

Evaluation of Smoke-Free Law and community-level barriers to decreasing environmental tobacco smoke in Indonesia

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Background: The Asia-Pacific region has the world's highest rates of tobacco use, with Indonesia's rate at 65.9% of men, but 2.1% of women. The region's alliance to advance tobacco control struggles with enforcement and acceptance of new policies, revolving around a lack of sustainable, multi-disciplinary public health research in priority low-middle income countries. Makassar, the largest city in eastern Indonesia, established a Smoke-Free Law (SFL) in 2013 to regulate the smoking and selling of cigarettes in public places. However, environmental smoke and Big Tobacco advertising still dominate the city. **Objectives:** Utilize community-based research to 1) address the barriers to tobacco control policy implementation and 2) demonstrate the translation of public health research into the quality-improvement of policy. **Methods:** A survey was administered in Makassar to characterize public knowledge, perception (e.g. image of tobacco advertisement, gender acceptance), and attitude towards tobacco-smoke burdened public spaces. **Results:** Survey participants' (n=1260) ages range from 11-72 with an average of 28±14 years old (female=24 and male=32 years old). Current smokers comprised of 50.5% males and 0.8% of females, with an average of 15.7 years of age to start. 90.4% currently smoke around non-smokers, 49% around children, and 30% around pregnant women. 79.6% of participants were aware of the SFL. Knowledge quiz scores were significantly different ($p<0.01$) between smokers (89.3%) and non-smokers (94.4%). Almost all participants (96%) want more public information about the dangers of tobacco smoke. Participants perceive the billboard as the dominant tobacco advertisement with the deceptive images, targeting younger males. The strongest deterrents to public smoking were strict sanctions, knowledge about the danger of environmental smoke to others, and allocating money to family instead. If provided, 91.9% of smokers would smoke in a designated "smoke zone" only. **Conclusion:** Effective SFL needs to emphasize accessible public health information and regulation of big tobacco advertising. The SFL compliance may rely on strict enforcement through sanctions and the establishment of smoke zones. **Public health implications:** This research addresses the bridge between public health research and environmental policy. The strategies to investigate tobacco smoke-burdened environments may help to further shape interventions in the Asia-Pacific region.

Administer health education strategies, interventions and programs
Assessment of individual and community needs for health education
Implementation of health education strategies, interventions and programs
Public health or related laws, regulations, standards, or guidelines
Public health or related public policy
Public health or related research