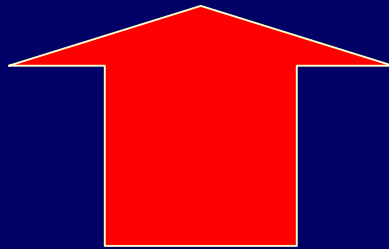


SEA Tobacco Control Alliance

Bung-on Ritthiphakdee
Coordinator

Why SEA Alliance ?

1640 millions in 2025



1100 Millions smokers



**54 % are
in ASIA**

Philip Morris Tobacco Profits

Year	Domestic profit	International profit
1988	3.1	0.8
1990	4.2	1.4
1992	5.2	2.0
1994	3.3	2.9
1996	4.2	4.1
1998	1.5	5.0

(US\$ billion)

Source: PM annual reports

ASEAN Countries

Indonesia

Brunei

Thailand

Laos

Malaysia

Cambodia

Singapore

Myanmar

Philippines

Vietnam

Total Population: more than 1/2 billion

Problems in ASEAN

- High rates of smoking amongst men - at least 50% of adult males, (~ 70,000,000)
- Low smoking rates among women, but now rising in the younger age group
- Behaviour of the tobacco industry in ASEAN

Behaviour of the TTCs in ASEAN

- TTCs advertisement everywhere, even in countries with total ad ban (eg. brandstretching, points of sale, philanthrophies, cross border telecast)
- ASEAN Free Trade Agreement (AFTA) reduce or eliminate import tax to 5 %- 0% by 2005
- Smuggling - porous border
- Women and young people being targeted through TI promotions

Opportunities

- Already existed, an ASEAN coalition at government level
- Tobacco control (TC) community network present
- It is a norm that smoking is not acceptable for women
- Bounded by religious obligations (Islam / Buddhism)
- Example of good practice among ASEAN member countries in terms of TC laws and community involvement / lobbying

Action Needed

- Strengthen networking among TC advocates within ASEAN
- Propose that tobacco be one of the agenda in the ASEAN Heads of Government forum
- Policy Relevant Research

SEA Tobacco Control Alliance

Supported by the Rockefeller Foundation

- Cambodia
- Malaysia
- Thailand
- Vietnam
- Laos
- Indonesia
- Philippines
- ASEAN
Countries

Objectives

- Foster and support the development of regional tobacco control movements

Activities to Support Regional Movement

- Ongoing email correspondence -SEA tobacco control litserve - as a tool for mutual support between Alliance members.
- Development of Tobacco-Free Asia Website, a source of current information on tobacco issues in Asia.

www.tobaccofreeasia.net

Tobacco-Free Asia

Country Profiles

Tobacco Control Measures

Tobacco Industry Activities

Media

News Centre

Useful Links

Contact Us

Sign In

www.tobaccofreeasia.net

- Internet Tobacco Sites
- Film/Video
- Research Papers
- Industry Documents



HOME



Research resources

Main Page

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News Links

- ACSH Tobacco Health News & Research <http://www.acsh.org/tobacco/index.html>
- Advertising Age International <http://www.adageglobal.com/>
- Asia CNN News <http://asia.cnn.com/>
- Asia One <http://www.asia1.com.sg/>
- Asian Wall Street Journal <http://www.awsj.com/>
- Asiaweek <http://www.asiaweek.com>

Activities to Support Regional Movement

- Production of Tobacco-Free Asia Newsletter, a collection of news and journal articles on tobacco in Asia.
- Publication of document profiling the current situation of tobacco in each member country.

Activities

- Organization of Capacity Building Workshops on media advocacy skills and on Countering TTCs.
- Organisation of a Media Briefing the situation of the tobacco epidemic in Southeast Asia.
- Supporting and strengthening policy relevant research on tobacco

**Collaboration on
Tobacco Control Research
in Southeast Asia**

Aims

- To create a network of tobacco control researchers in SEA
- To support tobacco control policy movement by using research

Key Activities

- **Advance consultative meeting (Bangkok, January 2001)**
- **In-country meeting with researcher and stake holders (July 2001)**
- **Country team and country profile**
- **Development of training course by John Hopkins and U Illinois**
- **Training workshop (March 2002, Kanchanaburi)**

Key Activities

- **A small grants program to provide funding for research protocols**
- **Follow-up mentoring and technical assistance,**
- **The creation of regional centers of excellence to sustain tobacco control research activity.**

U of Illinois and the Johns Hopkins

- **Research support institutions.**
- **Provide training in the on-site workshop.**
- **Ongoing support through the mentoring program.**