

**ACTIVITY 3**  
**PPS-TOBACCO CONTROL ADVOCACY GROUP**  
**POST ANTI-SMOKING AWARENESS CAMPAIGN ONLINE SURVEY**  
**(November 1-December 10, 2017)**

The initial plan of having a collaborative research on the Knowledge ,Attitude and Practices Survey on Smoking among enrolled students Grades 7-9 Students in the Philippines School Year 2017-2018 was not pushed through this year.

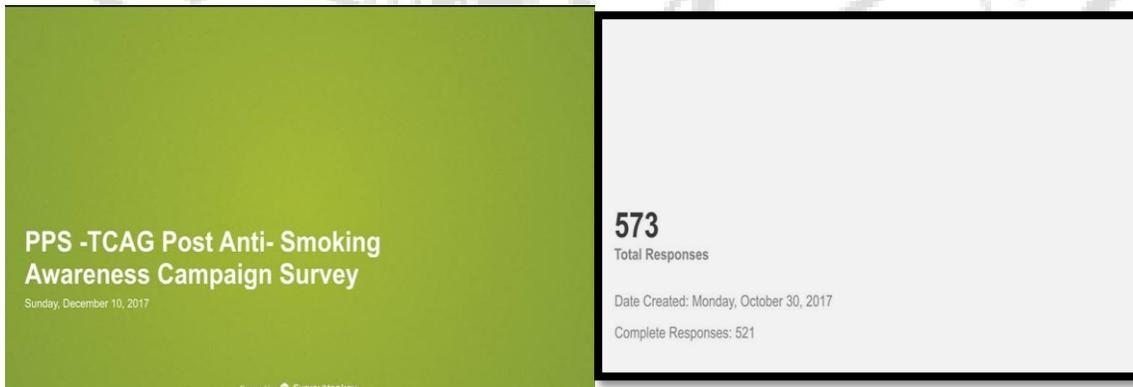
Hence, to further assess the knowledge retention among the student participants from the anti-smoking lay fora conducted last July-August in selected schools nationwide, an online survey using the survey monkey app was done instead over 6 weeks period. ( November 1-December 10,2017)

The survey has 10 questions and is purely voluntary from the lay fora student participants .

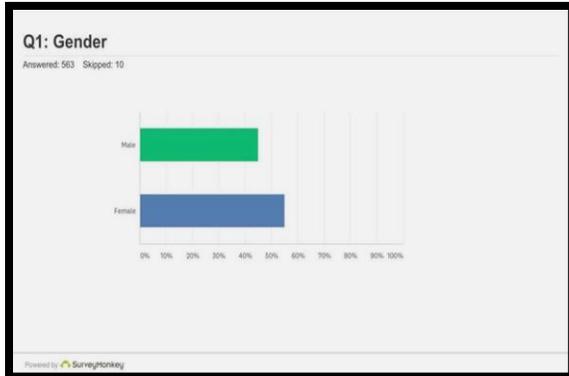
The objectives are :

1. To assess which of the key statements from the lay fora has the greatest impact and retention to the participants .
2. To know what what medium of communication can we use to continuously engage the youth in our PPS Tobacco Control Activities.
3. To help us plan for future tobacco control activities for the youth .

The online survey results are very encouraging .



Out of the 14 PPS Chapters, there are 573 total responses gathered

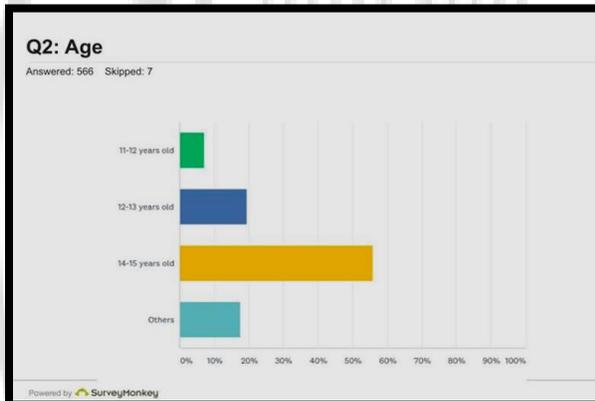


**Q1: Gender**  
Answered: 563 Skipped: 10

ANSWER CHOICES	RESPONSES	
Male	44.94%	253
Female	55.06%	310
TOTAL		563

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There is predominance of female responders (55.06%) and male was at 44.94%.

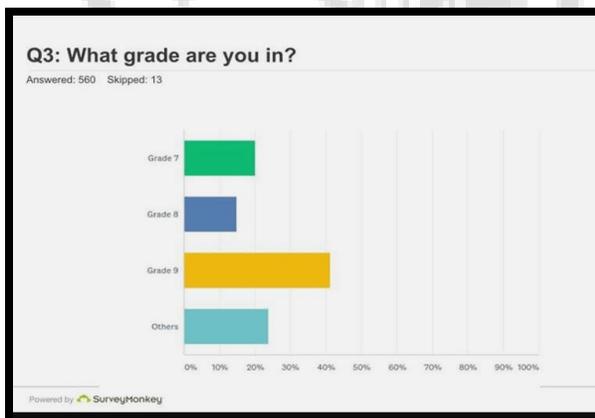


**Q2: Age**  
Answered: 566 Skipped: 7

ANSWER CHOICES	RESPONSES	
11-12 years old	7.07%	40
12-13 years old	19.43%	110
14-15 years old	55.83%	316
Others	17.67%	100
TOTAL		566

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Most responders come from the 14-15 years old at 55.83%

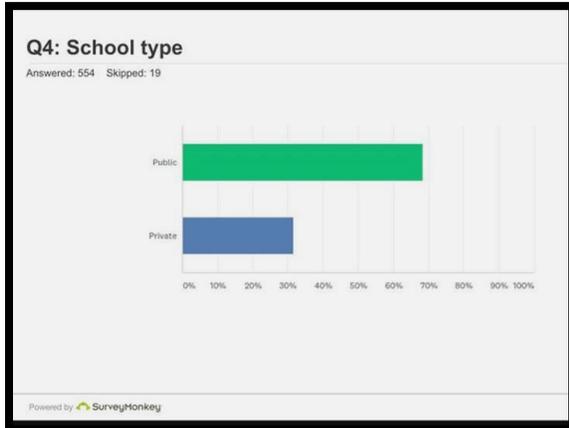


**Q3: What grade are you in?**  
Answered: 560 Skipped: 13

ANSWER CHOICES	RESPONSES	
Grade 7	20.18%	113
Grade 8	14.82%	83
Grade 9	41.25%	231
Others	23.75%	133
TOTAL		560

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Grade 9 students (41.25%) were the most responders for this survey



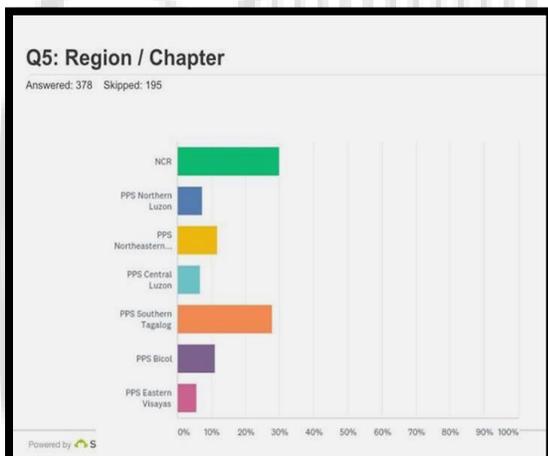
#### Q4: School type

Answered: 554 Skipped: 19

ANSWER CHOICES	RESPONSES
Public	68.41% 379
Private	31.59% 175
TOTAL	554

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Most responder are from public schools at 68.41%

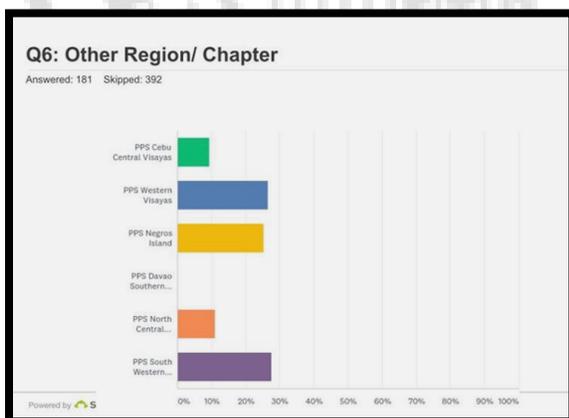


#### Q5: Region / Chapter

Answered: 378 Skipped: 195

ANSWER CHOICES	RESPONSES
NCR	29.89% 113
PPS Northern Luzon	7.41% 28
PPS Northeastern Luzon	11.64% 44
PPS Central Luzon	6.61% 25
PPS Southern Tagalog	27.78% 105
PPS Bicol	11.11% 42
PPS Eastern Visayas	5.56% 21
TOTAL	378

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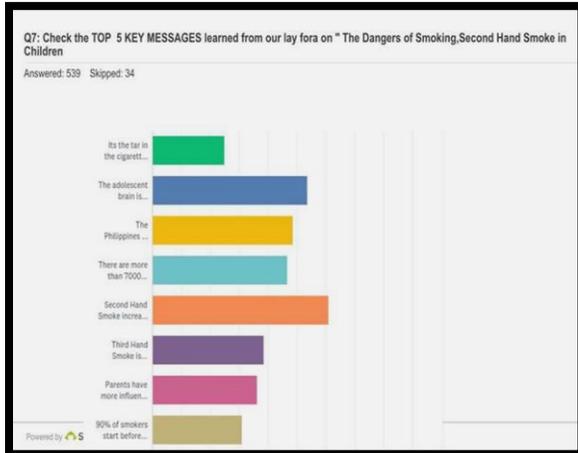
#### Q6: Other Region/ Chapter

Answered: 181 Skipped: 392

ANSWER CHOICES	RESPONSES
PPS Cebu Central Visayas	9.39% 17
PPS Western Visayas	26.52% 48
PPS Negros Island	25.41% 46
PPS Davao Southern Mindanao	0.00% 0
PPS North Central Mindanao	11.05% 20
PPS South Western Mindanao	27.62% 50
TOTAL	181

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National Capital Region has the most responders at 29.89% followed by PPS-Southern Tagalog Chapter at 27.8% . Validating the most number of student reached for this awareness campaign. Distant Chapters with most responders are PPS Western Visayas at 26.52% and PPS-South Western Mindanao at 27.62%,both regions have existing active Tobacco Control Programs by the government.



Q7: Check the TOP 5 KEY MESSAGES learned from our lay fora on "The Dangers of Smoking, Second Hand Smoke in Children"

Answered: 539 Skipped: 34

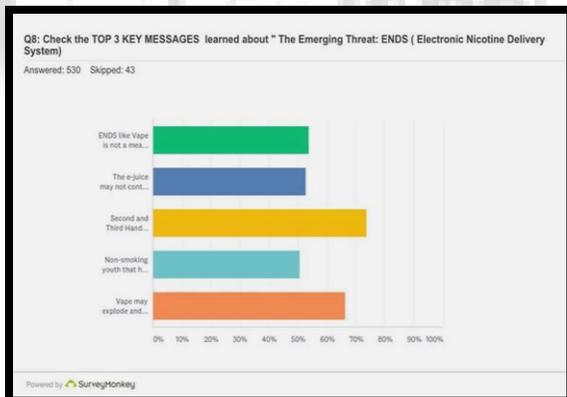
ANSWER CHOICES	RESPONSES
Its the tar in the cigarette which is carcinogenic and not the nicotine	24.86% 134
The adolescent brain is uniquely susceptible to nicotine addiction and has long standing effects in the brain	53.62% 289
The Philippines has an alarming increase of smokers in the young based on the 2015 Global Youth Tobacco Survey from 12% in 2010 to 16% in 2015	48.61% 262
There are more than 7000 chemicals found in a single puff of cigarette	46.57% 251
Second Hand Smoke increases risk to heart and lung disease as well as cancer	60.85% 328
Third Hand Smoke is residual nicotine and other pollutants that stick to surfaces ,clothing and objects that stays for weeks to months	38.59% 208
Parents have more influence on their teens in smoking than their peers	36.18% 195
90% of smokers start before they are 15 years old	30.98% 167
Remember NOPE! Not One Puff Ever	36.55% 197
Say " No" to friends who tempts you to smoke by saying the following " I want to be fit", "Smoking makes me smell bad", "I want to live longer", "Smoking makes me sick"	61.97% 334

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The Top 5 key messages on the dangers of smoking and shs retained are:

- 1.Saying "No"to friends who tempts you to smoke at 61.97%
- 2.Second Hand Smoke increases risk to heart and lung disease as well as cancer at 60.85%
- 3.The adolescent brain is uniquely susceptible to nicotine addiction at 53.62%
4. The Philippines has an alarming increase of smokers in the young based on 2015 GYTS at 48.61%
5. Parents have more influence on their teens in smoking than peers at 36.18%

With the above responses, we feel we are successful in making them aware of the Filipino youth's vulnerability to smoking,its hazards to the young and parental influence for this bad habit.



Q8: Check the TOP 3 KEY MESSAGES learned about "The Emerging Threat: ENDS ( Electronic Nicotine Delivery System)

Answered: 530 Skipped: 43

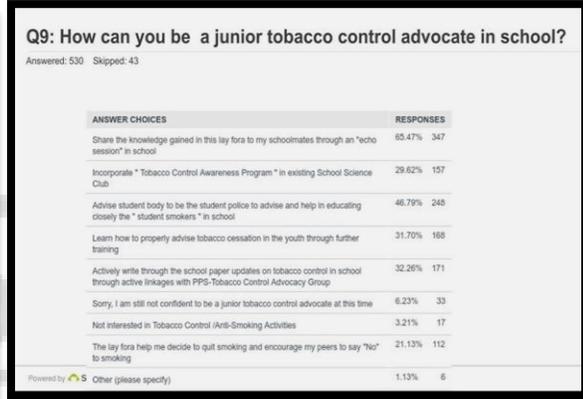
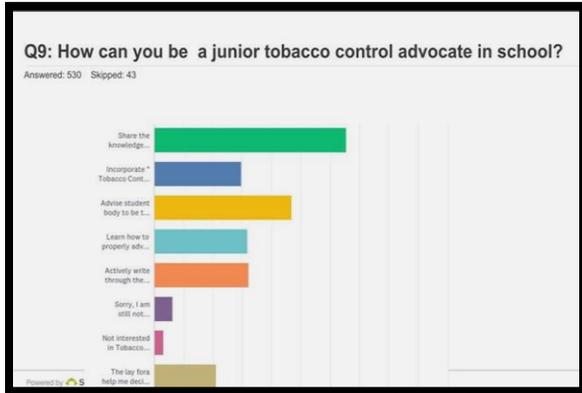
ANSWER CHOICES	RESPONSES
ENDS like Vape is not a means to quit tobacco /cigarette smoking	53.77% 285
The e-juice may not contain nicotine but its flavoring contents i.e. Diacetyl , can cause serious lung disease as "popcorn lungs" or "bronchitis obliterans"	52.64% 279
Second and Third Hand Aerosol exposure from Vape contain formaldehyde, acetaldehyde and metallic nano-particles which are harmful to health and environment.	73.56% 390
Non-smoking youth that have ever used e-cigarettes have greater risk to smoke conventional cigarettes than those who have never used e-cigarettes	50.57% 268
Vape may explode and cause serious burns and nicotine liquid when ingested can cause fatal poisoning in the young	66.42% 352
Total Respondents: 530	

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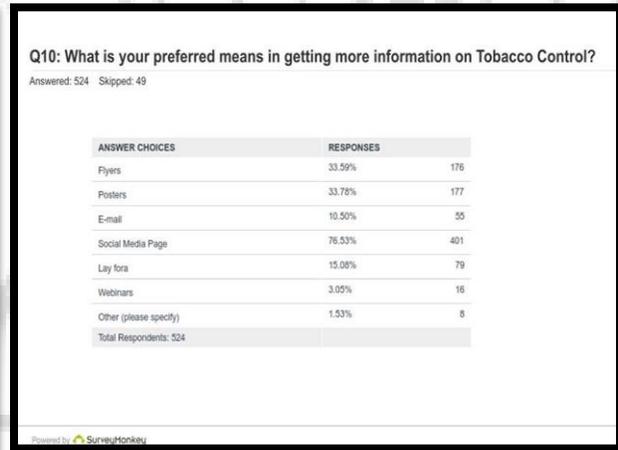
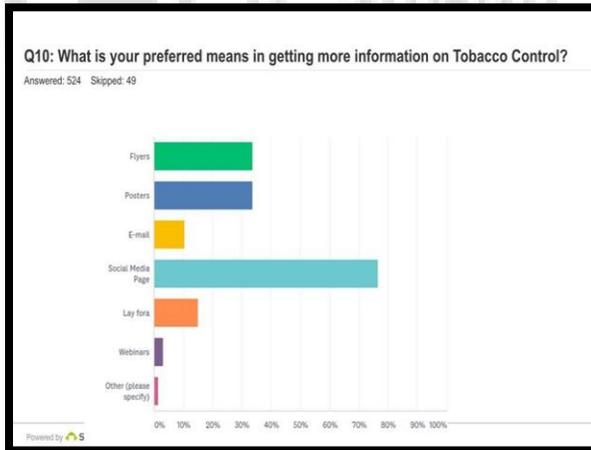
The Top 3 Key messages about ENDS are as follows

1. Second and Third Hand Aerosol exposure from vape may contain formaldehyde ,acetaldehyde and metallic nano-particles which are harmful to health and environment at 73.58%
2. Vape may explode and cause serious burns and nicotine liquid when ingested is fatal at 66.42%
3. ENDS like vape is not a means to quit tobacco /cigarette smoking at 53.77%

Knowing the dangers of ENDS as serious as traditional cigarettes and the possible harms to the user and environment were our goals during the lay fora and the responses proved that our layfora on ENDS were met.



Majority of the student participants shared the knowledge as an echo session in school at 65.47%. And it is note worthy that this lay fora created a social responsibility in these youth to be student police and help educate student smokers in school at 46.79%. Hence, the future plan of creating junior tobacco patrols/advocates through the teens is very promising. Likewise, the 32.26% response, "To actively write through the school paper updates on tobacco control in school through active linkages with the PPS-Tobacco Control Advocacy Group" assures us of continuity of this advocacy in our youth. Also, the 21.13% response on "The lay fora help me decide to quit smoking and encourage my peers to say 'No' to smoking" is an encouraging response for this awareness campaign.



The social media page at 76.53% is their preferred means of getting information and means of communication. Posters and Flyers at 33.78% and 33.59% follows next. With this response to question 10, the PPS-TCAG should actively educate the youth and keep the Fb page "Pinoy Kids for Smoke free Philippines" interesting, up to date and empowering for this advocacy. Likewise, the anti-smoking flyer should further help in this advocacy. The QR code in front of the flyer is a means to make the flyer interactive and more interesting to read and use since it is linked to the PPS website tobacco control page for further information.