

Tobacco control law implementation: How Cambodia Implemented Its Smoke-Free Law

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Tobacco Control Law Implementation: Smoke-Free Policy Enforcement in Cambodia

National Centre for Health Promotion (NCHP)
Ministry of Health, CAMBODIA





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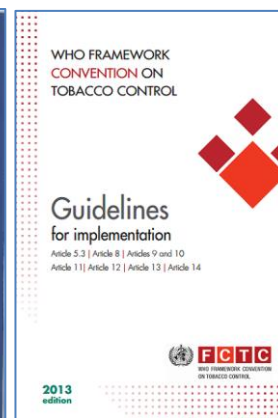
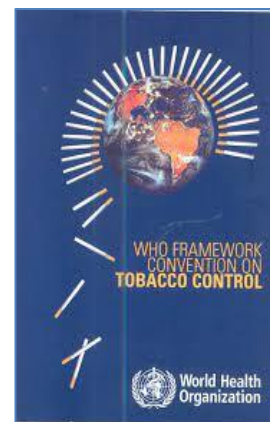
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I. Tobacco Control Law

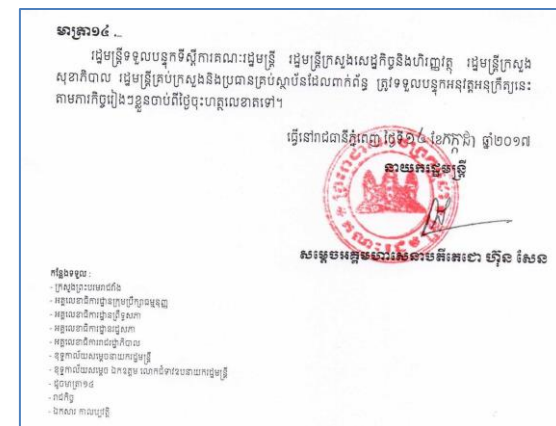
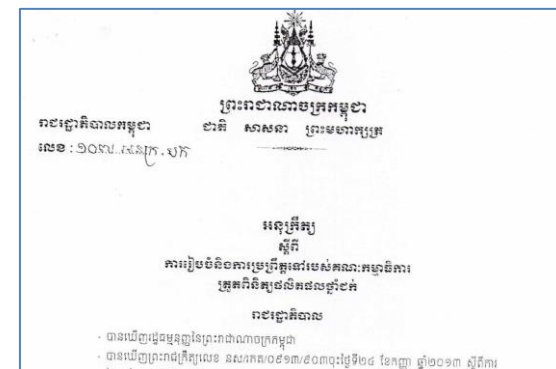
- **2005:** Signed the WHO Framework Convention on Tobacco Control (WHO FCTC)
 - Under WHO FCTC, the MPOWER measures has been implemented which included the measure to protect people from SHS
- **2011-2015:** NCHP/MOH developed the National Strategic Plan to Reduce Tobacco Use 1
- **2011:** MOH issued the circular on Measures on Smoke-Free Workplaces
- **2014:** MOH issued a proclamation on banning smoking in workplaces and public places
- **2015:** Tobacco Control Law
- **2021-2026:** National Strategic Plan to Reduce Tobacco Use 2
- **2016:** The Government issued the sub-decree on Measures on banning smoking in workplaces and public places





I. Tobacco Control Law


- **2016:** MOH issued a proclamation on “No Smoking” signs
- **2017:** The Government issued the **sub-decree on the National Tobacco Control Committee to Reduce Tobacco Use**
- **2018:** MOH issued a proclamation on:
 - Sub-National Committee on Tobacco Control Responds Multi-Dimensional on Prevention and Control of NCDs
 - Justice Police on Tobacco Control
 - Tobacco Control Inspector
 - Uniforms and Identification Cards Tobacco Control Inspector





Current Tobacco Control Committee 2024

- **Ministry of Health**, chairperson
- Office of Council of Minister,
Ministry of Interior,
Ministry of Information: the deputy chair
- 17 other Ministries and Local Authorities: members
- 25 provinces/city: members
- **NCHP of MOH**: member and secretariat


ព្រះរាជាណាចក្រកម្ពុជា
ជាតិ សាសនា ព្រះមហាក្សត្រ

រាជរដ្ឋាភិបាលកម្ពុជា
លេខ : ១៨៤.៧៧៩...


សេចក្តីសម្រេច
ស្តីពី
ការកែតំណែងសមាសភាពគណៈកម្មាធិការត្រួតពិនិត្យផលិតផលថ្នាំជក់
រាជរដ្ឋាភិបាល

- បានឃើញរដ្ឋធម្មនុញ្ញនៃព្រះរាជាណាចក្រកម្ពុជា
- បានឃើញព្រះរាជក្រឹត្យលេខ នស/រកត/០៨២៣/១៩៨១ ចុះថ្ងៃទី២២ ខែសីហា ឆ្នាំ២០២៣ ស្តីពី
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- បានឃើញព្រះរាជក្រមលេខ នស/រកម/០៦១៨/០១២ ចុះថ្ងៃទី២៨ ខែមិថុនា ឆ្នាំ២០១៨ ដែលប្រកាស

ប្រការ២ .-
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ប្រការ៣ .-
រដ្ឋមន្ត្រីទទួលបន្ទុកទីស្តីការគណៈរដ្ឋមន្ត្រី រដ្ឋមន្ត្រីក្រសួងសេដ្ឋកិច្ចនិងហិរញ្ញវត្ថុ រដ្ឋមន្ត្រីក្រសួង
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ថ្ងៃ ព្រហស្បតិ៍ ២៤ កើត ខែ ភទ្របទ ឆ្នាំរោង ស័ក ព.ស.២៥៦៨
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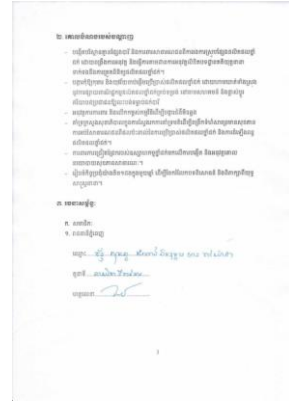
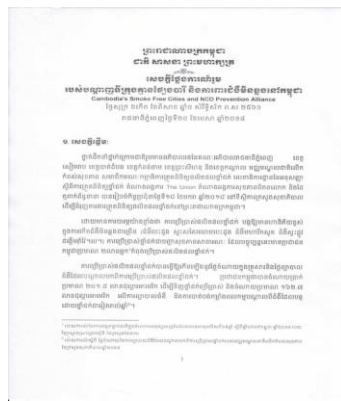
កន្លែងទទួល៖
- ក្រសួងព្រះបរមរាជវាំង





II. International and Local Network

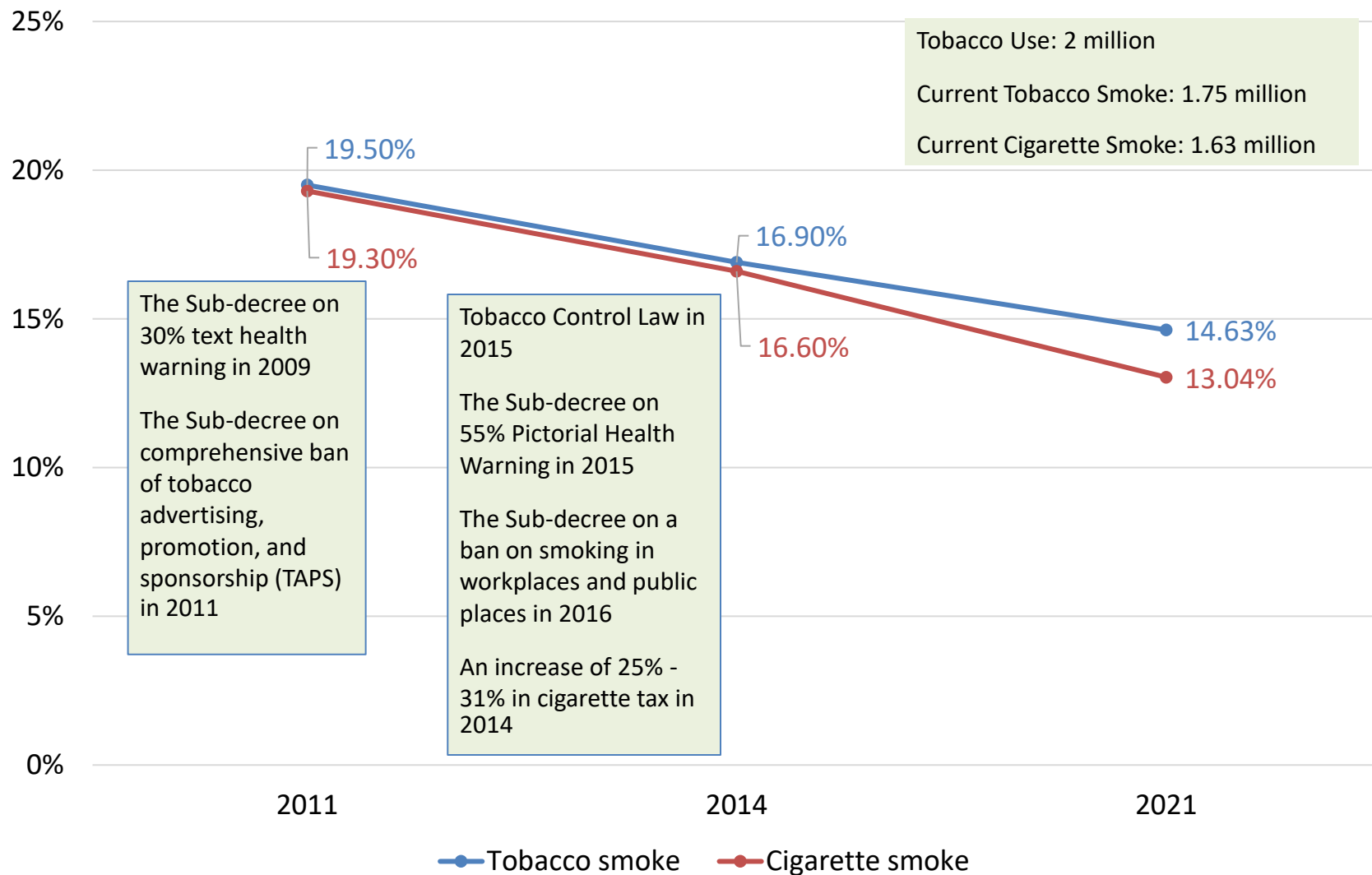
- WHO FCTC
- Vital Strategies, International Partner
- Smoke-free Cities Alliance, established in 2018, with 6 members from Phnom Penh city, and Kandal, Siem Reap, Battambang, and Preah Sihanouk province. Their roles are to enforce the Smoke-Free sub-decree, TAPS ban, and PHW
- Cambodia Movement for Health, CMH, Local Partner





III. Prevalence of Tobacco Use

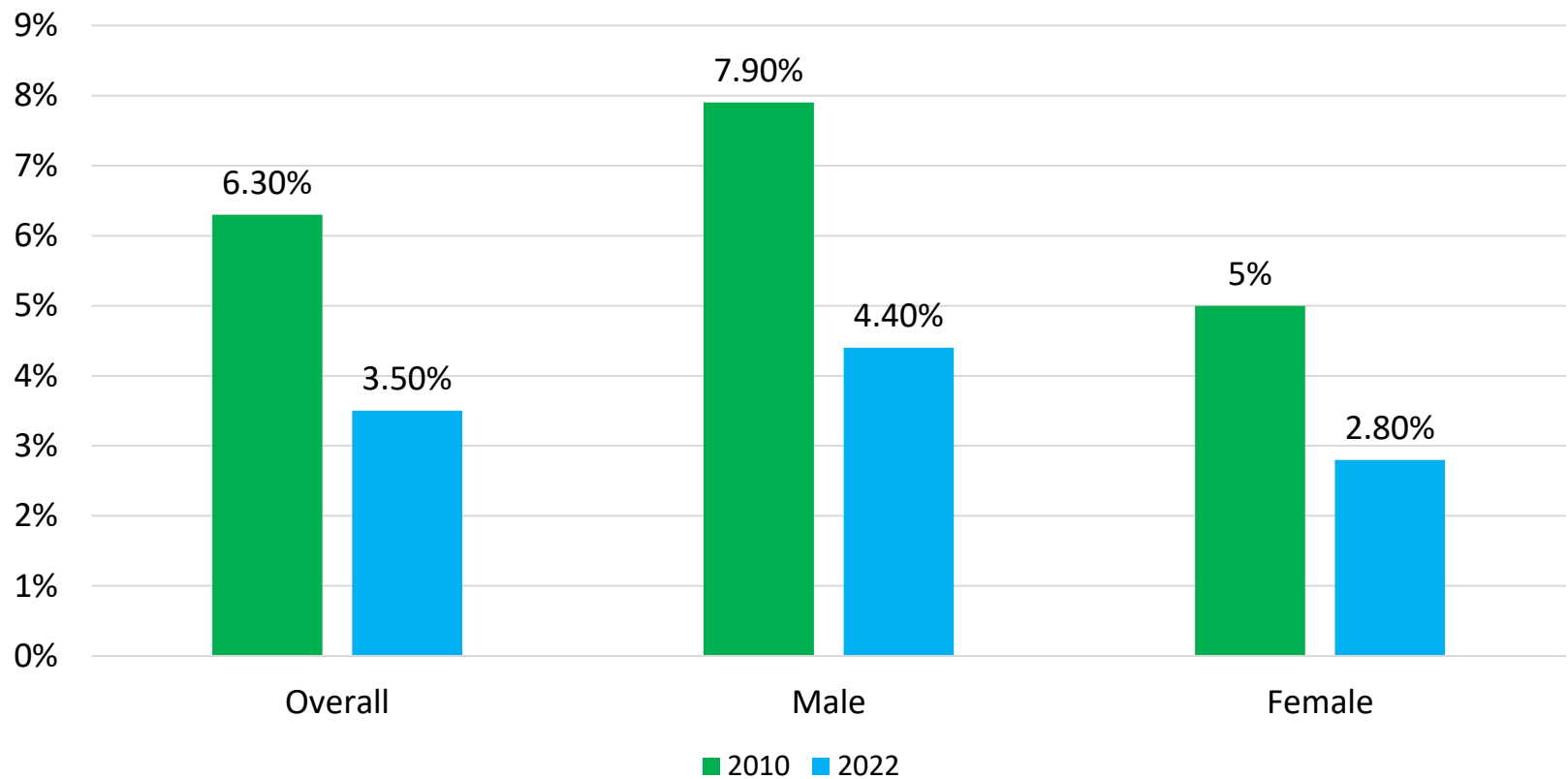
A. Among adults aged 15 and older, NATSC 2021





B. Prevalence of Tobacco Use Among youths aged 13-15, GYTS 2022

Prevalence of Tobacco Use among youths aged 13-15,
2010 & 2022, GYTS 2022

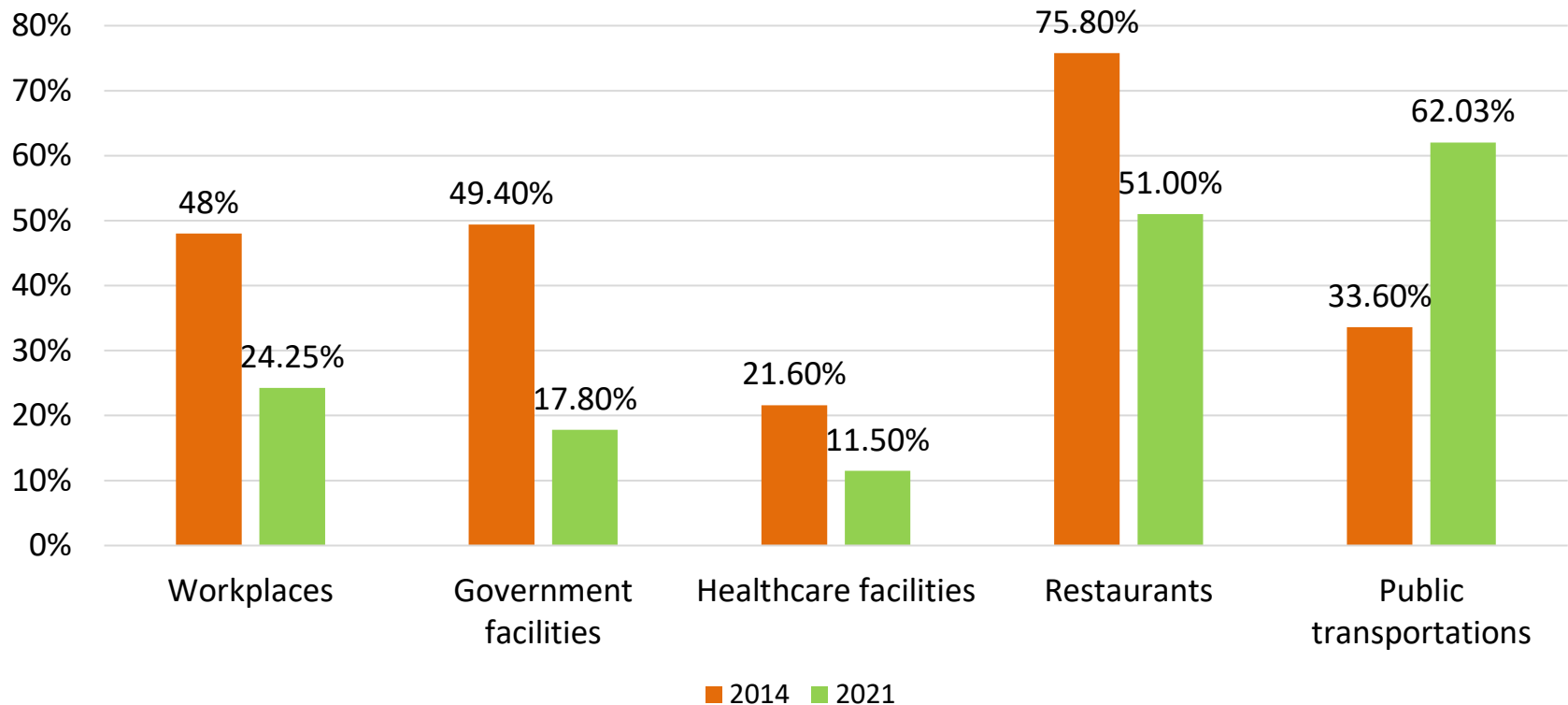




IV. Secondhand-Smoke Exposure

Secondhand-Smoke Exposure at workplaces and public places Among adults **aged 15 and older**,

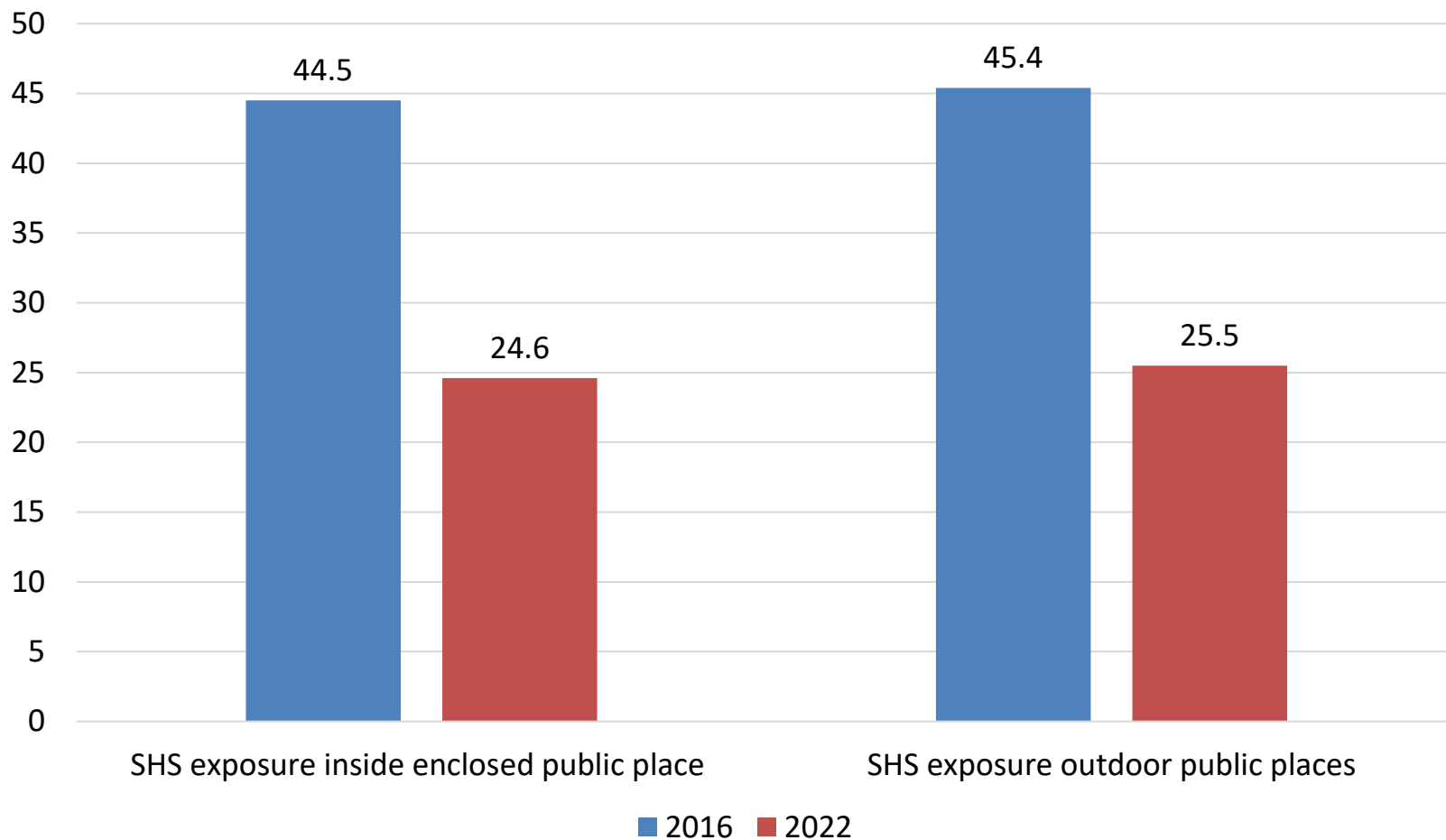
NATSC 2021





IV. Secondhand-Smoke Exposure

SHS exposure for youths **aged 13-15**, GYTS 2022





V. Smoke-Free Indicators from 6 provinces in 2023 & 2024

1. Any ashtrays or bins for cigarette butts

Inside & Inside and Outside the buildings

Inside the buildings	
2023	2024
12.82%	10.5%
Inside and outside the buildings	
0.51%	0.6%





2. See anyone smoking at less than 5 meters away from the entrance **Inside & Inside and Outside** the buildings

Inside the buildings	
2023	2024
22.05%	16.5%
Inside and outside the buildings	
14.14%	4.68%





3. Stick the “No Smoking” signs Inside & Inside and Outside the buildings

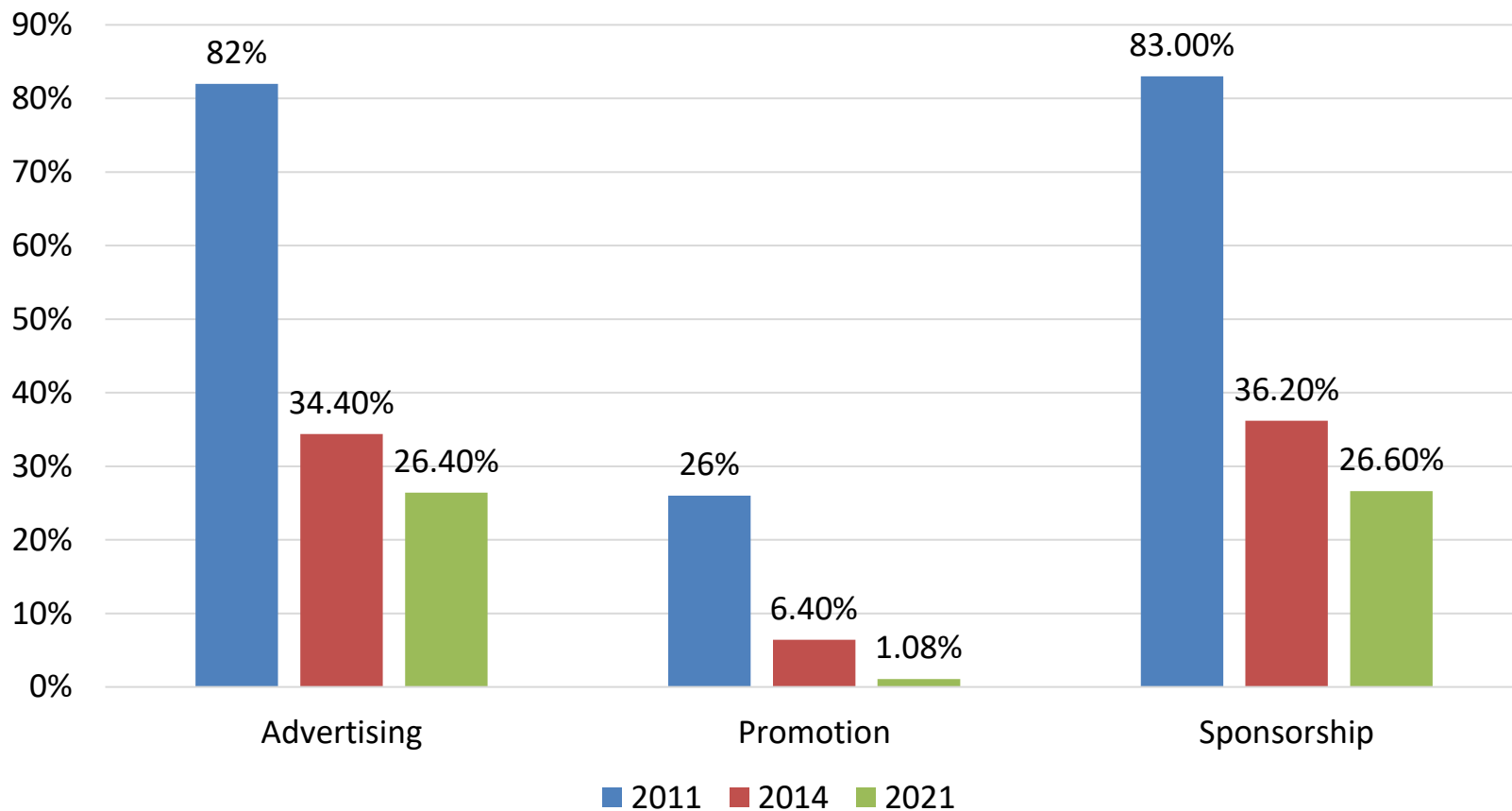
Inside the buildings	
2023	2024
95.90%	85%
Inside and outside the buildings	
96.97%	87.72%





VI. Prevalence of TAPS ban, 2011, 2014, & 2021, NATSC 2021

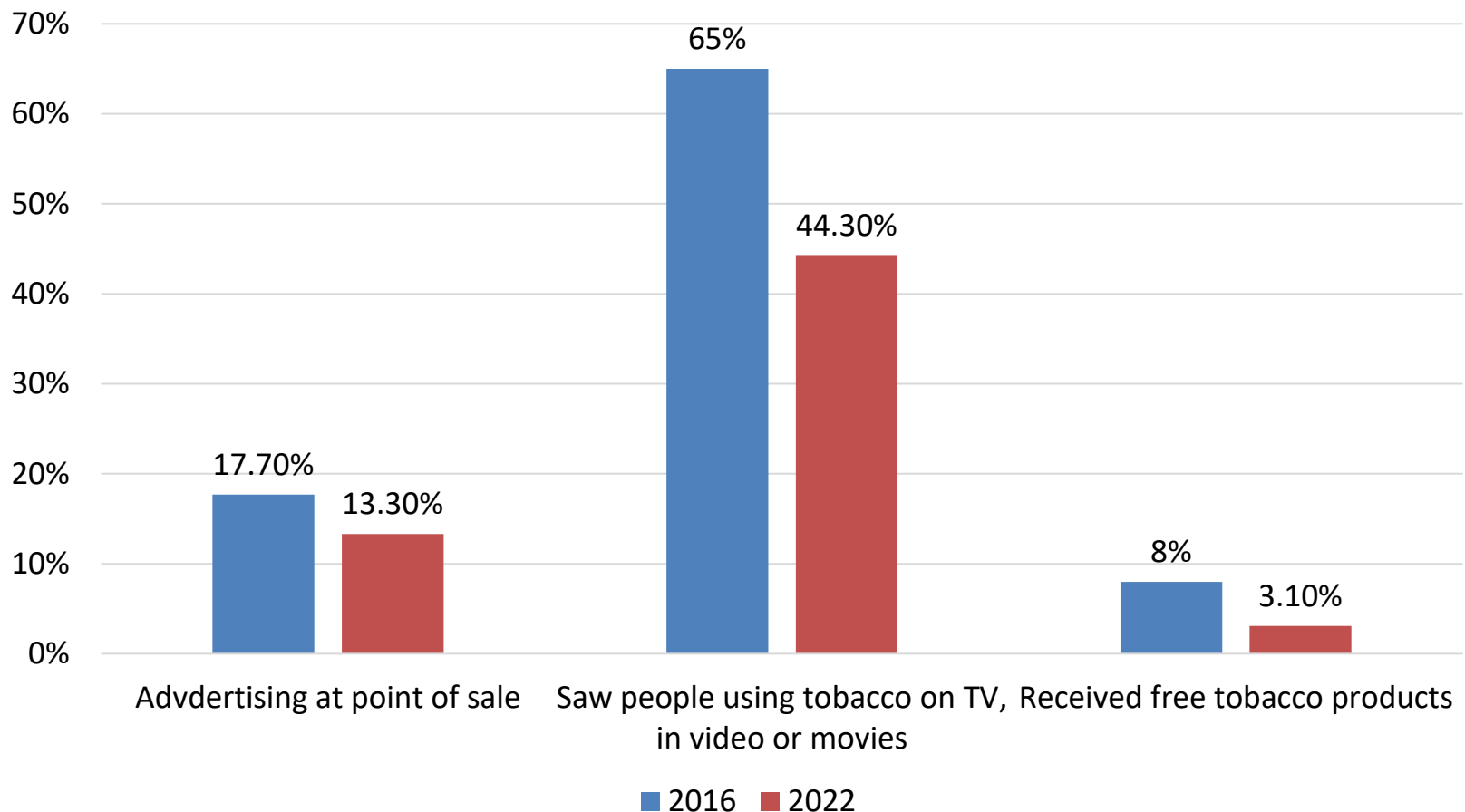
Prevalence of Advertising, Promotion, and Sponsorship among adults **aged 15 and older**, NATCS 2021





VI. Prevalence of TAPS ban, 2016 and 2022, GYTS 2022

Advertising and Promotion among youths aged 13-15, GYTS 2022





VII. The Key Activities of Law Implementation

- The commitment of tobacco control committee, the governors/leaders from the 25 cities/provinces, particularly those in the Smoke-free Cities Alliance
- The capabilities of sub-national authorities and inspectors
- The level of awareness regarding compliance with the smoke-free policy sub-decree and the harmful effects of tobacco use
- The strong collaboration with local NGOs





VIII. The Key Achievements

- A decrease in tobacco use and exposure to secondhand smoke
- Significant compliance with the implementation of the sub-decree
- Over 90% of owners report having a no smoking sign in their building or organization.





IX. Challenges

- Some governors are smokers and serve as role models for others
- Inspectors lack the capacity to impose fines on violators, as no receipts for fines have been issued by the relevant ministries yet
- Some key partners and sub-national authorities do not consider tobacco use a significant public health issue





X. The Next Steps

- Raise awareness about the tobacco control law, sub-decree, and proclamation, as well as the harmful effects of tobacco use, among relevant partners and the public
- Follow up on the proclamation from the inter-ministerial committee to implement fines as a mechanism for enforcement
- Train tobacco control inspectors and enforcers on the law and technical aspects of enforcement
- Expand the network of smoke-free cities
- Conduct regular inspections of public places
- Organize ongoing campaigns to raise public awareness about the harmful effects of smoking and exposure to secondhand smoke, especially during World No Tobacco Day (WNTD)
- Develop licensing requirements for tobacco retailers
- Establish a health promotion fund
- Expand smoking cessation programs in all health centers and set up a Quitline for those seeking help to quit smoking





SMOKE-FREE ENVIRONMENT IN TOURISM

✧ STRATEGIES OF ENFORCEMENT ✧



H.E. HOR SARUN
SECRETARY OF STATE
MINISTRY OF TOURISM, CAMBODIA



SMOKE-FREE ENVIRONMENT IN TOURISM



- In Cambodia, the Ministry of Tourism is one of leading key players of smoke-free implementation and enforcement.
- Smoke-free Environment in Tourism (SFET) is a Working Group has been composited by the Ministry of Tourism to work on Smoke-free Environment in tourism sector.





SMOKE-FREE ENVIRONMENT IN TOURISM



- SFET's objective is to sustain tourism in Cambodia as a smoke-free tourism by ensuring that tourism cities, destinations, hotels, restaurants and other tourism businesses to comply the law of tobacco control.
- SFET has won WHO award, World No Tobacco Day, in 2022, and SEATCA award, Tobacco Control Champion in 2024.





SMOKE-FREE ENVIRONMENT IN TOURISM





STRATEGIES OF ENFORCEMENT





STRATEGIES OF ENFORCEMENT





SMOKE-FREE TOURISM CITY



Ministry of Tourism has launched a guideline for Smoke-free Tourism City in aim of motivating each tourism city to get more involvement in building Smoke-free Environment in Tourism under the Law and other relevant regulations of Tobacco Control.





SMOKE-FREE TOURISM CITY



Our procedure to build a city to be Smoke-free Tourism City includes:

DISSEMINATION:

- In each city, we have workshop for the relevant stakeholders including municipal administration, hotels, restaurants, etc.
- The workshop is to announce the candidate of Smoke-free Tourism, to promote awareness of Law and other regulations of Tobacco Control, and Guideline for Smoke-free Tourism City.





SMOKE-FREE TOURISM CITY



ASSESSMENT:

- Monitoring and assessment will be conducted to evaluate the implementation of guideline for smoke-free tourism city among both public and private stakeholders in the city.
- We have two main indicators to assess the performance:
 - **Appraisal Criteria 1** is for public stakeholders in which comprises of 12 indicators
 - **Appraisal Criteria 2** is for private stakeholders in which comprises of 32 indicators





SMOKE-FREE TOURISM CITY



RECOGNITION:

The tourism city who well performs will be awarded and tilted as “Smoke-free Tourism City”.





SMOKE-FREE TOURISM CITY



Dissemination Workshop



SMOKE-FREE TOURISM CITY



Dissemination Workshop



SMOKE-FREE TOURISM CITY



Assessment



SMOKE-FREE TOURISM CITY



Assessment



IMPLEMENTATION



Assessment



SMOKE-FREE TOURISM CITY



Public Campaign



SMOKE-FREE TOURISM CITY



Public Campaign



SMOKE-FREE TOURISM CITY



Public Campaign



SMOKE-FREE TOURISM CITY



Public Campaign



SMOKE-FREE TOURISM CITY



RECOGNITION:

In the last three years, we have awarded 5 tourism cities as "Smoke-free Tourism City" – Kampot City, Siem Reap City, Preah Sihanouk City, Kampong Cham City and Battambang City.



Recognition



SMOKE-FREE TOURISM CITY



Recognition - Kampot City as a Smoke-free Tourism City



SMOKE-FREE TOURISM CITY



Recognition - Siem Reap City as a Smoke-free Tourism City



SMOKE-FREE TOURISM CITY



Recognition - Preah Sihanouk City as a Smoke-free Tourism City



SMOKE-FREE TOURISM CITY



Recognition - Kampong Cham City as a Smoke-free Tourism City



SMOKE-FREE TOURISM CITY



Recognition - Battambang City as a Smoke-free Tourism City



SMOKE-FREE TOURISM CITY



Recognition - Battambang City as a Smoke-free Tourism City



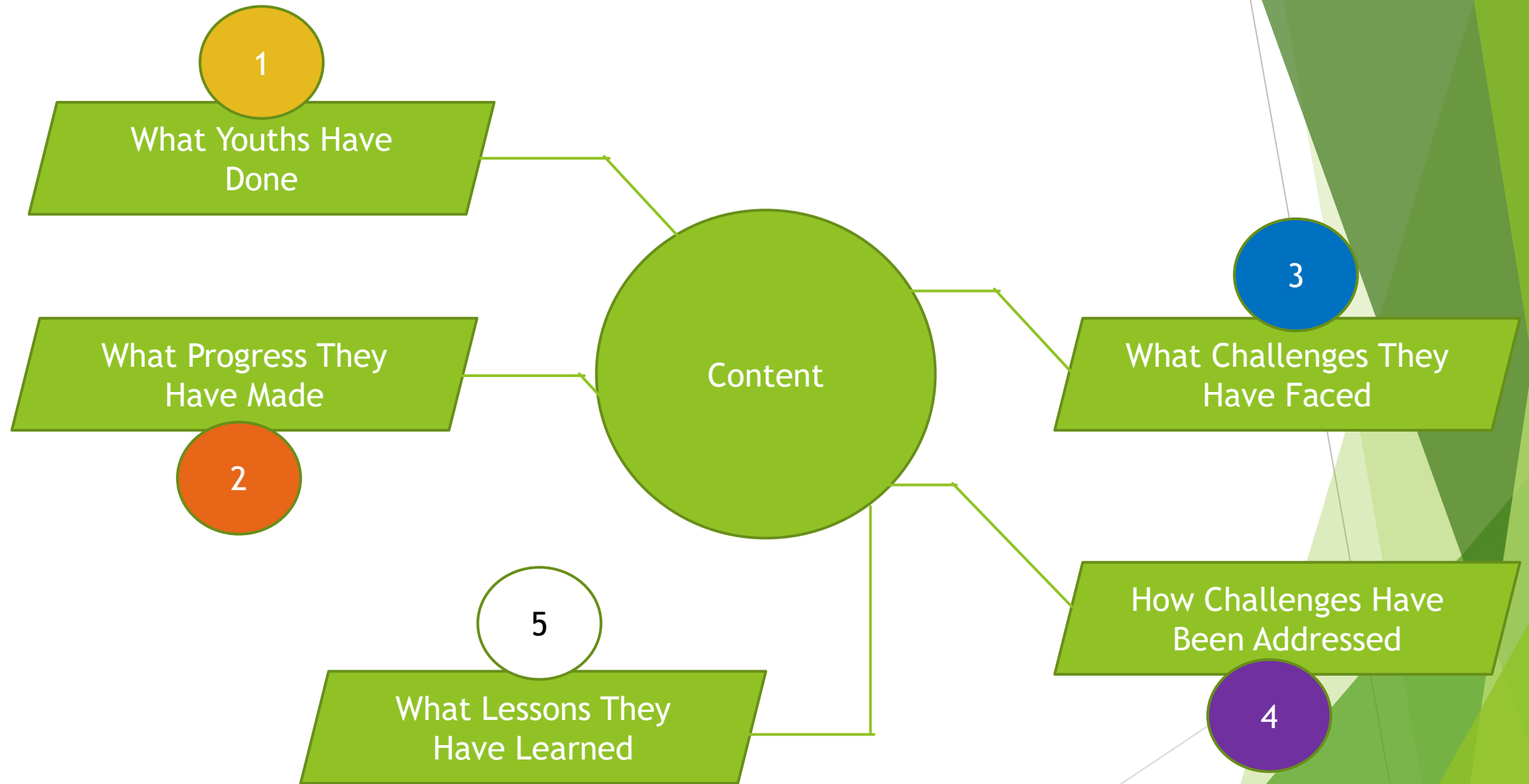
**NO SMOKING NO HARM
NO WASTE**

THANK YOU!

Youth Action in Smoking Renouncement

Lessons Learned from Youths

Kampong Cham Town, 2024



Provincial Governor's Message



Together, we must take sincere responsibility on developing the strength of our young generations.

They are the future hope in achieving Cambodian economy visions 2030 and 2050 and beyond.

Health is one of the most important dimensions we must fight for as to empower them to become the strong human capital.

H.E. Un Chanda



Youth Festival on Tobacco Control in Indonesia
Supported by the UNION and Ministry of Health,
Cambodia, 2022



2021



ក្រុងកំពង់ឆ្នេរ ជាទីប្រ
THE OFFICIAL ANNOUNCEMENT OF KAM

“ទីក្រុងទេសចរណ៍

គ្មានផ្សែងបារី”

Smoke-Free Tourism City
Award, 2024

1

What Youths Have Done

Union of Youth Federation of Cambodia (UYFC)



✓ **Organized Awareness Campaigns:** Worked with local schools, community centers, and social media platforms to raise awareness about the danger of smoking.





- ✓ **Created a youth group:** Looked for existing youth groups dedicated to smoking prevention and health promotion.
- ✓ **Lobbied for Policy Change:** Encouraged local government to enforce implementation of regulations on tobacco and VAP use

What Progress They Have Made

- The community realized greater importance of youth participation on health (tobacco use)
- Sense of healthcare responsibilities of individuals at home
- Greater understanding among cigarette vendors on laws and regulations on tobacco control





ការអង្កេតអំពីសារព្រមានសុខភាពលើកញ្ចប់បារី និងការបិតតែមប្រពន្ធ

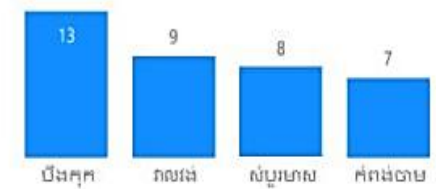
ខេត្តចុះអង្កេត

ចំនួនទីកន្លែងដែលបានចុះ

សង្កាត់ដែលបានចុះអង្កេត

កំពង់ចាម

37

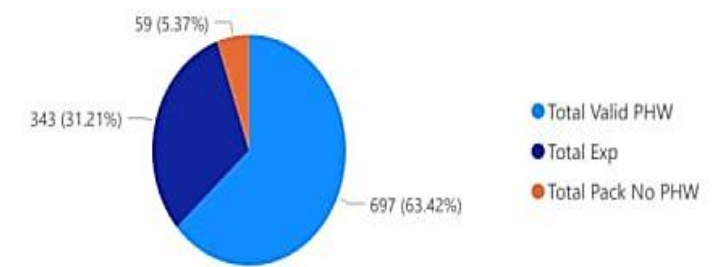


1049

Total Pack with PHW

59

Total Pack No PHW



1199

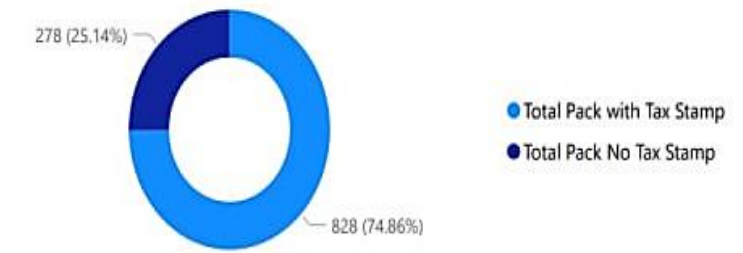
Total Pack Sold

828

Total Pack with Tax Stamp

278

Total Pack No Tax Stamp



3

What Challenges They Have Faced

- Peer Pressure and Social Influence
- Lack of social stakeholders' engagement

4

How Challenges Have Been Addressed

Invited People to Join a Support Group: Whether in-person or online. It was helpful in providing encouragement, advice, and shared experiences.

Asked the local government for help: to implement striker regulation



What Lessons They Have Learned

- Building Leadership Skills
- Promoting Social Change and Advocacy
- Greater Understanding of the Importance of Health affected by tobacco use
- Importance of comprehensive partnership and support
- Incomprehensive law enforcement

We are asking for support from organizations, both local and foreign, to support and focus on the Smoke-Free City project.



Thank you