



Informative Guideline For World No Tobacco Day At National Level

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*Smoking is an epidemic that has destroyed
men and is targeting women today*

Prepare by

Tobacco Control Program

Ministry of Health

Kingdom of Saudi Arabia

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In the Name of Allah, the Most Compassionate, the Most Merciful

Introduction

Recent reports by the World Health Organization state that women constitute about 20% of tobacco smokers amounting to more than one billion persons in the world. However, this percentage is growing. We mention this striking truth at the time when the Kingdom of Saudi Arabia witnesses a significant positive reaction and cooperation at all governmental levels, civil sectors and human work societies, especially the anti smoking charitable societies. This also coincides with the World No Tobacco Day while we at the Ministry of Health, and in collaboration with WHO, are currently implementing the national study of smoking rates among the male and female youths, and another one among the education cadres, and a third among the male and female students of medicine and health colleges at the Kingdom-wide, and they are all to be topped by a comprehensive study conducted on all society segments to represent a useful guide in planning to effectively combat smoking in light of the unlimited support by our government leaders and encouraging follow-up by senior officials at the Ministry of Health, headed by HE Dr. Abdullah bin Abdul Aziz Al-Rabiah.

We are pleased, on the occasion of World No Tobacco Day celebrated on May 31 each year, to offer this booklet as a contribution. It contains guiding and informative files for individuals and bodies working in the field of combating smoking in our Kingdom, so that it contributes, in turn, to the celebration of the World No Tobacco Day of this year on May 31, 2010, directed by WHO to raise awareness about the warning from tobacco companies as they are targeting women. As a result, the program has been designed by the Ministry of Health to carry following slogan:

Smoking is an epidemic that has destroyed men and is targeting women today

This slogan carries two messages: (1) smoking is an epidemic and (2) tobacco companies have started to throw its malicious nets to catch new victims. They have started to deceive girls and women through direct and indirect misleading slogans. According to the World Health Organization's reports, women are a primary target of the tobacco industry that needs to attract new smokers to

replace half of current smokers who will die prematurely as a result of diseases caused by tobacco use.

We hope that celebrating this day all over the world will act as a strong push for the anti-smoking procession that must not stopped.

Dr. Majed bin Abdullah Al Munif

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World No Tobacco Day

A day each year to fight smoking throughout the year

Every year the world celebrates the World No Tobacco Day on May 31, which corresponds to Monday 17/06/1431H this year.

On that day, efforts are usually intensified to raise awareness about the dangers of smoking and tobacco use in all its forms and kinds, reinforce cooperation and coordination among the various concerned bodies to curb the global tobacco epidemic, expose the practices of the international tobacco firms posing a serious threat to the public health at the world level.

The majority of the WHO member states (193 countries) participate in celebrating the World No Tobacco Day.

This Day represents a great opportunity to throw more light on the informative messages on tobacco control at the national and world levels.

The attention directed to the World No Tobacco Day on the international community level can be used to attract the attention of world leaders, decision makers and the international media.

The theme of the World No Tobacco Day for this year will focus on the spread of the epidemic of smoking among men and women while focusing on the tobacco companies' plan to target young girls and women lately. Therefore, a special slogan was designed for the Kingdom of Saudi Arabia based on that set by the WHO for the World No Tobacco Day campaign for 2010. The KSA slogan is:

Smoking is an epidemic

Destroyed men and is targeting women today

Smoking... All are targeted

The great majority of smokers in the world are males and the percentage of female smokers is 20%, from among more than one billion smokers in the world, noting that the percentage of female smokers was only 9.3% in 2005.

Nevertheless, the previous rates are subject to change, as it is noted that male smokers rates are declining in the world while it is expected that the rates of female smokers will increase, and it may happen strongly and quickly.

The considerable increase in smoking rates in the countries where the number of young male smokers is equal to that of young female smokers causes much concern as to the future of that serious tobacco epidemic.

In fact, the introductory statement of the WHO Framework Convention on Tobacco Control stated a clear indication warning against the increasing rates of smoking and tobacco use in other ways among women and young girls at the world level.

Thus, the World No Tobacco Day Campaign will shed light on the importance of protecting women from hazards of using tobacco by delivering the following basic messages:

- 1- Tobacco firms mainly target women by depicting smoking tobacco, including the hookah, as a sign of femininity and keeping up with fashion. This comes as a cunning attempt to face the noticeable increase in the consensus of most people that smoking is socially unacceptable and unhealthy behavior.
- 2- Women as well as all other categories have the right to be effectively protected from the misleading tobacco advertisements based on sex, and from all the other means of promotion.
- 3- Women should not accept being treated as fools or silly creatures that become victims of tobacco advertising and promotional activities based on sex.
- 4- The society must protect women from the spread of smoking among them as is the case among men at the present time.
- 5- We are not helpless, but we can ban all forms of advertising for tobacco products, prevent tobacco promotional activities, and do not allow tobacco companies to finance or sponsor any social or other activities, whether directly

or indirectly. All this is provided for in the WHO Framework Convention on Tobacco Control.

6- We can protect others from the harms of compulsory smoking. This is called for by the WHO Framework Convention on Tobacco Control.

7- Male smokers bear the responsibility for protecting the women who live or work with them from the indirect smoking harms (secondary smoking).

World No Tobacco Day

Main Idea and Focus Point

The main slogan selected by World Health Organization for the World No Tobacco Day for this year (1431 H / 2010 AD) is: "Gender and tobacco with an emphasis on marketing to women".

At the KSA level, a slogan derived from that of WHO was phrased to represent our campaign in combating tobacco in 2010. Our slogan is:

Smoking is an epidemic

Destroyed men and is targeting women today

Components of the World No Tobacco Day... Ideas and Suggestions

- One Poster - Short Films
- **Actual publications about:**
- Women and tobacco
- Tobacco and female students
- Tobacco and pregnancy/productive health
- Women and hookah/chewing or non-smoking tobacco
- Women and compulsory smoking
- Women and tobacco marketing

- Men's role in fighting tobacco to protect women
- One promotional item
- Display stands including normal-size picture for women, representing various countries of the region, and carrying messages to combat tobacco
- Posters carrying informative messages derived from factual publications
- Grants or rewards
- Banners in the halls

All and Together to Launch the Activities of World No Tobacco Day in Kingdom of Saudi Arabia

Due to the importance of this campaign in strengthening smoking control efforts, it must be carefully planned to be launched at the national level, in addition to preparing the required materials that highlight the campaign concepts and deliver its main messages. Before launching the campaign, the concerned bodies are recommended to set the targets to be achieved, and to determine the groups targeted by the campaign.

Below are some of the ideas suggested as a reference guide, including a set of suggestions and tools that help in the process of launching the World No Tobacco Day campaign for the year 1431 H -2010 AD on the national level.

Setting the Objectives of Launching the Campaign

The general goal of launching the World No Tobacco Day is to intensify awareness about the harmful effects of smoking and the dangers of tobacco use, and to mobilize all possible means and available resources to address the world fatal epidemic of tobacco and stand against the malicious practices by the international tobacco industry, leading to the destruction public health. The essential purpose for launching the campaign is to attract the attention of top national leaders, decision-makers, and the media, benefiting from the attention paid by the international community for the World No Tobacco Day.

*** Identifying the Target Audience**

Efforts at the national level shall be focused this year on protecting women in particular, as well as the rest of society in general, from the tobacco dangers, preventing any marketing activities by the tobacco industry, and protecting women and society in general from indirect smoking dangers (i.e., passive smoking).

Determining the targeted groups will help reaching the desired targeted and the targeted audience should include the basic groups in society so as to ensure that the desired message is properly delivered.

It is recommended to direct calls to the following groups:

- Policy and decision makers
- Media and non-government organizations
- Female smokers
- Male smokers
- The general public.

Officially Launching the Campaign

The official launching of the World No Tobacco Day helps to attract the attention of the targeted audience and increase the interest of the public in the campaign.

*** Preparations for the Press Conference**

In order to deliver the required message to the largest domain at the national level, it should be focused during the preparation for the press conference on the conference content and implementation method. This will include:

- Developing the main message that will be the focus of the press conference.
- Specifying the introducers and speakers.
- Inviting representatives of official authorities, non-government organizations, and advocates of campaign.
- Informing press and other media, and following up through telephone calls.
- Preparing a press statement and publishing all useful available information on the Internet.

Finally, when preparing for the press conference, the organizers should address the logistic and visible details and practical points, and they should make sure that the conference includes interesting visual presentations that can be broadcast by TV and satellite channels, such as slogans, logos, banners and enlarged photographs, etc.

*** Following up Campaign Events**

The press conference is considered the starting point for the national campaign on the occasion of the World No Tobacco Day. It should be made sure that all the invitees, especially the official authorities, the media, and non-governmental organizations, have received sufficient information on issues related to smoking control, not to mention reminding them of the role they should undertake to protect themselves as well as others from healthy dangers caused by tobacco use, and the risk of exposure to secondary smoking (i.e., passive smoking).

Tobacco Use by Both Sexes: Facts and Information

The following facts and information regarding tobacco use by both sexes have been prepared by the Department of Studies and Systems, Department of

Development and Follow-up, and Feminist Section at the Tobacco Control Program adopted by the Ministry of Health, KSA.

Tobacco: Studies and Researches

Smoking of adolescent girls exposes them to breast cancer

A Canadian study confirmed that women who start smoking in their adolescence are more likely to develop breast cancer by 70% more than non-smokers. The study published at The Lancet medical journal added that younger women are more likely to develop breast cancer if they start smoking within five years of the age of puberty.

Smoking hookah is equivalent to smoking a pack of cigarettes

Christopher Loffredo of the Georgetown University Medical Center in Washington warned: "People who use these devices [water pipes] don't realize that they could be inhaling what is believed to be the equivalent of a pack of cigarettes [20-25 cigarettes] in one typical 30-60 minute session... because such a large quantity of pure, shredded tobacco is used." He explained that people think that the water absorbs toxins, and this is not true as the nicotine does not dissolve in water, and it contains cancer-causing substances.

Educational effects of indirect smoking (passive smoking) on children

A new study by Cincinnati Children's Environmental Health Center in America affirmed that the more children are exposed to passive smoking the less their performance is in reading and math subjects. The study conducted in the United States measured the extent of exposure to smoke environment through monitoring the cotinine rate in the blood (i.e., it is a matter excreted by the body as a result of exposure to nicotine), and added that the percentage of cotinine can be measured in blood, urine, saliva or hair. Dr. Kimberly Yolton, one of the researchers who conducted the study, was reported to say that such deterioration in levels have tremendous consequences on communities as millions of children around the world are exposed to passive smoking.

Smoking reduces women's age

A recent scientific research by CBS Statistics Agency stated that smoking reduces the age of female smokers with more than a decade (ten years) compared to men. In this study a comparison is made between the number of Dutch people who died of lung cancer in 2003 and the smoking patterns. This

showed that this habit has reduced the age of Dutch women more than it affected the age of men. According to the Agency, the rise in the number of Dutch women suffering lung cancer has been related since the seventies to the increase of the number of female smokers, while life expectancy for quitting Dutch men has increased with about five years since the seventies.

Smoking increases the risk of sexual impotence in men

A new medical study conducted on a sample of 7684 men by the Tulane University School of Public Health in America and published by the American Journal of Epidemiology found that smoking tobacco cigarettes increases the risk of suffering Erectile Dysfunction among men, and the higher the rates of smoking are the more risk of developing this type of sexual impotence.

Maternal smoking is the main cause of deaths among babies

A recent medical study by the Bristol Institute of Child Life and Health in England affirmed that smoking is the main cause of deaths among babies (i.e., premature babies) and showed that nine out of every ten mothers whose babies died prematurely used to smoke during pregnancy. The study, which is considered the most important in its topic, stated that women who smoke during pregnancy cause their babies to be more likely to die prematurely by four times higher than the children of non-smoking women. According to the Foundation for the Study of Infant Deaths, 300 babies aged between one month and four months die every year in England suddenly and unexpectedly, and the death of infants is the biggest killer and exceeds the numbers of those who die because of road accidents, leukemia and meningitis collectively.

Tobacco Industry Targets Women

Tobacco industry's marketing campaigns targeting women in the developing countries, particularly Asia, increase the smoking rates among women which used to be low.

The tobacco industry targets women through a promotional strategy associating smoking with femininity, sophistication and independence according to the Western style.

Tobacco companies introduce new brands specifically for women and sponsor activities with special appeal to women, such as popular parties, art exhibitions, sporting events and beauty contests.

Tobacco companies also target women through watching attractive scenes and propaganda involving smoking in movies. Further, they stress on how such advertisements equal between women's liberation and lighting a cigarette. An image which is really harmful.

Smoking Harms the Beauty and Femininity of Women

Smoking is associated with a wide range of harms that affect the skin health in general and aesthetic health, in particular. Although when we talk about smoking, the topic is directly related in our mind to lung cancer and cardiovascular diseases. This does not exclude the negative and harmful of smoking on the different organs of the body, including the skin. There are some evidence that women's skin is more vulnerable to the bad effects of smoking than that of men.

Beauty of Woman's Hair

Smoking has negative effects on the health and beauty of women's hair, as the Oxygen going to the roots of hair decreases, which causes the hair to lose its beauty and become weak, brittle, and unlively. Also, hair starts to fall due to the death of cells in follicles as a result of the poisonous chemicals in tobacco, and the blood vessels feeding the roots of hair are affected, causing baldness and hair loss.

Health and Beauty of Mouth and Teeth

The teeth of female smokers differ from those of non-smokers, as smoking causes the color of the teeth to change, more than the effect caused by tea and coffee, which, consequently, affects the aesthetic look for the teeth. Smoking also causes bad breath, as it is a common cause of bad breath and adversely affects the senses of taste and smell.

Health and Beauty of Eyes

Have you ever looked at a woman while inhaling smoke? And you, the one who smokes, have you ever seen yourself in the mirror while smoking? How your face is covered with wrinkles around your eyes causing them to lose their bright.

Woman's Voice

A woman's voice may be one of the keys of her femininity and beauty. The quiet voice and soft tone are a source of attraction that reflects her personality. Let's ask you: Have you ever heard the voice of a female smoker? And you, smoking women, have you tried to record your voice and listen to it?

When someone catches cold or suffers sore throat and his/her voice becomes husky and hoarse, we ask: Are you a smoker? When someone is infected with chronic cough, we also ask the same question. Smoking negatively affects the softness and sweetness of a woman's voice and makes it harsh.

Effect of Smoking on Estrogen

The menstrual cycle disorders, early menopause, osteoporosis, heart diseases, and increase in the rate of breast cancer are problems afflicting female smokers more than non smoking females. How is that?

The common factor between all these cases is the unnatural decrease in the Estrogen hormone level in the blood as a direct result of smoking.

Smoking negatively affects the vital processes of the estrogen in liver leading to a number of results, including the formation of non-functional estrogen, increase in discharging it from the body, or increase in the protein associated with estrogen. The final outcome for all this is the decrease in the level of

functional estrogen in the blood. However, even if the estrogen level in the smoking woman is normal, this level is normal in only quantity not function. Such low level of estrogen results in disorders in many of the organs and functions of a woman's body which depends on that hormone to function normally.

Statistics of smoking in Saudi Arabia

1 - According to a study carried out by the anti-smoking program in the Ministry of Health in 1427H

	Independent variable	Sample size	Smoker numbers	Proportion of smokers (confidence limits 95%)
	Total sample size	6818	1473	21,6(21-23)
Nationality	Saudi	4816	953	19,8(19-21)
	Arab resident	2002	520	26(24-28)
Sex	Male	3603	1290	35(33-37)
	Female	3215	183	5,7(5-6)
Age	15-19 year	1080	164	15(13-17)
	20-29 year	2281	545	24(22-26)
	30-39 year	1915	423	22(20-24)
	40-49 year	1012	225	22(19-25)
	50years & above	530	116	21(18-25)
Cities	Jeddah	1478	370	25(23-27)
	Riyadh	1568	396	25(23-27)
	Eastern region	1353	230	17(15-19)
	Makah	478	86	18(15-21)
	Al-Madinah	409	70	17(13-21)
	others	1532	321	21(19-23)

2- The world survey on smoking among youth in the Kingdom of Saudi Arabia (2007) conducted under the Tobacco Control Program adopted by the Ministry of Health in collaboration with WHO.

Smoking tobacco rate among youth:

- 29.7% of students tried smoking in their life (males = 39.5% - females = 16.1%)
- 19.3% currently use a kind of tobacco (males = 24.2% - females = 11.2%)
- 8.6% currently smoke cigarettes (males = 10.4% - females = 2.7%)
- 14.2% currently use other tobacco products (males = 15.8% - females = 9.9%)
- 8.7% currently smoke hookah (males = 10.4% - females = 3.7%)

Smoking tobacco rate among youth:

- 44.1% believe that smoking boys have many friends and 32.2% believe that smoking girls have many friends.
- 32.9% believe that smoking boys are more attractive and 24.6% believe that smoking girls are more attractive.

Access to tobacco by current smokers

- 16.8% smoke at home
- 47.7% buy cigarettes from stores
- 77.7% buy tobacco products from stores that do not refuse to sell to the young

Environmental tobacco smoke (indirect smoking – passive smoking)

- 29.4% of youth live with smokers
- 38.9% are surrounded by outdoor smokers

- 73.4% believe that smoking should be banned in public places
- 60.8% believe that exposure to smoke from others affects their lives and harms them
- 24.8% have either or both parents smoking
- 10.1% have most or all of their friends smoking

Quitting smoking by current smokers

- 70.9% want to stop smoking
- 62.8% tried to quit smoking last year

School curricula

- 59.3% were informed about the dangers of smoking during the last year
- 36.7% discussed at schools the reasons that made their peers smoke during the last year
- 46.7% were informed about the general effects of tobacco during the last year

Significant Points:

- 1- About 1 out of every 5 students currently use a kind of tobacco, 9% smoke cigarettes, and 14% use tobacco products other than cigarettes.
- 2- The percentage of exposure to environmental smoke (indirect smoking) is high: 3 out of every 10 students are exposed to smoke in their houses from surrounding smokers, more than 4 out of every 10 are exposed to smoke in public places, and about one quarter of all students have a parent smoker.
- 3- 6 out of every 10 believe that smoke exhaled by smokers harms them.
- 4- About three quarters of students believe that smoking should be banned in public places.
- 5- 7 out of every 10 smokers want to quit.

Final Outcome

If no action is made, the epidemic resulting from women's use of tobacco will aggravate. The WHO and its member states have undertaken to do all that they can to prevent the occurrence of that expected disaster. Limiting tobacco marketing campaigns targeting women should be the pivotal element for any strategy put to combat tobacco. All necessary measures should be taken to prevent the aggravation of tobacco epidemic among women, especially those in the low- or medium-income countries, suffering the hazards of compulsory smoking and forming the most absorbent new market for tobacco. For more updates about the activities and directives of the Tobacco Control Program in the Ministry of Health, KSA, as regards the celebration of the World No Tobacco Day, kindly visit the Program's website:

www.tcp-sa.org