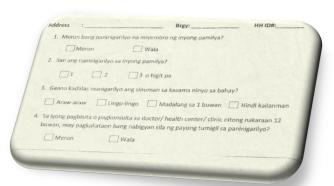
CARMONA: 100% SMOKE-FREE CAMPAIGN

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.



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.

[CONTENDER FOR BEST LGU COMMUNITY DEVELOPMENT PROGRAM DESIGNED AND IMPLEMENTED BASED ON CBMS RESULTS]

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).



[CONTENDER FOR BEST LGU COMMUNITY DEVELOPMENT PROGRAM DESIGNED AND IMPLEMENTED BASED ON CBMS RESULTS]

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 34 2. AMI 0.39 34 0.39 3. Shock 4. Electrolyte Imbalance 30 0.35 5. Cancer 24 0.28 6. COPD 19 0.22 7. CRF 13 0.15 8. Pneumonia 0.13 11 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.



[CONTENDER FOR BEST LGU COMMUNITY DEVELOPMENT PROGRAM DESIGNED AND IMPLEMENTED BASED ON CBMS RESULTS]

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

Municipality of Carmona

Province of Cavite

[CONTENDER FOR BEST LGU COMMUNITY DEVELOPMENT PROGRAM DESIGNED AND IMPLEMENTED BASED ON CBMS RESULTS]

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.

CARMONA: 100% Smoke-Free Campaign