



[contactcorporatesolutions@gmail.com](mailto:contactcorporatesolutions@gmail.com)

FOR IMMEDIATE RELEASE

Aug 1, 2023

*Contact* Ann CLARKE  
*Telephone* Telikom Toll Free TB info 7676 2482  
*whatsapp* +61 0413444933  
*Email* [annmclarke@businesses4health.com](mailto:annmclarke@businesses4health.com)  
*Website* [www.businesses4health.com](http://www.businesses4health.com)

## WORLD NO BUAI DAY CAMPAIGN 2023

### BUSINESSES FOR HEALTH PNG

Businesses for Health: TB, HIV, COVID & No Buai

World No Buai Day 2023 is Friday October 6. Businesses for Health (B4H) is joining forces with the PNG Cancer Foundation to encourage people who want to end their chewing habit to sign up for their "World No Buai Day" campaign starting on Friday.

This year we have joined forces with friends from the Cancer Foundation to get our No Buai Day messages to more people. Although the mission of B4H is to end TB, chewing has a negative effect on so many aspects of a person's health and well-being. This year we want people to think beyond maintaining beautiful teeth and spreading infectious diseases. This year we want people to also reduce the risk of developing facial cancers.

With almost no mask wearing by anyone in 2023, buai stained smiles are so much more obvious. On August 4, B4H and the Cancer Foundation are kicking off our campaign to get the workers of PNG to consider the career, health and financial costs of chewing buai.

We have set the campaign to run over eight weeks. This gives chewers time to think, analyse, plan, and to find colleagues and friends to support them in reducing their chewing habit. The team at understands that chewing is part of many people's usual routines, so planning is required if people are going to be successful in reducing their dependency on PNG's favourite addictive drug – betel nut!



B4H Campaign leader and participant TB HEO Teresa said “the sooner people reduce their chewing, the better it is for their health. We also recognise that chewing is an addiction and it’s not something they can successfully achieve without talking to family, friends, and colleagues. Addicts need encouragement or friends to join them in the campaign.”

Please think and plan, before cutting back. It’s only a good idea to make announcements on social media about quitting buai chewing during the working week, when we have gathered support and carefully analysed the size and scope of the challenge. Last year, I was encouraged and rewarded by my colleagues, but I still needed to know my family and friends would help me avoid situations where everyone else is chewing. I knew I was addicted, but since 2020 COVID measures and so many new TB cases put us all under so much strain. When I was wearing a mask 24/7 it was easy for me to sneak in some extra chewing without my colleagues knowing.

“As a reformed chewing addict, I am proud to be the face of the No Buai Campaign. Last year making October 6 my quit date was easier than starting on January 1 when we are all holidays,” says HEO Teresa.

“At Businesses for Health I train people in early case finding for Tuberculosis and support people to kind to people terrified by a diagnosis of TB or HIV. In supporting people with TB or HIV we use care, kindness, and support to help people to achieve better treatment compliance, and it reduces fear. We recommending people wanting to quit chewing use the same strategies.

Ms Kimberly Kapigeno, current Executive Manager of the PNG Cancer Foundation said, “This year, under the banner of the Daffodil ‘Hope for a Healthier PNG’ campaign, the PNG Cancer Foundation is supporting the Businesses4Health’s No Buai Campaign. The initiative is in line with the key message of making healthy lifestyle choices to reduce your cancer risk.”

The PNG Cancer Foundation also highlighted a recent finding by Port Moresby General Hospital Head & Neck surgeon Dr James Naipao, noted the high number of new mouth cancer cases. His best advice, is to reduce the volume, frequency, and interval of chewing.

“The PNG Cancer Foundation believes that the No Buai on Workdays is a practical healthy lifestyle challenge, that encourages participants to gradually reduce their chewing habit over a period of 8 weeks. This can potentially be incorporated into the foundation’s current awareness campaigns. We commend Business4Health for the great work they do in the awareness space, especially with TB and HIV,” said Kapigeno.

The Campaign specifically states we are aiming to quit workweek chewing. We are not advocating for a global lifetime buai ban. It would be disrespectful and foolish to expect people not to chew at a haus kraus or other events at which chewing maybe an ancient tradition. We want people to learn to better manage their habit and to be successful. We recommend registering with the B4H campaign to get reminders and encouragement along the way to NOT chewing in the working week by World No Buai Day,” said Dr Clarke from Businesses for Health.

A poster and resource pack for participants and their supporters is available at [businesses4health.com/buai-challenge](https://businesses4health.com/buai-challenge). In the pack, is a “know your habit” chewing diary, and a challenge chart to mark off each day of the campaign. People who register for the campaign are

invited to contribute stories about their successes and challenges to the Facebook pages of @B4HTB and PNG Cancer Foundation.

Businesses for Health is PNG not for profit association. The PNG team is 100% supported by PNG's private sector businesses who are working to reduce the burden of TB deaths and disease on businesses, their employees, and their families. The Papua New Guinea Cancer Foundation (PNGCF) is a non-government organisation (NGO) formed in 2014 for the purpose of improving the coordination of public health programs that focus on cancer prevention. PNGCF conducts outreach education programs that are supported by awareness campaigns and major fundraising events through partnership support. These partnerships include engagement and collaboration with local community groups, schools, hospitals and other relevant stakeholder partners.

Ends

[www.businesses4health.com](http://www.businesses4health.com)

<https://businesses4health.com/no-buai-challenge>

**Have you thought about giving up buai?**

NO CHEWING & SPITTING OF BETEL-NUT ON THIS

**JOIN ME FOR THE BUSINESSES FOR HEALTH WORLD NO BUAI DAY CHALLENGE**

HELLO, MY NAME IS TERESA  
PLEASE JOIN ME ON MY WORLD NO BUAI DAY CAMPAIGN  
OUR GOAL:  
NO CHEWING ON WORK DAYS BY OCT 6  
MY CAMPAIGN STARTS FRIDAY AUGUST 4  
PLEASE REGISTER FOR SUPPORT

**OCTOBER 6**

**NO BUAI DAY CHALLENGE**

[businesses4health.com/buai-challenge](https://businesses4health.com/buai-challenge)  
Scan the QR code to register your participation

**COVER YOUR COUGH**  
Businesses for Health  
TB Toll Free helpline 7676 2822

**CANCER FOUNDATION**  
Papua New Guinea

**Businesses for Health:**  
Tuberculosis and HIV

#smile #culture #NoBuai #healthylifestylechoices #preventcancer  
#coveryourcough #endTB

Businesses for Health TB HEO and No Buai Day campaign Champion and leader Teresa Koratsi.