

Addressing Indonesia's Tobacco Public Health Crisis: Promoting a Smoke-Free Indonesia

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Introduction: Indonesia faces a significant challenge with tobacco use, boasting one of the highest global smoking rates at around 60% for men. Notably, 7.5% of female deaths in Indonesia are attributed to tobacco, primarily due to second-hand smoke. To tackle this issue, we aimed to leverage an existing Indonesian-Australian collaboration to introduce Australia's smoke-free resources.

Abstract body text: The primary objective of our project was to disseminate a comprehensive toolkit that promotes the establishment of smoke-free zones on university campuses and within households. Additionally, we conducted focus groups and an online survey to gather valuable data, which informed the development of a health promotion social media campaign aimed at reducing Indonesian individuals' exposure to second-hand smoke. The online campaign was launched in May and will be actively shared through our social media channels until the conclusion of 2023. This campaign serves to raise awareness about the detrimental effects of second-hand smoke and has been crafted in the Indonesian language, featuring the involvement of Indonesian actors.

Discussions and Conclusions: To summarize, this project successfully implemented a social media campaign aimed at raising awareness about the detrimental effects of second-hand smoke and enhancing the knowledge of Indonesian individuals on this matter. In addition, we developed and provided two translated toolkits specifically designed for universities and individuals, enabling them to establish smoke-free environments both on campus and in their homes. These resources serve as practical guides for implementing effective measures to reduce exposure to second-hand smoke.

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