TOBACCO CONTROL AND ADVOCACY IN YOUTH

Philippines
Background

- The Philippine Ambulatory Pediatric Association (PAPA) is an organization of generalist pediatric clinicians dedicated to the improvement in the healthcare of the Filipino children.
- Various public health preventive and advocacy campaigns:
  - Tuberculosis
  - Health Care Prevention
  - Literacy
  - Tobacco Control
In March 2010, during the 15th Annual PAPA Convention, some of the highlights were a focus on the role of pediatricians in tobacco control among children

– Physicians may know tobacco effects but lack the skills needed to advocate for tobacco control
– Physicians are a major force needed in the community for tobacco control advocacy
Background

– Influence families to prevent and reduce tobacco use and second hand smoke exposure among children and youth
– Champions, advocates and spokespersons for changes in policies and social norms and supporting youth cessation programs
Background

• In August 2010, PAPA adapted the Basic Tobacco Intervention Skills training module from the Guam version (Adapted from the University of Arizona)

Training Pediatricians to Advise Parents and Youth
Background

- BTIS renamed to

(Brief Advice for Smoking Cessation)
How we implemented the project

- Training modules and materials
  - BASiC (Brief Advise on Smoking Cessation) Manual
  - Algorithm on giving brief advise
  - Video role-play on brief advise
  - Pre-and post-test assessment forms
How we implemented the project

- Trainings on BASiC were given to select pediatric healthcare providers from different cities and municipalities.
Tarlac

Sorsogon
Medicine of the Philippines, INC. (SAMPI)
## Project activities /photos

<table>
<thead>
<tr>
<th>City / Municipality</th>
<th>Date</th>
<th>No. of Participants</th>
<th>Designation</th>
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<tr>
<td>Mandaluyong City</td>
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<td>MDs</td>
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<td>Tarlac</td>
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<td>Leyte</td>
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<td>Sorsogon</td>
<td>17-Feb-2011</td>
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<td>MDs, RN</td>
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## Project activities /photos

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Number</th>
<th>Roles and Responsibilities</th>
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<tr>
<td>Cebu City</td>
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<td>MD, RN, RM, Dentist, Health Director, Jail Nurse</td>
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<td>NCD Nurse Coordinators, MD, BHW</td>
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<td>Professors, RN, NGO, MDs,</td>
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<td>MD, RN, TB DOTS Coordinators, RM</td>
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</table>
BASiC Courses

Orientation and

Brief Advice for Smoking Cessation

Training in City of Santiago, Isabela
Challenges and obstacles
Beyond BASiC

• Lack of resources
  • Financial
  • human resources
  • Need Quit Clinic/Resource Center
• Constraints because of physical distance between sites, time constraints
Medical treatment

MOTIVATIONAL INTERVIEWING (MIND)

Brief Advice for Smoking Cessation
Objectives of the Project

Establish a pilot “children and tobacco" resource centre in two sites (Metro Manila and Negros Oriental)
How we planned the project

- Key persons from both sites were identified to lead in the development of the resource centers:
  - University of the Philippines-Philippine General Hospital
  - Silliman University in Dumaguete City, Negros Oriental
How we planned the project

PGH

Silliman University
How we planned the project

• Meetings were conducted in order to discuss issues with the development of the resource centers.
  – Focus of the centers will be children and adolescents
  – Four arms of the resource center have been identified
    - Research
    - Training
    - Service
    - Advocacy - public policy
SERVICE

• Developed Standard Clinic Forms for use on patients given brief advise
ADVOCACY

• Developed IEC materials and posters for use in the resource centers
"Stop smoking! Start with the BASiC"
Project achievements and outcomes

• Started the process of Establishing a Tobacco Resource Center in Manila (PGH) and Dumaguete City Negros Oriental (Silliman University)

• Trained select pediatric healthcare providers from both sites to serve as future trainers

• Developed IEC Materials, standard clinic forms for BASiC and training manual and materials for use of the resource centers
The way forward

• Formulate ways for the centers to become sustainable
  • Expansion of BASiC
    • medical/nursing/paramedical
    • Local organizations and lay people
      • Teachers
      • Parents
      • School children
  • Elicit support from LGUs, NGOs, local civic groups, etc.
The way forward

• Mobilize the network of pediatricians for advocacy on tobacco control policies and regulations in the sites; and

• Produce materials for use by the resource centers.
The way forward

• Create and formalize these tobacco resource centers and subsequently to expand its operations to nearby areas
  ➢ Expansion of training on BASiC as well as MIND (intensive intervention)
  ➢ Encourage research on tobacco cessation
  ➢ Expansion of service on tobacco cessation to nearby areas
  ➢ Encourage Advocacy on tobacco control
The way forward

• Incorporate BASiC in existing programs
  • TB DOTS
  • IMCI counselling

DAVAO CITY 2011
Clark Pampanga 28-Sep-2011
The Future

• Formalize a coalition to include a multi-sectoral group
  a. Local chief executives
  b. Government Agencies
  c. Media -- broadcasters and journalists
  d. Children and Youth Groups
  e. Medical, Nursing and Paramedical Organizations