

CARMONA: 100% SMOKE-FREE CAMPAIGN

With the alarming increase of fatalities due to lifestyle diseases, the Municipality of Government of Carmona through its Municipal Health Office sought of ways to promote healthy lifestyle and curb the occurrence of lifestyle- related diseases.

In 2006, Direct Access to Healthy Lifestyle Intervention and Advocacy (D.A.H.L.I.A.) was introduced to Carmona as a holistic campaign that aims to promote healthy lifestyle among the people of Carmona.

In 2010, responding to the call of the times and trends, the LGU started the research and move for the enactment of a local law that will prohibit smoking and protect the vulnerable population against the harms of smoking and second hand smoke.

In 2011, we took advantage of the second run of the Community-based Monitoring System (CBMS) to finally get an idea of the statistics of smoking in the municipality of Carmona. We added a Rider Questionnaire on smoking, which basically asks about the incidence and frequency of smoking in households.

Address : _____ Brgy: _____ HH ID#: _____

1. Meron bang naninigarilyo na miyembro ng inyong pamilya?
 Meron Wala

2. Ilan ang naninigarilyo sa inyong pamilya?
 1 2 3 o higit pa

3. Gaano kadalas maninigarilyo ang sinuman sa kasama ninyo sa bahay?
 Araw-araw Lingo-lingo Madalang sa 1 buwan Hindi kailanman

4. Sa iyong pagbisita o pagkonsulta sa doctor/ health center/ clinic nitong nakaraan 12 buwan, may pagkatakaon bang nabigyan sila ng payong tumigil sa paninigarilyo?
 Meron Wala

Sample of the Smoking Rider for the CBMS in 2011

From the said census, we learned that 64% of households in Carmona have at least one smoker, that's a stunning 12,500 households or 50,000 individuals exposed to the hazards of smoking.

By the end of 2011, **Municipal Ordinance No. 009 – 2011: "An Ordinance Prohibiting the Use, Consumption, Sale, Distribution and Advertisement of Cigarettes and other Tobacco Products in Certain Places, Imposing Penalties for Violations thereof, Providing Funds therefore, and for other purposes"** was passed by the Sangguniang Bayan.

The said ordinance spurred the development of information and implementation strategies that the LGU will employ to curb smoking and protect the community from its harms. Realizing the power of information, we started with the massive information campaign which included the creation and conceptualization of an Ordinance Primer, printing of graphic health warning tarpaulins, No Smoking stickers and public announcements which were disseminated to different sectors which includes the municipal employees, transport groups, manufacturing companies and other industries, retail store operators, computer shop operators, schools and other learning institutions, government offices, senior citizens and different NGOs.



Photos of health warnings and stickers

There was also an information drive on the hazards of second hand smoke, which was particularly focused on the vulnerable group, which included children (16,227), senior citizens (4,235) and pregnant women (2,258).

"Smoking and exposure to secondhand smoke kills. Help establish 100% smoke-free environments."

BAWAL MANIGARILYO sa mga Pampublikong Lugar sa Carmona

Noong ika-23 ng Disyembre 2011, ipinasa na ng Sangguniang Bayan ng Carmona ang panukalang ordinansa na nagbabawal sa paggamit, pagbibenta, pamamahagi at pagpapalantas ng sigarilyo at iba pang produktong tabako sa ilang mga lugar sa Carmona at ang pagpapalitan ng kagamitanan sa paglalagay nito.

Ang ordinansa ito ay ang MUNICIPAL ORDINANCE NO. 009-2011 o ang "Smoke Free Ordinance of the Municipality of Carmona, Cavite."

Bakit kailangan natin ng Smoke Free Ordinance?

1. Alinsunod sa Saligang Batas na ang pamahalaan ay itataguyod ang katasugang pangkalusugan ng lahat ng Pilipino.
2. Alinsunod sa Local Government Code, Philippine Clean Air Act of 1999 (RA 8749), Tobacco Regulation Act of Framework Convention on Tobacco Control na naglalayon na palalaban ang paggamit ng pagpapalitan sa kahit na ng paggamit ng tabako o sigarilyo.

Para sa mga katanungan, makipag-ugnayan sa:
MUNICIPAL HEALTH OFFICE
Main Health Center
J.M Loyola St., Carmona, Cavite
(046) 430-2372 / 430-3010

Para sa pagreport ng mga lumalabag sa ordinansang ito, Maari kayong tumawag sa PNP hotline (046) 430-0911.

Leading Causes of Death in Carmona 2010 Data

At the same time, the Smoking Cessation Clinic was upgraded to support, coach and counsel smokers who are willing to quit.

With these mechanisms and strategies being implemented, after its first year the program produced 15 successful quitters from different sectors. In

2012, the Health Index on mortality ranked Chronic Obstructive Pulmonary (COPD) Disease number 6 with 19 deaths, this dropped to number 7 in 2013 with 17 deaths.



Table 1: Causes of Mortality in 2012

CAUSE	NUMBER	RATE
1. CVD	44	0.51
2. AMI	34	0.39
3. Shock	34	0.39
4. Electrolyte Imbalance	30	0.35
5. Cancer	24	0.28
6. COPD	19	0.22
7. CRF	13	0.15
8. Pneumonia	11	0.13
9. Hepatic Failure	6	0.07
10. CHF	6	0.07

Source: Municipal Health Office

Table 2: Causes of Mortality, 2013

CAUSE	NUMBER	RATE
1. AMI	42	0.50
2. Electrolyte Imbalance	34	0.41
3. Cerebro Vascular Disease	31	0.37
4. Cancer	30	0.36
5. Renal Failure	22	0.26
6. Sepsis	18	0.22
7. COPD	17	0.20
8. Pneumonia	15	0.18
9. Hypoxic Encephalopathy	14	0.17
10. Vehicular Accident	8	0.10

Source: Municipal Health Office

Aside from this, establishments in Carmona immediately complied and that no tobacco advertisement will be seen anywhere, not all retail stores were also granted permit to sell tobacco products. A task force composed of stakeholders was also created as partners to the implementation. The municipal civil security unit and barangay LGUs were tapped as smoke-free enforcers who reprimand individual and establishment-violators.



In response to the said program and to address the rising number of teen smokers, a youth organization called KAME PA! or Kabataang Ayaw sa Masamang Epektong Paninigarilyo at Alak composed of high school students who serve as advocates against teen smoking and drinking was formed by the Carmona National High School.



Back in 2011, before the ordinance was passed, Municipal Mayor Dahlia Loyola summoned all the smoker-employees and encouraged them to quit and serve as good examples for the citizens – preparing for the passage of the ordinance on the same year. She wanted to gauge the effectivity of the implementation within the Local Government before venturing out into the municipality.

The efforts finally paid off in 2013 when the Department of Health recognized Carmona as one of the Red Orchid awardees, for its 100% tobacco-free environment. The factors what were crucial for the said award were: (1) presence of a comprehensive smoke-free ordinance; (2) massive information and awareness drive; (3) ban on tobacco advertisements; (4) presence of a Smoking Cessation Clinic; (5) Smoke-free schools and establishments; (6) LGU's smoke-free policies; (7) presence of a Smoke Free Task Force; (8) presence of Smoke-free Enforcers; (9) Available LGU fund for the campaign; and (10) presence of youth organization (KAME PA).



The impacts of the program are also evident through the overwhelming support during the public hearing about the ordinance, the pledge of commitment of different sectors during different orientations conducted, feedback of concerned citizens through texts and calls expressing their support, expression of support of the

different sectors through billboards and parents and teachers of CNHS referral of students for smoking cessation counseling.

Smoking is vice that has to be addressed on a personal level. People who smoke, consider it as a form of stress reliever, escape from problems, time-consumer and even as a mere hobby.

Through decades, debates about smoking have been around the world and campaigns against tobacco and its use have been existent since time immemorial. But efforts yield minimal success since motivation to quit should come from a personal level.

But we believe in the power of knowledge and that as we are beginning the information campaign now, we reduce the projected incidence in the future. By making the people aware of the existing ordinance and the harms of smoking, we lessen their interest to tobacco products. By implementing the ordinance on the societal level, we decrease their access to tobacco products.

We still have a long way to go in terms of eradicating smokers by making them quit but by knowing who and where they are, we know that we can get the message across and hopefully, convince them.