

ACTIVITY 4:
TOBACCO CONTROL RESOURCES FOR THE CHILD AND PARENT
(ANTI-SMOKING FLYER and ANIMATED VIDEO)

The Philippine Pediatric Society-Tobacco Control Advocacy Group started developing an anti-smoking flyer with the help of the Philippine Society for Adolescent Medicine Specialists through the Section of the Adolescent Medicine of the University of the Philippines General Hospital. This was presented during the stakeholders meeting last June 1, 2017 and to the Department of Education last June 15, 2017 .

It was suggested by the Department of Education to improve the lay-out and images for better visual appeal . The Department of Education referred me to Vital Strategies and met with them at the PPS office last August 3 ,2017. Their artist Mr.Clay Hicarte improved the flyer and here is the final output and is due for printing this January 2018 in time for the STAMP (Southern Tagalog Association of Medical Physicians) Regional Assembly with the Philippine Medical Association on January 14 ,2018 . This will also be shared through the PPS-Southern Tagalog Chapter Postgraduate Course on February 8,2018 also and then for nationwide dissemination on April 8,2018 through the PPS Preconvention Workshop on Tobacco Control through the area coordinators.



June 15 Exploratory Meeting with the Department of Education




August 3, 2017 Meeting with Vital Strategies Mr.Kaloi Garcia and Mr.Clay Hicarte with Department of Education Mr.Gian Erik Adao and PPS Website administrator Mr.Jun Punegal for anti-smoking flyer improvement at the PPS Library.

FINAL ANTI-SMOKING FLYER

MYTHBUSTERS

Myth	Truth
Smoking does not affect anybody except the smoker himself/herself	The dangers of second hand smoke are well known. Non-smokers exposed to cigarette smoke have more lung problems; second hand smoke kills up to 65,000 non-smokers each year.
Smoking only one cigarette per day is okay.	Smoking is NEVER healthy nor safe. Bad effects start as teenagers (bad breath, yellow teeth) and as adults (stroke, heart attacks). Smoking during pregnancy results in sicker babies.
E-cigarettes are healthy and safe alternatives to smoking tobacco	E-cigarettes contain the same harmful chemicals found in regular cigarettes. "Diacetyl" in flavored e-cigarettes cause very severe lung damage ("popcorn lungs.")
E-cigarettes can help people quit smoking.	There's no research that proves this claim. E-cigarettes may contain NICOTINE, the addicting substance in tobacco.
It is safe to use e-cigarettes around others.	Just like regular cigarettes, adverse health effects from second hand aerosol of e-cigarettes are common.

Don't smoke, it's not a joke!
If you're smoking, the best decision is quitting!




We can help!
Contact us:
QUITLINE : 165364 or text "STOPSMOKE" to (29290)165364


Philippine General Hospital
Section of Adolescent Medicine
Tah Avenue, Manila
(0925554-2542/02/5548400)

Philippine Children's Medical Center
Center for Adolescent Medicine
Quezon Ave. cor. Alibon Road, Quezon City
(02)5889900


References:
 1. breathe California of the Bay Area. e-cigarettes facts and myths. www.lungcancer.org
 2. Centers for Disease Control and Prevention. Health effects of cigarette smoking https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/
 3. Children's Health Foundation. Take Care Spring 2016. www.chfoundation.org
 4. Inqubation E cigarette Presentation 2016. Stan Kim Harris PhD, Jesse Buggs BA, and Jessica Tucker BS.
 5. Kidshealth.org. Smoking. <http://kidshealth.org/en/teens/smoking.html>
 6. <http://www.fda.gov/oc/ohrt/2014/04/14/140404a.htm>
 7. University of Maryland. University Health Center. Smoking Myths and Facts. <http://www.health.umtd.edu/smokingmyths/facts>
 8. United States Public Health Service. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. 2016. <http://e-cigarettes.surgeongeneral.gov>



The Truth about Smoking & Vaping



A guide for teens, parents and physicians



Prepared by:
Section of Adolescent Medicine, UP-Philippine General Hospital
Natsaha Ann R. Esteban-Ipac, MD, Emma A. Lianto, MD,
Margaret Mae C. Maano, MD, Rosa Ma. H. Nancho, MD,
Estrella J. Olanon-Jusi, MD, Vanessa Torres-Tizon, MD

This flyer has been made in support of the PPS Tobacco Control Advocacy Group Initiative

Anti-smoking flyer (front page) The QR code upon scanning will be directed to the PPS Tobacco ControlAdvocacy Page for further information and updates.

S M O K I N G

What smoking & vaping can do to your body?

Smoking

UNHEALTHY.
ADDICTIVE.
UNATTRACTIVE.

Vaping

EXPENSIVE.
NOT COOL.
KILLS.



Cigarettes

Other forms of Tobacco: Cigars, Beedi, Kretek
Pipe smoking, Roll-your-own, Cigi, Rollies, Roll-ups

- NICOTINE**
insecticides and fumigants
- CARBON TETRACHLORIDE**
dry cleaning fluid
- ACETONE**
main ingredient in paint and nail polish remover
- ARSENIC**
rat poison
- PHENOL**
disinfectants and plastics
- HYDROGEN CYANIDE**
poison in gas chambers
- CARBON MONOXIDE**
car exhaust fumes
- NAPHTHALENES**
explosives, moth balls, & paint pigments

Cigarettes contain **TOBACCO** and other toxic ingredients
It has **70 confirmed cancer-causing (carcinogenic) compounds**
Cigarette smoke contains over **7,357 chemicals**
Plus **400 other toxins**

E-Cigarettes

Other names: e-cigs, electronic cigars, electronic hookah, e-hookah, hookah sticks, personal vaporizers, mechanical mods, vape pens, & vaping devices

What's inside

And where we usually use/see these ingredients:





- NICOTINE**
insecticides and fumigants
- LEAD**
batteries
- FORMALDEHYDE**
embalming dead bodies
- BENZENE**
rubber cement
- TOULENE**
embalmers' glue
- PROPYLENE GLYCOL**
paint, lotion, anti-freeze
- VEGETABLE GLYCERIN**
suppositories
- FLAVORING**
natural and artificial

NICOTINE
- highly addictive
- acts as a stimulant in small doses but can be lethal in higher doses
- affects the brain directly by lowering impulse control, affecting mood, attention and learning

Liquid nicotine is extracted from tobacco and is lethal if inhaled, ingested or absorbed by skin even in small amounts.
E-cigs create a "vapor" which contains nicotine, toxicants, heavy metal and other chemicals.

Anti-smoking back page

The initial plan of having an animated anti-smoking video through a professional video animator has been changed upon the suggestion of the PPS Board of Trustees (BOT) last July 26, 2017. Instead, the PPS-BOT suggested to partner with the Philippine Medical Association (PMA) in time for the Medicine Week on the last week of September 2017. This is aimed to further disseminate the Anti-Smoking Awareness Campaign (*Pinoy Kids for Smoke Free Philippines*) through the interested PMA Component Societies nationwide. Instead of Slogan Poster Contest, the Grade school students are encouraged to submit an animated video entry on Anti-Smoking based on the Lay for a that shall be taught to them.

There is only one entry for the animated video to PPS and the other component societies participated in the PMA's Anti-Smoking cheerdance and Anti-Smoking Poem Competition which was the other PMA medicine week activity. (These activities are beyond the PPS-TCAG plans hence not included in this report).

See attached Animated Video on MP4 format made by a Grade 9 Student of the Manila Central University, Rosber Marie Debulos . This underwent 3 revisions upon the suggestion of the PPS TCAG Core Group for corrections and further improvement.

A cash prize of P10,000 from PPS was given to this Grade 9 student shared with the Caloocan City Medical Society as an incentive to further help and engage the youth in Tobacco Control Advocacy in partnership with the PPS. A Plaque of Recognition as Junior Tobacco Control Advocate given by PMA last December 22, 2017 held at the PPS Executive Office.



Dr. Marionito Estanislao of PPS-TCAG hands over the PPS cash prize to Ms. Rosber Marie Debulos for the anti-smoking animated video entry to PPS ti-smoking video contest in cooperation with the Philippine Medical Association. While Dr. Benito Atienza, the PMA Secretary General hands over the Plaque of Recognition. With her are her parents and the Officers of the Caloocan City Medical Society.



Junior Tobacco Control Advocate Plaque of Recognition given to this grade school student, Rosber Marie Debulos