



# WORLD NO BUAİ DAY

October 7, 2022

Campaign start  
July 4, 2022

[businesses4health.com/buai-challenge](https://businesses4health.com/buai-challenge)

#smile #NoBuai #culture #coveryourcough

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## Welcome and Join us in the B4H: World No Buai Day Challenge

Businesses for Health runs campaigns like #coveryourcough to promote health and wealth in PNG. Chewing betel nut is a very old tradition in PNG, but habitual chewing is a threat to life long good health.

*My grandmother would scold me for asking her to give me a betel-nut to chew: “Yu liklik mangi tumas long kaikai buai, em samting blo mipla ol bikman na meri tasol.” HEO Teresa, Campaign Leader and Buai Blogger*

Some of us chew at celebrations. Some of us chew at the weekend. Some of us chew when we go back to the village and enjoy catching up with family.

*“Taim mi kaikai buai mi pilim hamamas lo wokim stori na tok pilai wantaim ol poro meri blo mi!”*

Whenever or wherever you chew, you are exposing your body to a complex series of chemical reactions, which in turn, trigger a series of complex physiological responses.

The ‘high’ associated with chewing is a central nervous system response deep inside the brain. For some, this high is pleasurable. For some the moment of ‘high’ is only a relief because the chewer is addicted to the powerful effect of Arecoline (one of many chemicals a mouthload of buai-mix).



Betel nut or buai, is one of the most widely consumed addictive substances in the world after nicotine, alcohol, and caffeine. Chewing buai can be an addiction.

*“Buai tu save wokim yumi pilim spak na ai raun tasol yumi laik kaikai buai yet. Taim nogat buai mi pilim ai slip na nogat hamamas lo stori o mekim wok.*

Whatever the reason for chewing, chewing at work is not acceptable. One hard to have predicted consequence of mask wearing during the Global Pandemic, is people being able to cover their buai stained mouths during working hours!

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A chewing habit is bad for your health. Chewing buai harms your oral health. Chewing buai is the cause of cancers in the mouth.

Chewing affects many other parts of the body. Chewing and spitting spreads infectious diseases.

Whilst many of us have survived COVID-19, now we need to stare down other threats to a long and healthy old age... and work to

keep our healthy smiles and teeth!

At Businesses4health we work to support any behaviour that promotes health and reduces the likelihood of developing PNG's deadliest infectious disease – Tuberculosis. Any behaviour that puts more pressure on the immune system makes TB disease more likely.

This month the team at B4H is asking you to join our campaign which ends on World No Buai Day, Friday October 7. I am the campaign team leader and I would like all of you to join me achieving a Buai-free zone at work.

**Teresa Koratsi**, TB HEO, Businesses for Health PNG

**REGISTER** for Support and Rewards [HERE](#)

## DOWNLOAD

- These Notes
- The Chewing Challenge Diary,
- Your Campaign Chart and Notes for your supporter [HERE](#)

Please send the team pictures of yourself and your successes and stories with #smile #NoBuai #culture #coveryourcough to

**Businesses4Health** <https://www.instagram.com/businessesforhealth/>

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4	months	to think and prepare
7	fortnights	to find and offer support
14	weeks	to act and commit
96	days	to a healthier smile

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*Your 7 FORTNIGHTS to World NO BUA! Day  
Campaign start Monday JULY 4*

### *Fortnight 1: Gather support*

The more people you talk to, the more support you will get. The more friends you have along your quitting journey, the easier it will be. Discuss how hard it is to change behaviour. The more people you can talk to about the health and professional consequences of chewing the better.

1. Talk to your family and friends about how you would like to quit chewing buai during the work week.
2. Explain that by World No Buai Day October 7, 2022, you will not chew on workdays.
3. Ask them for ideas on how they can support you and encourage you to quit your addiction. Their support is crucial for your success.
4. Invite your family to join you in quitting buai on workdays.
5. Gather friends or workmates to register in this challenge. The more friends you gather the more likely you are to succeed over the next 7 pay weeks.
6. Decide on a small reward to self. What would you like as a reward from yourself, your family or supporters in week 5. Let everyone know what you like as a reward for quitting.
7. Remind yourself by Ticking off each day on your Chewing Challenge Chart

### *Fortnight 2: Monitor your habit – keep a chewing diary.*

To change behaviour you need to be fully aware of how much the behaviour currently affects your life. For two weeks carry your chewing diary with you.

1. Download your Chewing Challenge Diary [LINK for downloads](#)
2. Record when and where you chew and who you chew with.
3. Review the size and scope of your chewing habit.

Q: when is your first chew do the day?

Q: when and where is the last?

### *Fortnight 3: Analyse the Costs*

How much is your habit costing you? Review your chewing diary and tally up how much you have spent on Buai in one fortnight.

1. Discuss the cost of chewing with the whole family at meal time.
2. Explain to your children that the rates of facial cancers in PNG are amongst the worst in the world, and you are doing all you can to live a long and healthy life.



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#### *Fortnight 4: Learn about Buai culture, customs and traditions from your elders*

For some communities in PNG chewing is an important cultural activity. When, or if, you choose to chew at the weekends, discuss with your friends the history and traditions around buai use. Ask your Bubu to explain when, where and how they first chewed.

*“our Bubus would tells us chewing was something sacred and you youngsters are abusing it.”*

Q: Are the rules for Buai chewing the same for men and women?

Q: Is buai used for any medicinal purposes?

#### **CHEW CHALLENGE 1: No Chewing on Monday in this fortnight**

Tick of days in your Chart, note how hard or easy it is to NOT chew, at all, on one day of the week. Post us your challenges and your successes and stories with #smile #NoBuai #culture #coveryourcough to

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#### *Fortnight 5 Reward a successful start*

This is reward week. You have now quit for chewing on Mondays!

1. Ask your supporters for your planned reward.
2. Buy a new toothbrush and a new tube of toothpaste to carry with you at all times.

#### **CHEW CHALLENGE 2: No Chewing on Monday and Wednesday this fortnight. Always clean your teeth after chewing.**

#### *Fortnight 6 Three day challenge*

#### **CHEW CHALLENGE 3: No chewing for 3 days in a row. Monday to Wednesday of Loose week and Monday to Wednesday Pay week.**

Keep up the teeth cleaning if you chew on the other days.

#### *Fortnight 7 A week without chewing at work*

#### **FINAL CHEW CHALLENGE 4**

For loose week, go for 4 days without chewing. record and share your achievements.

For the last week of your challenge you are going to get from Monday to Friday without chewing!

Email HEO Teresa, B4HPNGComms@gmail.com with your achievements to our World No Baui Bay gallery of smiles on our Chewing challenge website

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*Good luck everyone! Teresa!*



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### Your Chewing Challenge Supporter's Notes

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Your support and encouragement can be very important as they try to chew less often. You can help them reduce their chewing and make sure they don't chew at work.

Here are a few tips on how you can help AND maintain your relationship with a person overcoming dependence on Buai:

- Don't argue with or nag them about their chewing - but support over the next few months.
- Let them know who else they can ask for support when you are not available
- Suggest going to places where people don't chew.
- Offer to go walking or exercising with them.
- A person who is trying not to smoke just needs someone to talk to, let them know when is a good time to call or text.
- Tell them how you deal with stress or boredom without chewing.
- Remind them they will still enjoy socialising, eating and exercising much more than before.
- Remind them it has been easy to chew more during the pandemic, but now masks are off, sneaking into work with a red mouth is not acceptable.
- Focus on all the good things about not chewing, and their own reasons for not chewing at all during the working week
- Chewing can remain an important part of family and cultural events. Chewing at a Haus kraï or weekend celebration does not mean you failed.
- Offer support and encouragement, even when they have chewed over the weekend or have a slip-up. A slip-up is not a relapse to chewing every working day - it's just a slip-up.
- Be kind

Call for ideas on how to help your friend achieve in the World No Buai Day Challenge on October 7, 2022

Scan CODE to register  
for the challenge



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NAME: \_\_\_\_\_ DATE: \_\_\_\_\_ Your Supporters name & mobile: \_\_\_\_\_

**Fortnight 2. MY CHEWING DIARY.**

	Monday	Tuesday	Wed	Thursday	Friday	Saturday	Sunday
WAKE UP							
BEFORE WORK							
LUNCH							
DURING WORK							
AFTER WORK							
EVENING							
BIGGEST CHALLENGE							
PGK							

In each cell note the time you chewed, how much the buai cost and who you are with. E.g 6am alone on bus, K2

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