

Conclusions and recommendations

from 10 years of anti-smoking advocacy

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In 1996, I concluded about the lessons learned from working for the advocacy of anti-smoking, through a research paper conducted by Doctoral degree student, of generation 399, that the advocacy was able to modify people's behavior in smoking. The following summarizes the strategies implemented to do so:

Strategies for advocating modification of behaviors in smoking

In analyzing the strategies used for modifying people's behavior in smoking, of anti-smoking advocacy campaign, there are 4 main strategies identified, which are:

1. Campaigning through use of news and information, of 3 types:
 - 1.1 Mass Communication
 - 1.2 Selective Communication
 - 1.3 Personal Communication

The mentioned strategy can be considered as the main strategy, since it is essential for distribution of updated facts and knowledge to the population.

2. The mobilization of influential groups of people, who have high authoritative status in society, to have participative roles in campaigning. These people include actors, Miss Thailand, columnists, and even patients who are hospitalized because of smoking.

3. The encouragement of public participation, by continuously developing various activities, such as exhibition of slogans, artistic pictures and portraits, and others.

4. Taking measures related to law enforcement and political and legal action, by promoting the government to pass 2 articles of the law, which is an important method in managing and controlling society's smoking behavior. Also, measures were based on political movements, in enforcing the government to raise excise tax on tobacco products, until it became successful, which was important for reducing the smoking prevalence among youths.

5. The use of social marketing upon the implementation of different special activities. After setting up precise and clear

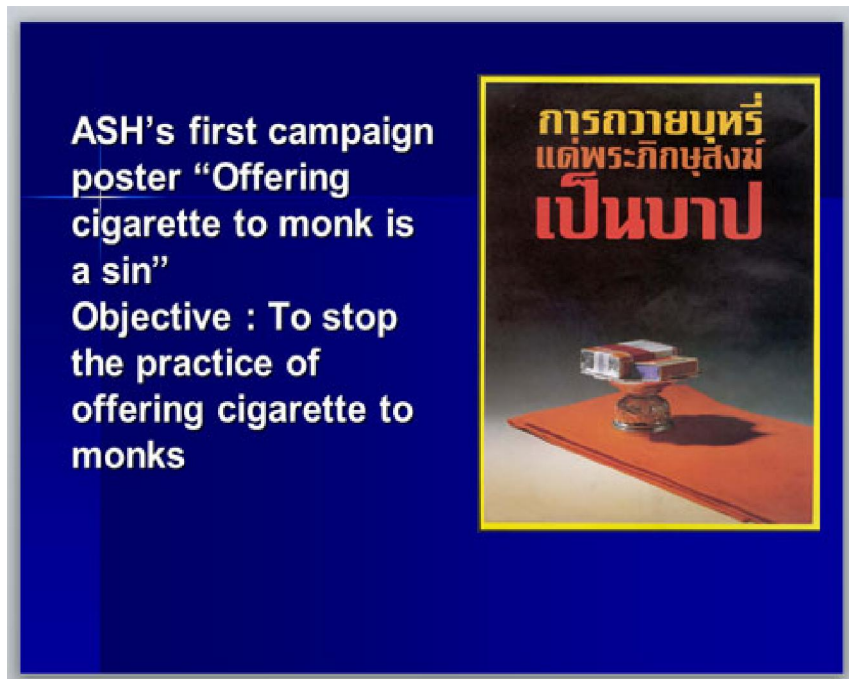
objectives, media was developed, and then distributed accordingly and appropriately to different issues and target populations.

6. The development of social values and trends of anti-smoking. This was integrated into the education of comprehensive school program, especially among children studying in the nursery level, in order to enhance the immunity of children since they were young, and cultivate anti-smoking values into their lives.



Important factors contributing to the success of campaigning anti-smoking behavior modification

1. Campaign networking with different organizations, including governmental and private ones, mass media resources, artists, sports sector, organization promoting female rights, and other different companies. Special emphasis was put on coordinating and building of network with different stakeholders, which allowed the campaign to effectively expand towards different



types of populations. Most importantly, the augmentation of pride and confidence amongst participative groups in the campaign had the network to distribute even more widely.

2. The ability to direct and lead societies to perceive that behavior modification campaigning

is not the sole responsibility of health and public health officials, but actually is the responsibility from all sides of stakeholders.

3. The use of positive strategies, in recommending and solving problems, which delivered the recognition from both smokers and non-smokers.

4. The information distributed was reliable, accurate, and comprehensible. They were conveyed in the contexts that were amenable to the receiver of information, such as in the context of society and culture, instead of only in the format of health professionals language.

5. The working committee consists of knowledgeable people from different faculties, such as health, mass media, social science, and other faculties.

6. Encompassing a systematic action plan, with clear specifications and scheduling of activities.

7. Attaining an amount of budget, even though was not that huge, but the important factor is the flexibility for its usage.

8. The coverage implementation processes at all levels, from the policy making level, to the sub-divisions of community level, and individual level.

9. The consistent increase in popularity around the world of this campaign has greatly influenced for the campaign to develop and become successful rapidly in Thailand.

Recommendations for applying these campaign strategies into practice in behavior modification of different societies

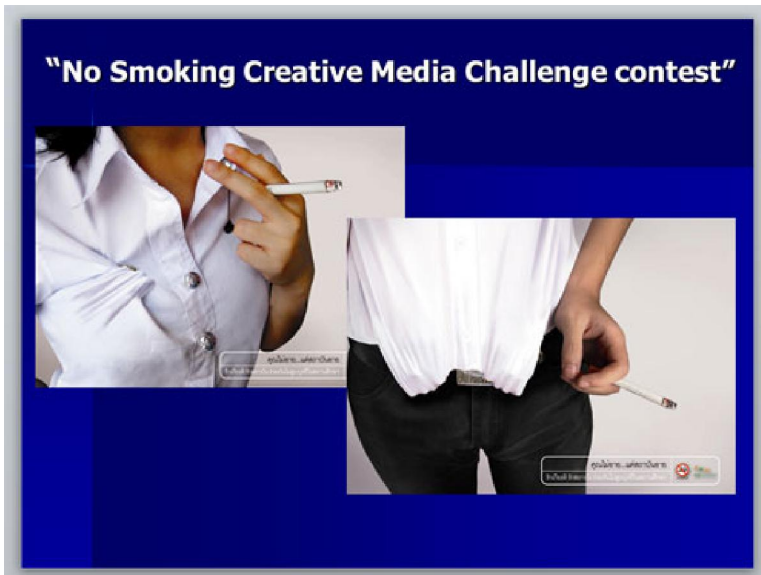


1. Having responsible organizations take care of specific purposes and actions of campaign seriously and continuously is considered necessary for developing knowledge and strategies of society behavior modification.

2. The government is responsible for providing budget and resources to the mentioned organization, of both governmental and private organizations.

3. The process of implementation and management process of campaigning behavior modification, needs to be flexible, prompt, and up to dated on the situation, without being slowed down by rules and regulation or any complicated barriers.

4. Implementation process should emphasize the importance of using media as a tool, as well as the sensitivity issues in conveying appropriate information to the public.



5. The objectives of the campaign require transparency, free from political or personal affairs, or not falling into the trap of fulfilling particular organizational or personal motives.

6. Emphasis and promptness should be applied in the distribution of news and information, which is up to date on the current trends and situation. Also, a system of dedicated research on the particular matters is necessary, in order to have, true, in-depth and current knowledge.

7. Having intellectual leaders for campaigning in different sectors is very important for the campaign to become effective.

8. The government should support by implementing law enforcements related to this matter, which is a social strategy for controlling different behaviors.

9. The government should collaborate with private organizations in campaigning for modification of behavior, since the government may have limitations in performing some procedures. On the other hand, private organizations would have limitations in being able to cover all sectors of population, as much as the government would be able to do.

For the last 10 years, I believe that this research document is an updated piece of information, which can be used as a resource and modified for solving behavior problems of other societies. What has changed particularly is that in the past there had been limited budget for supporting such work, but presently, it is fortunate to have the Thai Health foundation for providing budget and resource. As for other factors, I still feel that every single component is important , and thus the implementation should be done in a comprehensive manner, to attain the most effective outcome.