

# **Consultation for smoking cessation**



## 《上海市公共场所控制吸烟条例》

规定所有室内公共场所、工作场所和公共交通工具全面禁烟

如果您遇见违法吸烟行为:



# Shanghai implements stricter smoking ban

- Source: Xinhua 2017-03-01 23:29:57
- SHANGHAI, March 1 (Xinhua) -- A stricter smoking ban took effect on Wednesday in Shanghai, **banning smoking in indoor public places, workplaces and public transport.**
- The new regulation bans smoking in indoor areas of hotels, restaurants, entertainment venues, as well as airports, and train and port stations.
- It also **prohibits smoking outdoors at certain public venues visited by children, including schools, after-school educational institutions and children's hospitals.** Outdoor auditoriums in stadiums are also subject to the ban.
- The ban was passed by the municipal legislature in November. It is an amendment to the city's tobacco control rule implemented in 2010.
- A recent survey showed **23.3 percent of adults in Shanghai were smokers, about 4.89 million people.**
- Individual violators of the new ban can be fined 50 to 200 yuan (7.2 to 29 U.S.dollars), and venue operators violating the ban face fines up to 30,000 yuan.
- China has **316 million smokers, with a further 740 million** exposed to second-hand smoke.



HOME >> METRO SHANGHAI

## Shanghai authorities mull legislation changes for a smoke-free city

By Yang Lan Source:Global Times Published: 2016-5-30 18:18:01



2



Students promote tobacco control on the street. Photo: IC



### DAILY QUOTES >>

When there are growing signs of political chaos, public opinion is bound to oppose it.

Global Times

### Popular on People's Daily >>



China to cultivate more skilled workers



Chinese web novels help American man to



Latest news: Babysitter Sparks Internet Fury By Forcing Baby To Eat Rice Paste

HOME » METRO » SOCIETY

## Smoking rooms 'do not protect public'

By Yang Jian | May 30, 2016, Monday | PRINT EDITION



Smoking rooms at local airports, railway stations, hotels and other public areas do not adequately protect non-smokers from passive exposure to smoke, according to a study released yesterday by Fudan University.

The density of PM2.5 — fine particle pollution — near the entrance of a smoking room can reach up to 900 micrograms per cubic meter, said Professor Zheng Pinpin, the head of the smoking control research center at the university. The national safety standard is 75 micrograms and the World Health Organization considers anything higher than 25 to be unsafe.

The story appears on  
**Page A5**  
May 30, 2016

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Boy on bike killed in collision

# Basic information about tobacco

**Tobacco is the only consumer product proven to kill more than half of its regular users**

# Tobacco Kills More Americans Each Year Than Alcohol, Cocaine, Crack, Heroin, Homicide, Suicide, Car Accidents, Fires and AIDS combined

## Annual Number of Deaths:

Tobacco .....	434,000 <sup>1</sup>
Secondhand Smoke .....	53,000 <sup>2</sup>
Alcohol (incl. drunk driving) .....	105,000 <sup>3</sup>
Cocaine & Crack .....	3,300 <sup>4</sup>
Heroin & Morphine .....	2,400 <sup>4</sup>
Homicide .....	22,000 <sup>4</sup>
Suicide .....	31,000 <sup>4</sup>
Car Accidents .....	25,000 <sup>5</sup>
Fires .....	4,000 <sup>5</sup>
AIDS .....	31,000 <sup>6</sup>

<sup>1</sup>U.S. Centers For Disease Control, 1988 data

<sup>2</sup>U.S. Environmental Protection Agency, ETS Compendium, 1986 data

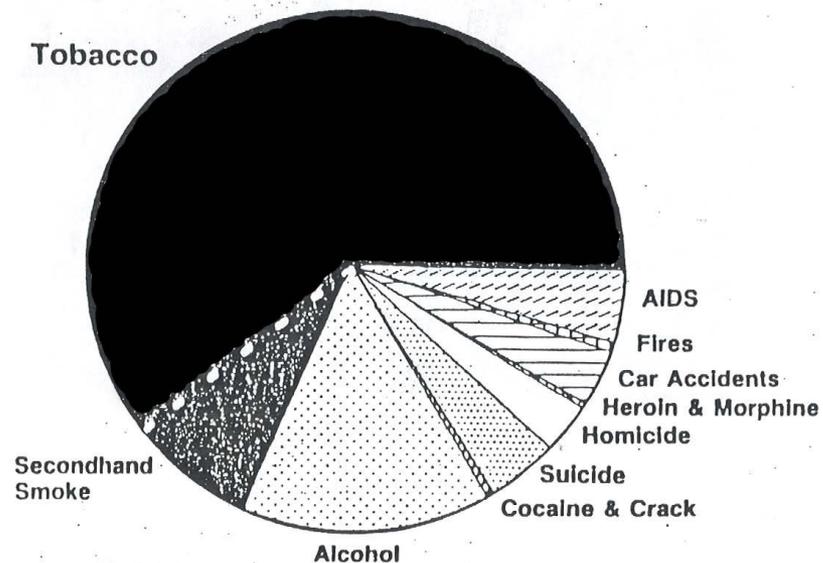
<sup>3</sup>U.S. Centers For Disease Control, 1987 data

<sup>4</sup>National Center For Health Statistics, 1988 data

<sup>5</sup>National Safety Council, 1989 data

<sup>6</sup>U.S. Centers For Disease Control, 1990 data

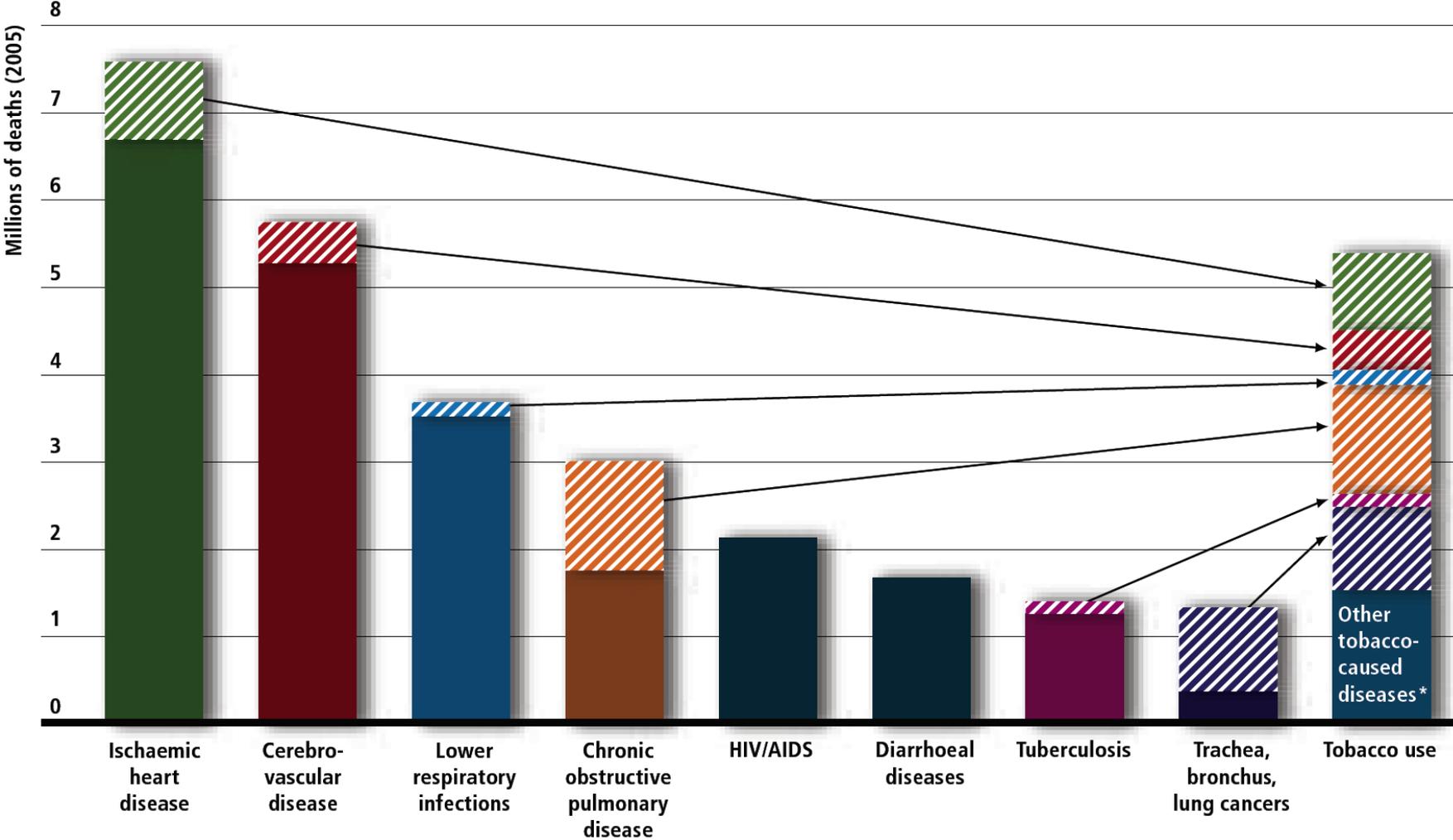
Causes of Death  
Tobacco vs. Other





50% of these smokers will die in middle age (ages 30-69)

# Tobacco Is a Risk Factor for 6 of the World's 8 Leading Causes of Death



*Hatched areas indicate proportions of deaths related to tobacco use.*

# Future Tobacco Deaths By 2025

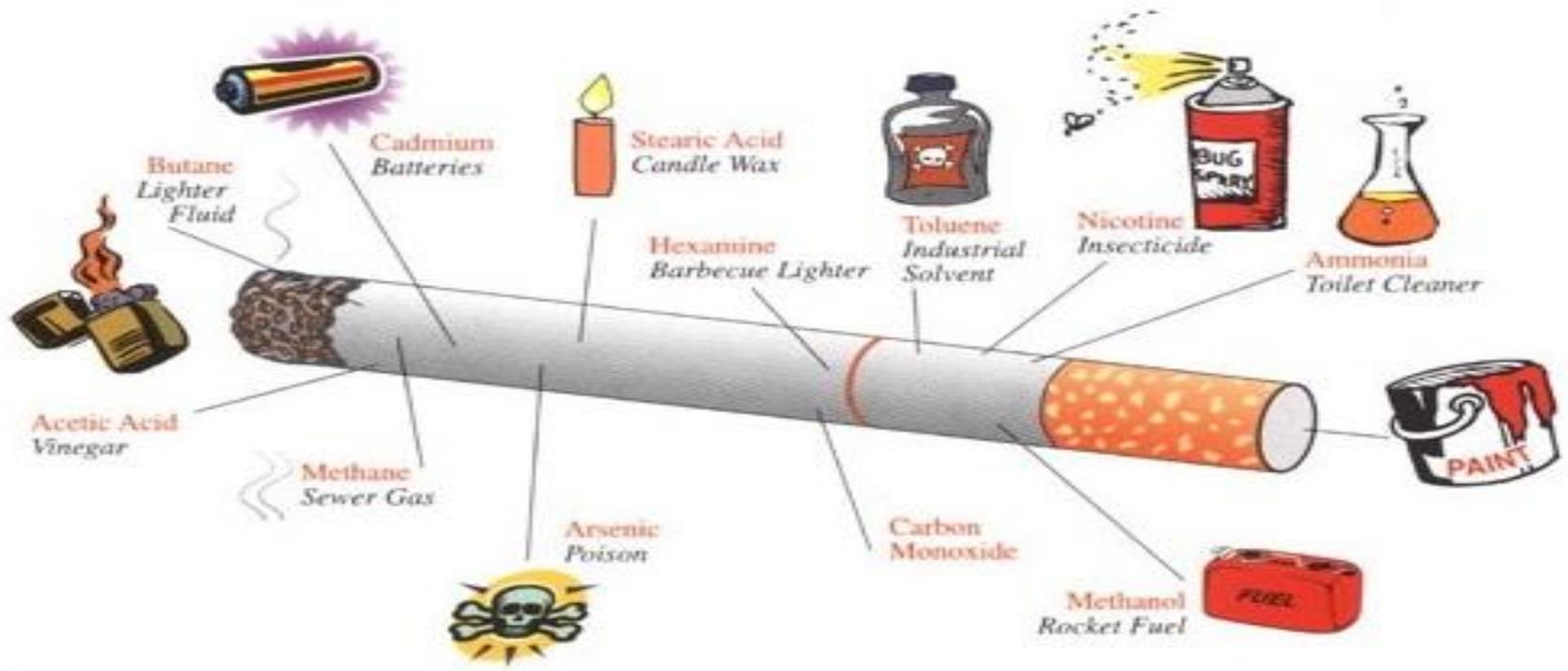
- 10 million deaths every year
- 7 million in developing world – Asia
- Will eventually kill 650 million smokers – 10% of current world population
- Tobacco expected to kill 1 billion people in this century!

# Chemical Box:



## What's in Tobacco?

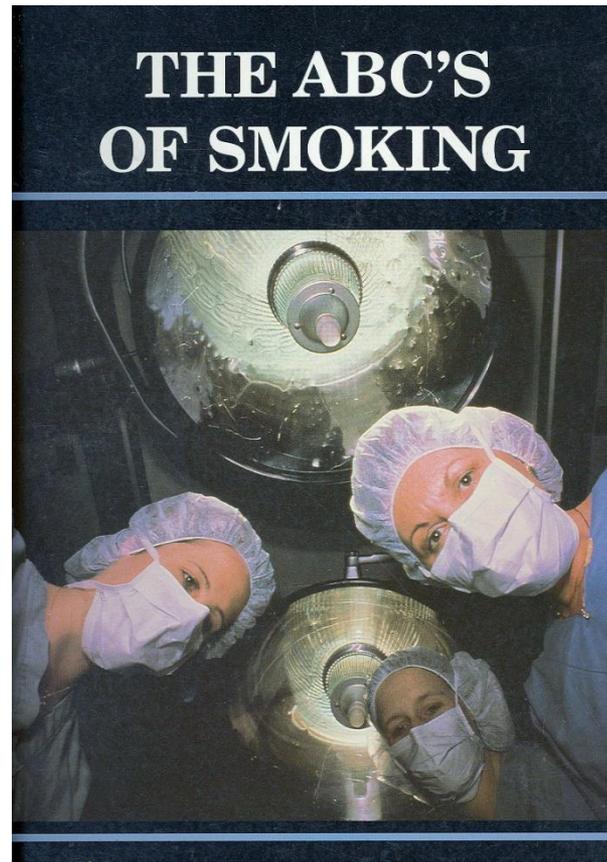
- ★ Tar: black sticky substance used to pave roads
- ★ Nicotine: Insecticide
- ★ Carbon Monoxide: Car exhaust
- ★ Acetone: Finger nail polish remover
- ★ Ammonia: Toilet Cleaner
- ★ Cadmium: used batteries
- ★ Ethanol: Alcohol
- ★ Arsenic: Rat poison
- ★ Butane: Lighter Fluid



69 Carcinogens, 11 have been prove to the First Grade Carcinogens by IARC.

What are the tobacco-related diseases that are contributing to all these deaths?

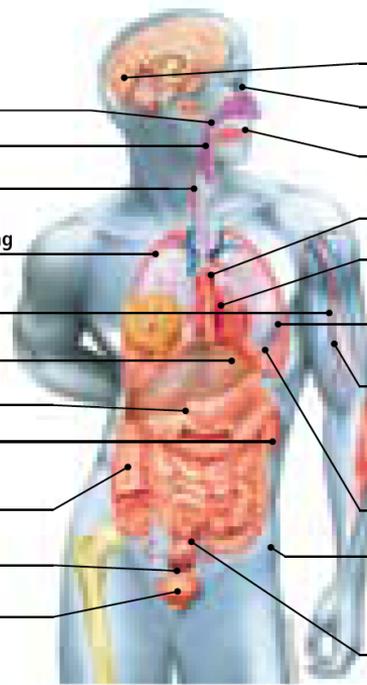
Tobacco use: The single largest cause of preventable death.



# Smoking and Second-Hand Smoke Damage Virtually Every Part of the Body

CANCERS	CHRONIC DISEASES
Larynx	Stroke
Oropharynx	Blindness, Cataracts
Oesophagus	Periodontitis
Trachea, bronchus or lung	Aortic aneurysm
Acute myeloid leukemia	Coronary heart disease
Stomach	Pneumonia
Pancreas	Atherosclerotic peripheral vascular disease
Kidney and Ureter	Chronic obstructive pulmonary disease (COPD), asthma, and other respiratory effects
Colon	Hip fractures
Cervix	Reproductive effects in women (including reduced fertility)
Bladder	

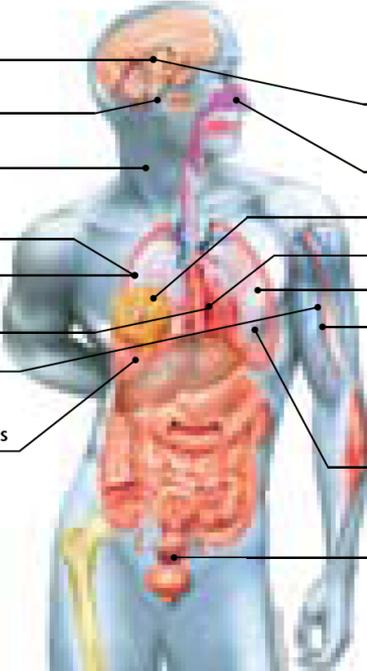
*Smoking*



## *Second-Hand Smoke*

CHILDREN	ADULTS
Brain tumours*	Stroke*
Middle ear disease	Nasal irritation, Nasal sinus cancer*
Lymphoma*	Breast cancer*
Respiratory symptoms, Impaired lung function	Coronary heart disease
Asthma*	Lung cancer
Sudden Infant Death Syndrome (SIDS)	Atherosclerosis*
Leukemia*	Chronic obstructive pulmonary disease (COPD)*, Chronic respiratory symptoms*, Asthma*, Impaired lung function*
Lower respiratory illness	Reproductive effects in women: Low birth weight; Pre-term delivery*

\* Evidence of causation: suggestive  
Evidence of causation: sufficient



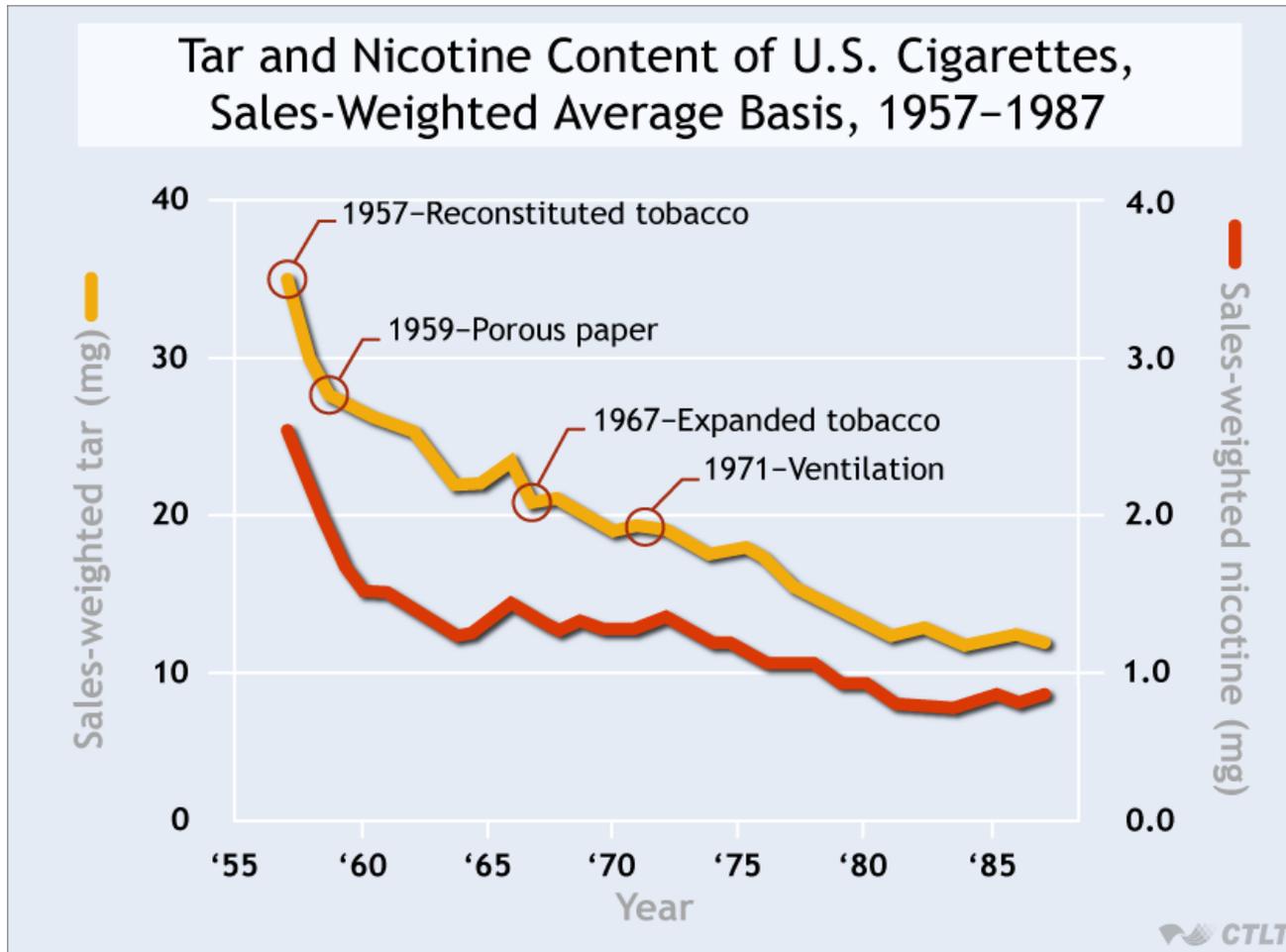
# Secondhand smoke:



# The Changing Cigarette.

- **Since 1955, the United States sales weighted average smoke yields have declined from 38 mg tar and 2.7 mg nicotine/cigarette to 13.5 and 1.0 mg, respectively.**

# The



Source: adapted by CTLT from U.S. Surgeon General's Report. (1989). Update with Monograph 13.

# Is low tar cigarette safer?

- Failed to appreciate two important realities.
  - First, smokers may change the way they smoke in order to preserve their intake of nicotine.
    - Inhale deeper, larger and more frequent puff
    - Increase the number of cigarettes smoked per day
    - Switch to high tar yield cigarettes
  - Second, tobacco companies are able to produce cigarettes that would yield very low tar and nicotine values when machine smoked, but yielded much higher levels of tar and nicotine when smoked by the smoker.

酒可助兴，亦可伤身。

节日期间，请适量饮酒，尽量选择低度酒。

低一点，更健康！



低危害烟草，更多科技含量，给身体更多关爱！

中国烟草总公司出品  
中国烟草总公司出品  
中国烟草总公司出品  
中国烟草总公司出品



# The Changing Cigarette: Advertising

*Not only . . .*

**LABORATORY TESTS . . .** which

- showed edema of the rabbit conjunctiva averaging 2.7 from the smoke of ordinary cigarettes . . . compared with 0.8 from PHILIP MORRIS Cigarettes.

*But also . . .*

**CLINICAL TESTS . . .** which

- showed that when smokers changed to PHILIP MORRIS, substantially every case of irritation of the nose or throat due to smoking cleared completely or definitely improved . . .

*. . . conclusively prove*

**PHILIP MORRIS CIGARETTES**

to be definitely and measurably

**LESS IRRITATING**

Philip Morris & Company, Ltd., Inc., 115 Fifth Avenue, New York

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new blend—Country Doctor Pipe Mixture. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

*"I'm going to grow a hundred years old!"*

*. . . and possibly she may—for the amazing strides of medical science have added years to life expectancy*

It's a fact—a warm and wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother's, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier. Thank medical science for that. Thank your doctor and thousands like him . . . making ceaselessly, often with little or no public recognition . . . that you and yours may enjoy a longer, better life.



*According to a recent Nationwide survey:*

**More Doctors smoke Camels**  
*than any other cigarette!*

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 111,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

The answers came in by the thousands . . . from general physicians, diagnosticians, surgeons—yes, and nose and throat specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Compare them critically. See how the full, rich flavor of Camel's costlier tobacco suits your taste. See how the cool mildness of a Camel suits your throat. Let your "T-Zone" tell you (see right).

**CAMELS** *Costlier Tobaccos*

**THE "T-ZONE" TEST WILL TELL YOU**

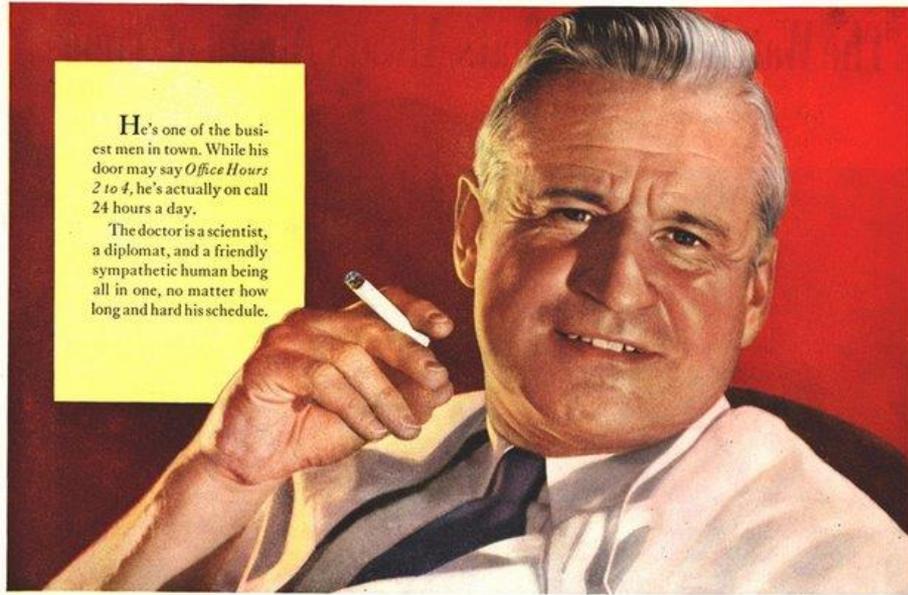
The "T-Zone"—T for taste and T for throat—is just one growing ground for any cigarette. Only the taste and throat can decide which cigarette suits best to you . . . how it affects your throat. On the basis of the experience of many, many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

© 1954 Philip Morris Inc., New York, N. Y.

Source: Tobacco Documents Online (TobaccoDocuments.org). Permission granted for educational use.

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



*According to a recent Nationwide survey:*

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste . . .  
T for Throat . . .**

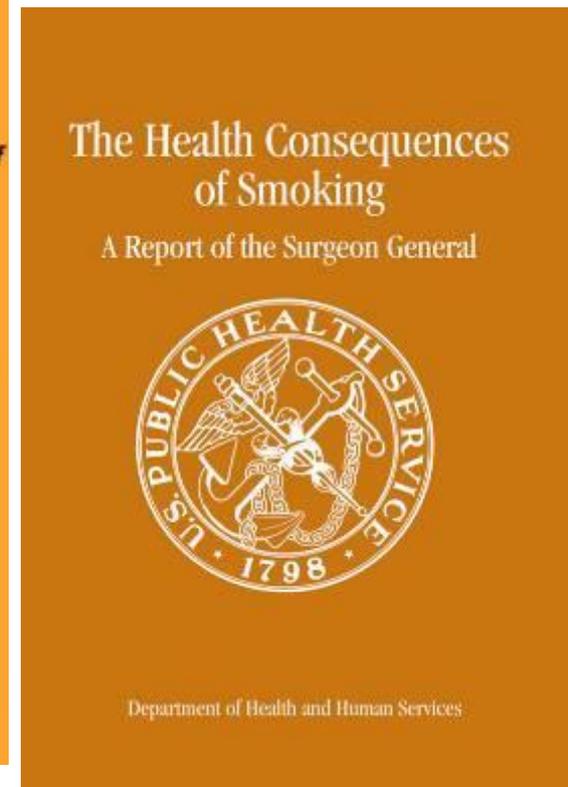
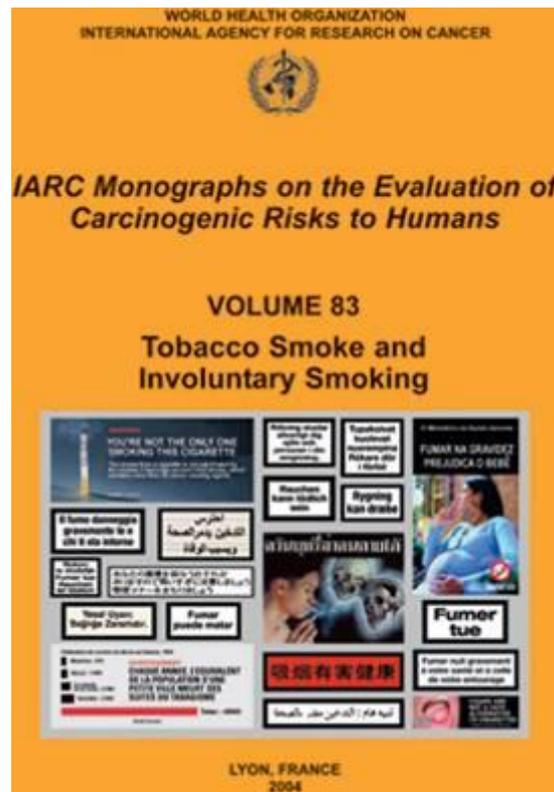
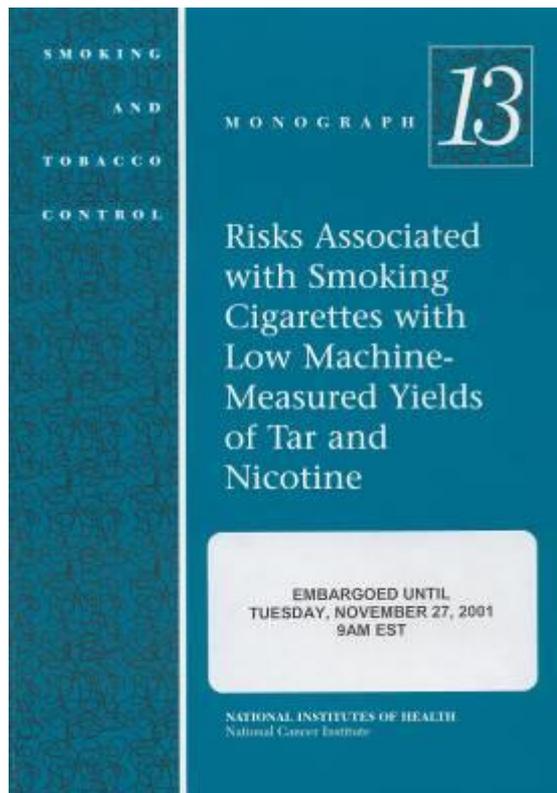
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



**CAMELS** *Costlier Tobaccos*

H. J. Sternick  
Tobacco Company  
Washington, D. C.

# Expert Reports: No Reduction in Risk



Source (from left to right): U.S. National Cancer Institute. (2001); World Health Organization, International Agency for Research on Cancer. (2004); U.S. Department of Health and Human Services. (2004).

A photograph of two men in cowboy attire riding horses in a desert landscape. The man on the left is wearing a light-colored cowboy hat, a denim jacket over a red shirt, and dark pants. The man on the right is wearing a darker cowboy hat and a dark jacket. They are both looking towards the right. The background shows rolling hills under a clear blue sky. A coiled lasso is visible on the horse in the foreground.

**Bob, I've got cancer.**

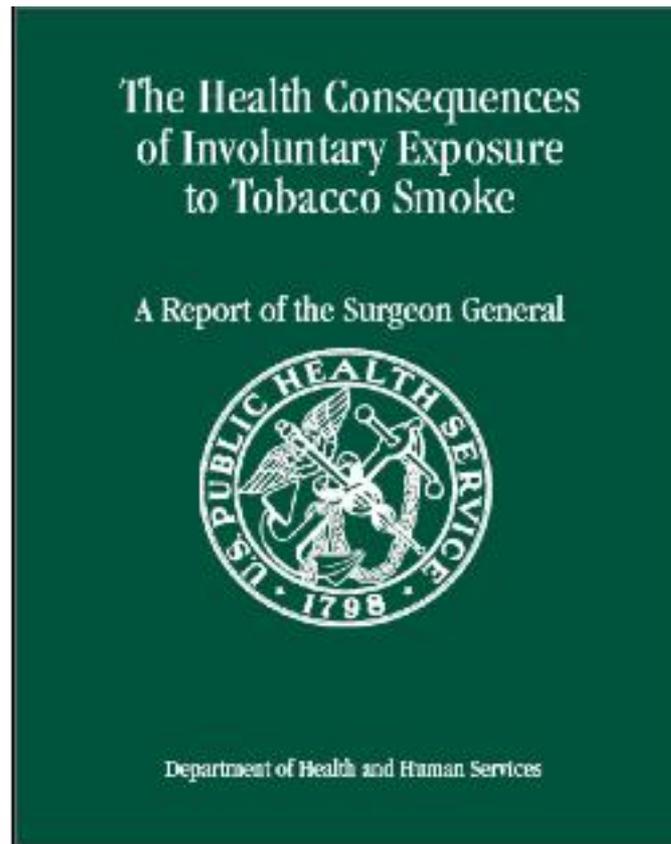


Marlboro  
Cowboy



Dead—age 51

# The 2006 Surgeon General's Report



“The Surgeon General’s Report that we are releasing today, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, documents beyond any doubt that secondhand smoke harms people’s health. In the course of the past 20 years, the scientific community has reached consensus on this point.”

- Vice Admiral Richard H. Carmona,  
MD, MPH, FACS  
United States Surgeon General  
U.S. Department of Health and  
Human Services, June 27, 2006



In Memory of **Heather Crowe**.

2006年死于肺癌



“我的目标是希望自己成为死于二手烟的最后一个受害者。”

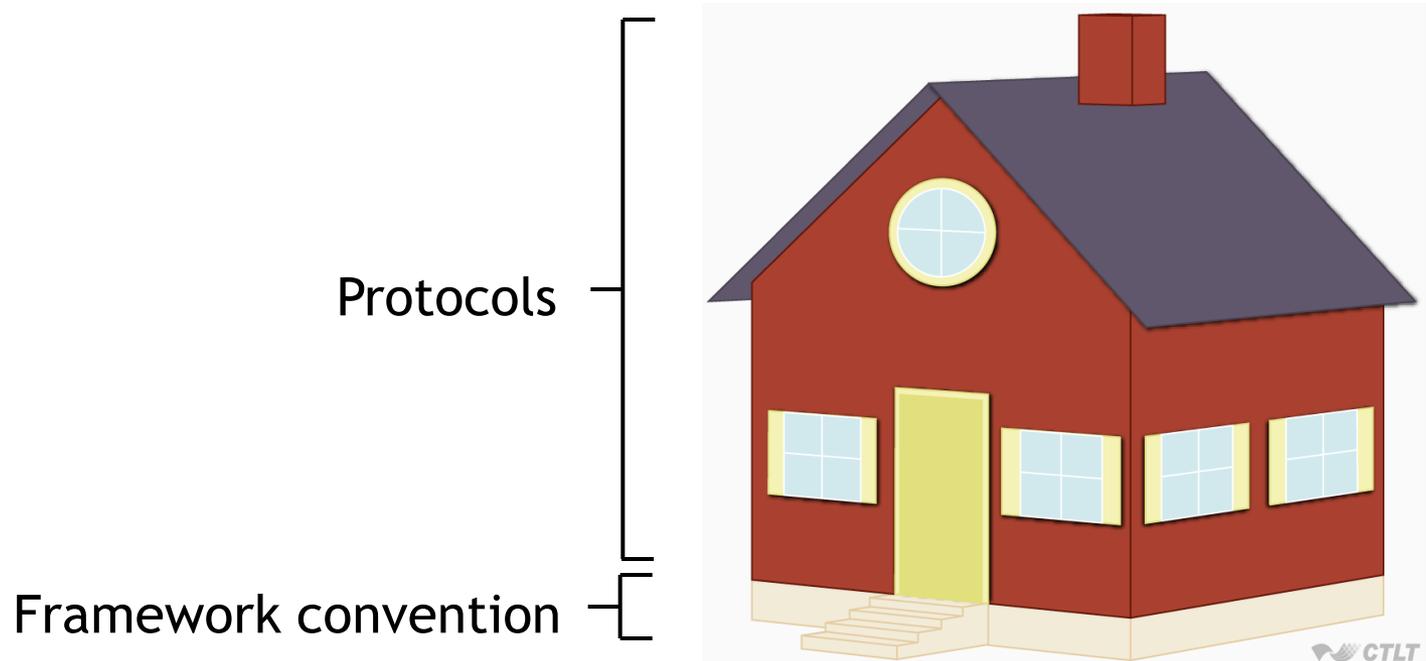
## Separate Sections DON'T WORK!



- ✓ 吸烟完全消除，被动吸烟就会消除
- ✓ 在同一个空间将吸烟者和非吸烟者分开不会有效
- ✓ 清洁空气或通风均不能消除室内的二手烟。

# What Is a Framework Convention?

- The FCTC is a global evidence-based treaty designed to circumscribe the global rise and spread of the tobacco epidemic



# Final Text: Tax

- Article 6 of the WHO FCTC
  - Parties **may** (a) implement tax policies, (b) prohibit or restrict sales to and/or importation as international travelers of tax- and duty-free tobacco products

# Final Text: Secondhand Smoke

## Article 8 of the WHO FCTC

- Parties recognize that scientific evidence has unequivocally established that exposure to tobacco smoke causes death, disease and disability.
- Each Party shall adopt and implement in areas of existing national jurisdiction as determined by national law and actively promote at other jurisdictional levels the adoption and implementation of effective legislative, executive, administrative and/or other measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.



# Final Text: Advertising

- Article 13 of the WHO FCTC
  - Parties **shall**, *in accordance with its constitutional principles*, undertake a comprehensive ban of all tobacco advertising, promotion, and sponsorship

# Final Text: Youth Access

33

- Article 16 of the WHO FCTC
  - 1.(d) Parties **shall** ensure “that tobacco vending machines under its jurisdiction are not accessible to minors and do not promote the sale of tobacco products to minors.”  
—OR—
  - 5. Parties **may** indicate its commitment to prohibit the introduction of tobacco vending machines or to a total ban on tobacco vending machines



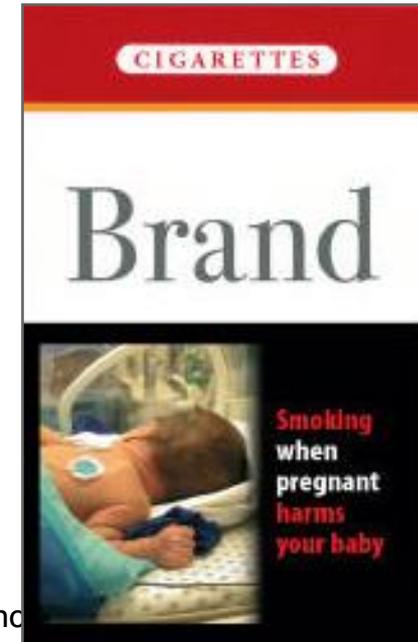
Text source: World Health Organization. (2003); Image source: Wikimedia Commons. (2007).

# Final Text: Packaging and Labeling

- Article 11 of the WHO FCTC
  - Health warnings **should be 50%, not less than 30%**, and **may** be in the form of pictures or pictograms

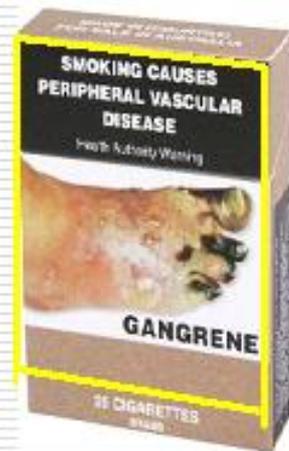
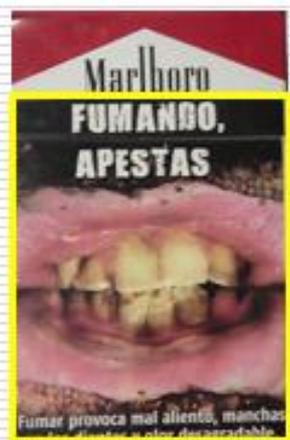


Text source: World Health Orga



Text source: Physicians for a Smo

30% → 50% → 80% → 几乎100% (朴素包装)



# 英国公众通过网站投票所选出的 最有效和最无效的健康图形警示

## 最有效的图形警示

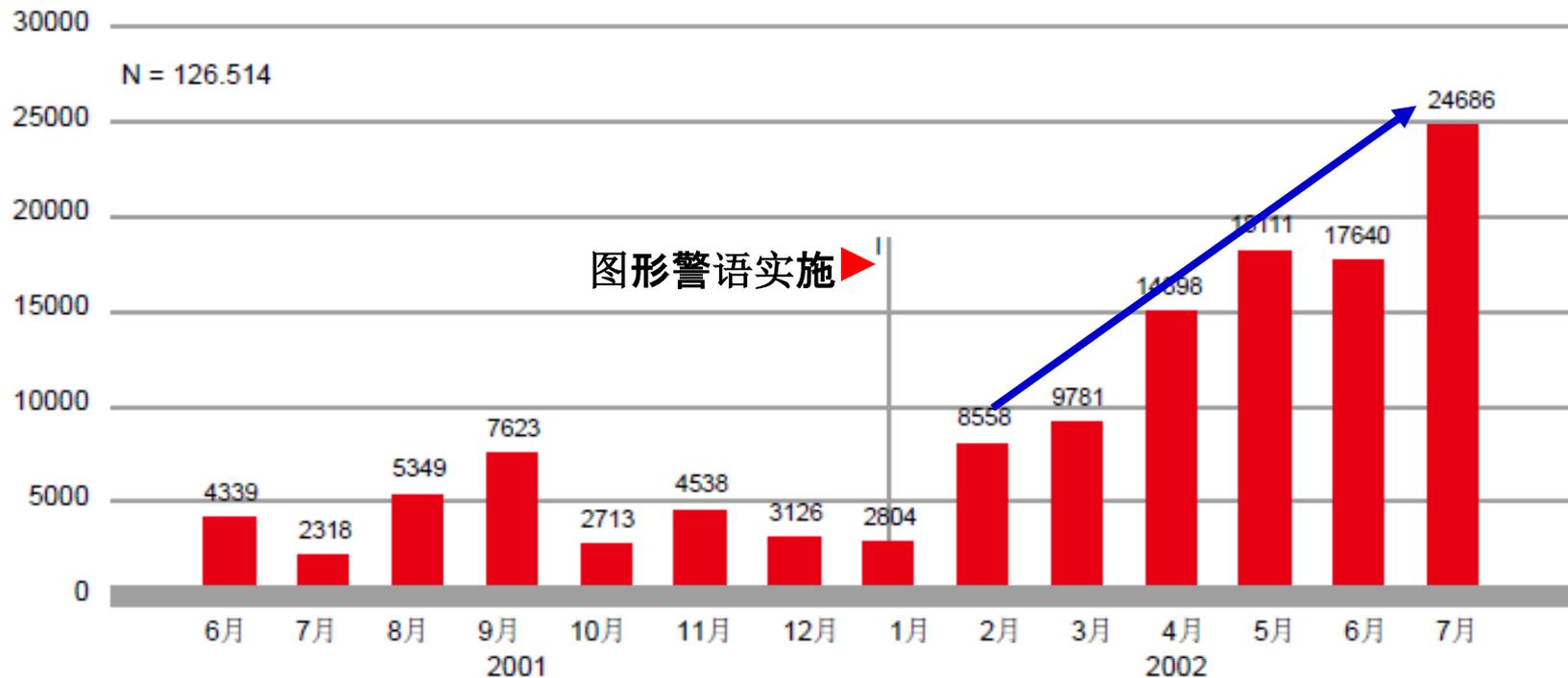


## 最无效的图形警示





# 巴西：在广泛实施烟草包装图形健康警示制度以后的6个月，打往免费戒烟求助热线的电话数量增长了近9倍



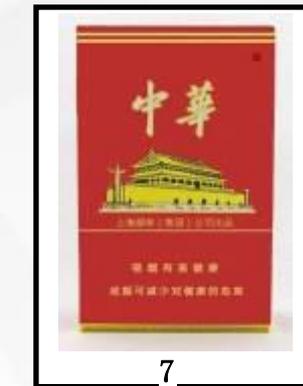
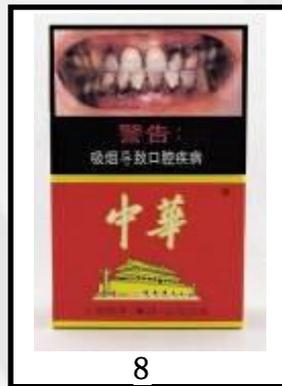
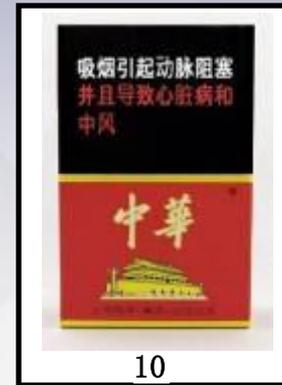
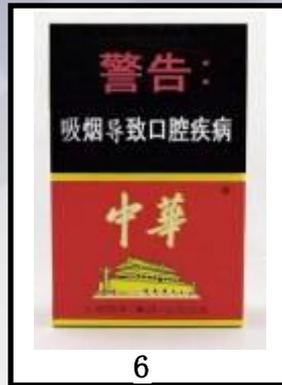
巴西在引入烟草包装图形健康警示之前和之后，打往免费戒烟求助热线的电话数量的对比。

[资料来源：巴西的Cavalcante T. 标签和包装研究机构（世卫组织无烟倡议行动工具包系列）。日内瓦，世界卫生组织，2003年]

# The effect of different lables.

加拿大 肺癌	新加坡 口腔疾病	香港 末梢血管	欧盟 栓塞
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中国

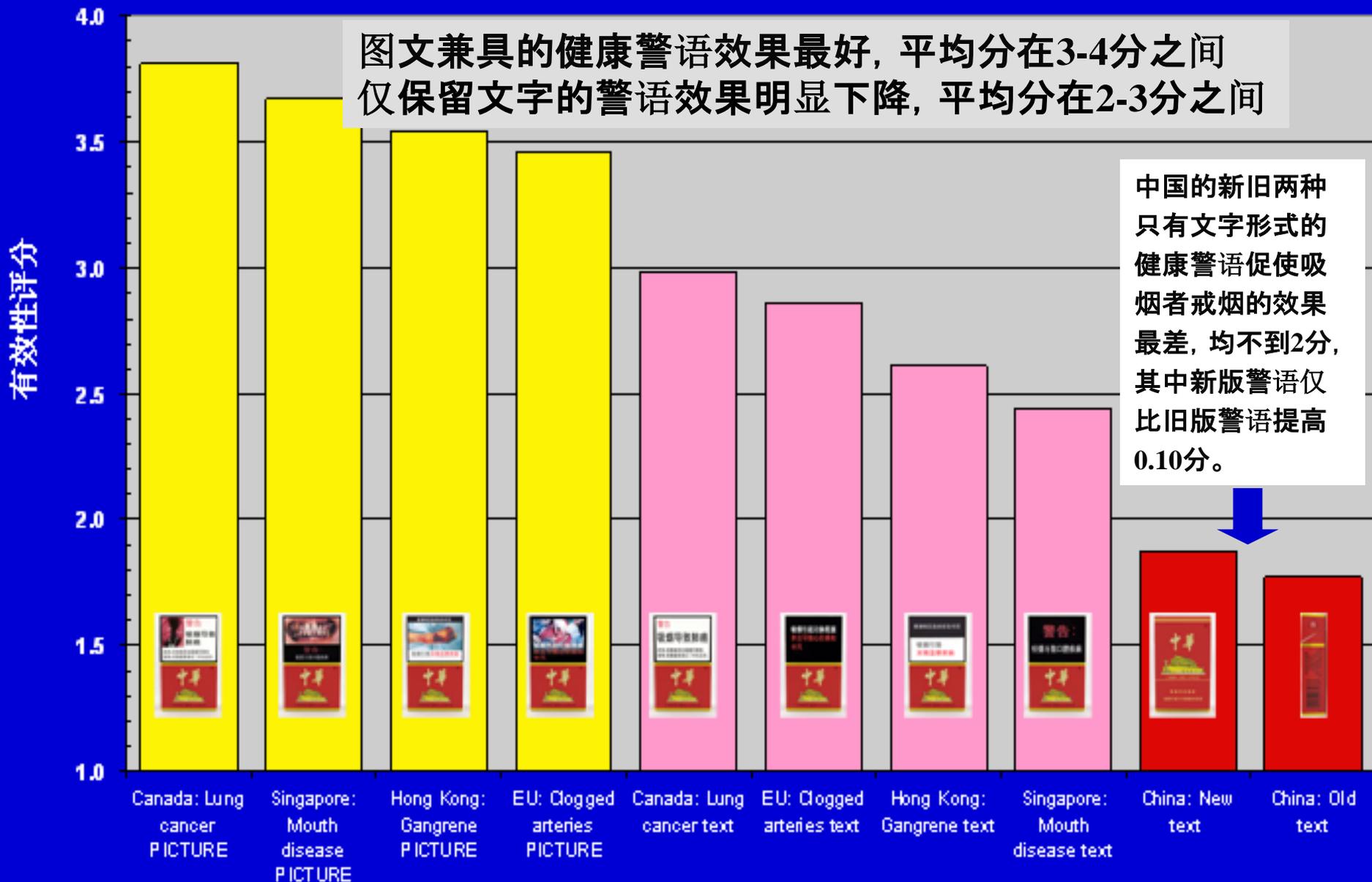


文字方式

文字+图形

Numbers = randomized order of the warnings

# 有效性评分：促使吸烟者戒烟



WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2008

The MPOWER package

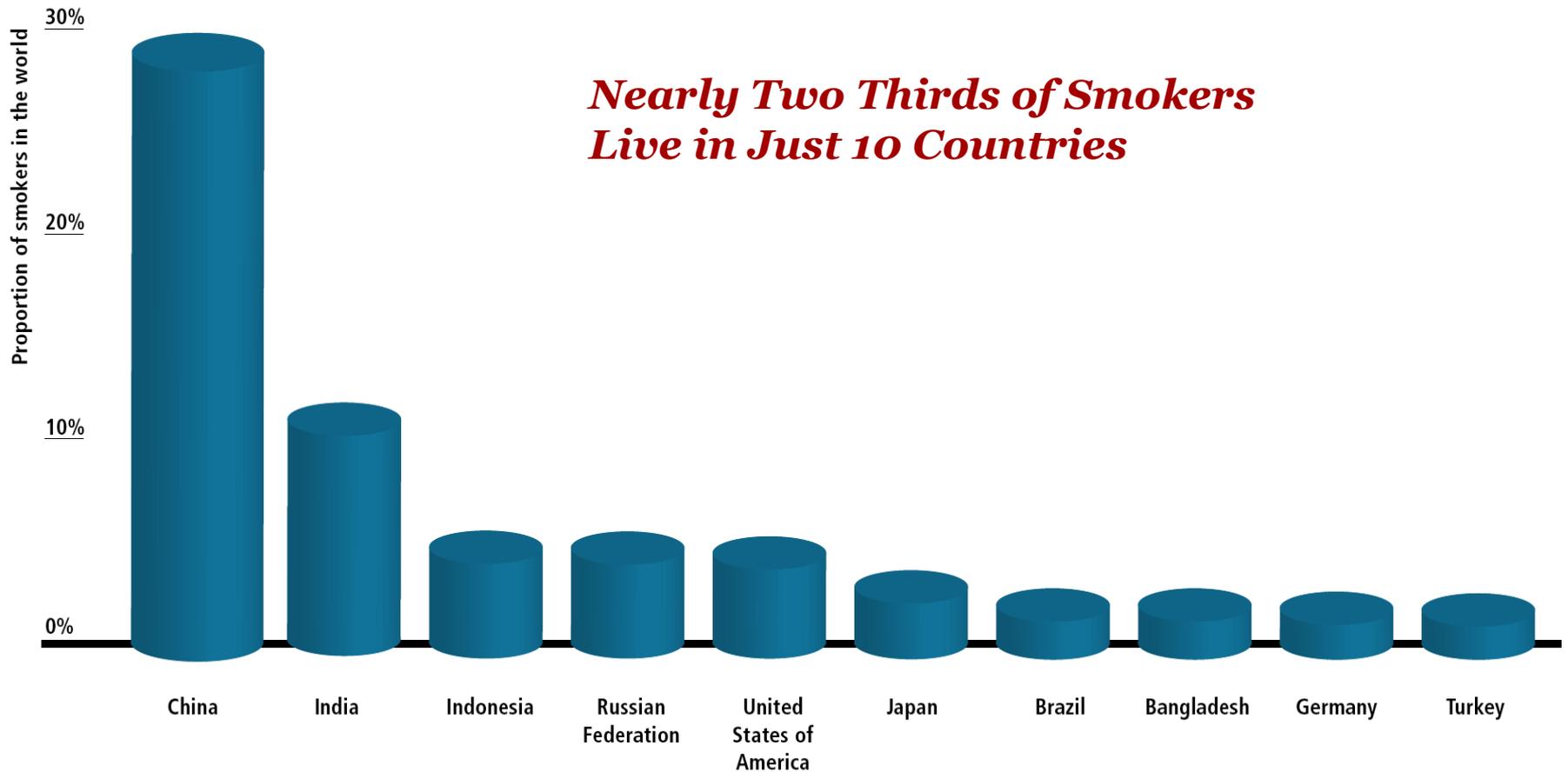
fresh and alive

**mpower**



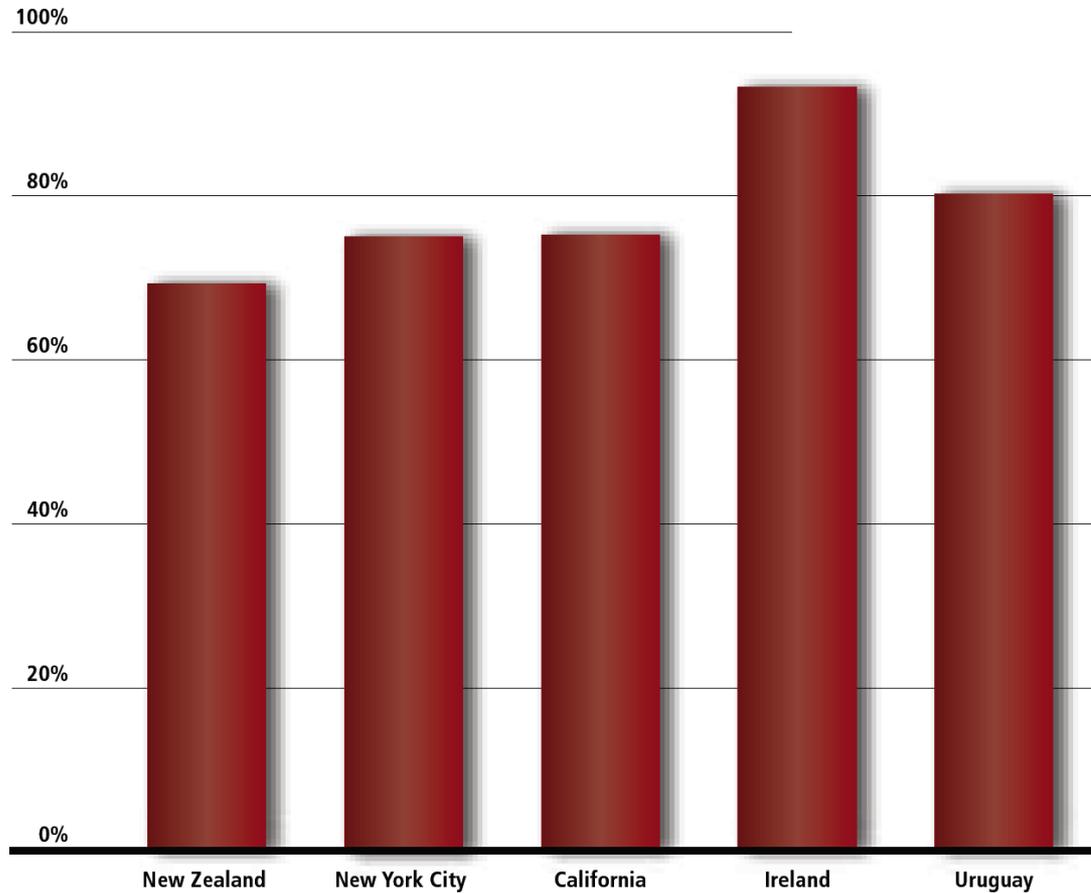
World Health  
Organization

# Monitor tobacco use and prevention policies



# Protect People from Tobacco Smoke

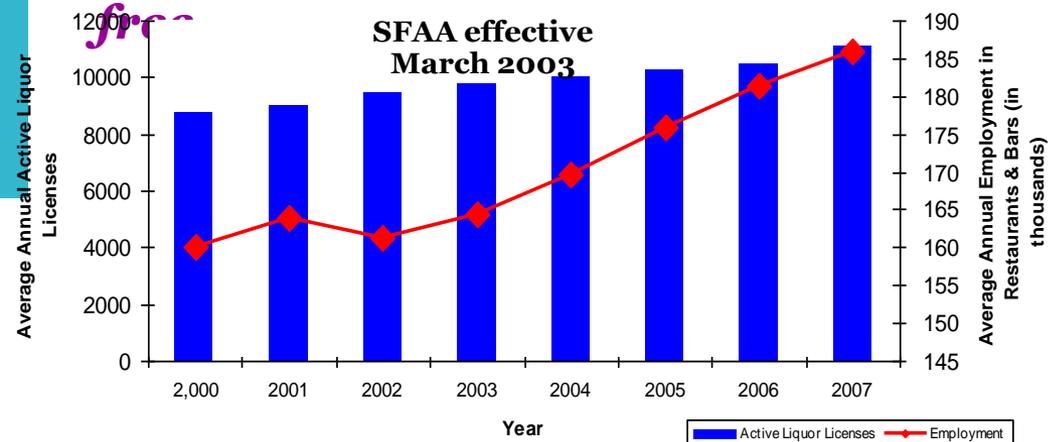
Support for comprehensive smoking bans in bars and restaurants after implementation



# Protect People from Tobacco Smoke

- No safe level of second-hand smoke
  - Smoke-free environments protect health of non-smokers and help smokers quit
- Only completely smoke-free indoor areas with no exceptions work
- Smoke-free laws are popular and do not harm business
- Worker safety measure

*Active liquor licenses and bar/restaurant employment both increased in NYC after going smoke-free*



**SMOKING SECTION**

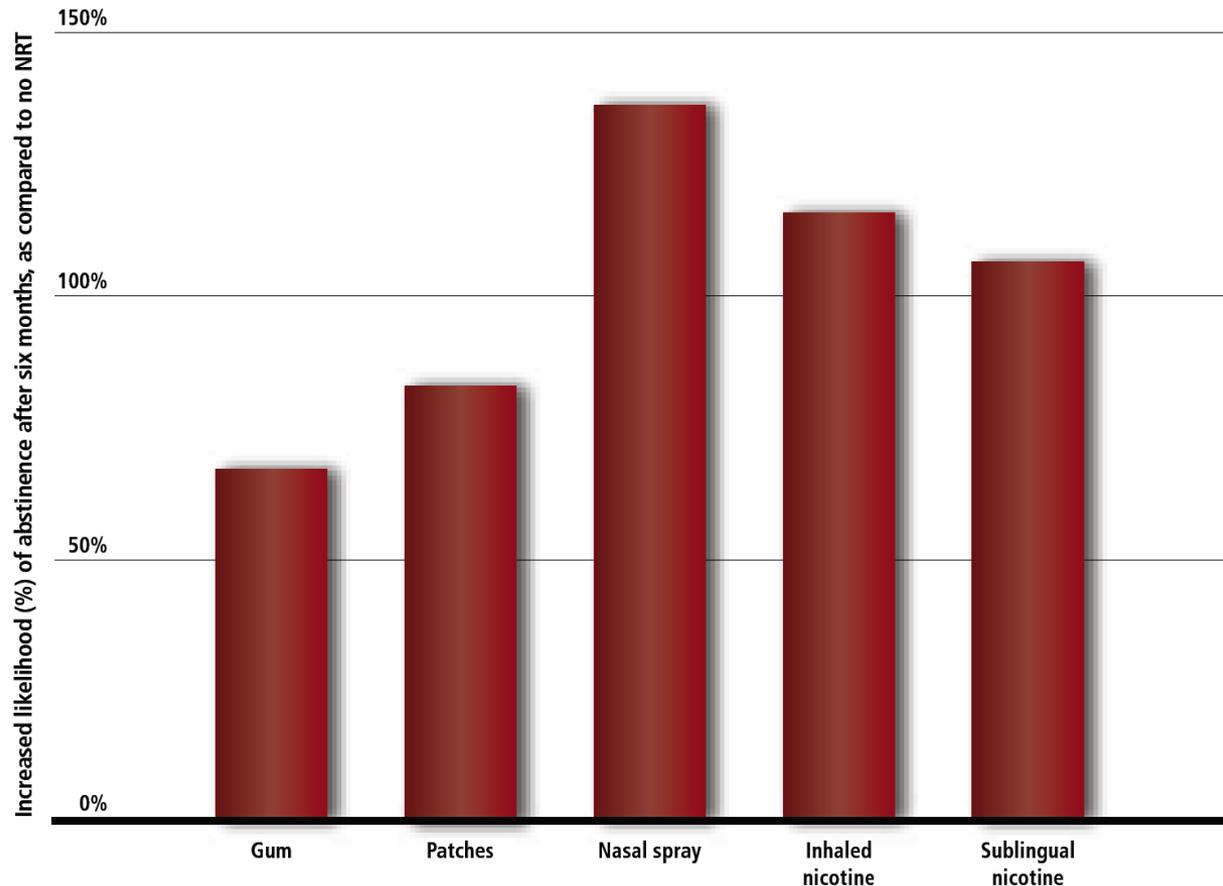


**SECONDHAND  
SMOKING SECTION**



# Offer Help to Quit Tobacco Use

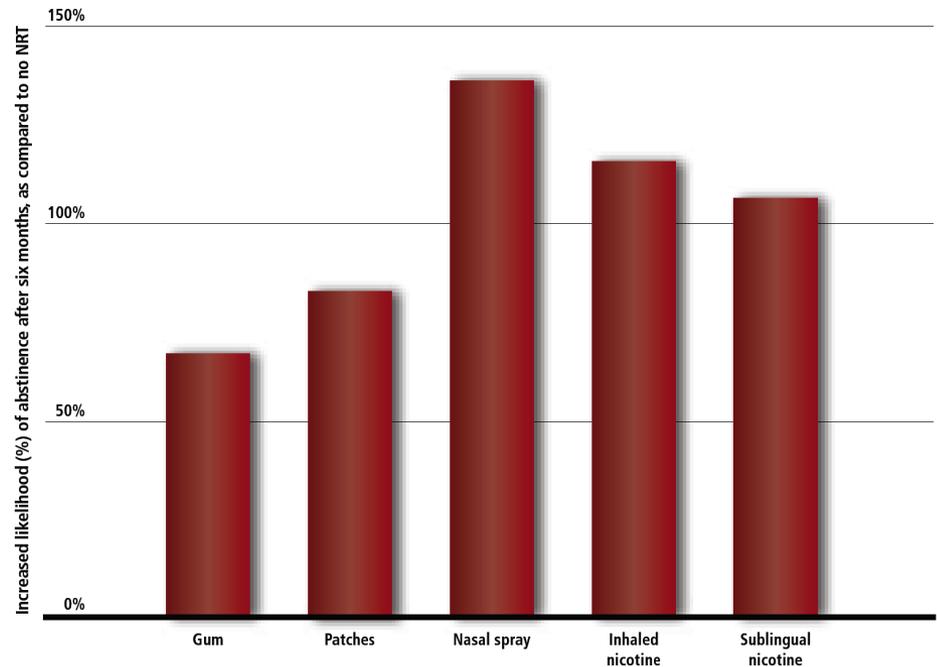
*Nicotine replacement therapy  
can double quit rates*



# Offer Help to Quit Tobacco Use

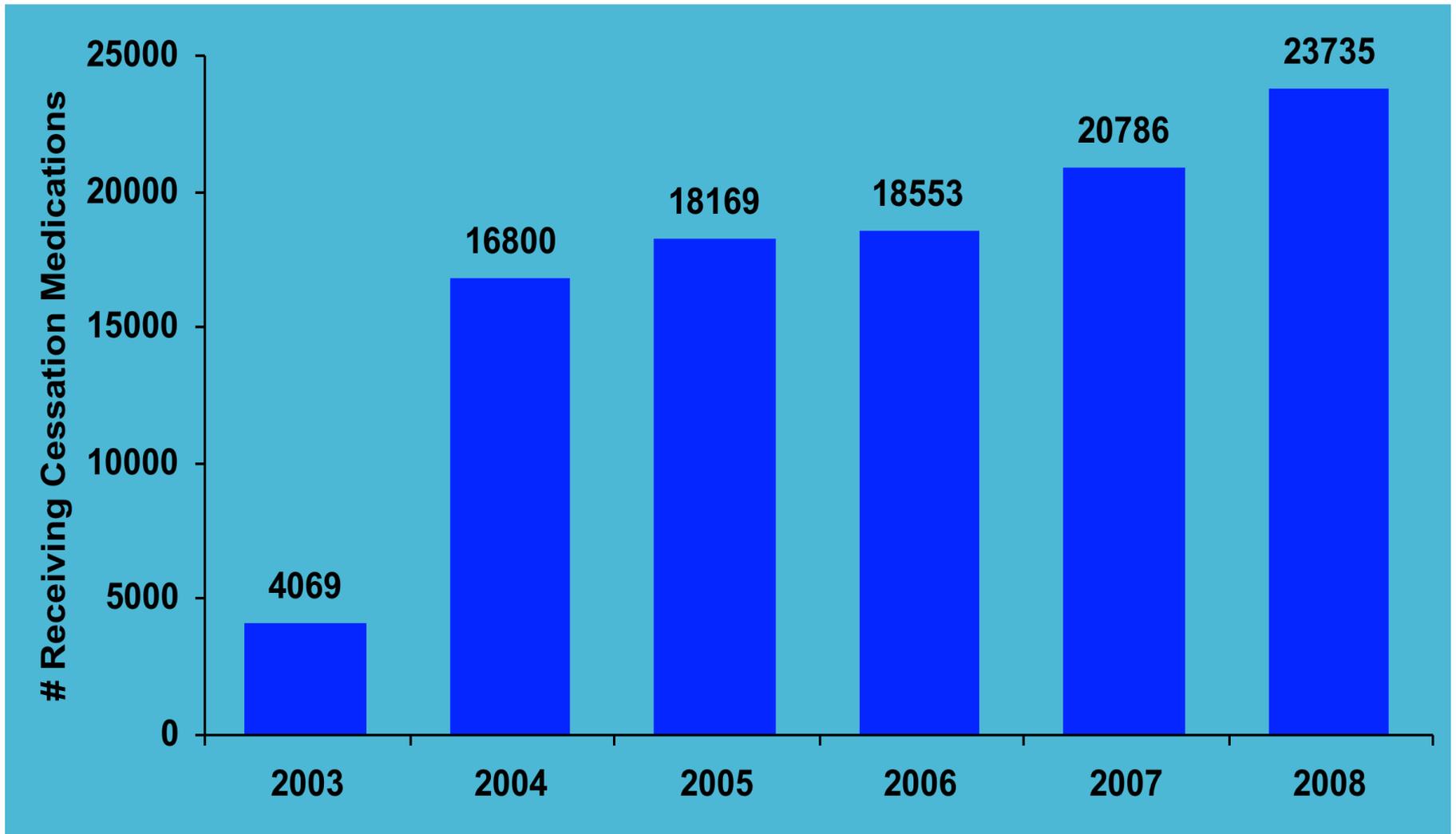
- Nicotine is addictive
- Health care system has primary responsibility to treat tobacco dependence
  - Most effective when part of primary health care
  - Quit lines also effective

*Nicotine replacement therapy can double quit rates*



# Cessation at Public Hospitals

*Patients Who Received Cessation Medications  
2003-2008*



# Warn about the dangers of tobacco

Few tobacco users understand the full extent of their health risk. Health warnings on tobacco packaging reach all smokers and cost governments nothing.

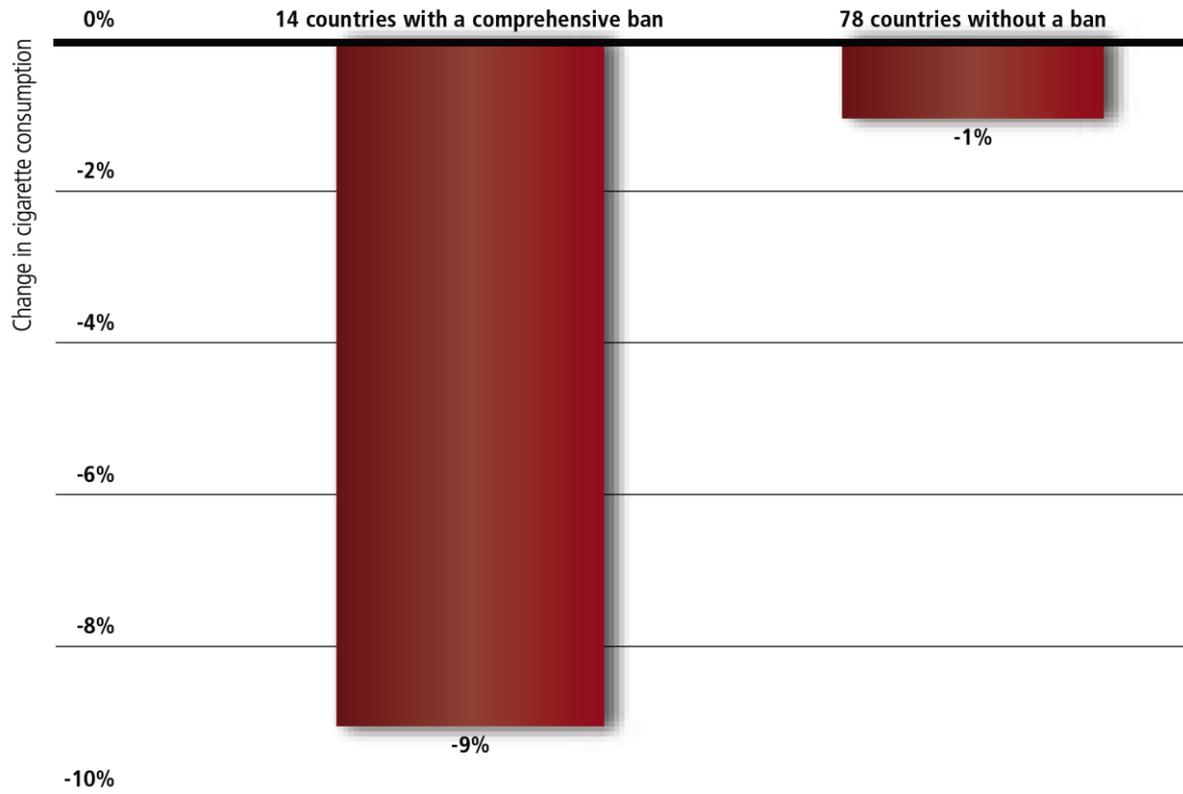
Warnings should appear on both the front and back of the packaging and be large and clear and describe specific illnesses caused by tobacco.

Pictures of disease have a greater impact than words alone. In addition, anti-tobacco advertisements can publicise tobacco's dangers.

Use of graphic images demonstrating the harm of tobacco use can be especially effective in convincing users to quit.

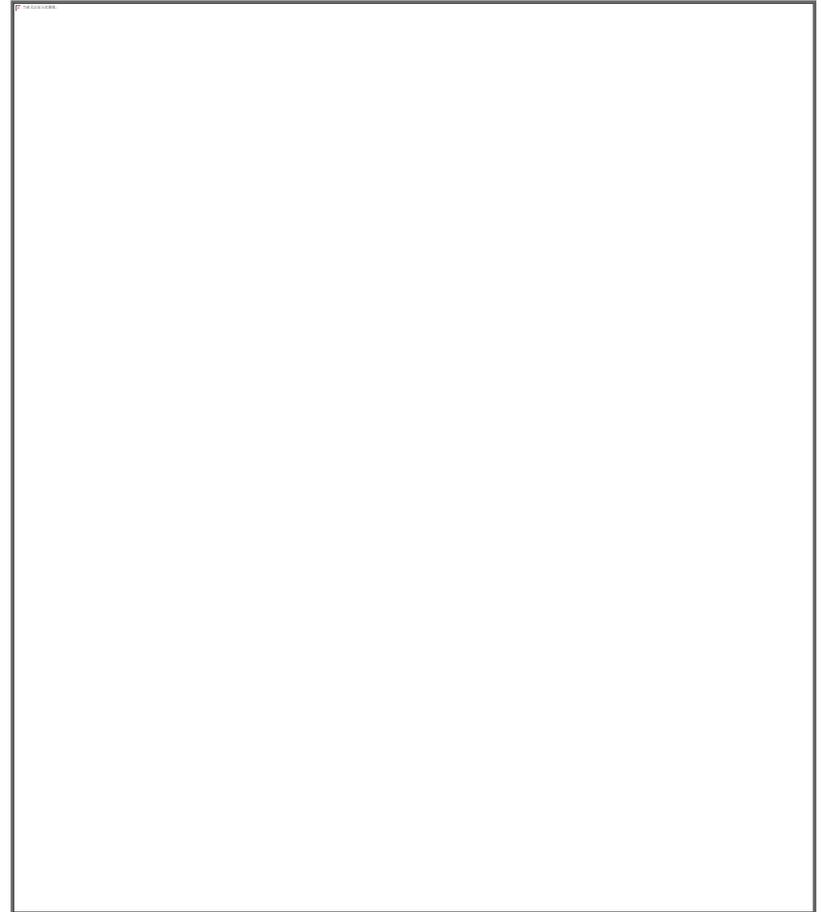
# Enforce Bans on Tobacco Advertising, Promotion and Sponsorship

Average change in cigarette consumption 10 years after introduction of advertising bans in two groups of countries



# Ban Direct and Indirect Tobacco<sup>51</sup> Advertising

- Advertising/marketing bans limit industry's ability to maintain positive image of tobacco
  - Tobacco industry subverts bans by using point-of-sale promotions, direct mail, sponsorships, product displays, product placement, etc.
- Comprehensive bans reduce ability to counteract taxes with interventions that lower prices
  - For example: coupons, 2-for-1 sales, free samples



Source: Trinkets and Trash. (2007).

# Raise taxes on tobacco

While success in reducing smoking depends on a range of inter-related factors, increasing the tax (price) of cigarettes is one of the most effective ways of reducing consumption. Economic studies show that higher cigarette prices lead cause many smokers to quit, reduce consumption or switch to cheaper brands. Based on evidence, a 10% increase in price would reduce the cigarette consumption by 4% in developed and 8% in developing countries. Higher tax rates raise prices, so tax policy is an important part of any effective strategy to reduce smoking.

# Focusing on Tobacco Industry

Theme of World No Tobacco Day of 2012:

**Tobacco industry interference**

Theme of World No Tobacco Day of 2013:

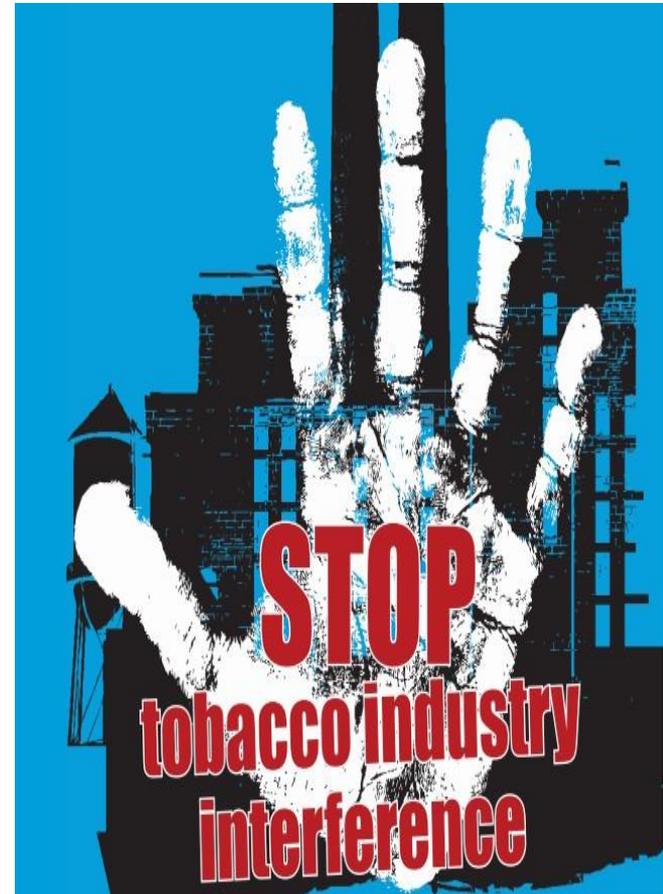
**Ban tobacco advertising, promotion and sponsorship**



# Related Articles of FCTC

Article 5.3 requires Parties to take steps to prevent interference by the tobacco industry in public health policies relating to tobacco control.

Article 13 requires that Parties comprehensively ban all tobacco advertising, promotion and sponsorship.



# Tobacco Advertisement in China

- According to the current tobacco provisions of the Advertisement Law of China (1994), tobacco advertisements were prohibited in movies, radio, television, newspapers, journals, magazines and some public places such as waiting rooms, cinemas, theatres, conference halls, stadiums, and gyms.
- Monitoring the current channels and levels of tobacco advertisements is the first step to promote an effective and comprehensive ban in China.

# Research Agenda on Tobacco Marketing

## Advertising

- **“Zhonghua” tobacco advertisement in Shanghai**

## Dissemination through culture

- **Impact of Chinese Tobacco Museum among the adolescents**
- **Analysis of marketing strategy of Chinese ultra-high price cigarettes**

## New media marketing

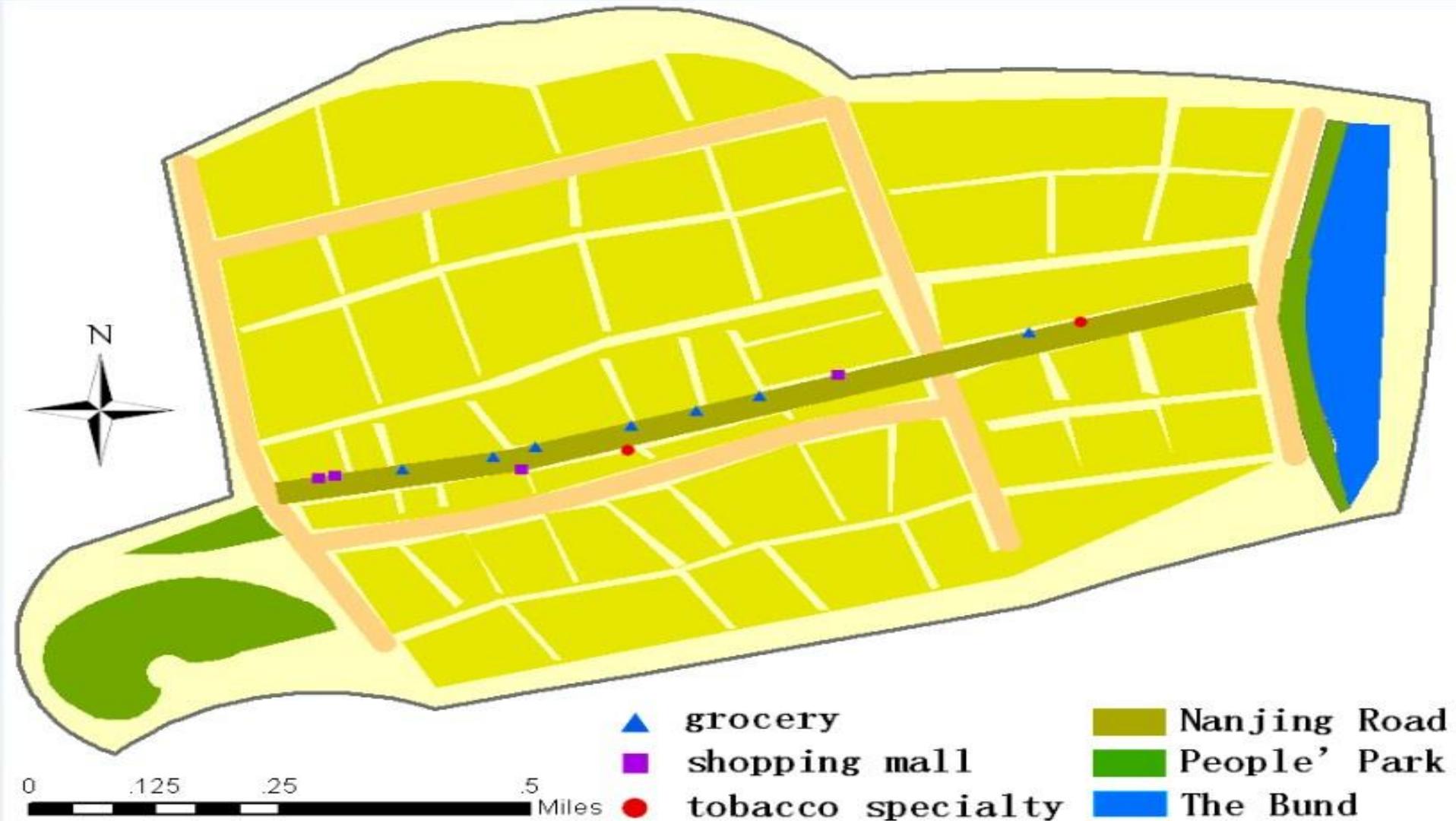
- **Microblog marketing of tobacco industry on the website**

# “Zhonghua” Tobacco Advertisement in Shanghai





# Sale-Points of Tobacco in East Nanjing Road



# “Zhonghua” Tobacco Advertisement on the Cruise in the Huangpu River





## 现状与问题





**“Zhonghua” tobacco chain store with Expo sign outside**

# Transform Research into Advocacy

- In collaboration with Thinktank Health Development Research Center in Beijing, a media conference was held in Oct 2010 with over 60 journalists.
- The result of this research was publicized in the conference.
- A proposal was submitted to National Commercial and Industry Bureau suggesting a comprehensive ban of tobacco advertisement.
- In a few days, there were dozens of reports published about this topic.

## 上海烟草“打假”疑为变相广告

来源：千龙网

2010-10-22 00:56

# The statements from Shanghai Tobacco Corporation are forms of indirect advertisement

我来说两句 (0)

复制链接

**[提要]**上海烟草(集团)公司在媒体大幅刊登中华、熊猫卷烟的打假声明,并公告集团电话,日前被国内控烟人士质疑为升级版的变相广告。昨天,民间控烟组织新探健康发展研究中心再次联..

上海烟草(集团)公司在媒体大幅刊登“中华”、“熊猫”卷烟的打假声明,并公告集团电话,日前被国内控烟人士质疑为“升级版”的变相广告。

昨天,民间控烟组织——新探健康发展研究中心再次联合卫生界、法学界专家,致信国家工商总局局长周伯华,建议工商总局将正在修订中的《烟草广告管理暂行办法》更名为《禁止烟草广告暂行办法》,并设立烟草广告、促销和赞助违法行为举报电话,还应严惩变相烟草广告的发布者。

为证实变相烟草广告的泛滥,新探健康发展研究中心还在复旦大学公共卫生学院及新闻学院,联合开展了世博会期间的上海地区烟草广告调查。结果发现:在外滩游船、浦东杨浦大桥等地,依然矗立这由烟草公司赞助的“爱我中华”大型户外广告;此外,上海烟草(集团)公司还在一些主流媒体的重要位置,用大幅版面刊登发布防范假货的告示,其中反复提及“中华”和



### 新闻排行

- 1 旧电器有去
- 2 郑州第二中



# 泰山品牌 开创中式卷烟 茶甜香 品类

## 泰山俱乐部

5位新粉丝, [查看粉丝](#)  
3条新@我, [查看@我](#)

2010年8月18日6时52分  
泰山极顶惊现“佛光”奇观  
同日,泰山(佛光)香烟隆重面世  
同年十月,泰山(佛光)入选国礼,专供国宾政要



✓ 已关注 | 取消

发私信 更多

主页

留言板

地图

视频



新浪认证

山东泰山品牌文化传播有限公司官方微博  
行业: 商务服务 - 广告/策划/公关  
[申请认证](#)

516 107118 4350  
关注 粉丝 微博

### 企业标签

品烟 烟 鲁烟 泰山香烟  
儒文化 中国烟草 茶甜香 旅游  
男人味 泰山

欢迎使用新浪企业微博并提出宝贵建议。请点击[这里](#)提交微博意见反馈。

留言 咨询 投诉 表扬 请文明发言, 还可以输入 114 字

欢迎给我留言

表情 图片

同时发到微博

留言

52% ↑ 4.2K/S ↓ 26.5K/S

#星派尚派晨语#You got a dream, you gotta protect it. People can't do something themselves,they wanna tell you you can't do it.If you want something, go get it. 如果你有梦想，守护它。当人们做不到一些事情的时候，他们就会说你也同样不能。既然有了目标，你就要努力实现。



**Life philosophy**

#灵感发挥#【亲，想喝吗？】发光的鸡尾酒——极光，来自Campus Companion Party Lab的调酒作品，它在黑暗中可以发光，看起来就像是北极光。



Leisure/entertainment

#泰山·时事点评#夫子认为国民素质是一方面，景点的管理与硬件设施也要跟的到位。多方的协调才能从根本上解决类似故宫这种“景点乱丢垃圾”现象。

@头条新闻 V: 【故宫院长称去年捡了上千次矿泉水瓶和烟头】两会前“游人刻字”、“筒子河乱扔垃圾”的消息，将故宫多年来游客增长带来的管理难题再次摆上台面。故宫院长日前受访称，“去年我捡了上千次矿泉水瓶和烟头”。但与上千万游人相比，这点努力杯水车薪。

<http://t.cn/zY3kdfV>

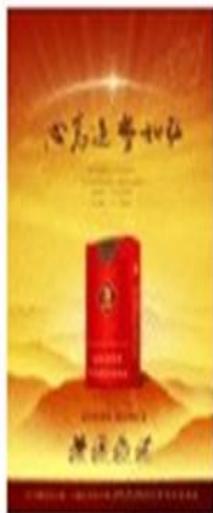


新浪新闻

Social affairs



玉溪1913👑: #玉溪烟友会# 玉溪(软弘毅)心高远, 势如弘, 眼界不凡, 必当心存高远。厚积薄发, 必定气势如弘。吸味特点: 清香至醇, 丰润飘逸, 自然舒畅。  
焦油量: 8mg 烟气烟碱量0.7mg 烟气一氧化碳量9mg



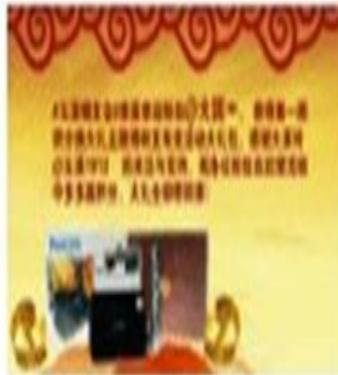
## Advertisement

3月21日16:21 来自新浪微博

转发(3) | 收藏 | 评论(2)



玉溪1913👑: #玉溪烟友会#恭喜幸运粉丝@火因\*\*，获得第一周积分换大礼主微博转发有奖活动大礼包，感谢大家对@玉溪1913的关注与支持，祝各位粉丝在后续活动中多多赢积分、大礼全部带回家！



## Public Relationship

3月25日 13:09 来自新浪微博

转发(1) | 收藏 | 评论(7)

#泰山·烟客情怀# 吸水烟，是一种闲中之趣，是闲逸生活的消遣与享用。它的真正效用，并不在于吸出烟来过瘾。烟客托着的烟袋，显示了他的福气，有时托上一天也不见得吸上两口，纸捻烧完一根，他叫孩子们再为他点上一根，在这当中，他的享受远远高于吸烟本身。



## Tobacco Culture

4月1日 19:53 来自iwom360

转发 | 收藏 | 评论(1)

# **Tobacco Control Boards**

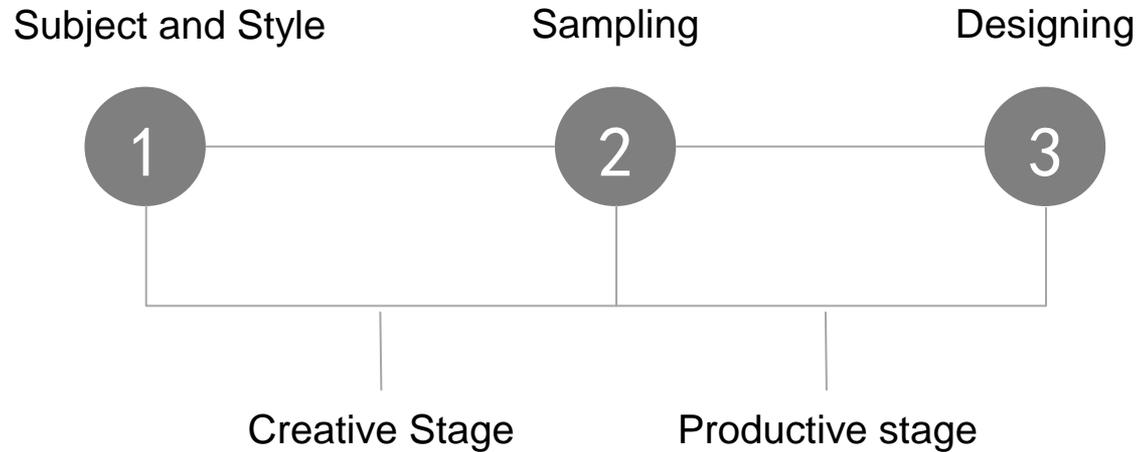
**A review on the process of designing and the final draft**

# Background and purpose

- **Background**
  - Message designing is quite significant in the field of Health Communication
- **Purpose**
  - Appealing to audience's needs
  - Emphasizing the unity of knowledge and communication effect

# Part 1 Process of designing

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---

Part 2 Final draft

---

## 2.1 Foreword

Rainbow,  
easy to  
associate with  
good weather

A big family,  
embody the  
concept of  
“hand in  
hand”

健康随烟而逝  
疾病伴烟而生  
创建无烟环境  
是你我共同的心愿

# 携手灭烟 拥抱晴天

我要告诉你 因为我爱你  
——无烟环境倡导活动



请勿吸烟  
NO SMOKING

主办：XXXXXXXXXXXX  
承办：XXXXXXXXXXXX

The poster features a vibrant rainbow arching over a green field. In the foreground, a family of five (two adults and three children) is seen from behind, walking hand-in-hand towards the horizon. The sky is a clear, bright blue. The main title '携手灭烟 拥抱晴天' is written in large, bold, white characters with a blue outline. To the left of the title, there are four lines of smaller blue text. Below the title, there is a line of text '我要告诉你 因为我爱你' followed by '——无烟环境倡导活动'. To the right of this text is a circular logo with a green border and a white center, containing a cigarette with a red slash through it, and the text '请勿吸烟 NO SMOKING' below it. At the bottom, there are two lines of text for '主办' and '承办', both followed by 'XXXXXXXXXXXX'.

Slogan with the  
background of  
blue sky

# 2.2 Chapter 1



02 Where is my health?



03 Smoking harms



04 Smoking disfigures



05 Improved cigarettes harms equally



06 Economic loss from cigarettes

## 2.2 Chapter 1: Economic loss from cigarettes

我要告诉你 | 因为我爱你 | **携手灭烟 · 拥抱晴天 - 烟害篇**

**吸烟的经济账**  
10元/包/天X40年

**15万元人民币**

一辆家用轿车 | 小学到高中的教育基金

贫困山区500个孩子1学期的午餐 | 3000双运动鞋

这笔经济账仅仅是一个开始，由于吸烟导致的疾病、早亡、劳动力丧失所带来的一系列损失更加难以估量！  
我国每年由吸烟导致的直接和间接经济损失可达2200多亿元！

Symbols,  
easy to  
understand

Desire for  
food in a  
child's eyes

# 2.3 Chapter 2



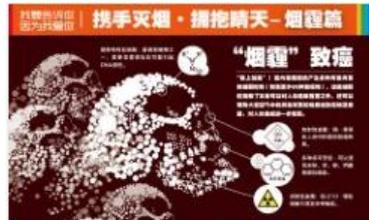
07 Two cigarettes, PM2.5 reaches 500



08 Where is the Temple of Heaven



09 Cigarette haze is more poisonous



10 Cigarette haze causes cancer



11 The route of cigarette haze



12 Who is suffering?



13 An unpleasant day

## 2.3 Chapter 2

- Cigarette haze causes cancer

我要告诉你 | 携手灭烟·拥抱晴天-烟霾篇  
因为我爱你

烟草烟草特有亚硝胺：最强致癌物之一，即使浓度很低也可能引起DNA损伤。

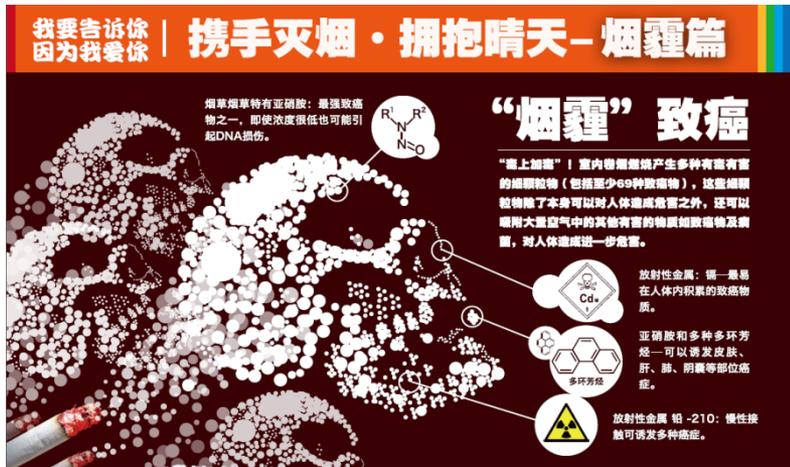
**“烟霾”致癌**

“雪上加霜”！室内雾霾燃烧产生多种有毒有害的细颗粒物（包括至少69种致癌物），这些细颗粒物除了本身可以对人体造成危害之外，还可以吸附大量空气中的其他有毒物质如细菌及病毒，对人体造成进一步危害。

放射性金属：镭—最易在人体内积累的致毒物质。

亚硝胺和多种多环芳烃—可以诱发皮肤、肝、肺、卵巢等部位癌症。

放射性金属 钋-210：慢性接触可诱发多种癌症。



- A perfect match of content and visual design

- Cigarette haze is more poisonous

我要告诉你 | 携手灭烟·拥抱晴天-烟霾篇  
因为我爱你

烟霾吸入肺组织，易穿过肺屏障进入血液循环，很快到达人体的每个器官造成危害。

**“烟霾”更毒**

室内PM2.5（烟霾）的主要来源是烟草烟雾，烟霾中的细颗粒物比室外PM2.5更小，数量浓度更确定，对居民健康危害更严重。

★ PM2.5指的是空气中直径≤2.5微米的颗粒物，是雾霾的主要成分。PM2.5颗粒直径相当于人类头发的二十分之一，易于进入人体血液循环，对人体的危害很大。

★ 权威研究结果表明，0.25-0.50微米的颗粒物对居民健康的危害最为明显；  
★ 然而烟霾中颗粒物的直径范围是：0.107微米-0.4微米，正是最危害人体健康的颗粒区域！

0.107微米 0.25微米 0.3微米 0.4微米

↑最为危险的颗粒大小↓  
——烟霾中颗粒物——



- Good for its logic, both content and visual design.

## 2.4 Chapter 3



14 Maps of tobacco control legislation



15 100% no indoor smoking



16 tobacco control legislation: before and after

# 2.5 Chapter 4



17 Actions for smokers



18 Actions for non-smokers



19 Tips for persuasion



20 Actions for cadres

## 2.5 Chapter: Actions for cadres

Design for specific audience: cadres



The poster features a dark red background with a central image of a hand holding a lit cigarette and another hand holding a lit match, symbolizing the act of lighting a cigarette. The text is in white and yellow, with a blue header. The main slogan is 'I obey, I practice, I lead'. Below it, a white box contains the title of a central government document and its key points. At the bottom, there is a list of organizations and a design credit.

我要告诉你 | 携手灭烟·拥抱晴天-行动篇  
因为我爱你

# 我遵守、我践行、我带头

中共中央办公厅文件

★

中共中央办公厅 国务院办公厅  
关于领导干部带头在公共场所  
禁烟有关事项的通知

1) 模范遵守公共场所禁烟规定, 以实际行动作出表率; 2) 要切实做好禁烟控烟宣传和引导工作, 及时劝阻和制止他人违规在公共场所吸烟; 3) 严禁使用或变相使用公款支付烟草消费开支; 4) 要把各级党政机关建成无烟机关; 5) 主动接受群众监督和舆论监督

发起方: 新探健康发展研究中心 | 复旦大学健康传播研究所 | 中国疾病预防控制中心控烟办公室 | 中国医学科学院基础医学研究所  
技术支持: 新探健康发展研究中心&复旦大学健康传播研究所 设计支持: 上海优罗万品文化传播有限公司

Impressing slogan

Using hands only, easy to understand and remember

# Present in public



Beijing



## Present in public



Shanghai

## Present in public



Present in public

福建



河北



南宁



志愿者团队



# Present in public

小品剧



歌曲



快闪



服装表演秀



# Media report



世界无烟日 宣传进校园



分办会

# Evaluation



## Survey

## 无烟环境倡导活动调查问卷

亲爱的朋友：

感谢您关注无烟环境倡导活动，请您花3-5分钟，填写以下几个问题，感谢您的支持和帮助！

1. 请问是什么原因促使您来参观本次展览？（可多选）

- A. 恰巧路过见到展板      B. 媒体宣传得知      C. 单位组织参观  
D. 被展览的现场活动吸引      E. 被展板的外观所吸引      F. 朋友或家人推荐      G. 其他原因\_\_\_\_\_

2. 您对本次展览各项展出内容印象如何？1—5 表示了您对它们的记忆程度。5 表示印象非常深刻，1 表示完全没有印象。

	印象非常深刻					完全没印象
	5	4	3	2	1	
吸烟伤及全身，加速容颜衰老	5	4	3	2	1	
低焦油卷烟和中草药卷烟不能降低危害	5	4	3	2	1	
吸烟带来的直接和间接经济损失很惊人	5	4	3	2	1	
室内吸烟使室内 PM2.5 浓度急剧升高	5	4	3	2	1	
吸烟产生的烟霾颗粒小，更易致癌	5	4	3	2	1	

## Nicotine replacement therapy

- The aim of NRT is to replace nicotine from cigarettes without other harmful components of tobacco smoke
- Reduces withdrawal symptoms.

# Nicotine transdermal patch

- Usually first choice, simple to use
- Can be combined with an intermittent form of NRT
- Initial recommended dosage:

Patient group	Initial dose	Duration
>10 cigarettes/day or weight >45 kg	21 mg/24 hour patch or 15 mg/16 hours	At least 8 weeks
<10 cigarettes/day or weight <45 kg or cardiovascular disease	14 mg/24 hour patch or 10 mg/16 hours	At least 8 weeks

Most common adverse effects: skin irritation  
an sleep disturbance.

# Inhaler

- Useful for patients who miss the 'hand to mouth' action of smoking
- Initial recommended dosage: 6–12 cartridges/day for 12 weeks  
followed by 3–6/day for 2 weeks and 1–3/day for 2 weeks
- Most common adverse effect: throat irritation.

# Gum

- Useful for those who cannot tolerate patches or who require combination therapy
- Initial recommended dosage:

Patients who smoke <20 cigarettes/day	2 mg	Use one piece of gum/hour. Should be tapered over 3 months
Patients who smoke >20 cigarettes/day	4 mg	Use one piece of gum/hour. Should be tapered over 3 months

- Most common adverse effects: gastrointestinal disturbances, dyspepsia, nausea and hiccups, occasional headache if the gum is chewed too quickly, jaw pain and dental problems.

# Lozenge

- Useful for patients who cannot use patches, need combination therapy or do not wish to use nicotine gum
- Initial recommended dosage:

Patients who smoke their first cigarette >30 minutes after waking	2 mg lozenge	One lozenge can be used every 1–2 hours to a maximum of 15 20 or 4mg lozenges/day
Patients who smoke their first cigarette within 30 minutes of waking	4 mg lozenge	One lozenge can be used every 1–2 hours to a maximum of 15 20 or 4mg lozenges/day

- Most common adverse effects: gastric and throat irritation.

# Cut down and quit

<b>Step</b>	<b>When</b>	<b>Goal</b>
Step 1	0–6 weeks	Cut down to 50% of baseline cigarette consumption
Step 2	6 weeks to 6 months	Continue to cut down; stop completely by 6 months
Step 3	6–9 months	Stop smoking completely, continue NRT
Step 4	within 12 months	Stop using NRT by 12 months

# Nicotine replacement therapy: cautions and contraindications

Contraindicated	Nonsmokers; those with sensitivity to nicotine; children aged less than 12 years
Use with caution under medical supervision in hospital	Dependent smokers with recent myocardial infarction, severe cardiac arrhythmias or with recent cerebrovascular accident
Use with care only when benefits outweigh risks	Patients who weigh <45 kg; patients with recent or planned angioplasty, bypass grafting or stenting; patients with unstable angina; pregnant or lactating women

# Bupropion

- Non-nicotine oral therapy
- Unknown mechanism of action
- Helps to reduce withdrawal symptoms
- Recommended dose: 150 mg once per day for 3 days, increasing to 150 mg twice per day with an 8 hour interval between doses
- Main adverse effects: insomnia, headache, dry mouth, nausea, dizziness and anxiety
- Serious adverse events: rare incidences of seizures.

# Bupropion: contraindications

Bupropion is contraindicated in the following patients:

- allergy to bupropion
- past or current seizures
- known central nervous system tumours
- patients undergoing abrupt withdrawal from alcohol or benzodiazepines
- current or previous history of bulimia or anorexia nervosa
- use of monoamine oxidase inhibitors within the past 14 days.

# Varenicline

- Start .5mg daily for 1-3 days, then increase to twice daily for 1-4 days. Increase to 1 mg twice daily on quit date.
- Most common side effects are nausea and vivid dreams.
- Monitor for psychiatric symptoms.

## Second-line pharmacotherapies (off label)

- Clonidine: mechanism for smoking cessation unknown; stimulates  $\alpha_2$ -adrenergic receptors (centrally-acting antihypertensive)
- Nortripyline: mechanism for smoking cessation unknown; inhibits norepinephrine and serotonin uptake

# Combining medications

- Patch + gum or nasal spray increases long-term abstinence
- Patch + inhaler are effective
- Patch + bupropion is more effective than patch alone
- Patch + nortriptyline increases long-term abstinence
- Combining varenicline with NRT not recommended

**Thank you!**