



## Media Advocacy in Tobacco Control “Smoke Free Hong Kong” Campaign 菸害防制的媒體倡議-“無菸香港”行動

資料來源：**COSH**  
報告者：左偉國醫生 **BBS JP.**  
翻譯：董氏基金會

### Hong Kong Council on Smoking & Health 香港吸煙與健康委員會

- Statutory body established in 1987  
1987年法定成立
- Inform & educate the public on the harms of smoking & its adverse effects on health  
告知並教育民眾吸菸對身體的傷害
- Conduct & coordinate research into the cause, prevention & cure of tobacco dependence  
對於菸品成癮的原因預防與治療做相關研究
- Advise the Government, community health organizations or any public body on matters relating to smoking and health  
給政府、社區健康組織及社會組織有關菸品及健康的建議

## Tobacco Control Legislation in Hong Kong 香港菸害防制法律



### Tobacco Control Legislation in HK 香港菸害防制法律

- Smoking (Public Health) Ordinance cap 371 (1982)  
吸煙(公眾衛生)條例
  - Prohibition of Smoking in Public Places  
禁止在公共場所吸菸
  - Restriction on Sales of Tobacco Products  
限制菸品銷售
  - Restriction on Tobacco Promotion and Advertising  
限制菸品促銷及廣告

## With passage of Amendment Bill (2006)吸煙(公眾衛生)(修訂)條例

- The vast majority of indoor areas of workplaces and public places are required to ban smoking  
大部分室內場所及工作場所禁止吸菸
- The display of descriptive words on tobacco packets and retail containers which may have misleading or deceptive effects would be prohibited  
禁止會誤導菸品消費者的文字出現在菸盒或菸品包裝上
- Health warning on tobacco products would be strengthened; and  
加強菸品上的健康警示
- The Secretary for Health, Welfare and Food would be empowered with authority in appointing inspectors to take enforcement actions.  
加強食物健康與福利委員會強制執行菸害防制法的權力

### A. Further Expansion of no-smoking areas – effective from 1 January 2007擴大執行禁菸區域

#### Total smoking ban in the following public premises:

1. All indoor workplaces 室內工作空間
2. Restaurants 餐廳
3. Karaoke KTV
4. Public markets 市場
5. Indoor & outdoor area of child care centres, kindergartens, primary & secondary schools  
各級學校



**A. Further Expansion of no-smoking areas –**  
effective from 1 January 2007 擴大執行禁菸區域

**Total smoking ban in the following public premises:**

6. Universities & tertiary institutions 大學
7. Residential care homes, public pleasure grounds,  
beaches, public transport carriers  
照護中心.遊樂場.海灘.公共交通轉運站
8. Bars open to all age groups 小吃攤
9. Billiard Rooms 撞球間



**Further Expansion of no-smoking areas –**  
to be effective from 1 July 2009 擴大執行禁菸區域

**Total smoking ban in the following public premises:**

1. Bars open to those aged 18 and above only  
所有年齡皆宜的小吃店
2. Mahjong parlour 室內麻將館
3. Massage establishment 按摩院
4. Commercial bathhouses 澡堂
5. Designated mahjong rooms 指定麻將間
6. Nightclubs 夜店



## Purpose目的

The Hong Kong Government introduced legislative amendments in 2005 to provide further protection of the public from the harms of second-hand tobacco smoke.

The Hong Kong Council on Smoking and Health (COSH) organized a territory-wide “Smoke Free Hong Kong” media campaign during 2004-06 to raise public awareness on the harms of second-hand smoking and to solicit support from the public on the proposed legislative amendments.

香港政府在2005年開始菸害防制法規以降低民眾二手菸危害。「香港吸煙與健康委員會」在2004-06年發起了“無菸香港”媒體行動要喚醒民眾對二手菸危害的認知，並進而促成菸害防制條例

## Methods方法

Making use of different powerful mass medium, the “Smoke Free Hong Kong” Media Campaign includes a series of television and radio Announcement of Public Interests (APIs), synchronized with outdoor media placements, to amplify the messages in reinforcing penetration into the local community. For strategic planning of this media advocacy campaign, COSH translated local epidemiological findings into advocacy messages which were

”無菸香港的媒體行動”運用各種有力的媒體，透過一系列電視和廣播宣導與公共利益有關的行動，並同步利用戶外媒體置入，將訊息深入各個社區！

針對媒體倡議的策略，香港吸煙與健康委員則將地方流行病學的發現，轉化為倡議的訊息，使這些訊息：

- a) **Logically persuasive**,是有憑據的說服行動
- b) **Morally authoritative**,訴諸道德權威  
**most importantly**,最重要的是
- c) **Able to be understood by the public and evoke their passion on tobacco control**.能被民眾了解且提升民眾對菸害防制的熱情

## Announcements in the Public Interest (APIs)

宣導公共利益的行動

to raise public awareness on the harms of second-hand smoking提升大眾對二手菸害的覺察



## Announcements in the Public Interest (APIs)

宣導公共利益的行動

“1324 Reasons to have a “Smoke-free Environment”

無菸環境的1324個理由

- a series of **media campaign** promotion

一系列的媒體行動

- a brand new interactive website,

一個完全新的互動網站

- **large-scale district and community activities** to further disseminate smoke-free messages.

大型的社區活動倡導無菸環境

- to empower the public to actively participate in creating a “Smoke Free Hong Kong”.

使大眾能夠主動參與創造“無菸香港”

## Announcements in the Public Interest (APIs)

宣導公共利益的行動

“1324 Reasons to have a “Smoke-free Environment”

無菸環境的1324個理由



## Announcements in the Public Interest (APIs)

### 宣導公共利益的行動

#### Urge for passage of legislative amendment

#### 強烈要求立法

- The API employs a sentimental approach to remind the public that smoking is not only damaging the present generation, but future generations to come.

宣導公共利益的行動用感性訴求讓民眾知道菸害是會影響下一代

- Aims at generating fresh impetus in supporting smoking ban in public places.

目標是要民眾支持在公共場所禁菸

## Announcements in the Public Interest (APIs)

### 宣導公共利益的行動

#### Urge for passage of legislative amendment

#### 強烈要求立法





## Announcements in the Public Interest (APIs)

宣導公共利益的行動

after passage of the Bill – “We are fine”

吸煙(公眾衛生)(修訂)條例-“我們很好”



## “Cheerful Tears” - Encourage & support smokers to quit

開心的眼淚-鼓勵與支持吸菸者戒菸





## “Stand by You, Quit for Good!”

(「心」呼吸一齊戒煙)



- increasing the public awareness on the benefits of smoking cessation; and  
提升民眾了解戒菸的好處
- encouraging the community to support smokers to get rid of nicotine addiction in the New Year of Pig.

豬年時鼓勵社區民眾支持戒菸者逃離尼古丁成癮



## Media promotion 媒體的提倡



## Results結果

An evaluation study was conducted to study the effectiveness of the media campaign. It was revealed that public awareness of the APIs is generally high (60 -87%). The campaign has significant impact on smokers' attitude and behavior towards smoking, with 36.3% of them indicated intention to give it up and 26% tried to smoke less after watching the APIs.

關於媒體行動的成效評估，顯示大眾對於宣導公共利益行動(APIs)有高度認知(60-87%)，且此行動對於吸菸者的吸菸態度及行為也有顯著影響；在看完宣導公共利益的行動(APIs)後，有36%的吸菸者表示有戒菸意圖，26%的吸菸者嘗試降低菸量。

## Conclusion結論

In public health policy change and implementation, media advocacy has been found to be effective in recruiting and building public support.

關於公共健康政策的改變與實施，媒體倡議對於動員及建立民眾的支持具有成效！



## Smoke Free Restaurant Favorite Culinary Award 最佳無菸餐廳獎

Objectives目的:

- to promote the positive benefits of smoke free policies to all catering establishments

讓餐飲業者了解無菸政策的建立對他們是有正向的好處



## Smoke Free Restaurant Favorite Culinary Award 最佳無菸餐廳獎

- to commend innovative restaurants that have successfully implemented smoke free policies as leaders in the catering industry , and  
獎勵成功執行無菸政策的餐廳
- to cultivate the smoke-free environment as a part of Hong Kong dining culture to the general public.

建立大眾了解無菸飲食環境能成為香港飲食文化

Supported by nearly 300 restaurants  
接近300間餐廳支持



Hong Kong Council On Smoking & Health

COSH 香港吸煙與健康委員會

影響健康  
二手煙  
禁煙立法  
禁煙活動  
禁煙政策

**Online Platform 網路平台**  
**www.smokefree.hk**

你知道嗎？ 最新消息 活動概要

委員會全力支持煙民戒煙

27-02-2007  
**美研究顯示“二手煙”致  
癌風險不亞於吸煙**  
美國伊利諾伊大學流行病學家萊斯利斯泰納領導的研究小組在最新出版的《美國公共衛生雜誌》上報告指出，在工作場所“二手煙”污染的

08-02-2007  
**祝願香港市民新年健康財富  
兼得 委員會辦「心」呼吸一齊  
戒煙活動**  
為了鼓勵及支持吸煙人士，為個人及身邊人的健康著想，在新一年能夠積極行動戒除煙癮，香港吸煙與健康委員會於今天(2月8日)假期

無煙工作間  
無煙食肆  
無煙公園  
以上皆是  
以上皆否

Vote

無煙食肆 全城響應  
最佳無煙食肆大召集

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Hong Kong Council On Smoking & Health

COSH 香港吸煙與健康委員會

Health Effects  
Second Hand Smoke  
Smoke-free HK  
Smoking Cessation  
Legislation  
The Industry


**Be Smart Quit Smoking**

JOIN US  
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Find out more

**Polling**  
Which smoke free policy is good to your health?  
 smoke free workplace  
 smoke free restaurants  
 smoke free parks  
 all of the above  
 none of the above  
 Vote

**Smoke-free Hong Kong**  
Get up-to-date  
Legislation  
APIs Download

**Do you know?**

**Be Smart, Quit Smoking**  
  
 HKCOSSH released its new API "Be Smart, Quit Smoking"

**What's New**

**06-10-2007**  
**Smoke-free TV, movie screens sought**  
The broadcasting watchdog wants to clear television and movie screens of the sight of people smoking. The State Administration of Radio, Film and Television (SARFT), in a statement, criticized film and television producers for their indifference to non-smokers... (China Daily) [more]

**11-06-2007**  
**The 13th National Symposium on Smoking and Health**  
The 13<sup>th</sup> National Symposium on Smoking and Health, organized by the Chinese Association on Tobacco Control (CATC), was held from 11-12 June 2007 at Yong Jin Hotel in Hangzhou, China. The theme of the symposium was "Creation of Smoke Free Environments - Implementation of FCTC". [more]

**31-05-2007**  
**2007 World No-tobacco Day Theme "Smoke-free"**



For more updated information on local and international tobacco control movement, please visit [www.smokefree.hk](http://www.smokefree.hk)

要取得更多更新的地方及國際菸害防制行動,請上 [www.smokfree.hk](http://www.smokfree.hk)

Thank you!

Hong Kong Council On Smoking & Health

Be Smart Quit Smoking

Do you know?

What's New

Events Highlight

06-18-2007 Smoke-free TV, movie screens sought

11-04-2007 The 13th National Symposium on Smoking and Health

31-05-2007 2007 World No-tobacco Day Theme "Smoke-free"