









# MyFamily My Smoke Project kick-off meeting Welcome

Dr Sean Semple and Dr Emilia Abidin













#### Meeting rules



- Please mute yourself unless you wish to speak
- Use the chat function to indicate you have a question or raise your hand
- We hope we can leave the video function switched on but if audio becomes poor we may switch videos off









#### Who I am





#### **Dr Sean Semple**

University of Stirling

Email: sean.semple@stir.ac.uk

Interests: measuring exposure to hazards; tobacco control; using exposure information to change behaviour

Smoke-free homes work for 15 years





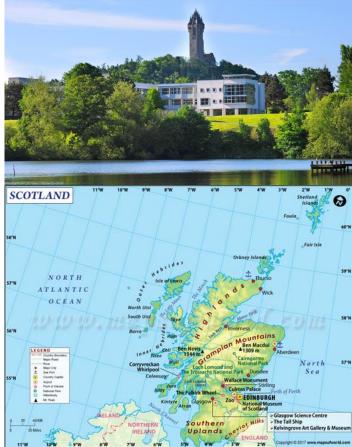




#### Where I'm from...



- University of Stirling
  - 14,000+ students
  - 10,300+ undergraduate students
  - 3,800+ postgraduate students
  - 1,500+ staff
  - 120+ nationalities are represented on campus
  - 20% of students are from overseas
  - 1st in Scotland and 12th in the UK for Health Sciences
- Institute for Social Marketing & Health (1979-2019)
  - 25 researchers involved in tobacco control, alcohol, gambling and addiction related research











#### Who I am





#### Dr Emilia Abidin

Universiti Putra Malaysia

Email: za emilia@upm.edu.my

emiliazainal@gmail.com

Interests: Exposure assessment, tobacco control, air pollution, OSH Management System and biomarker









#### Where I'm from...



- Universiti Putra Malaysia
  - 17,289 students
  - 10,028 (58%) undergraduate students
  - 7,262 (42%) postgraduate students
  - 2,229 staffs
  - 4,943 (29%) international students
  - 2nd in Malaysia and 159<sup>th</sup> QS World University Ranking, 311<sup>th</sup> World University Rankings for Life Sciences and Medicine.
- Department of Environmental and Occupational Health (1997-2020)
  - 15 researchers actively involved in environmental and occupational risk assessment fields including tobacco, air quality, toxic waste, and food safety.













#### Why is this important?



- Second-hand tobacco smoke (SHS) is a major cause of global illhealth with an estimated 900,000 attributable deaths per year.
- SHS causes harm to the health of children, and work to encourage parents to make the home smoke-free is an important public health measure.
- Large difference in smoking by gender in Malaysia (48% men; 2% women)
- Malaysian National Health and Morbidity Survey of 21,445 adults indicated that 37.9% of adults report being exposed to SHS at home.









#### Kick-off meeting timetable – day 1



- Welcome, meeting rules and very brief project background –
   Sean and Emilia (15 minutes)
- Introductions and getting to know each other Led by Rachel (30 minutes)
- Project overview and timetable Sean and Emilia (20 minutes)
- Break 5 minutes
- The policy context and how to use the case studies Azmina and Emilia to lead discussion and input from NGO partners (15 minutes)
- Measuring SHS in homes using the Purple Air Ruaraidh (10 minutes)
- Gathering qualitative data from participants Rachel and Isa (10 minutes)
- Questions from the research assistants and NGO partners Led by Norul (15 minutes)









#### Kick-off meeting timetable – day 2



- Welcome again and summary of day 1 Sean and Emilia (15 minutes)
- Working with your families Ruaraidh and Rachel (10 minutes)
- Ideas from each centre on doing fieldwork led by Sean
  - UPM Emilia & RA (10 minutes)
  - IIUM Norul & RA (10 minutes)
  - UMT Azmina & RA (10 minutes)
- Break 5 minutes
- Experience of advocacy NGO representative(s) (15 minutes)
- Network meeting plans Sean (10 minutes)
- Arrangements for RA training meeting Rachel and Ruaraidh (5 minutes)
- Any last questions and summary of actions— Sean and Emilia (15-30 minutes)









## Smoke-free homes workshop Kuala Lumpur May 2018





#### SMOKE FREE HOMES WORKSHOP

7-9 May 2018 | Kuala Lumpur











The Kuala Lumpur Charter on Smoke-Free Homes

Posted on June 25, 2018 by Becky Freeman, Web Editor

Semple S<sup>1</sup> Ph.D., Abidin E<sup>2</sup> Ph.D., Amos A<sup>3</sup> Ph.D., Hashim Z<sup>2</sup>, Siddigi K<sup>4</sup> MBBS, Ismail N<sup>5</sup> Ph.D., on behalf of the participants of the Smoke-Free Homes Workshop (Kuala Lumpur, 7-9 May 2018)\*

For more information see @SFHWorkshopKL

In accordance with article 8 of the Framework Convention on Tobacco Control, governments, health practitioners and wider society all have a duty to protect non-smokers from the harms caused by second-hand tobacco smoke (SHS) exposure. Considerable attention over the past two decades has been given to implementing smoke-free public spaces and workplaces in many countries. However, there is the risk that the tobacco control and wider public health research community now wrongly perceives that the 'SHS exposure problem' has been successfully resolved and no longer requires international attention. It is possible that this has caused a widening in exposure inequality with adults in countries where smoke-free laws are

















#### Proposal to Newton Fund Impact Scheme



- MyFamily MySmoke: Protecting My Family From Second-hand Smoke: Let's Get It Right Outside.
- Using measurement to create a media campaign around the benefits of a smoke-free home
- Three university partners in Malaysia
- Submitted 04 September 2019 (18 months duration)
- Awarded March 2020
- Started 01 May 2020









#### Planned workpackages



•

- WP1: collect qualitative data to increase our understanding of smoking in the home in Malaysia. Who smokes, when, where and why?
- WP2: develop case studies to show the journey of people who protect their families from SHS
  - campaign of media engagement with Malaysian based NGOs using these real-life examples to increase public awareness of the health benefits of providing a smoke-free home.
- WP3: establish a Malaysian Smoke-Free Homes network of academics, policymakers and NGOs to develop capacity.











## Welcome!





















This work was supported by a Newton Fund Impact Scheme grant, ID 534474856, under the Newton-Ungku Omar Fund partnership. The grant is funded by the UK Department for Business, Energy and Industrial Strategy and MIGHT and delivered by the British Council. For further information, please visit www.newtonfund.ac.uk.











# Introductions and getting to know each other

Dr Rachel O'Donnell, University of Stirling















We are looking forward to working with you, and getting to know you all!













#### **Introductions**



Question 1: (2 mins each)

Academics/RAs – a few words on your research interests/any relevant experience

NGOs: Please briefly tell us about campaigns/local education/other relevant work you've been involved in







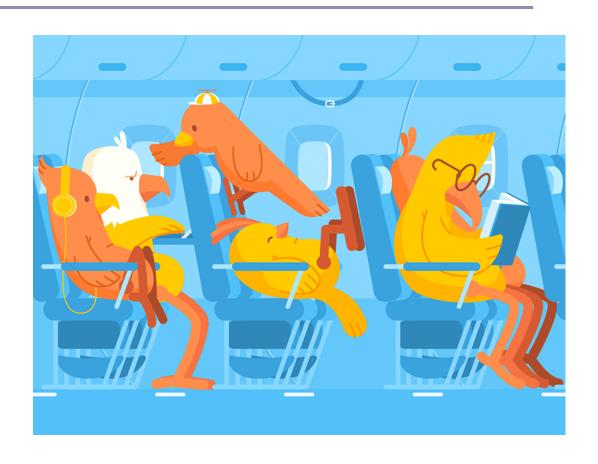


#### Getting to know you



Question 2: (1 min each)

If you could travel to any other country in the world, where would you go and why?





















# MyFamily MySmoke Project kick-off meeting Project overview and timetable

Dr Sean Semple and Dr Emilia Abidin













#### Planned workpackages



•

- WP1: collect qualitative data to increase our understanding of smoking in the home in Malaysia. Who smokes, when, where and why?
- WP2: develop case studies to show the journey of people who protect their families from SHS
  - campaign of media engagement with Malaysian based NGOs using these real-life examples to increase public awareness of the health benefits of providing a smoke-free home.
- WP3: establish a Malaysian Smoke-Free Homes network of academics, policymakers and NGOs to develop capacity.









#### Project objectives



- Improved understanding of why men smoke at home in Malaysia and what supportive measures they would find effective in changing their behaviour (WP1)
- Development of capacity in qualitative interviewing and analysis methods related to public health interventions across three Malaysian universities (WP1)
- Creation of a series of case studies showing the journey of families who create a smoke-free home (WP2)
- Engagement with universities, policymakers and NGOs to promote a campaign of media and social media stories around the case studies (WP2)
- Greater capacity among tobacco control researchers and NGOs to use air quality measurement sensors to provide personalised feedback relating to SHS levels in homes (WP2)
- Increased awareness of the benefits of creating a smoke-free home (WP3)









#### **Deliverables**



- A media campaign on the impact of SHS on indoor air quality in homes.
- 2. Two scientific papers.
- 3. Capacity development in the use of air quality sensors.
- 4. A Smoke-Free Homes Network for Malaysia, involving academics, policymakers and NGOs.











#### Qualitative work



- Led by Drs Rachel O'Donnell and Isa Uny
- Collecting data from smokers on why they smoke at home and the barriers/facilitators to making their home smoke-free.
- How to interview, gather and analyse qualitative data.
- Family-centred approach





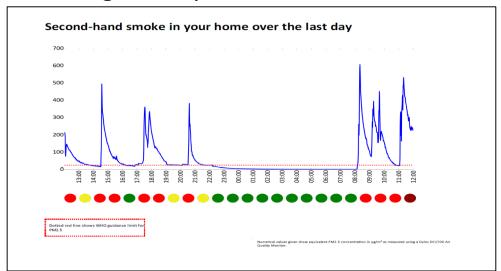




#### Quantitative work



- Led by Drs Sean Semple and Ruaraidh Dobson
- Measuring second-hand smoke (SHS) in the smokers' homes.
- Providing feedback to encourage behaviour change
- Building on 10 years of work in the UK









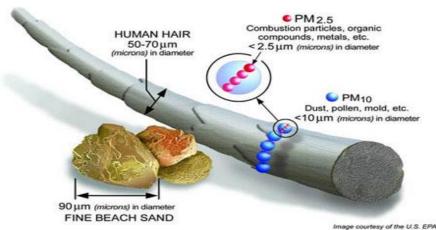




## A very quick aside on PM<sub>2.5</sub>



- Particulate Matter < 2.5  $\mu$ m in size
- Very good indicator of second-hand smoke (SHS)
- Healthy based limits available
- Enables risk communication and comparisons



PM <sub>2.5</sub> μg/m³	AQI	Advice								
0-12	Good	Air quality is satisfactory and poses little or no health risk.								
12.1-35.4	Moderate	People who are unusually sensitive to particle pollution may experience respiratory symptoms.								
35.5-55.4	Unhealthy for sensitive groups	Heart/lung disease and elderly/ children advised to reduce prolonged exertion								
55.5-150.4	Unhealthy	Heart/lung disease/elderly/children avoid prolonged exertion; everyone reduce prolonged exertion								
150.5-250.4	Very unhealthy	Heart/lung disease avoid all physical activity; everyone avoid prolonged exertion								
250.5+	Hazardous	Heart/lung disease remain indoors; everyone avoid physical activity								









#### Process for WP1 and WP2



- 30 men who smoke (10 x 3 university areas)
- Focus groups/ one-to-one interviews on smoking behaviours
- Measurement of SHS in home for 1 week with Purple Air
- Feedback of results and engagement with household on how to improve
- Re-measurement 1-4 weeks later
- Identify 6 'case studies' from the 30 households
- Work with MyWatch, MGLA, FOMCA to generate a media campaign using these case studies





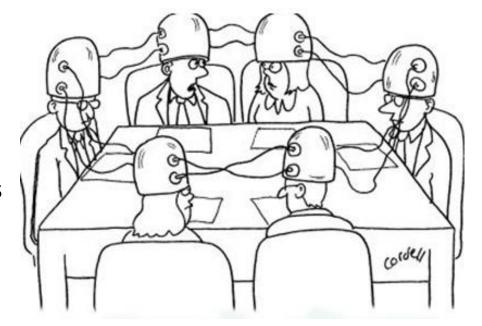




#### Smoke-free homes network Malaysia



- Identify and bring together other academics, policymakers and NGOs with an interest in promoting smoke-free homes in Malaysia
- Quarterly meetings for 18 months
- Aim to establish a strong community to continue after the end of MFMS











#### **Timetable**



MyFamily MySmoke																		
Task/Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Ethical approval																		
RA appointments																		
Training of Ras																		
Set up SFHN Malaysia																		
Recruit participants																		
Qual Focus Groups/121																		
Baseline measurements																		
Follow-up measurements																		
Case Study generation																		
Media campaign																		
SFHN Malaysia meetings									·									
Survey of media reach																		
Reporting/papers																		































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# MyFamily My Smoke Project kick-off meeting The Policy Context

Dr Azmina Ibrahim and Dr Emilia Abidin













#### Legislation on Smoking in Malaysia-Overview



- Smoking prohibition was introduced under the Control of Tobacco Product Regulations 2004 as part of the Food Act 1983.
- Upon becoming a signatory to the WHO FCTC in 2003, further amendment was made to the regulation in 2004 the expansion of smoke-free zones in public localities and working areas
- In 2009, smoking was prohibited in all workplaces with a centralised airconditioning system
- In 2018, all eating places are mandatory to be smoke-free up to three metre radius from the eatery establishments (to include restaurants in trains, ships or any vehicle) came into force in January 2019









#### Workplace smoking restrictions





- Government buildings/facilities/schools
- Hospitals
- Restaurants
- Prisons



- Private offices\*
- Retail facilities\*
- Financial Institutions \*≠ (banks/National Telecom/National Energy/post offices)



- Bars/Pubs/Nightclubs
- Casinos

- \* Prohibit smoking in indoor workplaces that have central air conditioning
- Smoking is prohibited only on floors with service counters









#### **Indoor Public Places**





- Indoor stadium/arenas
- Cultural facilities
- Buildings used for religious purposes
- Internet Cafes
- Public toilets/lifts



Public transports









#### Outdoor





- Restaurants/Vehicles that serve food #
- Outdoor areas up to the borders of the fence or the land lot of the premises
- Playgrounds and gardens in rest and recreational areas/facilities
- Any areas within a public park other than an open public car park
- Observation towers, camp sites and canopy bridges in state and national parks

# Smoking is prohibited within a three-meter radius from any table or chair at an eating place/s









# Is the implementation of smoke-free policies at workplaces associated with living in a smoke-free home?



- Studies have shown that the implementation of smoke-free policies at workplaces have shifted the social norms towards secondhand smoke (SHS) exposure at home
- One Malaysian study found an association between living in smokefree homes and working at smoke-free workplaces\*\*
- Suggesting a positive impact of implementing smoke-free workplaces.
- It is suggested that aggressive voluntary smoking restrictions at home could also potentially be achieved through the expansion of KOSPEN<sup>€</sup> among the Malaysian community.

\*\* Lim et al., 2019

€ KOSPEN is an acronym for "Komuniti Sihat Perkasa Negara" which means "Healthy Community Empowers the Nation".









#### SFH in Malaysia?





- KOSPEN is a non-communicable disease (NCD) intervention programme aimed at reducing the level of behavioural and biological NCD risk factors among the population.
- Main scope ~ healthy eating, active lifestyle, body weight management, NO SMOKING and screening of NCD factors
- The core functioning unit for KOSPEN activities are health volunteers who are trained community members that act as health agents of change
- Smoke-free home programme has been introduced under KOSPEN as an element for intervention at community level











#### SF Programmes





#### 'Speak out against smoking'

#### NATION

Sunday, 05 May 2019 12:00 AM MYT

By LOH FOON FONG



SEPANG: The Health Ministry has launched a five-year (2019 to 2025) "Speak Out" campaign to empower the community to encourage smokers to quit.

Its minister Datuk Seri Dr Dzulkefly Ahmad urged the public to support the "Speak Out: Express Your Right, Protect Your Lungs" campaign to make it a success.

He said the fasting month was the best time for the people to change and the campaign's theme is "No Tobacco and Fresh Breath Beginning Ramadan".

"I understand not everyone can tell the smokers around them to stop," he said.

















#### Smoke-free Melaka Launch

Smoke Free Melaka is an initiative of the Melaka State Government, the Ministry of Health and Melaka Health Department together with MyWATCH(Malaysian Women's Action for Tobacco Control and Health), Health Promotion Board, Malaysia, Universiti Sains Malaysia, Melaka State agencies, local authorities, & SEATCA, after a baseline surv carried out recently indicated overall 80% positive support for a smoke free environment.





















MyWatch January 13 · 🕝



#LaranganMerokokdiPremisMakanan01012020 #TobaccoFreeGeneration #TotalBanOnVape



Fun Walk Melaka Bebas Asap Rokok 2020





FEDERATION OF MALAYSIAN CONSUMERS ASSOCIATIONS (FOMCA)

## Groups protest govt plans for designated public smoking zones

Friday, 10 Jan 2020 02:08 PM MYT BY YISWAREE PALANSAMY

Malaysian Council for Tobacco Control secretary-general Mohd Shani Abdullah said the government has already enacted laws to ban smoking in public, but the ministry initiative would confuse the public.

He listed the Control of Tobacco Product Regulations 1993, Control of Tobacco Product Regulations 1993, which was amended in 1997 and the Food Hygiene Regulation 2009 among others.

"Public places have to be free from cigarette smoke, to protect everyone from its danger, which caused 20,000 deaths in Malaysia per year.

"Must also protect babies and children who are used to seeing people smoking and influenced by the habit, "he added.



Representatives of various NGOs hold posters in protest against designated public smoking zones, during a press conference at the National Cancer Society of Malaysia's headquarters in Kuala Lumpur January 10, 2020. — Picture by Hari Anegara





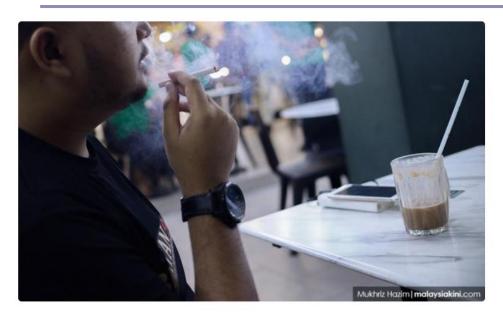








FEDERATION OF MALAYSIAN CONSUMERS ASSOCIATIONS (FOMCA)



LETTER







#### Banning smoking in eateries is not at all new

#### Muhammad Sha'ani Abdullah

Published 25 Dec 2019, 7:25 am · Modified 25 Dec 2019, 7:25 am





#### FOMCA calls for strong political will wo snuff out smoking in Malaysia

Category: FOMCA di pentas media 2019

Published: 15 August 2017







GEORGE TOWN: The Federation of Malaysian Consumers Associations (Fomca) today stressed that only strong political will to ban smoking altogether can bring a halt to the deadly habit among Malaysians.

Its vice president Datuk K Koris Atan told newsmen that the tobacco industry should not be allowed to influence the Malaysian government to ensure that it can continue selling cigarettes in the country.

"Malaysia should not rely on this industry. We can ban smoking nationwide if politicians have strong political will.

"Look at what Thailand and Singapore did. They managed to ban smoking in their countries. Why not us?" he said after attending the "Handling Emergence of New Tobacco Products: A Multifaceted Perspective" forum at Komtar here today.

Koris also called on food outlets in the country to be gazetted as smoking-free zones.

The forum was part of the SayWhat 2017 event, which is jointly-organised by Universiti Sains Malaysia and Universiti Kebangsaan Malaysia, in collaboration with the Malaysian Green Lung Association.

All national and state parks, playgrounds, camp sites and public parks in Peninsular Malaysia were designated as "no smoking zones" on Feb 1 this year.





























## World No Tobacco Day 2016 & mQuit Launch

62 photos · Updated 4 years ago

Malaysian Green Lung Association together with our campus members, UKM Green Lung, KL and UTeM Green Lung, Melaka were spreading our hope and love for smoke-free environment and #SmokeFreeMalaysia at one of biggest shopping malls in Malaysia - Mid Valley Megamall during the Launch of mQuit services and World No Tobacco Day 2016. mQuit services are now not only available at government hospitals and clinics, but also at 140 participating community pharmacies nationwide and online JomQuit.com.my to offer timely help to the smokers to kick the habit!



































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# Measuring second-hand smoke (SHS) in homes

Dr Ruaraidh Dobson University of Stirling













#### Who I am





#### **Dr Ruaraidh Dobson**

University of Stirling

Email: r.p.dobson@stir.ac.uk

#### Research interests:

Indoor air pollution, second-hand smoke, tobacco control, biomass fuel smoke, intervention development









#### What is second-hand smoke?



- All tobacco smoke either:
  - Exhaled by a smoker (mainstream)
  - Created at the end of a cigarette (sidestream)
- Linked to a wide range of health conditions in children:
  - Asthma attacks
  - · Otitis media
  - Meningitis
- World Health Organisation says there's no safe level of exposure











#### What's in second-hand smoke?



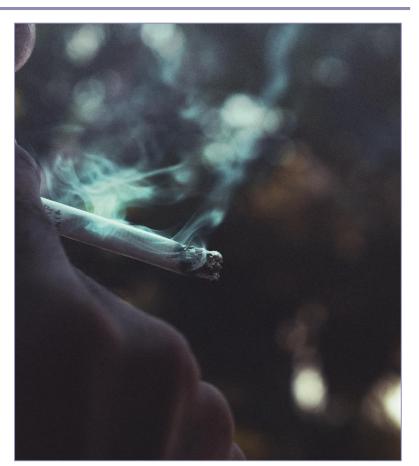
- SHS is a complex mix of gases and aerosolised particles
  - Fine particles
  - Nicotine
  - Carbon monoxide
  - Benzene
  - Formaldehyde
- Many carcinogenic constituents
  - Polycyclic aromatic hydrocarbons (PAHs)
  - N-nitrosamines
  - Heavy metals











#### How do we measure SHS?



- Need to detect some of these pollutants in the air
- Some are very specific for SHS
  - E.g. air nicotine
- But these can be difficult to detect
- Fine particulate matter (PM<sub>2.5</sub>) is relatively easy to detect
  - There are other sources of PM<sub>2.5</sub> but SHS is the most significant in smoking homes





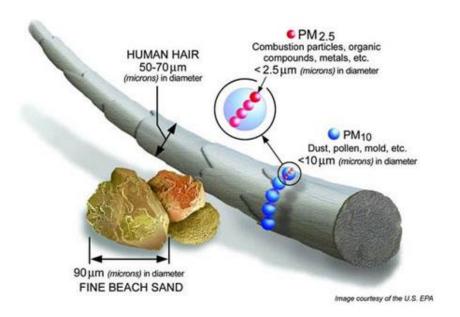




## Fine particulate matter (PM<sub>2.5</sub>)



- PM<sub>2.5</sub> means all particles smaller than 2.5μm in diameter
  - Less than 1/50 the size of a human hair
- These particles are breathed deep into the lung
- From there they enter the bloodstream
- Cause cardiovascular and pulmonary illness













#### Measuring PM<sub>2.5</sub>

- Until recently, gravimetric methods were the only way to measure PM
- This means drawing a known volume of air through a filter then weighing the mass of PM collected
- Very accurate, but complex and gives no information on change over time









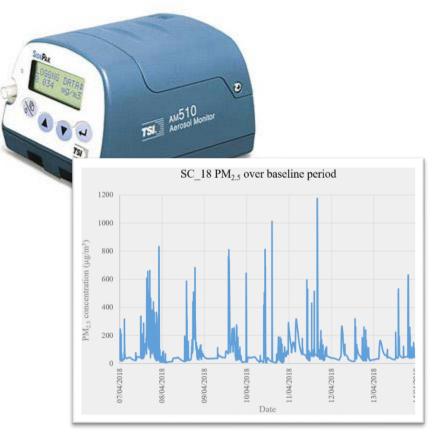




## Real-time PM<sub>2.5</sub> measurement



- Newer techniques let us see air pollution in real-time using optical particle counters
- Now, low-cost instruments are available making it possible to collect more data in more places for less money
  - In some cases, monitors that cost thousands of dollars a few years ago can be replaced with monitors costing <\$250</li>













#### PurpleAir PA-II-SD

- The PurpleAir is one of the latest low-cost air pollution monitors available
- Innovative approach with two sensors
- Designed for outdoor use, but tested indoors
- Records data onto an onboard microSD card





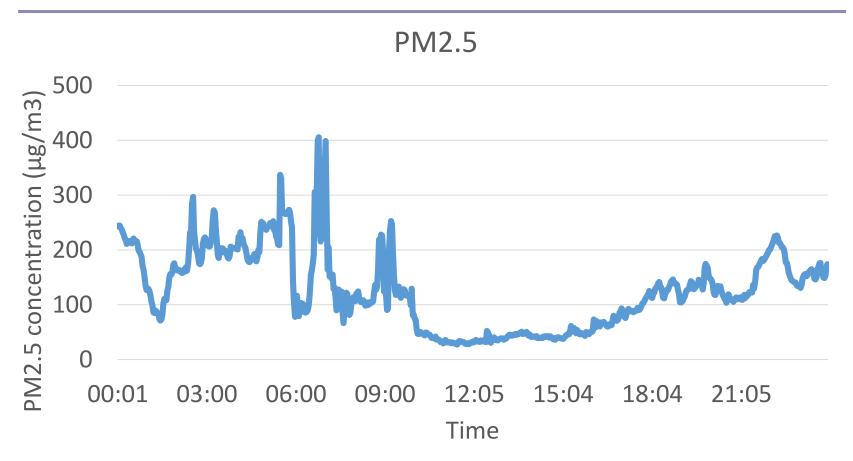






## A sample measurement















#### Thanks for your attention!

Please feel free to ask any questions now or send them to me at <a href="mailto:r.p.dobson@stir.ac.uk">r.p.dobson@stir.ac.uk</a>





















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# Gathering qualitative data from participants

Dr Rachel O'Donnell, University of Stirling
Dr Isa Uny, University of Stirling













#### Context:



- Only 20% of the world's estimated 1 billion smokers are women, but nearly half of deaths from second-hand smoke occur among adult women and over a quarter among children under the age of five (WHO, 2019)
- Effectively engaging fathers in creating smoke-free homes, and taking a household approach to smoke-free homes research could benefit the entire family (O'Donnell et al., 2019)











# What information do we want to gather?



- Information to help us understand the barriers and facilitators to creating a smoke-free home
- Views on the possible methods that smoking men are likely to find helpful in changing their home smoking behaviours
- Improved understanding of:
  - gender and cultural differences related to smoking and views on protecting children from second-hand smoke





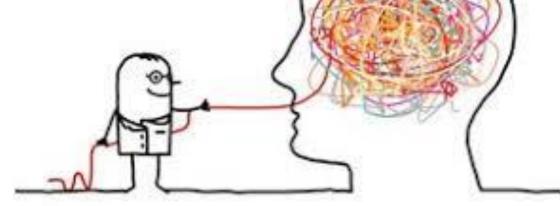




#### Qualitative research involves...



- Listening
- Lots of concentration
- Being interested in people's stories
- Putting any judgements to one side
- Being sensitive
- Keeping discussions
- on track!











#### How will we do this?



- Training sessions in qualitative methods
- Recruit 30 smoking households in total = 10 in each area
- Conduct focus groups and interviews with men and women
- Obtain consent to record these discussions
- Recordings will be transcribed and translated into English
- Analysis
- Write up qualitative findings









## What kinds of questions will we ask?



- We will develop a topic guide for interviews and focus groups, that includes the range of areas to be discussed, using open-ended questions.
- These guides will need to be submitted as part of our ethics application, and we will discuss them with you.











#### Transcribing/Translation



- We may ask you to transcribe a few of the recorded discussions, as this helps you to get to know the data better
- Most transcriptions, and translations will be done externally
- You will each need a digital recorder they are not expensive and can be ordered online.
   Your university may have some already.
- We will teach you to always double check it is recording before you start!











#### **Analysis**



- We will train you to conduct a thematic analysis of the data using Nvivo.
- Analysis involves looking for common themes in the data – finding your key messages that you want to share
- This involves reading and re-reading transcripts, and involves other team members so that key themes are agreed











## Conducting qualitative research



- If you haven't conducted qualitative research before, this might feel a little bit daunting.
- Remember that the training sessions will build your confidence in conducting qualitative research, and we are all here to support you!













#### Thanks for your attention!

Please feel free to ask any questions now or send them to us at <a href="r.c.odonnell@stir.ac.uk">r.c.odonnell@stir.ac.uk</a> <a href="mailto:iu2@stir.ac.uk">iu2@stir.ac.uk</a>





















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# MyFamily My Smoke Project kick-off meeting Questions

Dr Norul Latif and Dr Sean Semple













#### Any questions?



- Any questions about any of the things discussed today?
- Any first thoughts about the fieldwork (we will have more time tomorrow to discuss)?
- Does anyone want to share any of their previous experience of doing air pollutant/SHS measurement or qualitative research?
- Any issues around timing? Are there any impending policy changes or local projects we need to work around?
- Do you have any specific training needs?











# Thank you and see you all tomorrow at the same time for day 2





















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