



## 5<sup>th</sup> “Quit to Win” Smoke-free Community Campaign

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### Proposal

March 2014

#### 1. Organizer – Hong Kong Council on Smoking and Health

Hong Kong Council on Smoking and Health (COSH) was established in 1987. It is a statutory body vested with functions as set out in the “Hong Kong Council on Smoking and Health Ordinance (Cap. 389), to protect and improve the health of community and raise public awareness on smoking hazards:

- Informing and educating the public on the harm of smoking and its adverse effects on health;
- Conducting and coordinating research into the cause, prevention and cure of tobacco dependence; and
- Advising the Government, community health organizations or any public body on matters relating to smoking and health.

#### 2. Objectives

COSH organize the “Quit to Win” Smoking Cessation Contest to encourage smokers to kick the habit. It is combined with a research study to evaluate the effectiveness of smoking cessation interventions. To further build up a smoke-free community, COSH had launched “Quit to Win” Smoke-free Community Campaign with District Councils and district organizations since 2012. Smoke-free messages were effectively spread and atmosphere of smoking cessation is cultivated in community level. Enthusiastic support and success were generated.

According to the studies on smoking cessation contests around the world and the campaign, smoking cessation contest should be organized regularly to provide an alternative platform for smokers to seek assistance on smoking cessation, in addition to cessation clinics. Through the collaboration with District Councils and non-profit organizations (NGO), the campaign will strengthen the smoking cessation support at community level and encourage more smokers to kick the habit.

Following the past successful experiences of “Quit to Win” campaign, COSH will continuously collaborate with District Councils, NGO and smoking cessation institution to achieve the following aims:

- Encourage smokers to kick the habit;
- Motivate non-smokers to support their family members and friends to quit smoking;
- Raise public awareness on smoking hazards and support the works on tobacco control at community level; and
- Strengthen the promotion and support of smoke-free community and strive for a smoke-free Hong Kong.



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### 3. Details

(1) The 5<sup>th</sup> “Quit to Win” Smoke-free Community Campaign Kick-off Ceremony

Representatives from District Councils and NGO working partners will be invited to join the kick-off ceremony in July 2014 (date to be confirmed).

(2) “Smoke-free Ambassador Training Session”

COSH, together with smoking cessation institution will provide “Smoke-free Ambassador Training Session” to colleagues and volunteers from NGO working partners in May to June 2014. The training will cover smoking hazards, tips on community smoke-free promotion and skills of brief smoking cessation counseling.

(3) Smoke-free Community Promotion Activities

To organize territory-wide smoke-free promotion activities in collaboration with District Councils and NGO with following roles:

District Council :

- To be a supporting organization of the campaign; and
- Nominate appropriate NGO as working partner and provide assistance for venue and promotion.

NGO working partner:

- Participate in the “Smoke-free Ambassador Training Session”;
- Participate in the recruitment sessions organized by COSH;
- Organize at least one “Smoke-free Community Promotion Activity” in June to September 2014 to promote smoke-free messages and “Quit to Win” smoking cessation contest;
- Each working partner will receive a funding support with a ceiling amount of HK\$30,000 for (i) conducting at least one promotion activity to disseminate smoke-free messages, encourage smoking cessation and recruit participants for “Quit to Win” Smoking Cessation Contest and (ii) provide assistance on manpower, promotion and venue rental for COSH recruitment sessions. COSH will provide promotion materials to NGO working partner, e.g. posters, leaflets, cessation booklet and souvenirs; and
- The NGO working partner is required to submit proposal for COSH endorsement in June 2014



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specifying the objectives, details and budget of the activities. All expenses would be reimbursed according to actual expenses payment. Final report, financial report and expenses receipts should be submitted to COSH on or before 28 November 2014.

#### (4) “Quit to Win” Smoking cessation contest

##### i. Recruitment Details

COSH, together with the NGO working partners, will organize territory-wide recruitment sessions from June to September 2013 in the 18 districts. Hong Kong citizens aged 18 years old or above would be eligible to join the contest. Participants are required to complete questionnaire and application form and pass the carbon monoxide breath test.

Participants will receive follow-up in 6 months after joining the contest. Those reported to have quit smoking in the three-month follow-up are required to undertake verification by passing the carbon monoxide breath test and cotinine saliva test. Successful quitters are eligible to join the Lucky Draw and TV show to compete for fabulous prizes.

##### ii. Research

To evaluate the effectiveness of the campaign and different cessation interventions, COSH will commission a smoking cessation institution to conduct telephone follow-up to the participants. Participants may join the Randomized Controlled Trial (RCT) research voluntarily. They will be randomly assigned to different study groups and receive follow-up in three months. The data collected will be analyzed to compare the effectiveness of different cessation interventions to smokers.

#### (5) “Quit to Win” Television Show

Smokers who quit smoking successfully after three months will be invited to undertake the carbon monoxide breath test and cotinine saliva test and may be selected to join the television show. The winners and their nominators will be awarded attractive prizes. The television show will be held in March 2015 (date to be confirmed).



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### 4. Schedule

Month/ Year	Details
February – April 2014	Invite District Councils to support the campaign
April – June 2014	Identify the NGOs and liaise the NGOs nominated by District Councils
May – June 2014	“Smoke-free Ambassador Training Session”
June 2014	NGO working partners submit proposals
July 2014	Kick-off Ceremony
June – September 2014	Smoke-free Promotion Activities and “Quit to Win” Recruitment
June 2014 – March 2015	Three-month telephone follow up
November 2014	NGO working partners to submit final report
February – March 2015	Lucky Draw & TV Show

#### Enquiry

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