



Smoke-Free Homes Network Malaysia (SFHNM) Meeting

THE TOBACCO_NICOTINE_VAPE FREE GENERATION (TFG)



POWER OF CIGARETTE : THE CHEMICAL CONTENT

7,000 chemicals, 69 of which can cause cancer, nicotine is an addictive substance



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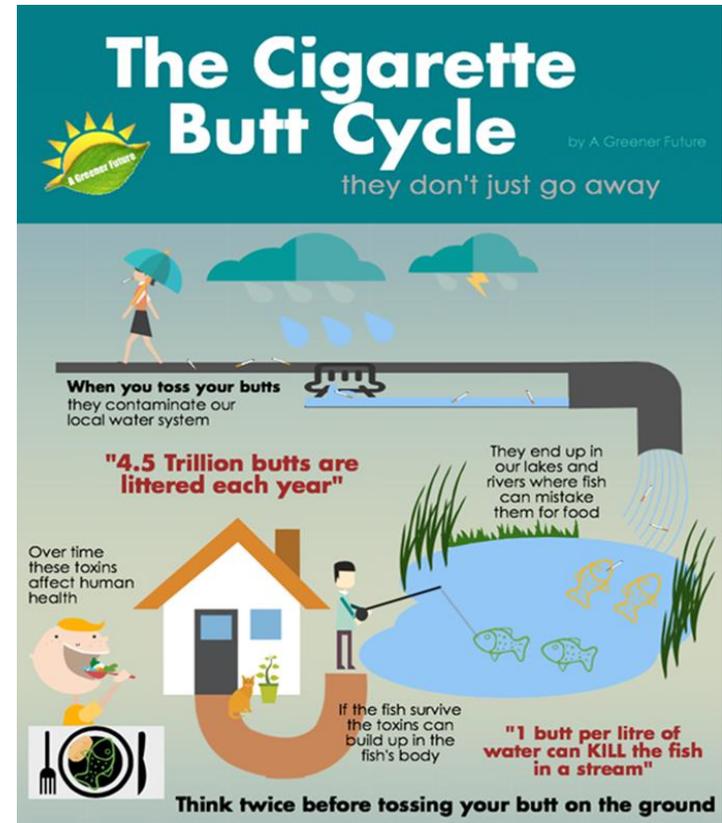
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ENVIRONMENTAL HEALTH AND TOXICITY



- Cigarette butts are the most common type of waste in the world
- Cigarette plastic filters are non-biodegradable
- It damages the ecosystem and interferes with the growth of plants



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TOBACCO INDUSTRY STALEMATE



- A smoker's life is shortened. In a year, 20,000 Malaysians, adults aged 15 years and above, die from smoking
 - The tobacco industry makes USD 6k from a smoker
- but ..
- The problem is smokers die early or suffer ill-health - reduced number of smokers - loss economy
- thus ..
- They need to find a replacement for the dead smokers so that they can continue to make a profit from selling tobacco products



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STOP TOBACCO INDUSTRY MANIPULATION!



- "Today's teen smokers have the potential to be our loyal customers tomorrow." - secret documents from the tobacco industry
- Cigarette addiction that begins during adolescence is more difficult to quit during adulthood because the addiction begins during the process of adolescent brain development
- Therefore, children are the target of the cigarette industry so that they start smoking addiction
- Candy that resembles the shape of a cigarette or lighter
- Fruit flavors or mint flavors
- Promoting vape and cigarettes as cool
- Ads targeting children



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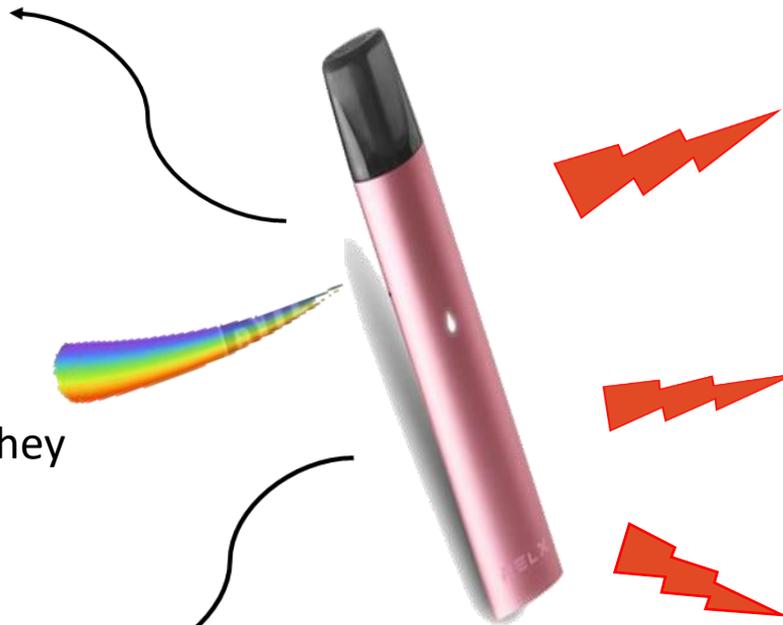


HARMS AND THREATS OF VAPES

Adolescent addiction is very difficult to quit during adulthood

There may be many more diseases that have not been identified because they are still new

New addictions among adolescents and children



Lung, ruptured alveolar injury that can also cause death

Accidents of children swallowing e-liquid that can cause death

Pods can be used for other dangerous drugs



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TOBACCO_NICOTINE_VAPE FREE GENERATION (TFG)



- The tobacco-free generation proposal advocates legislation precluding the sale and supply of tobacco and tobacco products to individuals born after a certain year.
- *In Malaysia, children born in 2009 onwards are being classified as the TFG, with the national agenda to create a tobacco free environment by 2030.*
- *MyWATCH has embarked on the TFG agenda, sharing, educating and counselling on tobacco abuse, harms and dangers of HTPs & ENDS, vapes and e-cigarettes, in schools*
- *MyWatch has been collaborating and has identified 6 students born from 2009 onwards from SK BU4 and working with PKHEM for our TFG national agenda.*
- *And it was our hope to realise the launch the “**Tobacco Free Generation**” in 2020*



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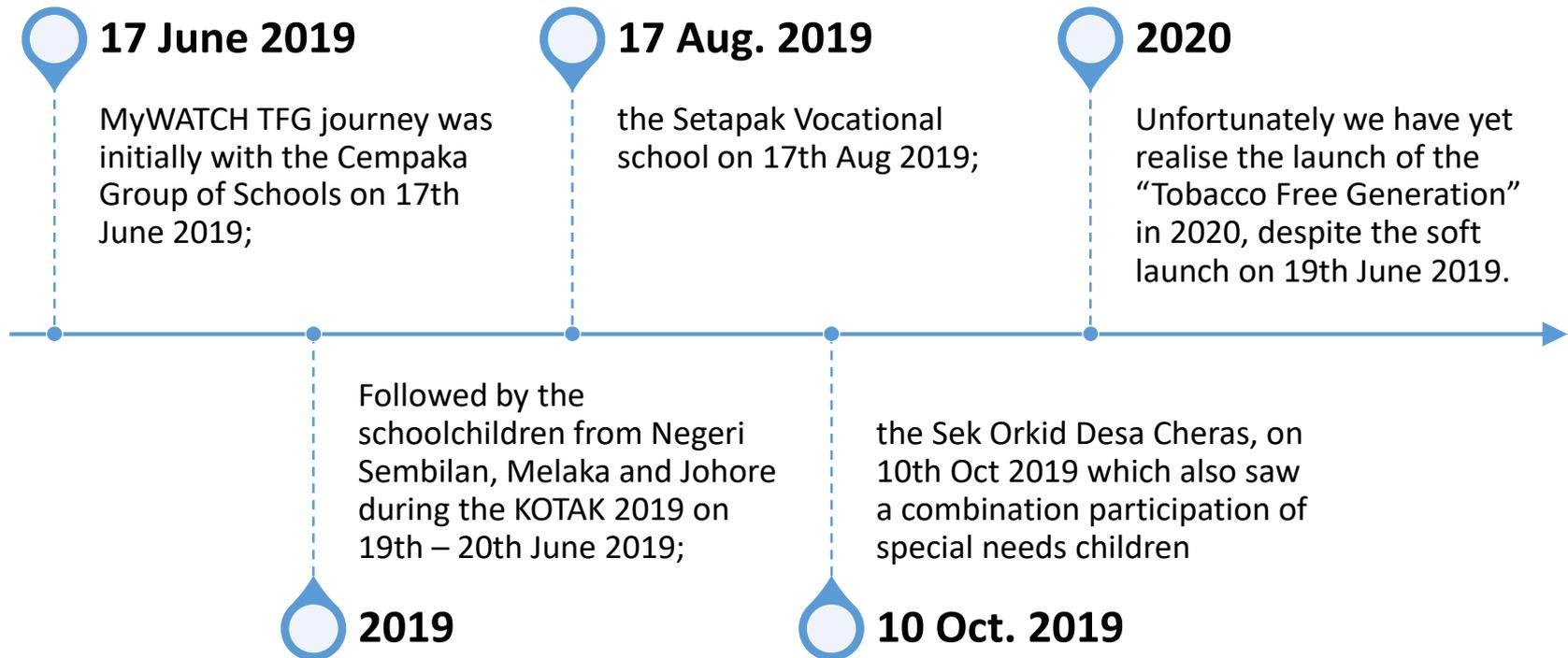


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THE MISSION



ADVOCACIES AND EMPOWERMENT



□ Description of selected health problems

- The need to empower the younger generation to finance the future of their generation towards the Smoke-Free Generation by 2045 or earlier through;
 - Capacity building
 - Capability building
 - Advocacy for policy
 - Social Media
 - Foster collaboration with local agencies
 - Awareness to the local people and the country
 - Publicity for the awareness of Malaysians
 - Training of Trainers
 - Workshop
 - Celebrating Tobacco Free Day (WNTD: World No Tobacco Day)



DEMOGRAPHY AND TARGETS



- ❑ Priority Areas: Tobacco Control and Health
- ❑ Project Title : TFG: Tobacco_Nicotine_Vape Free Generation
- ❑ Project Area : Selangor, Federal Territory, Melaka
- ❑ Target Group : (multi-ethnicity, multi-cultural, population size >20k)
 - 30 Primary and 30 Secondary School Pupils
 - 10 Government Schools in each state
 - (5 Primary Schools, 5 Secondary Schools)
 - 2 Private Schools (St John's Institute and Sri Cempaka)
 - Schools, PTA, NGOs, Local Government, MOH (Dental and NCD), KPM, local JKKK.



PROJECT SCHEDULING



Aktiviti	Jan	Feb	Mac	Apr	Mei	Jun	Jul	Ogos	Sept	Okt	Nov	Dis
1. Penubuhan jawatankuasa												
2. Mesyuarat bersama pimpinan masyarakat & sekolah terpilih												
3. Latihan untuk melaksanakan aktiviti (TOT)												
4. Mengwujudkan keahlian kelab TFG di sekolah												
5. Kesedaran Hari tanpa tembakau dan TFG												
6. Melaksanakan aktiviti TFG, pameran, pertandingan												
7. Pembahasan style Parlimen												
8. Lawatan ke Parlimen dan persembahan kumpulan TFG												
9. Laporan aktiviti dan projek TFG												



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ACHIEVING MAXIMUM POTENTIALS



□ Establishment of the Committee

- Meetings with selected community & school leaders
- Training to perform activities (TOT)
- Establish TFG club membership in schools
- Day Awareness without tobacco and TFG
- Implement TFG activities, exhibitions, competitions
- Parliamentary style discussion
- Visit to Parliament and TFG group presentation
- TFG activity and project reports



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MONITORING AND EVALUATION; IMPACT ANALYSIS



- Number of schools involved (Schools planned and percentage of achievement)
- Number of TFG members in the school involved
- Number of activities carried out and participants involved
- Activity activity report (number of activities carried out and participants involved)
- Number of TFG pledges collected
- Number of video presentations and campaigns conducted

- Impact study in terms of awareness
- Advocacy submitted through memorandum to local authorities

- Advocacy that has been implemented by local authorities
- Number of schools involved and active in TFG advocacy
- Number of zero smoking schools



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THE TFG PLEDGE



We, xyz school students

We were born in 2009 and the following years

We will say **NO** to smoking, because smoking causes damage to ourselves, our friends as well as damage to the environment

Here we pledge wholeheartedly to never smoke, vape or take any form of tobacco products before or after 18 years and for the rest of our lives

We will live a life without tobacco because we are a smarter generation not to get addicted to cigarettes

We pledge to carry out our role as ambassadors of the current non-smoking generation and for the rest of our lives

We understand that a non-smoking generation will prevent many premature deaths and prevent many misery in the future



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ADVOCACY IN SCHOOLS



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the Snake & Ladder, Board Games, Wheel of Fortune – all game for COMMUNITY OUTREACH



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TRAINING OF TRAINERS .. TEAM BUILDING



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THE TFG ADVOCATES @ SPEAKOUT : EXPRESS YOUR RIGHTS



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Thank You

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