labels on manufactured cigarette and shredded- tobacco packages regarding compliance with the Tobacco Products Control Act B.E. 2535 (1992).

TRC conducted an evaluation project of "Statements and Pictorial Health Warning Labels" on cigarette and shredded-tobacco packages (regarding compliance with the Tobacco Products Control Act B.E. 2535 (1992)) available for sale in markets on October, 2009. The project evaluation was suggested by the Office of Alcohol Beverage and Tobacco Control and took place between October – December, 2009 aiming to scrutinize statements and pictorial health warnings on cigarette and shredded-tobacco packages by academic and marketing specialists.

The findings of this evaluation were used for developing suggestions to the Ministry of Public Health, to warn law offenders, and for possible future public mass media campaigns.



3. Review of the revising and developing tobacco legislation project in Thailand

TRC has convened both qualified law committees and law makers to sort out and review tobacco control problems. These committees have previously conducted 7 meetings and results of these meetings included proposed legislation:

- (Draft) Tobacco Products Control Act (Issue...) B.E..... (...)
- (Draft) National Tobacco Control Committee Act (Issue...)
- (Draft) Nonsmokers' Health Protection Act (Issue...) B.E..... (...)

The results provided above benefited the Office of Alcohol Beverage and Tobacco Control in planning further steps.



Information Development and Public Dissemination Plan

The public communication plan's purpose is to disseminate information, news, and knowledge in various forms such as papers through the internet and various communication channels such as television, newspapers and other means.

Tobacco Control Information Center (TC Information Center)

Tobacco Control (TC) Information Center, Ratchavithi Campus Library, Mahidol University, was established and officially opened on March 14, 2008 aiming to be an academic center and to provide services to tobacco control officials, researchers, academic staff, students and general people interested in tobacco control. The TC Information Center has its own library with access to various media and exhibitions as well as providing books and theses relevant to the tobacco control area.

As the TC Information Center services are under Mahidol's library management system, so information searching, loaning and returning systems are quite efficient, and TRC believes that this center will be widely beneficial to the general public.

TRC Website (www.trc.or.th)

One of TRC's policies is to present and disseminate various tobacco control information to target groups as well as others interested in tobacco control. To succeed in policy setting, TRC has finally developed its own website to expand tobacco control knowledge to people interested in the tobacco area.

Moreover, TRC has also expanded tobacco control database together with tobacco control news on the website which is advantageous to various groups of tobacco control researchers since it is presented in a user-friendly form and provides much useful information as below:

All of TRC's performance and Tobacco Control Knowledge Management are disseminated on TRC's website. "*Global Research News*" has been added to the website since October 2010 to present current research situations. Some international journal information in Thai is presented as well.

During May 2009 – April 2010, TRC's website was hit (viewed) 15,740 times or 950 times a month on average.

The First Page of TRC's Website Currently

Updated on January 2010



Issuing Tobacco Control Journal Articles and Academic Documents

For the past year, TRC has issued several tobacco control academic papers and also has encouraged tobacco control publications below be disseminated and utilized as references:

Academic Document and Tobacco Control Publishing Encouragement

1. Manual: *"Smoking Cessation Encouragement for Smokers in the Workplace"*
2. Manual: *"Hospitalized Performance"*
3. Book: *"Uncover the Tobacco Industry Mask"*
4. Book: *"Tobacco Industry's Secret Documents"*
5. Manual: *"You Will Not Be Sick as shown on the Warnings of Cigarette Packages"*

6. Book: “*Intervention and Disaster: Public Policies by International Tobacco Companies: Case Study – Tobacco Consumption Control Policy in Thailand*”
7. Manual: “*Producing Media Campaigns for Non-Smoking*”
8. Manual: “*Smoking Cessation Clinical Standards*”
9. “*Net Return to Society: Should we get the money from Tobacco Company?*”
10. Book: “*Makka – Leadership to Tobacco Control Enactment*”



Moreover, TRC also issues the “*Tobacco Control Journal*” as a research disseminated vehicle and Research News, “*TRC Research Update*”. In addition, “*Go Forward with TRC*” in the form of a *Newsletter* is also issued by TRC and has been issued 3 times a year (every 4 months). However, TRC has finally cancelled issuing *Tobacco Control Journal*, with the last 2 issues available at the Academic Conference, August, 2009. For journal publishing, TRC is encouraging tobacco control researchers, supported by TRC funding, to be published in both national and international academic journals.



TRC Research Update

3 issues of Research Update



TRC Research Update Volume 1 Issue 1
(August, 2009)

Content: Are Smokers at Higher Risk of Flu and other diseases?

The first issue's major content is related to Tobacco Control Policy Evaluation.



TRC Research Update Volume 1 Issue 2
(November, 2009)

Content: Tax RYO tobacco to limit
"switching to RYO, limiting the RYO alternative"

The major content is related to RYO and policy suggestions for RYO.



TRC Research Update Volume 2 Issue 1
(February, 2010)

Content: Smoke-Free Thailand;
100% Smoke-Free Thailand.

The major content is related to smoke-free places in Thailand consistent with WHO (FCTC).

Information disseminated via “SMART” Magazine

Issued by Action on Smoking and Health Foundation Thailand

The Action on Smoking and Health Foundation Thailand has provided TRC a page in its monthly magazine called “SMART” to publish tobacco articles and knowledge to target groups as well as widely to the magazine’s members. TRC has continually supplied tobacco information complied consistent with the Non-Smoking Campaign’s themes and under issues considering topics of current importance.



Research News

TRC has disseminated public tobacco control knowledge in various media channels with a total of 54 news articles categorized in 10 tobacco areas as below:

- Research results: “*Tourists are accepted and pleased with smoke-free hotels in Thailand*”
- Annual conference news
- Illicit cigarette news
- Tobacco industry cigarette machine protest news
- Press release: “*Article 5.3: Tobacco Intervention Protection of government policies*” by Minister of the Ministry of Public Health
- Network Conference News: “*Policy Research and Tobacco Control Evaluation*” in Thailand’s Northeast region
- Policy suggestions for shredded-tobacco news
- Network Conference News: “*Policy Research and Tobacco Control Evaluation*” in Thailand’s Southern region
- Press release criticizing smoking in the movie, “*Avatar*”
- Conference news: “*Smoking Cessation Using a Herb*”

Published Media Propagation News Summary of Previous Year
(May 2009 – April 30, 2010)

No.	Public Media	Title	Date	Page/ Column
1	Daily News	Warning Pictures on Cigarette Packages	31/05/2009	15
2	National News Bureau of Thailand – Public Relation Department (NNT)	Research results revealing that tourists are pleased and accept smoke-free hotels in Thailand.	01/06/2009	-
3	Bangkok Biznews	Research results showed that 90% of tourists require a smoke-free room and support banning smoking in lobbies.	02/06/2009	14
4	ASTV Manager Online	Research results discovered that European and Asian tourists support non-smoking legislation in hotel lobbies.	2/6/2009	-
5	Bureau of Information Office of the Permanent Secretary, MOPH	Minister of the Ministry of Public Health opened the 8 th National Conference on tobacco or Health.	23/08/2009	-
6	Thai News Agency (TNA)	Minister of the Ministry of Public Health admitted that tobacco international companies plan directly and indirectly to intervene in government's tobacco control measures.	24/08/2009	-
7	National News Bureau of Thailand – Public Relation Department	Minister of the Ministry of Public Health ordered an investigation of the tobacco international business	24/0//2009	-

No.	Public Media	Title	Date	Page/ Column
	(NNT)	selecting Thailand as a tobacco product exhibition center at the end of this year.		
8	Manager	“Witaya” commanded to keep an eye on “EXPO” to prevent Illicit Cigarette from aboard.	24/08/2009	-
9	Manager	“Witaya” commanded to keep an eye on the massive exhibition “EXPO” in Thailand.	25/08/2009	10
10.	Thairat	Opposing “Tobacco EXPO”, uncovering tobacco companies challenge Thailand	25/08/2009	-
11.	Thairat	Witaya commanded to investigate the EXPO exhibition	25/08/2009	15
12.	Matichon	Thailand is challenged by international cigarettes companies by managing EXPO exhibition.	25/08/2009	10
13.	Matichon	Public Health draws fame for the EXPO exhibition.	27/08/2009	10
14.	Banmuang	Invitation card	24/08/2009	4
15.	Komchadluek	Tobacco tactics were mixed up in Clove.	25/08/2009	Minor Education News
16.	Naewna	Reveal tobacco company tactics, our threat, World’s disaster.	25/08/2009	5
17.	Bangkokbiznews	“Action on Smoking and Health Foundation Thailand” protested	25/08/2009	14

No.	Public Media	Title	Date	Page/ Column
		international tobacco companies holding the tobacco conference in Thailand.		
18.	Post Today	Reveal tobacco industry holding the EXPO exhibition and breaking Thai's legislation.	25/08/2009	A6
19.	Thairat	Smokers turn to Roll-Your-Own cigarettes because of expensive cost of cigarettes.	26/10/2009	15
20.	Matichon	Shredded tobacco retail shops getting "Rich" despite expensive cost of cigarettes.	26/10/2009	10
21.	Thaipost	Warning: Roll-Your-Own cigarette is a cause of mouth cancer.	26/10/2009	2
22.	Daily Manager	Warning: turning to RYO-wrapping paper is a cause of mouth cancer.	26/10/2009	10
23.	Banmuang	Control cigarette consumption at Asian public health conference.	26/10/2009	12
24.	Matichon	Crisis: "Shredded Tobacco" is as dangerous as cigarettes.	27/10/2009	10
25.	Siamrath	Shredded Tobacco Solution.	04/11/2009	23
26.	ASTV Manager Online	TRC prepares to issues a letter to Korn-Witaya suggesting that "Increasing tax on cigarette is able to prevent RYO cigarettes".	08/11/2009	-
27.	http://new.mcot.net	TRC suggested solutions to sort out RYO cigarette.	08/11/2009	-

No.	Public Media	Title	Date	Page/ Column
28.	Siamrath	Force “Ministry of Finance” to increase RYO tax.	09/11/2009	12
29.	Thai Post	Force government to cancel OTOP - Shredded Tobacco.	09/11/2009	2
30.	ASTV Manager Online	Force “Korn-Witaya” to increase cigarette tax, ban RYO cigarette – not being OTOP products.	09/11/2009	10
31.	Daily World Today	TRC- Roll-Your-Own Solution	10/11/2009	74
32.	Thai News Agency (TNA)	Discovery that the South is the champion of the highest smoking prevalence. Brain storm is needed to sort out the problem.	21/12/2009	-
33.	Southern Post	The South is the champion of the highest of smoking prevalence – Pattani is the highest of smoking prevalence.		
34.	Siamrath	Survey finding: Pattani is the highest of smoking prevalence.	21/12/2009	-
35	Thai Post	Smoking prevalence revealed: Southern people, Pattani, have the highest smoking prevalence.	22/12/2009	2
36.	Daily World Today	The South is the champion of “smoking prevalence”.	22/12/2009	7A
37.	ASTV Manager Online	Smoking champion is the South. Pattani has the highest smoking prevalence.	22/12/2009	-
38.	National News Bureau	The president of Thailand Health	02/02/2009	-

No.	Public Media	Title	Date	Page/ Column
	of Thailand	Promotion Institute points out that smoking scenes in Avatar influence teenagers.		
39.	Daily News	ThaiHealth criticizes "Avatar" as a dangerous film having a star drinking, smoking. Worry if teenagers imitate star's actions and also blame the government for making mistake in film rating.	02/02/2009	
40.	The Nation	Dr. Hatai revealed "Avatar" having smoking scenes.	02/02/2009	-
41.	Thai Post	"Avatar" initiates initial smokers.	03/02/2009	2
42.	Matichon	NGO disclosed "Avatar" having smoking scenes.	03/02/2009	10
43.	Daily News	To whom "Avatar" is concerned.	07/02/2009	19
44.	MCOT	Research results revealed that herbal, Venonia Cinerea, is able to help quit smoking up to 50%.	18/04/2009	19
45.	Matichon	"CMU" found a method to quit smoking, Herbal, Ya Mo Noi (Ernonia Cinerea Less).	19/04/2009	10
46.	Khaosod	"Ya Mo Noi" is able to help to quit smoking	19/04/2009	28
47.	ASTA Daily Manager	Research reveals that Vernonia Cinerea is able to help people quit smoking.	19/04/2009	10
48.	Post Today	"Ya Mo Noi" is kool in helping to quit smoking.	19/04/2009	A6
49.	Thairat	Research findings "Ya Mo Noi" is	19/04/2009	-

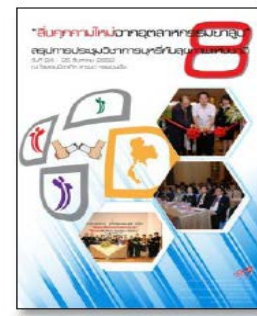
No.	Public Media	Title	Date	Page/ Column
		cool in helping to quit smoking and decreasing stress.		
50.	Khaosod	“Ya Mo Noi” is able to help to quit smoking.	19/04/2009	28
51.	Post Today	Research Result: “Ya Mo Noi” is cool for quitting smoking and decreasing stress up to 80%.	19/04/2009	1, 3
52.	Matichon	“Ya Mo Lerk Buree” Research concludes Ya Mo Noi is able to help to quit smoking.	20/04/2009	-
53.	Website Naewna	Chiangmai University, TRC and ThaiHealth advised smokers to quit smoking by using Ya Mo Noi and almost 80% were successful to quit smoking.	20/04/2009	
54.	Pimthai News	Chiangmai University, TRC and ThaiHealth advised smokers to use herbal, Ya Mo Noi, to quit smoking.	4/05/2009	13

Network Collaboration

The 8th National Conference on Tobacco or Health



Tobacco Control Research and Knowledge Management (TRC) is a organization holding the National Tobacco or Health Conference. The conference is a knowledge exchange among networks and people who are



core

stage

working

in tobacco consumption control in Thailand. This conference is held annually and its purpose is to create trends and to drive tobacco control policies compliant with the WHO's slogan presented for the World No Tobacco Day. Dr. Wittaya Kaewparadai presided over the opening of this 8th National Conference on Tobacco or Health on August 24, 2009 and attended by 862 persons.

The purposes of this conference

- To exchange academic expertise as well as tobacco control experience among various network allies.
- To obtain directions for working together on the control of tobacco consumption.
- To build cooperation among groups of people, organizations, public and private sectors and general people for working on tobacco control.

Network Conference

Several organizations and departments participated in this network conference: (1) Tobacco Control Research and Knowledge Management Center (TRC), Mahidol University, (2) Department of Disease Control, Ministry of Public Health, (3) Action on Smoking and Health Foundation Thailand, (4) National Quitline and South East Asia Tobacco Control Alliance (SEATCA) and (5) Thailand Health Promotion Institute and Thai Health Promotion Foundation (ThaiHealth).

The 8th National Conference on Tobacco or Health activities shown below:

- Academic lectures presented by 33 experts on 9 issues:
 - 1) Tobacco control situation in Thailand.
 - 2) The performance following from Article 5.3: the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry.
 - 3) Tabinfo: When Thailand is challenged by giant tobacco companies
 - 4) Smoking cessation services.
 - 5) Non-smoking campaign and civil society driving processes.
 - 6) Tobacco industry tactics.
 - 7) Second-hand smoke.
 - 8) Increasing cigarette tax versus returning illicit cigarettes.
 - 9) Roll your own cigarettes.

- Various institutes/organizations participated in the conference's workshops:
 - 1) Thai Health Professional Alliance Against Tobacco
 - 2) Doctor Professional Alliance for Tobacco Consumption Control
 - 3) Thai Pharmacy Network for Tobacco Control (TPNTC)
 - 4) Dental Health Division and Dental Council, Department of Health, Ministry of Public Health
 - 5) Nursing Alliance for National Tobacco Control
 - 6) Physical Therapy for Smoke Free Thai Society
 - 7) Office of the Alcohol Beverage and Tobacco Control Committee, Ministry of Health
 - 8) Green Leaf Foundation
 - 9) Mohanamai Association
 - 10) MuslimThaiHealth
 - 11) Non-Smoking Campaign
 - 12) National Quitline Center
 - 13) Thanyarak institute
 - 14) Public Health Student Club, Faculty of Public Health, Mahidol University
 - 15) Thai Health Promotion Foundation (ThaiHealth)
 - 16) Watratoroj School
 - 17) Sampranvitaya School
 - 18) Bangmodvitaya "Sisukvardjuanupratum" School

- 19) Teacher Network for non-smoking
- 20) Suwansutaramvittaya
- 21) Ratanakosinsomphost Bangkhuntean School
- 22) Mintarachinutit Satreevittayaphutamonthon school
- 23) Rajburee Hospital
- 24) Taksin Hosopital
- 25) Public Health Office, Sukhothai Province
- 26) ASEAN Institute for Health Development (AIHD), Mahidol University
- 27) Toward 100% Smoke Free Environment Thailand
- 28) Medical Techniques Professional Network for smoke free Thai Society
- 29) Center for Disease Control and Prevention 1
- 30) Tobacco Control Research and Knowledge Management Center (TRC)
- 31) Tabinfo Network

A party declaration has been announced at this conference by TRC and tobacco control allies including participating people as well. The purpose of this declaration is to encourage tobacco control co-operation among tobacco networks. Besides, TRC has later submitted this declaration to all relevant departments and also invited them to create operative directives following the declaration.



Tobacco Control Party Declaration

At the 8th National Conference on Tobacco or Health during August 24-25, 2009, tobacco control associate members and network alliances were informed that the smoking rate in Thailand had slightly decreased for the last 5 years even though efforts have fully been driven by tobacco control network alliances as follows:

- **The development of tobacco control policy, legislation and measures:** *Tobacco tax increase, Pictorial warning on cigarette packs, Additional smoke-free zones in public places, Smoking cessation developments and legislation, developments compliant with the WHO Framework Convention on Tobacco Control (WHO FCTC).*
- **Setting various smoke-free model zones:** Smoke-free home, Smoke-free school, both public and private organizations, as well as all levels of “*Smoke-free community*”.

Besides, network alliances also became aware of “**New Threats from the Tobacco Industries**” by various tactics which needed cooperative approaches from all network alliances. For this reason, TRC requests all parties, public, private and general people for the operations below:

- 1) In case the tobacco industries plan to expand their market targets with emphasis on women and adolescent groups by developing new, prominent tobacco products to attract by their packets, fragrances and tastes (Buraku, Fruity Cigarette) as well as smokeless cigarettes (Nicotine gel and Electronic cigarette) and others. These new tobacco products have not yet been permitted for distribution in Thailand; for this reason, network alliances would like to:
 - Request government responsible for this matter to conduct surveillance seriously on law breakers and also apply law enforcement strictly.
 - Request surveillance networks to cooperate and inform of illegal actions as well as report to relevant departments.
 - Request mass media to disseminate tobacco news and inform people of the tobacco company’s tactics.
- 2) As a result of international tobacco companies using Thailand for tobacco promotion on **Tabinfo Asia 2009** during November 11-13, 2009 at Impact Muangthong Thanai, Thailand, Network alliances submitted a request to the government to refuse any cooperation with the international tobacco exhibition following Article 5.3 of WHO Framework Convention on Tobacco Control (WHO

FCTC): *forbidding government to interface with any tobacco activity* and also requesting Network alliances to disclose and inform people of tobacco companies' commercial tactics.

3) Having avoided legislation on advertisement, tobacco companies turned their attention to the project strategy called "***Corporate Social Responsibility: CSR***" aiming to create a good image to their business and tobacco products. To resist this trend and to follow tobacco control measures, network alliances have to:

- Request the government neither to ever support nor encourage projects of tobacco companies under statements of "*For society,*" nor participate in any tobacco companies' activities whether those projects are relevant to adolescent, education, environment or any other issue.
- Pledge all organizations in Thailand to refuse tobacco industry's funding which is compliant with Article 5.3 of WHO Framework Convention on Tobacco Control (WHO FCTC).
- Demand mass media to withdraw any Corporate Social Responsibility project news of tobacco industry.

4) Network alliances encourage both government and public sectors to follow Article 5.3 of WHO Framework Convention on Tobacco Control (WHO FCTC) aiming to prevent tobacco industry's interference efforts on public policies. For this reason, Network alliances must demand the government and all network alliances to report legislation details of Article 5.3 to society and support strong law enforcement.

5) Previously, smokers were unable to reach smoking cessation services or medicines. Network alliances request to the National Health Security Office (NHSO) to push urgently the regulation on the cigarette cessation to be one of benefits in the Universal Coverage of Health Insurance system and effective as soon as possible.

6) Having ratified the WHO Framework Convention on Tobacco Control (WHO FCTC), Thailand has become committed to the operation of 100% smoke-free public places and offices by February, 2009. Tobacco network alliances must persuade all organizations and departments to cooperate in becoming 100% smoke-free.

7) Having found that the international tobacco companies broke the advertising legislation by advertising their tobacco product via internet, tobacco network alliances submitted a request to

the relevant government departments, especially the Ministry of Information and Communication Technology, to apply urgently law enforcement and also requested mass media as well as general public to conduct surveillance and report if seeing law breakers. To follow Thai legislation, Tobacco network alliances pledge to support all above proposals resulting in operative driving and including proposing those to the National Health Assembly Conference next year.

Signing for Tobacco Control Allied Announcement

Signature.....

Prof. Dr. Somsri Paosawat

Subcommittee-President for the 8th National Conference
on Tobacco or Health and President of Anti Tobacco
Innovation

- Doctor Professional Alliance for Tobacco Consumption Control
- Professional Dental Network
- Professional Nursing Network
- Professional Public Health Network
- Professional Dental Network
- Physical Therapy for Smoke Free Thai Society
- Medical Techniques Professional Network for smoke free Thai Society
- Professional Psychology Network
- Professional Mohanamai Network
- Professional Apply Thai Medicine Network
- Professional Thai Traditional Medicine Network
- Professional Science and Sport Medicine Network
- Professional Thai Radiology Network
- Professional Audio Visual Medical Network
- Professional Veterinarian Network
- 823 Participants

Signature.....

(Dr. Prapol Tungsrikeitkul)

Deputy Director of Department of Disease Control,
Ministry of Public Health

Signature.....

(Prof. Dr. Prakit Vathesatogkit)

Secretary of Action on Smoking and Health
Foundation Thailand

Signature.....

(Dr. Siriwan Pitayarangarit)

Director of Tobacco Control Research and
Knowledge Management

Signature.....

(Asso.Prof.Dr.Jintana Yunibhand)

Director of National Quitline Center

Signature.....

(Khun Bangon Ritthiphakdee)

Director of Southeast Asia Tobacco Control
Alliance (SEATCA)

More information, Please contact: Dr. Siriwan Pitayarangarit, Director of Tobacco Control Research and Knowledge Management (TRC) Tel.: 081 483 7807, Dr. Panuwat Panket, Director of the Bureau of Non Communicable Disease Tel.: 081 785 8599, Khun Sathaporn Jirattananont, Action on Smoking and Health Foundation Thailand Tel. 081 570 6408

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Tobacco control academic network conference (Regional conference)

General Purpose

- Discuss important research questions on both regional and national level.
- Build tobacco control study groups on crucial tobacco issues; enable to evaluate and answer tobacco control policy questions happening currently.
- Encourage researchers for knowledge exchange and sort out systematically tobacco consumption control problems.

Target Groups

- Academic staff or university researchers, organizations and institutions whether of public or private sectors.
- Health professionals, Public Health academic staff, scientist researchers as well as social and general researchers.
- Graduate Students.

Expected Outcomes

By April 2010, the Tobacco network conference and TRC's activities could provide outcomes below:

- Participants conduct research from at least 6 study groups for tobacco control policies.
- At least 10 project research outlines submitted on various tobacco issues.
- Research questions 2009-2010 are informed to all researchers which are needed to build research frameworks.

Outcomes

1. Establishing 10 research networks focused on subjects and regions:

- Social measure group: Roll-Your-Own cigarette solution
- Tobacco control policy group: epidemiology and the southern network
- Smoking cessation group: using herbs for quitting smoking
- R2R research networks on tobacco control
- Tobacco economy group

- Surveillance and policy evaluation group
- Behavior and social change group and various tobacco control studies
- Tobacco industry surveillance
- Secondhand smoke
- Smoke-free school

2. Issue 16 Research Projects (drafts)

3. Policy suggestion on shredded tobacco and Roll-Your-Own cigarettes

4. Smoking cessation manual using Vernonia Cinerea

The 1st Tobacco Control Academic Network Conference (Regional Conference)

The first conference was held on the issue of “*Policy research and control evaluation, as well as policy suggestions on Roll-Your-Own*” by Tobacco Control Research and Knowledge Management Center cooperation with Faculty of Humanities and Social Science, Khon University, Khan Kaen during October 27-29, 2009, attended by 105



tobacco solutions” (TRC) in Kaen people.

The 1st Tobacco Control Academic Network Conference (Regional Conference) Outcomes

The outcomes of this conference are (1) 2 projects of research study (drafts) and (2) Shredded tobacco and Roll-Your-Own cigarette policy suggestions.



The 2nd Tobacco Control Academic Network Conference (Regional Conference)

This conference, which emphasized tobacco control policy and evaluation, held in the South of Thailand by Tobacco Control Research and Knowledge Management Center (TRC) in cooperation with the Institute of Research and Development for Health of Southern Thailand at Golden Crown Plaza Hotel, Haitian, Songkhla during December 22-23, 2009. 85 people participated in this conference.



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The 2nd Tobacco Control Academic Network Conference (Regional Conference) Outcome

The outcome of this conference was having academic networks and to persuade researchers interested to work in the tobacco control area to conduct research through cooperation with TRC and the Institute of Research and Development for Health of Southern Thailand.



The 3rd Tobacco Control Academic Network Conference (Regional Conference)

This conference focused on cigarette cessation using a herbal recipe and was held by Tobacco Control Research and Knowledge Management Center (TRC) in cooperation with the Faculty of Medicine, Chiang Mai University at the Emeritus Professor Dr. Chairaj Sangudom conference room, Faculty of Medicine, Chiang Mai University on March 30, 2009. There were 85 people participating at this conference.

The 3rd Tobacco Control Academic Network Conference (Regional Conference) Outcomes

1. Interested people participated on Vernonia Cinerea research study
2. Smoking cessation manual using Vernonia Cinerea



The 4th Tobacco Control Academic Network Conference (Regional Conference)

This conference was the Routine to Research (R2R) Conference in lower Northern Thailand which involved the cooperation of Sirindhorn College of Health, Phitsanulok held in Amar at the Lagoon Hotel, Phitsanulok on April 2010 and attended by 55 people. The purpose of this conference was to encourage using R2R in tobacco control areas.



Public
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Working on Tobacco control has regularly employed by several sectors like Public Health staff (Public Health officials, Public Health academic officers, nurses), as well as teachers and professors who already have regular jobs. The purposes of R2R are to develop both job and people performance. To develop job performance, R2R requires regular information on regular jobs to produce research and finally utilize its results to adjust those jobs. On the other hand, R2R is used to develop people performance including work teams and organizations working on tobacco control. In lower Southern Thailand, research has been conducted along with some parts of regular jobs on tobacco control. For this reason, having R2R knowledge stage exchange of those working groups is crucially important to gain more knowledge, information dissemination, provide opportunity and encourage thoughts for R2R in other groups.

The 4th Tobacco Control Academic Network Conference (Regional Conference) Outcomes

Academic network has been established for academic staff and researchers interested to work on tobacco control areas in the lower Northern region of Thailand in cooperation with Tobacco Control Research and Knowledge Management Center and Sirindhorn College of Public Health, Phitsanulok.



Research Network Conference on Specific Policy Study Groups

The Research Network Conferences on specific Policy Study Groups for the previous year (May 1, 2009 – April 30, 2010) are presented below:

1. Tobacco policy study group: Cigarette cessation (August 3, 2009 and September 14, 2009)
2. Tobacco policy study group: Behavior, society and media (August 4, 2009)
3. Tobacco policy study group: Tobacco Economy (June 30, 2009, November 25, 2009 and April 1, 2009)
4. Tobacco policy study group: Surveillance and Policy Evaluation (July 29, 2009)
5. Tobacco policy study group: Tobacco policy-epidemiology (Create epidemiology studies for young researchers)
6. Tobacco policy study group: Various tobacco control product groups (October 14, 2009)
7. Tobacco industry surveillance group (Create young researchers) (Starting Project-Draft)
8. Tobacco policy study group: Social measurement
9. Tobacco policy study group: Secondhand Smoke
10. Tobacco policy study group: Tobacco control in schools

The smoking cessation study policy group has held conferences twice which are:

1. **Knowledge stage exchange of the study policy group** on cigarette cessation was held on 3 August 2009 and included 15 people and the presentations below
 - Present research study of the efficiency and effectiveness of exercise along with using herb, *Vernonia Cinerea*” for cigarette cessation by Dr. Donrawee Leelarungrayub.
 - Present research study of the Nicotine urine testing kit which is produced in Thailand by Prof. Jindarat Trakulthong and Prof. Limthong Promdee.
 - Research question suggestions on smoking cessation services.
2. **Research study and applied research developing conference** – A case study shows, Smoking cessation using *Vernonia Cinerea* enables smokers to quit smoking was presented on 14 September 2009 and attended by 23 people.
 - Review research study of the effectiveness of using *Vernonia Cinerea* to stop smoking by Dr. Rob Tanyarak.
 - Present research study of the efficiency and effectiveness of using Vernonia Cinera along with exercise for smoking cessation.
 - Review research results of using Silver Nitrate Mouth Wash for cigarette cessation.
 - Establish a research study project of *Vernonia Cinerea*, helping to quit smoking.



Tobacco policy study group: Behavior, society and media

Tobacco policy study group conducted a conference, “*Tobacco Control Knowledge Stage Exchange on Behavior, Society and Media*” on August 4, 2009. Twelve people participated and details of this conference described below:



are

- Present the draft of a research project: “*TV Advertising Projects for the non-smoking campaign and to reduce behavior as well as quitting smoking for adolescents studying in high school in Thailand*”.
- Present research study on cigarette pictures presented in films by Ajarn Ittipol Preetiprasong
- Present research question suggestions on behavior and society and media.

Tobacco policy study group: Tobacco economy

Tobacco policy study group have arranged 3 meetings on the topic of “*Tobacco control knowledge stage exchange on tobacco economy*” and its details of those meetings are shown below:

1st Meeting

The first meeting was held on 30 June 2009 at TRC Meeting Room attended by 11 people.

- Present a concept idea for a study project of “*The impact of tobacco excise tax increase for shredded tobacco in the North and Tobacco consumption in Thailand*” by Dr. Kontee Nuchsuwan and others.
- Present research question suggestions of tobacco policy on tobacco economy.

2nd Meeting

The second meeting was held on 25 November 2009 and attended by 40 people.

- Present a study project concept idea, “*The impact of tax revising and non-tax revising on shredded tobacco behavior in Thailand*” by Dr. Kontee Nuchsuwan and et al.
- Present research question suggestions for tobacco policy on tobacco economics.

3rd Meeting

The third meeting was held on 1 April 2010 and attended by 35 people.

- Presentations on tobacco economics that is categorized into 5 issues:
 - (1) Present a concept idea for a study project of “*The impact of tobacco excise tax revising on shredded tobacco in the North and the tobacco consumption in Thailand*” by Dr. Kontee Nuchsuwan and et al.

- (2) Present a concept idea for a study project, "*The efficiency of tax measures in tobacco consumption control in Thailand: 2004-2007*" by Dr. Anuwat Chonpaisarn, Dhurakij Pundit University.
- (3) Present a concept idea for a study project, "*The elasticity of demand versus price of illicit tobacco consumption at the South border of Thailand*" by Dr. Rasmi Songthong, Prince of Songkla University.
- (4) Present the findings of "Prevention and suppression of tobacco smuggling in UK, EU and HK by International Health Policy Program Thailand.
- (5) Present the draft project, "*Knowledge Development and Burden Information of risk factors on cigarette smoking in Thailand*" by Dr. Kanittha Boonthamchareon.
- (6) Present the progress of the cost revision study on cigarette smoking by Dr. Rungsit Sorjitti et al.

Research question suggestions of tobacco control policy on tobacco economics



Tobacco policy study group: Surveillance and Policy Evaluation

The Tobacco policy study group has conducted a conference, "*Tobacco control knowledge stage exchange on surveillance and policy evaluation*" on 29 July 2009 and was attended by 21 people. The details of this conference are listed below:

- Present an indicator index of tobacco control evaluation in Thailand.
- Present research questions of tobacco control evaluation in Thailand.
- Present research projects (drafts) for TRC fund support for: "*Cigarettes in entertainment places – policies for operations, evaluation, law enforcement, policy capability and Smuggling tactics and Selling in Entertainment Venues*" by Assoc. Dr. Pimpawal Boonmongkol and others. A conference was conducted on "*Various tobacco control products*" on October 14, 2009 and attended by 20 participants.



- Present knowledge exchange for the policy study group on various tobacco control products.
- Present research questions for controlling various tobacco control products and later present a conclusion of suggestions as described below:

Selected Research questions (Issue 4) - Tobacco product control on various forms of tobacco.

1. Study tobacco industries' tactics used to advertise their tobacco products.
2. Monitor tobacco producers focusing their market on the adolescent group and try to prevent and control them.
3. Surveillance of various tobacco products, distribution, promotion and using law enforcement for various tobacco products such as Baruku, flavored and smokeless cigarettes.
4. Study market components for new tobacco products.
5. Propose tobacco product control measures via media, publication electronic media and other necessary measures.
6. Study tobacco chemicals and dangers of tobacco products on health.
7. Study tobacco marketing channels (such as marketing channels which relate to tobacco products, designs, selling strategies and advertisement).
 - A researcher has purposed a concept paper, "*Situation survey and marketing components of new tobacco products for teenage groups*" by Dr. Srirat Larpyai, Faculty of Communication Arts, Rangsit University.
 - Develop conclusions and committees to provide suggestions, opinions for the research project that will be further developed as a full proposal.

Tobacco policy study group: Tobacco policy-epidemiology (young epidemiology researchers)

Project Title:

The Project to establish a Tobacco Policy Epidemiological Study in the Southern Region, Epidemiology Department, Faculty of Medicine, Prince of Songkla University.

Responsibility and Working team:

- Prof. Dr. Veerasak Chongsuwiatwong

- Dr. Rasami Songthong
- Mr. Jittawat Ketchoo
- Miss Madeena Noitubtim

Performance Period:

12 months (June 2009 – May 2010)

Purposes:

1. Establish an epidemiology knowledge group for academic working which relevant to tobacco control policies.
2. Develop young researchers working on tobacco epidemiology.

Project conclusion

The Tobacco Control Research and Knowledge Management Center (TRC) together with the Epidemiology unit, Faculty of Medicine, Prince of Songkla University, have established the Epidemiology policy study group in the Southern region of Thailand. Because Thailand has a number of researchers who are interested in sorting out tobacco problems, cooperation among those researchers in knowledge exchange, finding missing information and setting research questions could create tobacco research relevant to tobacco control policies. Meanwhile, encouraging young researchers is essential in order to continually conduct research. For these reasons, cooperation among those researchers who share the same targets is very important. Tobacco policy study of epidemiological areas leads to cooperation among those who are interested in Epidemiology in order to exchange epidemiological tobacco knowledge and also investigate risk factors or social issues over diseases and risk behaviors. The purposes of establishing an academic group on Epidemiology and tobacco control measures are for knowledge exchange, literature reviews on tobacco epidemiology, providing suggestions on research questions and relevant measures, document preparation, analysis of evaluation results and suggestion which will be propagated on TRC's website (www.trc.or.th).

The work performance of the previous year

- **Creating researchers and the epidemiology research network in the Southern region of Thailand**
 1. Develop a young tobacco epidemiology researcher (1 person)
 2. Develop a tobacco academic staff (1 person)
 3. Have a tobacco epidemiology mentor – PhD. (1 person)
 4. Have 4-6 network researchers interested to work on tobacco epidemiology and tobacco control measures
 5. The conference of “*Research Network Conference of Policy research and Tobacco Control Evaluation (Southern Region)*” during December 21-22, 2009 was the beginning of the cooperation between TRC and the Institute of Research and Development for Health of Southern Thailand, Prince of Songkla University, and findings are being published currently in an international journal.
 6. The development of researchers and tobacco epidemiology working teams are under TRC's support. This support encourages improved working capabilities in epidemiology research in tobacco control which will later be supported for research conducted in Southern Thailand for a 5-year period through core researchers 2010, supported by the National Science and Technology Development Agency. The aim of this research is to develop tobacco epidemiology research.

This research project has been approved by graduate study and cooperative work processes by southern networks.

- **Create a project plan for epidemiologic research in Southern Thailand**
 7. Develop a research project: *“Behavior and Factors of Tobacco Smuggling Consumption in provinces: Burden to Southern Thailand”*. The findings will indicate the influence on behavior and factors of tobacco smuggling consumption. Besides, those findings can be utilized to drive policy on tobacco tax increases as well as tobacco smuggling control.
 8. Develop a study project of the tobacco consumption of adolescents (draft) consisting of 3-6 subprojects emphasizing: (a) Accountable surveillance mechanism development for schools which teachers themselves will be able to develop, (b) Psychological mechanisms for adolescents deciding whether to smoke or not smoke, and (c) Law enforcement of non-smoking laws in official places.
- **Creating knowledge and understanding of tobacco control obstacles to be utilized basically for setting policy, dissemination and research conducting**
 9. Analyze tobacco control policies on (a) Tobacco consumption situation in Thailand, (b) Health effects of Roll-Your-Own cigarettes, (c) Tobacco commercial directions, and (d) Tobacco control measures for Thailand.
 10. Issue direct and indirect information on health information, engineering and environment, tobacco toxics and diseases, the nature of cigarette smoke, air filters, and cigarette smoke.

Research questions and policy suggestions developed from tobacco epidemiology research



Social measures group

The tobacco policy study group on Social measurement was established by the Research network conferences, "*The Policy research and tobacco control evaluation conference,*" as well as the "*Policy suggestion on Roll-Your-Own cigarette solution conference*" in the Northeast of Thailand during 27-29 October 2010 at Khon Kaen University, Khon Kaen. The purpose of this meeting was to obtain suitable local social measures on Roll-Your-Own Cigarettes. Pilot research has been conducted in 3 provinces (Khon Kaen, Roiet and Mahasarakam).

Second-hand Smoke group

Meetings of the Tobacco policy study group: Second-hand Smoke have been held twice with the title of "*The knowledge exchange for the policy study group on second hand smoke*".

1st Meeting

The first meeting was held in March 2010 in the TRC Meeting room. There were 20 people participating in this meeting.

- Present a concept idea of the study project on "*Second hand smoke exposure in Urban Thai People evaluated using Particulate Matter (PM_{2.5})*" by Dr. Wimolwan Nitipong and others.
- Present research questions relevant to second hand smoke.

2nd Meeting

The 2nd meeting was held on 5 April 2010 in Rm. 507, Faculty of Public Health, Mahidol University with 8 people participating in this meeting.

- Present a study project with the concept idea of "*To control fully second hand smoke exposure in pregnant women*" by Assoc. Prof., Dr. Jutarat Pariyachattikool and others.
- Present a study project with the concept idea of "*The relationship of second hand smoke and hospital admissions for lower respiratory tract infections in children aged under 5* " by Dr. Varunee Panpanich Vandorpit.
- Present research question suggestions on second hand smoke

Tobacco control in schools group

Meetings have been held 3 times on “*Knowledge Exchange for the Policy Study Group on Tobacco Control in Schools*”.

1st Meeting

The 1st meeting was held on 21 December 2010 in the TRC Meeting room, Faculty of Public Health, Mahidol University. There were 17 people participating in this meeting.

The meeting content consisted of reviewing previous tobacco control in schools performance. TRC has supported up to 14 projects relevant to tobacco control in schools and those projects were categorized into 6 areas below:

- (1) Situations and factors relevant to smoking in schools
- (2) School curriculums
- (3) Study lessons
- (4) Activities and campaigns
- (5) Evaluation
- (6) Smoking cessation services

Research Questions received from meetings

What should the reporting system for studying the smoking situation in schools be? What are the relevant departments to be included?

Relevant questions and information needed

- 1) Law Enforcement – How should it be for protection from second hand smoke ?
- 2) What types of lessons should be developed for effectively preventing smoking in schools?
- 3) What school curriculums are best in order to gain students' attention to cigarette dangers?
- 4) What are the differences in knowledge, attitudes and performance of students and parents who apply or don't apply knowledge from the smoke-free school curriculum?
- 5) What are the indicators of smoke-free schools? What do they consisted of?

2nd Meeting

The 2nd meeting was held on May 6, 2010 in the TRC Meeting room, Mahidol University. There were 5 people attending this meeting.

The Meeting Contents

1. Evaluate tobacco consumption in schools
2. Utilize findings for setting surveillance in schools
3. Study the need for a surveillance system in schools

The Results of the Meeting

The questionnaire of work performance needed for reporting the tobacco consumption in school survey was revised and will be later utilized as a feedback mechanism of the regional and national surveillance system.



Appendix

TRC Financial Report

The Conclusion of Budget Spending during May 1, 2009 – April 30, 2010 Categorized by Work Plans

Plan No.	Title	Budget Approved by Board Committees (2009)	Real Budget Acceptation (1 May–Apr. 2010)	Authorized Budget at TRC (1 May–Apr. 30 2009)	Real Expenditure (1 May–April 2009)	Percentage of Approval Budget Spending (including relevant budget)	Percentage of Budget Spending on Approval Budget
	Budget Transferring (30 April 2009)						
1.	Sub-Work Plan 1: Funding Support	13,645,644.24	12,846,778.69	13,420,615.50	7,524,930.50	98%	56%
2.	Sub-Work Plan 2: Surveillance System Evaluation and Synthesis Policy	2,000,000.00	2,000,000.00	832,709.68	832,709.68	42%	45%
3.	Sub-Work Plan 3: Information Development and Communication	2,090,000.00	2,090,000.00	1,075,402.05	1,075,402.05	51%	51%
4.	Sub-Work Plan 4: Researcher Network Development	6,060,000.00	6,060,000.00	4,724,845.66	4,724,845.66	78%	78%
5.	Sub-Work Plan 5: Administration	4,365,000.00	4,365,000.00	3,526,529.62	3,526,529.62	81%	81%
6.	Sub-Work Plan 6: Institution Fee	1,020,700.00	1,020,700.00	1,020,700.00	1,020,700.00	100%	100%
Total		29,181,344.24	28,382,478.69	24,600,802.51	18,705,117.51	84%	84%

Finance Work Plan/Project Report Part 2

Performance Period: **May 1, 2009** to **April 30, 2010**

Work Plan/Project: Tobacco Control Research and Knowledge Management

Contract No.	52-00-0424
Project Code	52-00197
Project Begin	May 1, 2009
Project End	June 30, 2012

Main Activities

1. Sub-Work Plan 1: Funding Support
2. Sub-Work Plan 2: Surveillance System Evaluation and Synthesis Policy
3. Sub-Work Plan 3: Information Development and Communication
4. Sub-Work Plan 4: Researcher Network Development
5. Sub-Work Plan 5: Administration
6. Sub-Work Plan 6: Institution Fee

The Conclusion of Expenditure for this role

① Income	② Expense	③ Funding Remain
1. Previous Fund Remain Balance (If applicable) = 5,070,095. 65	1. Previous Fund (Over Withdraw) Remain Balance (If applicable)	1. Current Fund available = 14,712.68 2. Fund in Bank = 9,209,784.13 3. Cash Advance = 25,000.00
2. Fund from ThaiHealth on this role = 13,000,000. 00	2. Activity 1 = 4,129,776. 50 3. Activity 2 = 409,232.68	
3. Tax 3% deducted at ThaiHealth at point of payment =	4. Activity 3 = 747,889.32	
4. Interest Receive = 18,285.84	5. Activity 4 = 1,305,349. 51	
5. Other income = 175,838.00	6. Activity 5 = 1,911,624. 67	
	7. Activity 6 = 510,350.00	
	8. Other Expenses =	
Total Income ① = 18,254,219. 49	Total Expenses ② = 9,014,222. 68	Income after Expenditure (① - ②) = ③ 9,249,995.81

Withdraw for support the next project Part 3 14,000,000.00 baht (Fourteen million) for the following activities:-

1. Sub-Work Plan 1: Funding Support
2. Sub-Work Plan 2: Surveillance System Evaluation and Synthesis Policy
3. Sub-Work Plan 3: Information Development and Communication
4. Sub-Work Plan 4: Researcher Network Development
5. Sub-Work Plan 5: Administration
6. Sub-Work Plan 5: Institution Fee

I certify that the project Institution Fee supported by ThaiHealth is spent correctly and completely followed the work plans above.

Signature.....

Work Plan
Leader

Signature..... Finance Staff

(Dr. Siriwan Pitayarangsarit)
(30/04/2010)

(Ms. Sunchaya Pulansoong)
(30/04/2010)

Remark: Encloses:

1. Bank Book Copies (first page to the current page).
2. Previous Finance Report (Every Roles) from the beginning to present.

In case, receiving or withdraw fund at amount of 500,000 baht or above - depend on cases- (for company, department or organization), are necessary to have accountant authority's signature to certify the finance report as well.
I, myself, **Ms. Nipa Jitrungvittaya** Accountant Authority No. **5349** has already proven correctly the finance report.
Signatur
e

Ms. Nipa Jitrungvittaya
(30/04/2010)

Note: Please enclose the accountant Authority no. copy/opinion report/other budgets relevant the ThaiHealth's requirement.

Finance Work Plan categorized by Expenditure type

Contact No. 52-00-0424
Project Code 52-00197

Finance Work Plan/Project Tobacco Control Research and Knowledge and Management

Main Activity	Payment for Work Plan Manager/Project leader (baht)	Operation Cost		Total (Baht)	Remark
		Speaker/ Other Payment	Other		
1. Activity Sub-Work Plan 1: Funding Support		93,500.00	4,036,276.50	4,129,776.50	
2. Activity Sub-Work Plan 2: Surveillance System Evaluation		338,500.00	70,732.68	409,232.68	
3. Activity Sub-Work Plan 3: Information Development and Communication		468,125.00	279,764.32	747,889.32	
4. Activity Sub-Work Plan 4: Researcher Network Development		322,840.00	982,509.51	1,305,349.51	
5. Activity Sub-Work Plan 5: Administration		1,498,872.00	412,752.67	1,911,624.67	
6. Activity Sub-Work Plan 6: Institution Fee		-	510,350.00	510,350.00	
Authority Employment, Assistant, Work team, Payment for Project Leader/Manager		1,337,665.00		1,337,665.00	
50,000.00 x 12 months	600,000.00			600,000.00	
Sub-Total				9,014,222.68	

Finance Work Plan/Project Report Part Post

Performance Period: **May 12, 2009** to **April 30, 2010**
 Work Plan/Project: Tobacco Control Research and Knowledge Management

Contract No.	48
Project Code	48
Project Begin	May 1, 2009
Project End	June 30, 2012

Main Activities

1. Sub-Work Plan 1: Funding Support
2. Sub-Work Plan 2: Surveillance System Evaluation and Synthesis Policy
3. Sub-Work Plan 3: Information Development and Communication
4. Sub-Work Plan 4: Researcher Network Development
5. Sub-Work Plan 5: Administration
6. Sub-Work Plan 6: Institution Fee

The Conclusion of Expenditure for this role

① Income		② Expense		③ Funding Remain	
1. Previous Fund Remain Balance (If applicable)		1. Previous Fund (Over Withdraw) Remain Balance (If applicable)	=	1. Current Fund available	= 13,074.88
		2. Activity 1	1,005,067.00	2. Fund in Bank	= 614,171.99
= 1,533,284.42		3. Activity 2	=		
2. Funding from ThaiHealth on this role	= -	4. Activity 3	=		
4. Tax 3% deducted at ThaiHealth at point of payment	= -	5. Activity 4	=		
4. Interest Receive	= -	6. Activity 5	= 805.00		
5. Other income	= 834.45	7. Activity 6	=		
		8. Activity 1	=		
Total Income	= 1,634,118.287	Total Expenditure	= 1,005,872.00	Income after Expenditure (① - ②)	= ③ 627,246.87

Withdraw for support the further project Total Baht

(0 baht) for the following activities:-

1. Sub-Work Plan 1: Funding Support
2. Sub-Work Plan 2: Surveillance System Evaluation and Synthesis Policy
3. Sub-Work Plan 3: Information Development and Communication
4. Sub-Work Plan 4: Researcher Network Development
5. Sub-Work Plan 5: Administration
6. Sub-Work Plan 6: Institution Fee

I certify that the project Institution Fee supported by ThaiHealth is spent correctly and completely followed the work plans above.

Signature.....

Work Plan Leader

Signature.....

Finance Staff

(Dr. Siriwan Pitayarangsarit)
(30/04/2010)

(Ms. Sunchaya Pulansoong)
(30/04/2010)

Remark: Encloses:

1. Bank Book Copies (first page to the current page)
2. Previous Finance Report (Every Role) from the beginning to present

In case, receiving or withdraw fund at amount of 500,000 baht or above - depend on cases- (for company, department or organization),are necessary to have accountant authority's signature to certify the finance report as well.

I, myself, Ms. Nipa Jitrungvittaya	Accountant Authority No. 5349	has already proven correctly the finance report.
		Signatur e
		Ms. Nipa Jitrungvittaya (30/04/2010)

Note: Please enclose the accountant Authority no. copy/opinion report/other budgets relevant the ThaiHealth's requirement.

Balance Sheet

Date: October 31, 2009 and April 30, 2010

Plan II (TRC – Second Period during 2009-2011)

Unit : Baht

Unit : Baht

Period I (Oct. 31, 2009) Period II (Apr. 30, 2010)

ASSET

Current Asset

Cash	(17,178.56)	14,712.68
Deposit	5,166,422.31	9,209,784.13
KKFNDT09	177,551.90	25,500.00

Total Asset	<u>5,326,795.65</u>	<u>9,249,996.81</u>
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DEBT AND FUND BALANCE ACCOUNT

Current Liabilities

Project Support Accrued Expense	256,700.00	<u>-</u>
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Total Current Liabilities	<u>256,700.00</u>	<u>-</u>
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Fund Balance

Previous Fund	-	5,070,095.65
Plus Income > Expense	5,070,095.65	4,179,901.16

Total-Fund Balance	<u>5,070,095.65</u>	<u>9,249,996.81</u>
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Sub-Liabilities & Fund	<u>5,326,795.65</u>	<u>9,249,996.81</u>
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I certify that the above here is true and accurate.

Signature _____ Project responsible person

(Dr. Siriwan Pitayarangsarit)

Revenue and Expense Sheet

One year period – 1 May – 31 October 2009 and 1 November 2009 – 30 April 2010

Plan II (TRC Plan II – 2009-2011)

		Unit : Baht	Unit : Baht
Revenue		Period 1 (Oct.30,2009)	Period 2
ThaiHealth (Cash)		12,000,000.00	13,000,000.00
Interest Yield		4,486.51	18,285.84
Other Cash – Cash return on projects supported		-	175,838.00
Total Revenue		<u>12,004,486.51</u>	<u>13,194,123.84</u>
Expense			
Operative cost			
Wage	1,475,193.40	627,765.00	
General expense	1,952,086.15	1,396,983.24	
Office material	76,742.97	125,412.21	
Public Facility	227,280.50	77,766.85	
Other	<u>806,090.69</u>	<u>656,667.74</u>	
Total operative cost	4,537,393.71		2,884,595.04
Support fund			
Project	1,233,348.00		4,680,874.72
Compensation	1,024,125.00		1,384,172.00
Stationery	<u>139,524.15</u>		<u>64,580.92</u>
Total Expense	<u>6,934,390.86</u>		<u>9,014,222.68</u>
Revenue is higher than Expense	<u>5,070,096.65</u>		<u>4,179,901.16</u>

I certify that the above here is true and accurate.

Signature

_____ Project responsible person
(Dr. Siriwan Pitayarangsarit)

Tobacco Control Research and Knowledge Management Center (TRC)
Balance Sheet
 31 October 2009 and 30 April 2010
 Plan (the second half: 2005-2009 and first half relevant to the previous projects)

Unit : Baht

ASSET

Current Asset

Cash	13,074.88
Deposit	614,171.99

Total Asset	627,246.87
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DEBT AND FUND BALANCE ACCOUNT

Current Liabilities

Total Current Liabilities	-
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Fund Balance

Previous Fund	-
Plus Income > Expense	627,246.87

<u>Total-Fund Balance</u>	<u>627,246.87</u>
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<u>Sub-Liabilities & Fund</u>	<u>627,246.87</u>
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I certify that the above here is true and accurate.

Signature _____ Project responsible person
 (Dr. Siriwan Pitayarangsarit)

Tobacco Control Research and Knowledge Management Center (TRC)
Revenue and Expense Sheet
1 May 2009 and 30 April 2010
Plan I (the second half: 2005-2009 and first half related to the previous projects)

Unit : Baht

Revenue

Other cash receive – TRC Project for the first half	3,382,478.69
Other cash receive – Project fund returning	<u>1,272.18</u>
Total Revenue	<u>3,383,750.87</u>

Expense

Operative cost	
Wage	10,000.00
General expense	30.00
Public Facility	52.00
Other	<u>1,506.00</u>
Total operative cost	11,558.00

Support fund

Project	<u>2,744,916.00</u>
Total Expense	<u>2,744,916.00</u>

Revenue is higher than Expense	<u><u>627,246.87</u></u>
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I certify that the above here is true and accurate.

Signature _____ Project responsible person
(Dr. Siriwan Pitayarangsarit)

Research projects supported by TRC (May 2009- April 2010)

No.	Project Name	Advantage	Status
1.	Opinion survey on legislation of smoke-free entertainment: Case study of owners/Entrepreneurs, staff and customers of entertainment places in Bangkok, urban and big cities.	<ul style="list-style-type: none"> • Conduct a Media Advocacy for support the ministry announcement on smoke-free pubs • Disseminate findings on public media 	Closed
2.	Opinion survey on legislation of smoke-free entertainment: Case study of owners/Entrepreneurs, staff and customers of entertainment places and officials controlling these places in 10 provinces in Thailand.	<ul style="list-style-type: none"> • Evaluate the law compliance of this legislation and its impact • Study the impact after using law enforcement for smoke-free environments using the notification of the Ministry of Public Health (No. 18) B.E. 2550 (A.D. 2007) • Utilize findings for further policy development • Disseminate findings to the public media 	Closed
3.	Behavior and opinion survey on smoking of religion leaders: Case study of Monk and religious leaders in Bangkok and other major cities.	<ul style="list-style-type: none"> • Findings are used for conducting smoke-free campaign activities in temples • Policy driving smoke-free temples 	Closed
4.	Adolescent smoking behavior survey in Phetchabun province.	<ul style="list-style-type: none"> • Will be published in Health Science research journal 	Closed
5.	Adolescent smoking behavior survey in Chaiyaphum province.	<ul style="list-style-type: none"> • Will be published in a health science research journal 	Closed
6.	Adolescent smoking behavior survey in Trang province.	<ul style="list-style-type: none"> • Will be published in the South Health journal 	Closed
7.	Adolescent smoking behavior survey in Ranong province.	-	Closed
8.	Adolescent smoking behavior survey in Nonthaburi province.	-	Closed
9.	Adolescent smoking behavior survey in Maehongson province.	-	Closed
10.	Effects of Life skill application with guardian's support (5A's) on smoking prevention in adolescents living in congested communities.	<ul style="list-style-type: none"> • Published in Public Health Nursing Journal - Vol.23,0 Issue 3, P.1-16, Oct.-Dec. 2009 	Closed
11.	Relevant factors to smoking of policemen in Nonthaburi province.	-	Closed
12.	Smoking survey of Thai adolescents aged 13-15 (2009).	-	Completed Report
13.	Tobacco consumption and secondhand smoke of temporary, moving labor groups: compliance with tobacco control policy in Thailand: Case study of temporary, moving laborers working in sugarcane fields in Sukhothai province.	-	Continue Project
14.	Public health professional survey and tobacco consumption control, Public health student group.	-	Continued Project
15.	Sub-factors of health promotion: school knowledge, attitude, social skills and smoking behavior of secondary school students	-	New Project

No.	Project Name	Advantage	Status
	in Udonrtani province.		
16.	Associated factors of initial smoking of students (boys) studying in primary school.	-	New Project
17.	The relationship between personal factors, family factors, smoking behavior and major depressive disorders of teenage patients.	-	New Project
No.	Project Name	Advantage	Status
18.	Smoking consumption of adolescents at Burirum Province: Multilevel evaluation.	-	New Project
19.	Smoking behavior and attitude survey in female teenagers: Case study – Thai teenagers aged 15-25 in Bangkok areas.	-	New Project
20.	A survey of law participation and people's opinion of smoke-free zones: Case study – Sukothai province.	<ul style="list-style-type: none"> • 15 May 2009 – The committee meeting on Smoke-free Sukoothai, an historic city. • 25 May 2009 – Tobacco or Health Conference and the project opening of the Sukothai Project with 40 government offices ratifying the MOU • 6 November 2009 – A little guild training 	Closed
21.	Smoking prevalence in various environments and Asthma in children under 5.	-	Closed
22.	Smoke –free Hospital evaluation: A Case Study at Sappasitthiprasong Hospital, Ubonratchathani Province Thailand.	-	Closed
23.	The effectiveness of using the Life Skill Program to prevent children smoking at a boy's foster home, Chiangmai province.	-	Closed
24.	The evaluation of the necessity of using geographic computer programs for tobacco control.	-	Closed
25.	The situation and opinions about the performance of smoke-free open air restaurants followed by Notification of the Ministry of Public Health, no. 18 at Phichit province.	-	Closed
26.	Smoking in Entertainment Venues– Policies to improve performance: Law enforcement evaluation, Driving policies in action, Smuggling methods and selling cigarettes in entertainments.	-	New Project
27.	The effectiveness of law enforcement of the Notification of the Ministry of Public Health, no. 18/2009 under Non-Smokers' Health Protection Act B.E. 2535 (1992): Fresh market, markets in Khon Kaen districts.	-	New Project
28.	Tobacco pathway: Tobacco farmers, producers, distributors and Roll-Your-Own cigarettes.	Continue Project	Closed
29.	The operative research project of controlling and addressing tobacco consumption control problems in villages, 2008 (26 sub-projects).	<ul style="list-style-type: none"> • The overall conclusion of research studies were presented at 8th Tobacco or Health Conference 2008 and also information of the study of Roll-Your-Own demand and supply as a continuing project. Meeting was conducted once 	Closed

No.	Project Name	Advantage	Status
		<p>on March 18-19, 2010.</p> <ul style="list-style-type: none"> • Tobacco Control Journal Vol. 2 Issue 2 (July 2 - December, 2008) has been published at Pangnga province. • Tobacco Control Journal Vol. 2 Issue 1, (January 1 – June, 2008) has been published at Phitsanulok province. 	
30.	Tobacco growing changes and impacts happening to tobacco farmers in the North of Thailand: Case study – Tobacco growing-farmers in Chiangrai province.	The Journal of Public Health, Vol. 5 Issue 3 (February-March 2010) has been published.	Closed
31.	Tobacco control knowledge exchange and tobacco consumption solution for communities.	-	New Project
32.	Establishing and developing social measures for controlling shredded tobacco distribution by social participation: Case study - 3 provinces in Northeast Thailand.	-	New Project
33.	The development of quit smoking via the internet.	Suggestions of relevant departments such as the Thanyarak Institute, Health Professional network for Smoke-free Thai Society, and Quit Line 1600 for developing quit smoking via internet	Closed
34.	The effectiveness of curriculum development to cure students having smoking behavior in schools in Chiangrai province.	Will be soon published in an Academic Journal, "Lanna"	Closed
35.	Cessation efficiency and effectiveness study using Vernonia Cinerea and exercise in Chiangmai province.	Continue project	Closed
36.	The development and evaluation of cigarette cessation encouragement to smokers in drug stores by staff.	-	Closed
37.	The study of Antioxidant and Vernonia Cinerea chemical compounds.	-	Closed
38.	Behavior and attitude of public professionals and education staff at Health Inspection Center, Region no.14	-	Closed
39.	Cigarette cessation screening and advising by pharmacists for out patients of Subsitprasong Hospital.	-	Closed
40.	Effectiveness of stop smoking of textile industry at Nakhonpathom province.	-	Continue Project
41.	Ecological Model for cigarette cessation used for soldiers of the 1 st Infantry Regiment, Royal Own's Guards.	-	Continue Project
42.	The outcomes of a modified PAS Model in smoking cessation service by community pharmacist.	Published in the Disease Control Journal, Vol. 2010, Issue: March and these findings were presented at the FIP Conference, Portugal, during August 28 – October 2, 2010	Continue Project
43.	Giving meaning and acceptance of male staff working in a hospital and participating in a cigarette cessation project.	-	Continue Project
44.	The factors impacting on smokers participating in cigarette cessation efforts in Suratthani province.	-	New Project
45.	The study of CYP2A6 enzyme inhibition for human nicotine digestion in herb water and fruit juice.	-	New Project
46.	The study of Vernonia Cinerea safety and effectiveness results in animal trials: Implications for cigarette cessation.	-	New Project
47.	Empirical analysis of cigarette tax avoidance in Thailand.	Presented at both the NIH Regional workshop on challenges in assessing the illicit trade of Tobacco in SEA, July 25-27, 2009 in Malaysia and the 8 th National Conference on Tobacco or Health	Closed
48.	Shredded tobacco demand impact caused by cigarette tax increase.	Presented at the 8 th National Conference on Tobacco or Health	Closed
49.	An Economic analysis of Burley tobacco production and crop substitution in Tubpeung Subdistrict, Sukholthai Province.	Will be published in the Journals of Naresuan University and Chiangmai University	Closed
50.	Systematic review of economic cost study of cigarette smoking.	-	New Project

No.	Project Name	Advantage	Status
51.	The knowledge development and information of disease burden study caused by cigarette smoking risk factors in Thailand.	-	New Project
52.	The study of marketing strategy of Baruku and smoking behavior of Baruku in teen and adolescent groups.	Being a policy proposal, it will affect the notification of the Ministry issued on the import or use of Baruku in Thailand <ul style="list-style-type: none"> Presented at the 8th National Conference on Tobacco or Health Project (continued) 	Compete Report
53.	The survey of situations and market components of new tobacco product consumption in adolescents.	-	New Project
54.	The communication network processes of teachers' non-smoking campaign and adolescents.	-	Closed
55.	Research and regulation development on cigarette images presented in films using a film rating schema.	Conducted a press Conference in 2009 by Action on Smoking and Health Foundation Thailand	Continue Project
56.	Build and develop communicative health messages for smoke-free adolescents: Communication, health education and learning for change.	-	Continue Project
57.	The development process for learning leads to concern, prevention and sorts out cigarette problems in the Arka group: Case study-Amphur Maesaruay, Chiangrai.	-	New Project
58.	Media strategy for preventing smoking in adolescents: Reflection on using effective media from experiences in other countries.	-	New Project
59.	The results of smoking: Having free radical effectives on the levels of Homocys, Vitamins, Free Radicals in blood: Risk factors for Ischemic heart disease.	-	Continue Project
60.	The evaluation of nicotine level (Nicotine metabolite) in urine of staff working in tobacco factories and exposed to tobacco dust.	-	Continue Project
61.	The relationship between the quantity of Cotinine in urine and the quantity of 25 Hydroxyvitamin D in serum of staff working in motorbike factories.	-	Continue Project

Remarks

Project (continued) The project has been conducting continually since the period of Plan 1 and currently is in process.

Closed: The project had been conducting continually since the period of Plan 1 but has already closed all processes.

New Project: The project is currently underway.

Completed report: The new project has already had findings.

Title:	The Effectiveness of a Smoking Cessation Program for Students in Chiangrai Province
Contract No:	51-05-01
Researcher Name:	Nattinee Watnavarasan et al.
Key words	-

Abstract

This study is an Action research and its objective is to study the effectiveness of a smoking cessation program on students who have smoking behavior for helping them to reduce and give up smoking in schools at Chiangrai province. This smoking cessation program is developed from the previous one that conducted in 2007. The public health professionals have applied concept ideas of: (1) a smoking cessation theory used in hospitals followed the theory of Chiangmai smoking cessation center, (2) Clinical Practice Guideline in Smoking Cessation and (3) other relevant documents to this study. This program consists of 20 activities in the 6-week period for smoking cessation. The evaluation is set to be 3 times to follow up at the 1st month, 3rd month and 6th month of the program period. The sample group is a purposive sampling group selected from 20 schools participated on this cessation program which are 325 students studying in Mattayom 1-6. The data collection is observed at the pre and post states of smoking cessation program and further evaluated using descriptive statistics strategy.

The findings indicate that the majority group of these smokers is male (97%) aged 16-17 which the average age is 15.7 years old. Most of them are studying in Mattayom 3 and start smoking at age of 14-15 and their reason for smoking is they would like to trial. The average of smoking is 2-3 rolls a day. After the smoking cessation has been operated, 180 students are able to reduce the quantity of smoking (55.4%) while 78 students are able to stop smoking (24.0%) and 59 students are keep smoking on the same quantity (18.2%). To monitor the program's performance at the 1st month, 3rd month and 6th month, the smoking rate are reduced to 52.3%, 56.6% and 52.6% and the stop smoking rate are 23.4%, 24.6% and 30.5% respectively.

It is clearly stated that the smoking cessation program enables to change smoking behavior in students by reduce the quantity of smoking and quit smoking. Moreover, the suggestions for this study are activities such as visiting cigarette patients, school campaign in schools must be added to this sample group. Monitoring on students who quit smoking must be followed regularly at least once a month for provide suggest to those student not to smoke cigarette again.

Suggestion: Professionals' techniques individually for smoking cessation are also significant which should able to persuade students' attention and the program contents should be reviewed to make it more

attractive as well. The final results printed as documents advised by public professional staff, teacher groups, and sample groups should be applied for those interested teachers to apply this program further to their students.

Title:	Smoking Behavior Survey in Adolescents in Phetchabun Province
Contract No:	51-05-02
Researcher Name:	Somnuk Teerapatranon and Paitoon Songton
Key words	-

Abstract

The aim of the survey of smoking behavior on the adolescent living at Phetchabun is to study smoking behavior and smoking factors of the adolescents living at Phetchabun. The sampling groups are adolescents studying in either primary, high or vocational schools of public or private institutions. The stratified sample is used for this sample selecting, which consisted of 4 primary schools, 4 high schools and 2 vocational schools, totally 1,300 students selected for these sample groups. The questionnaires designed by the Tobacco Control Research and Knowledge Management (TRC) are used in this survey and 100% of those questionnaires are returned. The data collection for this survey was collected during 1 July – 31 August 2008.

The findings reveal that 23.6% of those used to smoke at least once, 22.7% smoking currently on various tobacco products which the most popularity is Roll-Your-Own cigarette, 35.6% smoking less than a roll a day, 65.7% having good attitudes and encouragement to smoke, 63.5% have been lectured for dangers of smoking, 26.7% have been lectured for reasons for smoking in adolescents, 52% have been lectured cigarette smoking impacts, 78.6% having knowledge well for tobacco legislation, 28.3% easily buy cigarette from convenient shops, 25.0% no refusing in buying cigarette whether their ages are under a restrict rule, 38.8%, 30.4% and 32.9% having father, friends and family members smoking respectively. Moreover, the findings also show that gender, education levels, mother or friend smoking, smoking attitudes, tobacco harm lectures, reasons for smoking in adolescent lectures, putting smoking discuss in curriculums, watching stars smoking on TV or VDO, seeing cigarette bill board advertisements, newspapers or magazines, competition and color team sport, accepting non-smoking legislation in public places are crucially associated in adolescent smoking at Phetchabun province which is significantly important on statistics ($p \leq .05$).

At the policy level, cigarette advertisements should be controlled and education places should provide (1) measures to control and sort out smoking in the adolescent especially on male focusing on primary, high and vocational schools, (2) sett smoking campaign activities, (3) add lesson on cigarette harms and cigarette discussion in curriculums, (4) discuss reasons of smoking in adolescents, (5) use a technique "*Be a good friend for friends*" which those could prevent cigarette smoking in adolescents including changing attitudes and more concerning for cigarette dangers as well.

Title:	Effects of a Life Skill Application with Guardian's Support (5A's) on Smoking Prevention in Adolescents Living in Congested Communities
Contract No:	T.50-04-006
Researcher Name:	Suparat Aimwattakul (Public Health) Faculty of Nursing, Public Health, Mahidol University
Key Word:	Cigarette, Adolescent, Congested community, Life skill, Parent encouragement, 5A's

Abstract

The smoking trend in children and adolescent is likely to get higher especially for those living in congested communities. The objective of this Experimental Research is to study results of using the Life Skill application together with guardian's support (5A's) in preventing smoking on adolescent living in slum areas. The sampling group is adolescents aged 11-14 living in 5 congested communities in Bangkok which these are separated into 2 sub-groups (30 each): (1) The Trial group and (2) The Comparative group. This study time scale contains 8 weeks which the 4-week of this is the trial period and the other is the monitoring period. Data analysis questionnaires which later evaluated by percentage values, average values, standard deviation and t-test are used for this study.

The findings indicate that after experiment the average value of smoking behavior prevention in the trail group ($p\text{-value} < .05$) is higher than those in the Comparative group. Considering to the stress reduction management and smoking behavior prevention in the trial group, the study shows that the average of those values after experiment ($p\text{-value} < .05$) are greater than those before experiment. Monitoring by monitoring period, the smoking behavior prevention after experiment ($p\text{-value} < .05$) is higher than before experiment. To focus on attitudes and decision skill, the average values after experiment ($p\text{-value} < .05$) is higher than before experiment. Beside, there are no differences in other values of before and after experiment as well as comparing to the Comparative group.

However, this program has not be able to be driven for attitude changing, life skill and behavior setting, the suggestion is that the program should be added more various activities, formats, and intensive contents and activity period and having purposes and more clear steps and purposes. Moreover, time spending should have been continually expanded for the Life Skill application (5A's) for parents in order to conduct familyactivities which is easy to accept and adapt together behavior changing.

Title:	An Economic Analysis of Burley Tobacco Production and Crop Substitution in Tubpeung Subdistrict, Sukhothai Province
Contract No:	51-01-13
Researcher Name:	Jirawat Chareonsathapornkool
Key Word:	-

Abstract

Sukhothai is significantly a part of Burley tobacco production where the major growing area is at Amphur Somroung which Tambon Tabpueng is the most growing tobacco area. However, farmers have turned their growing side to a crop rotation growing such as cabbage, chili and sweet corn. Researcher is concentrated to conduct this research on this area concerning 2 research questions: (1) The cost of growing Burley tobacco at Tambon Tabpueng and (2) 3-type of crop rotation production (cabbage, chili and sweet corn), which the following curious questions: (a) What the cost of the crop rotation grown along with Burley tobacco is, (b) Growing factors implied with the economic strategy are used effectively in this crop rotation growing and (c) What is the marketing direction for this crop rotation growing. The findings on this study could be further beneficial to policy makers in plant replacement substituted growing Burley tobacco growing. The objectives of this study are: (1) To study the cost and profit of Burley tobacco growing, (2) To study the cost and profit of growing a crop rotation growing like cabbage, chili and sweet corn, (3) To evaluate of using effectively growing factors implied with the economic strategy in this crop rotation growing and (4) To study the marking direction of those crop growing.

The methodology used this study is categorized into 3 steps: The first step: To classify example population or selecting sample groups which the population is separated to be 2 groups, (a) The Burley tobacco growing family and (b) The Burley tobacco growing together with crop rotation growing replacement family. For this first sample group, the research has selected 3 villages which having 53 samples and the 5 villages, 56 samples are the second sample group respectively. The second step: To produce tools used in this study: An interview format scrutinized by 3 specialists are used to interview farmers who are NOT in the sample groups selecting, aiming to monitor if those farmers are be able to understand those questions. Finally, those interview questions are revised suitably before using in for real situation for sample groups. The final step: Data evaluation are categorized into 4 steps: (1) To study the cost and profit of Burley tobacco growing, (2) To study the cost and profit of growing a crop rotation growing like cabbage, chili and sweet corn, (3) To evaluate of using effectively growing factors using methods of *Translog* and *Cobb Douglass* to evaluation those three crop growing replacement production (4) To study the marking direction of those crop growing replacement.

To study cost and profit is focused into 2 issues: (1) Growing Burley tobacco in 20/08/2009, farmers lost averagely 6,000 baht/rai which the significant cost is wage calculated by economy on both finance cost and opportunity lost and (2) The profit of growing chili is 26,000 baht/rai and 2,000 baht/rai is for growing for sweet corn growing. Besides, chili and sweet corn farmers are product acceptance guarantee from factory. However, cabbage growing is lost by 2,000 baht/rai because of the fluctuation of agriculture market mechanism.

To evaluate the efficiency of production categorized by crop types, the Cabbage growing, the findings show that the highest growing techniques are used in cabbage growing areas. It is possibility to increase additionally growing areas because its additional yield of those additional growing areas is higher than the cost of investment in those additional areas. However, using exceedingly fertilizer (a producing factor) over the standard level is a cause of highly reducing economic efficiency. For this reason, farmers should reduce the quantity of this producing factor. Considering to the chili growing, the findings reveal that even though the labor is used at the highest techniques, the area growing and the labor demand in chili growing are needed for its better economy efficiency. As results of these findings, farmers should have better increase additional growing areas together with the labor demand. For sweet corn, having using high growing techniques in the growing areas, farmers are lacking of using those techniques for their economic efficiency as the areas of growing sweet corn and labor demand are under the economic efficient level.

The marketing pathway: Retail dealers purchase farmers cabbage and later deliver to the provincial dealers and finally transport to the Si Mum Muang Central Market, Bangkok while the minor amount of cabbage is selling locally. The green chili marketing pathway is similarly delivered as the cabbage marketing pathway, however, dealers offer farmers growing quotas for sauce chili which will be delivered directly to factories to produce chili ketchup selling aboard and so does sweet corn marketing pathway.

The suggestions on this study are: (1) Farmers growing only tobacco should reduce tobacco growing area if they grow only tobacco despite the labor cost wasting. It is better to change the growing structure to growing crop rotation along with tobacco. This suggestion should be advised to farmers via various training courses, (2) Encourage farmers to grow efficiency crop rotation finally led to tobacco replacement, (3) Even though the study indicates that farmers are lost in growing tobacco, the price guarantee by tobacco factory persuade farmers to grow tobacco which is different to growing cabbage, having fluctuated price. For this reason, the relevant processing agricultural product entrepreneurs should be

sustained led to cop rotation growing commitments. However, this method must be scrutinized carefully its advantages and disadvantages.

Title:	Evaluation of the efficiency and effects of exercise and little iron weed (<i>Vernonia cinerea</i> Less) supplementation on physical performance, oxidative stress biomarkers, beta-endorphin concentration, and smoking cessation in individuals from Chiang Mai Province.
Contract No:	51-01-06
Researcher Name:	Donrawee Leelarungrayub, Prapas Pothongsunun, Sainatee Pratanapol, Tanyaluk Sribonruang and Arreeya Yannakai
Key Word:	-

Abstract

The objective of this study is to study the efficiency of exercise together with using herb, "*Vernonia Cinerea*" for cigarette cessation presented (Action research) at Chiang Mai province. The study has been conducted on smoking volunteer groups intending to quite smoking at Chang Mai province and those having a medium of nicotine level addicted. The smoking volunteers are categorized into 4 groups: (1) The *Vernonia Cinerea* group, (2) The Exercise group, (3) The *Vernonia Cinera* together with Exercise group and (4) The Control group. The time scale for each group consists 2 periods; (a) 2-month study time and (b) Monitoring time (at the 3rd and 6th months) after the ending of the 2-month study time. The *Vernonia Cinerea* used in this study is chopped into small pieces and dried. Only 25 grams of dried *Vernonia Cinerea* is mixing up with 3 glasses of water (390cc) and boiling until finally only a glass left. The exercise program in this study is using running machines at the heavy level. For he *Vernonia Cinera* together with Exercise group, this method will take 3 days a week for period of 2 months continually and the monitoring period will take place at the 5th and the 8th month respectively. The monitoring observes on various variables as: (1) Body capability: Oxygen combustion at the highest level, Time spending for running at the most tired, (2) Lung competence: Microorganism value, and Quantity of mouth breathing at the first second, (3) Oxidative stress: Quantity of Carbon Dioxide (CO₂) when breathing, Malondialdehyde level, Hydrogen peroxide (H₂O₂) and Nitric oxide levels, overall Anti-free radical and Endorphin level in blood. Besides, the study also monitors smoking quantity, stressful levels and the number of smokers quit smoking. These data collected on various states in this study will be later evaluated to obtain different statistic values using re-evaluated methods during the 4 time periods at the level of significance (0.05).

The smoking volunteers in this study are grouped as following: 30 smokers on the *Vernonia Cinerea* group (averagely aged 56.1±15.42), 28 (averagely age 46.1±11.35), 26 (averagely aged 49.1±15.9) and 28 (averagely aged 49.1±15.9) are set in The *Vernonia Cinera* together with Exercise group, the Exercise group and the Control group respectively.

The primary data collection of initial smoking indicates that in the Vernonia Cinerea group that 21 smokers smoking 5-10 rolls a day and 9 smoking 11-20 rolls a day. The Vernonia Cinera together with Exercise group has 13 and 5 smokers smoking 5-10 and 11-20 rolls a day while 12 and 14 smokers in the Exercise group smoking 5-10 rolls a day and 11-20 rolls a day respectively. Considering to the Control group, 18 smokers smoking 5-10 rolls and 10 smoking 11-20 rolls a day.

Conclusion: The findings of this study are described as: (1) The Control group: The variables in this group have not been changed for the study period of 2 months. (2) The Vernonia Cinerea group: Oxidative stress level has significantly decreased, the Malondialdehyde level as well as Hydrogen peroxide (H₂O₂) is also dropped down, but Anti-free radical is raised comparing to the other groups. However, there is not effective in rising up of Endorphin level. Body capability value is a bit raised and Lung competent level is slightly significantly higher. (3) The Exercise group: Oxidative stress level is raised as results of Malondialdehyde level and Hydrogen peroxide (H₂O₂) levels are increased leads to Anti-free radical level is raised up. Besides, Endorphin and Body capability levels are also significantly higher, so does the higher level of the Lung competence. (4) The group of the Vernonia Cinera together with Exercise: Oxidative stress level is decreased similar with the Vernonia Cinerea group and is causes of reducing levels of Malondialdehyde and Hydrogen peroxide (H₂O₂) and rising up of Nitric oxide and Anti-free radical levels. Moreover, Endorphin level is importantly risen up as well similarly with those in the Exercise group. The findings also show that Body capability value is significantly higher when comparing to other groups.

For the Carbon dioxide in breathing, all groups are significantly decreased in this level. Considering to the reducing smoking rate, the highest rate of factory (white) cigarette reducing smoking within the study time of 2 months is the Vernonia Cinera together with Exercise group (62.7%) comparing with the Vernonia Cinera group (59.52%), the Exercise group (53.57%) and the Control group (14.04%) respectively. Moreover, the findings also revealed that the Vernonia Cinera together with Exercise group enabled to quit smoking up to 53.57% comparing to the Vernonia Cinera (46.67%) and the Exercise group (42.23%) during the study time of 2 months.

This study indicates that using Vernonia Cinera together with Exercise enable to increase Body capability and Lung competence, reduce Oxidative stress level, stimulate Endorphin and also increase the reduce and quit smoking rate comparing with using only Vernonia Cinera or Exercise. However, the study show that after 2 months finishing this program, all smokers participating in the above 3 groups are not able to quit smoking due to economic and family factors.

Title:	Tobacco Farming Changes and Their Impacts on Tobacco's Farmer in Northern Thailand: A Case Study of Tobacco Farmers in Chiang Rai Province
Contract No:	51-01-16
Researcher Name:	Satien Chanta, Prapasri Tiputhai and Nungnoot Satarn
Key Word:	-

Abstract

The objective of the Tobacco Farming Changes and Its Impacts of the Tobacco's Farmer in Northern Thailand: A Case Study of Tobacco's Farmer in Chiang Rai Province is to study (1) Tobacco farming processes; (2) Changing tobacco agriculture areas; (3) Impact factors effective to society, tradition, and economy, health, environment and pesticide prevalence to tobacco farmers. Quantity study and a Quality study are used in this study.

The results of this study indicate into 2 types of the tobacco productive systems separated by tobacco curing methods: (1) Tobacco curing by farmers (2) Tobacco curing by factory. Normally, those factories are private factories authorized by the Excise Department to cure tobacco leaves and being tobacco distributors. The most popular tobacco type growing forever is Virginia which has been growing previously and currently. The processes of tobacco farming are following: (1) Growing tobacco seedling process (tonkla), (2) Tobacco caring: land preparation, weed & grass eradication, water supply, fertilizer, growing tobacco using stem of a leaf etc, and (3) Tobacco harvest: grading tobacco leaves and put together in packs for selling. The average tobacco growing areas currently is 7.42 rai per family and the major growing tobacco motivation is an additional income. The trend of pesticide using is more increasing and labors working in tobacco farms previously and currently are family members even though the international labor working in tobacco farms is likely increasing nowadays.

There are 2 major risk factors/conditions in tobacco agriculture changing: (1) Investment spending and income earning on tobacco farming, however, farmers have some saving left after deduction the cost of investment at the end of a year which is more than those in growing other plants. As the foregoing result, tobacco agriculture has been carried on until nowadays. (2) Having commitment for tobacco growing (quota) which is beneficial to farmers' investment in tobacco farming.

Tobacco agriculture changing is effective to society, tradition, economy and environment including health. Therefore, the findings of this study is able to indicate: (1) the tobacco changing situations previously and presently, (2) pesticides using in tobacco farming, (3) factors relevant tobacco growing and social impact, tradition, economy, environment and farmers' health impact of pesticide using. Those

findings will be advantage for policy driving as well as operative planning to enhance agriculture developing concerning in health safety as well as together sort out problems of each relevant site.

Title:	The outcomes of a modified PAS Model in smoking Cessation Service by Community pharmacists
Contract No:	T.50-04-016
Researcher Name:	Savarin Thonwat*, Somchai Suriyakrai** and Nuangruthai Suksai**, *Clinical Pharmacy and **Pharmacy practice
Key Word:	-

Abstract

The objective of this study is to study the outcomes of the PAS cigarette cessation service (Modified PAS model) comprising of 4 processes: (1) Public relation for cigarette cessation service at locally drug stores in communities, (2) Discussion cigarette cessation methods to whom intending to quit smoking, (3) Providing cigarette cessation service and (4) Monitoring cigarette cessation outcomes at drug stores. Using the Experimental study taking place at Mitraprap Clinical Community, Muang District, Khong Kaen University which 15 sub communities being in this area. The Trial group is selected from those communities for the Modified PAS Model cessation service using the proactive public relation method in drug stores for the period of 2 weeks. Discussion cigarette cessation method, providing cigarette cessation services and monitoring the result of the cigarette cessation service are ongoing activities at the week of 1,2,3,4 and on the second and third month after those smokier quite smoking at drug stores. The findings are compared to the Control group which its members are willing to participate in the cigarette cessation service program. The data collection is observed by interview via telephone.

There are 22 smokers participating in this cigarette cessation service after running the proactive public relation processes. There are 46 smokers in the Control group living around those communities. The study revealed that Continuous abstinence, Prolonged abstinence and 28-day Point prevalence abstinence in the Trial group and the Control group have significantly static level of 18.2%, and 2.2% ($p=0.04$), 40.9%, and 8.72% ($p=0.003$), 50.2%, and 17.4% ($p=0.005$) respectively. The major smokers in the Trial group are likely satisfying this cigarette cessation service in drug stores.

The number of smokers quit smoking on the Modified PAS Model cigarette cessation service is significantly higher in static level than those in the Control group and it could be suitably introduced for cigarette cessation service providing in drug stores.

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