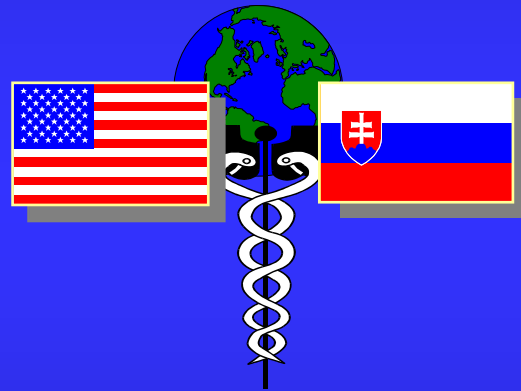


# **IMPLEMENTING COMMUNITY-BASED TOBACCO CONTROL PROGRAMS IN MARTIN, SLOVAKIA**



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# PURPOSE

to summarize and highlight the international support and collaboration on

## TOBACCO CONTROL PROJECT



**LOCAL**



**REGIONAL  
l e v e l s**



**NATIONAL**

*AIHA, USAID, METROHEALTH SYSTEM - CENTER FOR  
COMMUNITY HEALTH, ACS, CLEVELAND, OHIO, USA*

and

*CITY OF MARTIN,  
JESSENIUS FACULTY OF MEDICINE, COMENIUS UNIVERSITY,  
MARTIN FACULTY HOSPITAL, SR*

# MAIN OBJECTIVES OF THE PROJECT

## DATA COLLECTION

smoking prevalence,  
opinions, attitudes of  
population to smoking

## INFORMATION SOURCE

knowledge: Internet, journals,  
publications, resource center,  
skills: exchange trips.



**IMPLEMENTATION**  
of tobacco control activities

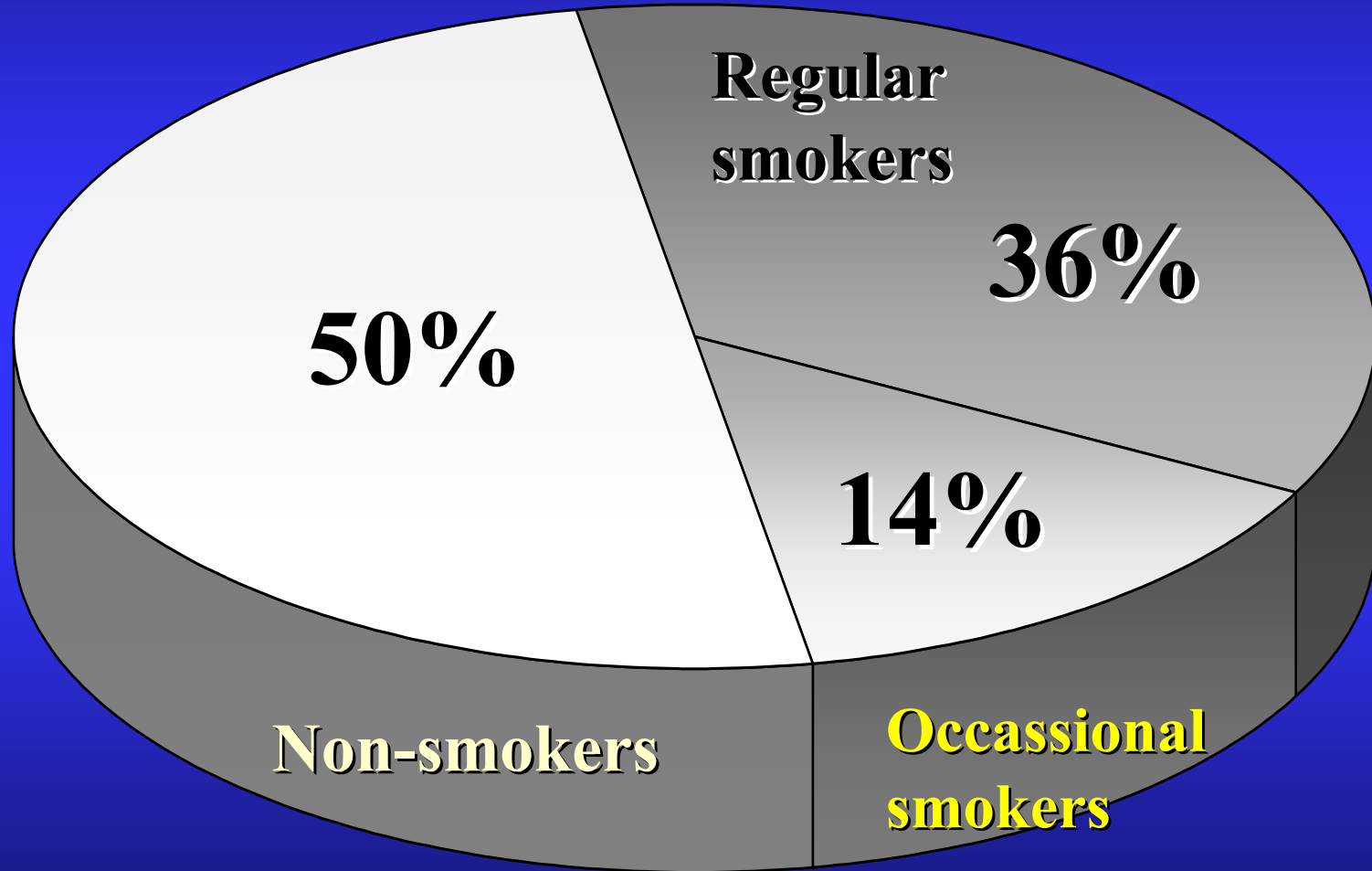


## EXCHANGE

of the experiences, results, knowledge via conferences,  
presentations, publications

# SMOKING PREVALENCE

(1998)



# TOBACCO CONTROL ACTIVITIES 1998, 1999, 2000

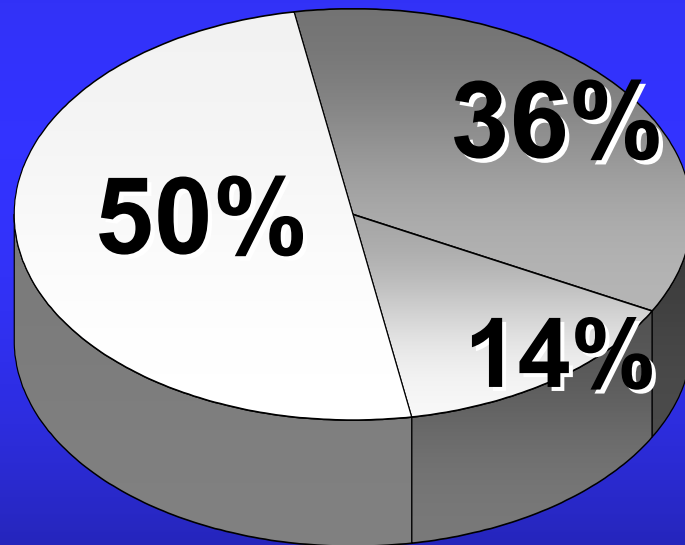
- Campaigns; Competitions; Educational courses;
- Collaboration with massmedia; Hot lines;
- Cooperation with WHO programs;
- LEARNING RESOURCE CENTER;**
- Workshop: Health Management;
- Conferences on Prevention and Health Promotion;
- Book:HEALTH PROMOTION AND PREVENTION;
- NON-SMOKING PROMOTION CENTER**

**THE END OF PARTNERSHIP PROJECT**

# FOLLOWING PROJECTS

## DISTRIBUTION OF SMOKING HABIT

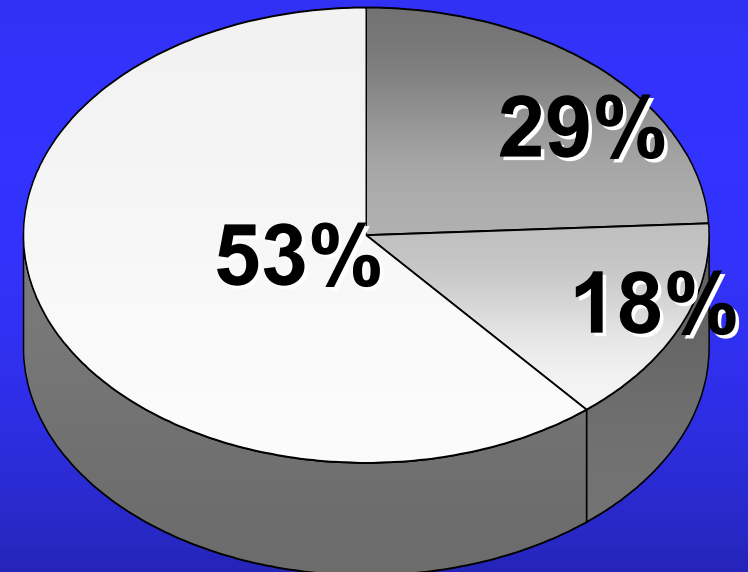
1998



Non-smokers

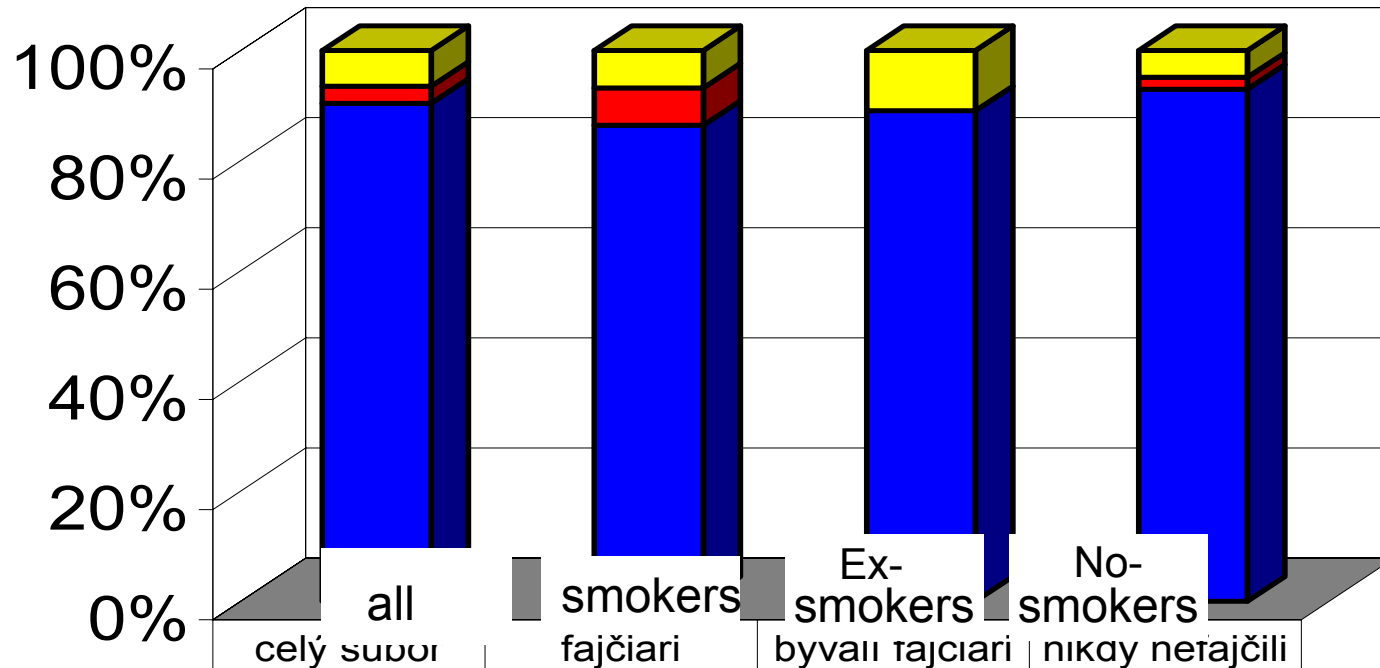
Regular  
smokers

2001



Occasional  
smokers

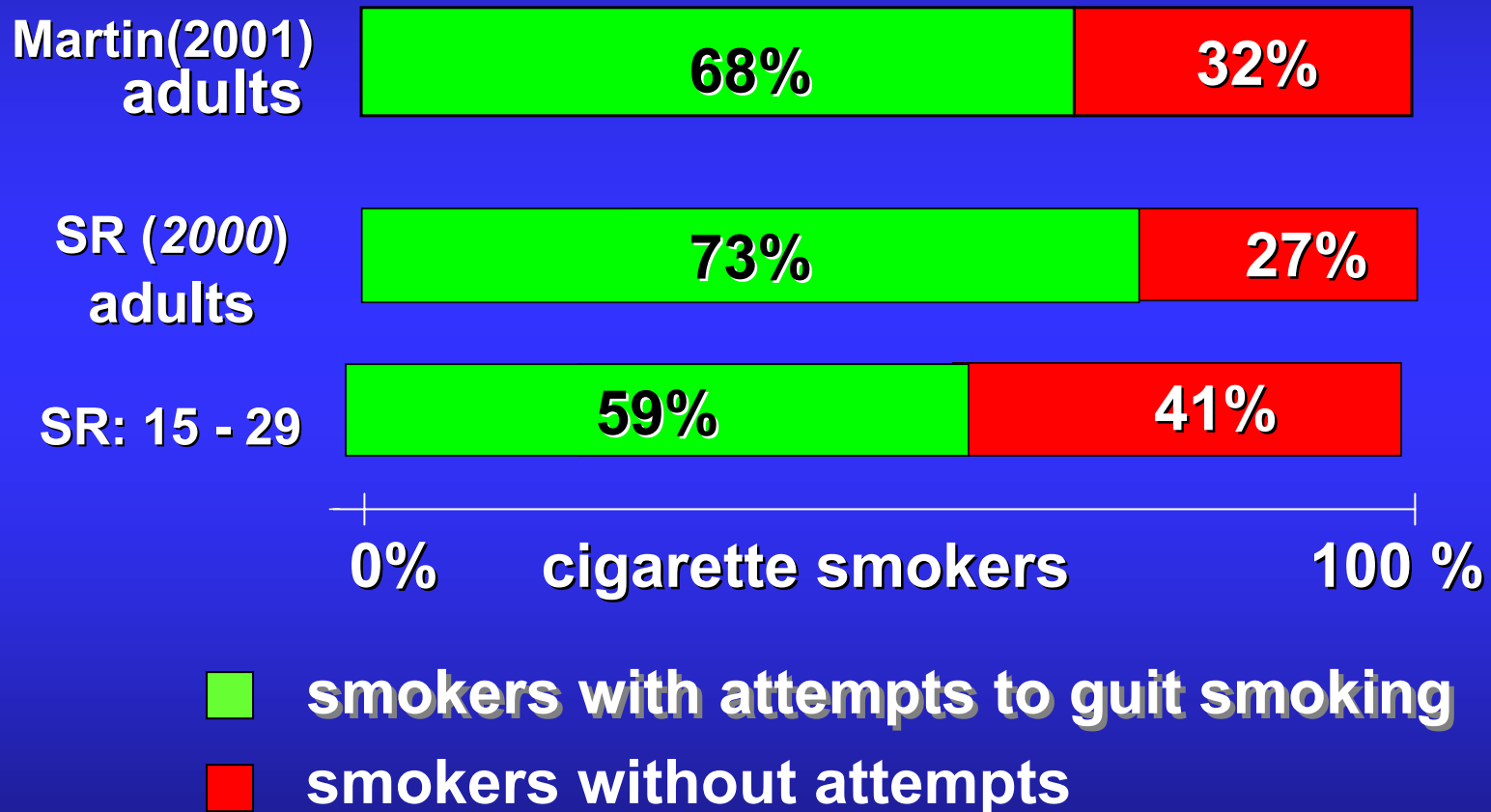
# EVALUATION OF TOBACCO CONTROL ACTIVITIES



neod no answer	6.49%	6.79%	11%	4.87%
nesp incorrect	3.11%	6.80%	0%	2.16%
správ correc	90.40%	86.41%	89%	92.97%

**† positive in more than 80% respondents**

# ATTEMPTING TO QUIT SMOKING





# FOLLOWING PROJECTS



**Edition of books**



**„HEALTH PROMOTION, PREVENTION AND HYGIENE IN  
THEORY AND PRACTICE“**

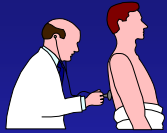
**„TOBACCO DEPENDENCE TREATMENT“**

**Postgraduate education of physicians**

**HOSPITAL ADVISORY SERVICE**

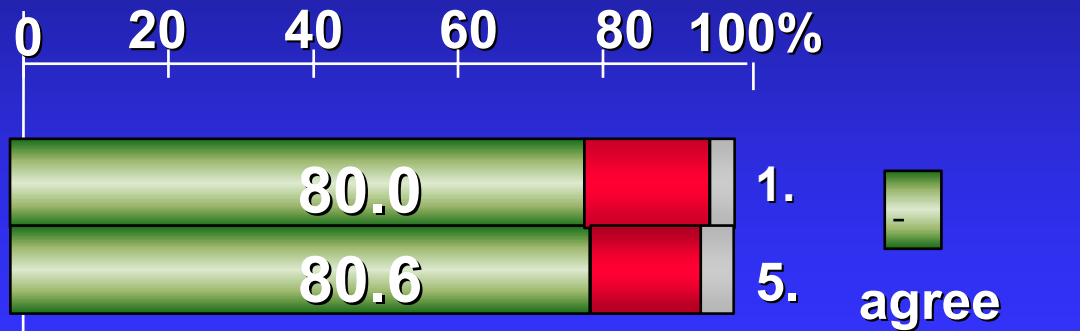
**☺ New WEB site**

**[www.jfmed.uniba.sk/internet/nefajc/](http://www.jfmed.uniba.sk/internet/nefajc/)**

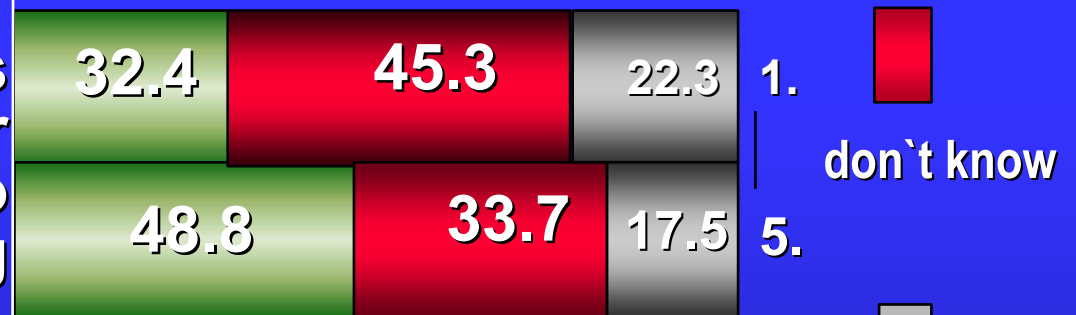


# PERCEPTION OF DOCTOR'S ROLE

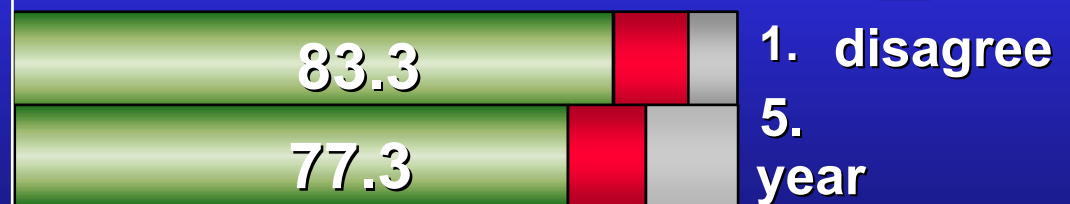
Doctors would be more likely to advice people to quit smoking if they knew of a good approach that really worked



Your current knowledge is sufficient as a basis for counselling patients who want to stop smoking

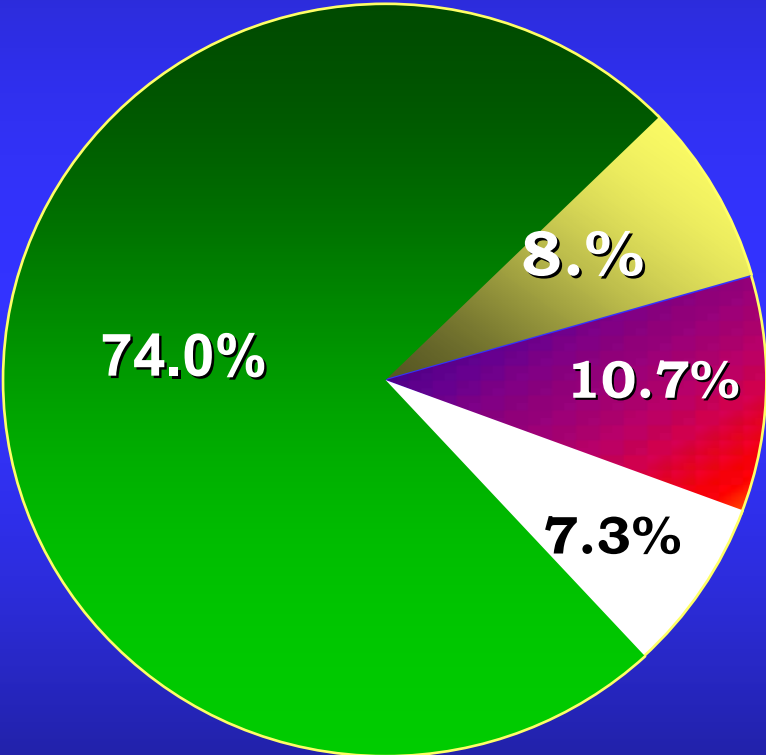


At every contact with a patient, where it would be natural to do so, you should dissuade him from smoking

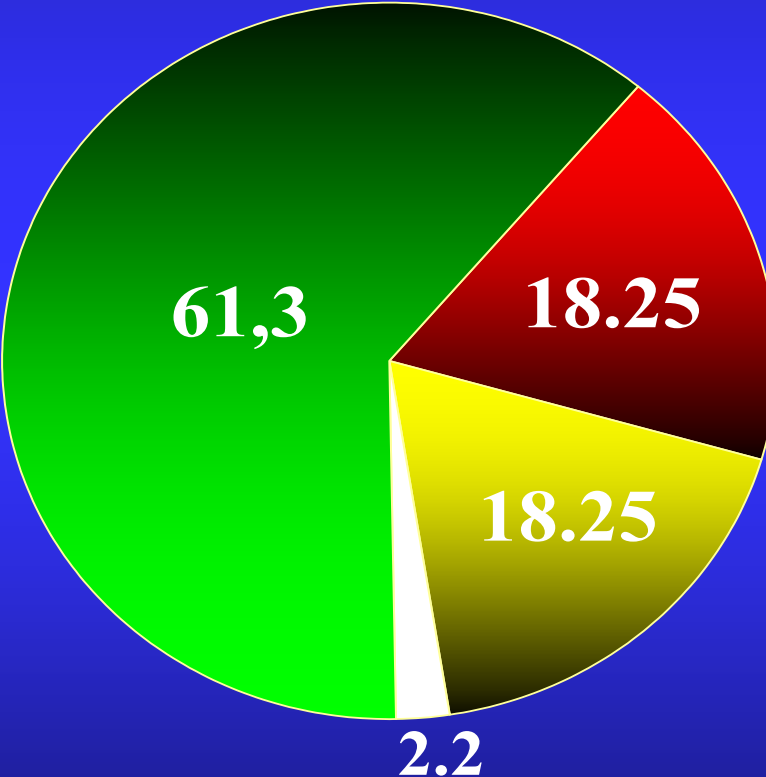


# SMOKING HABITS OF MEDICAL STUDENTS

1998



2001



 regular smokers  
 ex-smokers

 occasional smokers  
 non-smokers

# CONCLUSION

## PARTNERSHIP WAS A TRIGGER POINT

to activate the public  
mobilizing citizens and communities for better health  
**for tobacco-free live style**

Health professionals are community leaders  
*volunteered their time participating  
in a municipal smoking prevention program*

## DOCTORS FOR HEALTH



**PARTNERSHIP - FRIENDSHIP**



# 😊 **STRENGTHS** 😊

😊 **comprehensive law:**

**“THE ACT FOR THE PROTECTION OF THE NON-SMOKERS “**

😊 **international support (USAID, AIHA, WHO, ACS, ERS, ...)**

😊 **network of the State Health Institute**

😊 **collaboration with WHO programs like CINDI, Health Promoting Schools, Healthy Cities,...**

😊 **support of pharmaceutical companies (Glaxo, Eli Lilly, Merck,..)**

😊 **many others**

# **WEAKNESSES**

- ⊖ **National Tobacco Control Program was not accepted**
  - ⊖ **no financial budget for TCP**
- ⊖ **insufficient monitoring, evaluation, feedback of TCA**
  - ⊖ **no sponsors for TCA**
  - ⊖ **insufficient skills for activation of public**
  - ⊖ **no support of the health insurance companies**
- ⊖ **insufficient skills for TCA of health professionals, teachers**
  - ⊖ **limited observance of the tobacco act**
    - ⊖ **irregular school education**
    - ⊖ **limited support of massmedia**
  - ⊖ **no smoke-free sports competitions**
  - ⊖ **others**

# **EXTERNAL THREATS**

- less financial resources for TC activities
- less financial resources for science and research
- higher number of the poor, escalation of unemployment
- less financial resources for cessation therapy
- increase of transnational tobacco monopolies sponsorship (direct, indirect - cultural events, sports)
  - increase of cigarettes smuggling
  - others

# OPPORTUNITIES

- **working together - support of the international institution / WHO, USAID, AIHA, UICC, World Bank, EU, FAO, Red Cross,... /**
  - **exchange of experiences, new methods of TCA**
    - **increase of the number of volunteers**
    - **strong support for positive health images**
      - **cigarette promotion bans (sponsoring)**
  - **increased access to NRT and other cessation therapies**
    - **training of physicians and pharmacists**
      - **cooperation in scientific research**
  - **acceptation of the National Tobacco Control Program**
    - **support for/of FCTC**



# PARTNERSHIP



**„If you want to build a ship, do not look for constructor, wood or carpenters. But better make people desire the sea and they will build the ship themselves“.**

**Saint Exupery - paraphrased**