

Building Partnerships

for a Healthier Tomorrow



Tobacco
Control
Programs

Smoke-Free
Policies

Education
& Media



EMORY
UNIVERSITY

Emory Global Health Institute

China Tobacco Control Partnership
中国控烟伙伴项目



China

TOBACCO-FREE CITIES ARE HEALTHY CITIES

The Emory Global Health Institute-China Tobacco Control Partnership Tobacco-Free Cities Program targets specific cities and focuses on:

- protecting non-smokers from exposure to secondhand smoke
- preventing the initiation of smoking
- promoting cessation among current smokers

Going forward, these cities can become models for city-based tobacco control programs throughout China.

CREATING A HEALTHIER TOMORROW

Just a few years ago, the **Emory Global Health Institute – China Tobacco Control Partnership (GHI-CTP)** was awarded an extraordinary opportunity. A grant from the **Bill and Melinda Gates Foundation** allowed us to pursue a comprehensive city-level tobacco control program in China.

The Partnership launched the Tobacco-Free Cities grant program in 2009. Our main objective is to decrease tobacco-related disease and death by **changing the social norms around tobacco use**. Our goals are ambitious and unique: using partnerships and collaborations, we seek to assist our Chinese partners in developing and implementing **evidence-based tobacco control initiatives** in 17 cities. These initiatives are **locally tailored**, taking into account each city’s circumstances, specific needs, and strengths.

The results have been remarkable. This report highlights five cities that realized unparalleled success in their tobacco control efforts. These cities **created smoke-free hospitals, workplaces, schools, government buildings**, and more. In addition to these targeted achievements, three of the city teams were instrumental in the adoption and implementation of **city-wide smoke-free public places policies**. Others are making progress toward this goal.

In evaluating these cities’ success factors, some elements were crucial to success:

- **leadership and support** from local government for tobacco control and smoke-free policies,
- **talented** local implementation teams,
- **partnerships** with influential government, organizational, and enterprise leaders, and
- **training programs** and media campaigns.



Emory GHI-CTP officials celebrate an award for Wu Yiqun, ThinkTank Deputy Director, and Dr. Wang Ke-an, ThinkTank Director, for successfully co-leading the Tobacco-Free Cities Program. Congratulating them are partners Dr. Jeffrey Koplan, Pamela Redmon, and Dr. Michael Eriksen.

While this report serves to highlight these very successful programs, it also **reinforces our desire to continue this important work**. Many other Tobacco-Free Cities program grantees are poised to succeed. They have mobilized resources, educated their target audiences, and garnered the political will to achieve tobacco use social norm change.

In addition, the Emory GHI-CTP training and technical assistance model developed for this project can bring tobacco control resources to more cities throughout China. **The model is easily replicable, leverages best-practices methodologies, and its results are proven.**

Looking forward, our colleague, Wang Ke-an, Director of the ThinkTank Research Center for Health Development, remarked, “China’s tobacco control efforts have seen unprecedented progress over the past five years due to the success of the Emory GHI-CTP Tobacco-Free Cities Program. Our immediate goal for the future is to ensure that this progress continues – that smoke-free policies are created, implemented, and then embraced by a larger percentage of our population each year. Our ultimate goal is to provide better health and quality of life.”

The Emory GHI-CTP is prepared to continue our results-oriented efforts to assist China in achieving a healthier tomorrow. **We invite like-minded partners to join us** in this vital and rewarding work.

Anshan

Successful Workplace Program Leads to Smoke-Free Public Places Policy

Anshan, a city of 3.6 million people located in northeast China, is a well-known industrial powerhouse. Its large employers include Anshan Iron & Steel Group Corporation, the second-largest steel producer in mainland China.

In partnership with the Emory GHI-CTP Tobacco-Free Cities Program over the past four years, the company successfully implemented an exemplary smoke-free workplace program in its Angang Steel units. With input from all levels of management and employees, reaching more than 105,000 workers, **the program effectively created 169 smoke-free business units.**

While these results are impressive, they helped lead to an even more remarkable outcome in March 2013:

A smoke-free public places policy was adopted and implemented throughout the city of Anshan.

Essential Leadership Support

Li Landi, of the Health Education Institute of Anshan City, led the city's Tobacco-Free Cities Program and discussed the successful campaign. "The leadership team was completely committed to the program, and they shared that support with the implementation team. Necessary resources, including time and tools, were provided to help the team develop and then deliver a very detailed and extensive smoke-free workplace program."

Thorough Education and Publicity

One critical element of the program was in-depth training for employees. A team from the Tobacco-Free Cities Program and Angang Steel trained employees in evidence-based, best practice tobacco control methods – providing details on the smoke-free policy and helping employees learn the benefits of not smoking and ways to successfully quit.

Another educational tool was the creation of a widespread smoke-free environment in the company. Detailed signage, brochures, newsletters, and large bulletin boards continually



"Without the Tobacco-Free Cities Program, there wouldn't have been any change in Angang Steel, particularly the smoke-free policy, and the city of Anshan would not have adopted the smoke-free public places policy."

*Li Landi,
Health Education Institute
of Anshan City*

reinforced the no-smoking message. One sign said, "Stay away from tobacco, cherish your life," while monthly newsletters published information on cessation stories and the harms of tobacco use and secondhand smoke.

Vital Enforcement

When the Anshan Tobacco-Free Cities and Angang Steel teams evaluated the success of the program to-date, **enforcement and inspections emerged as another important aspect.**

They gave some examples:

- Employees in the Safety and Environmental Protection Department of Angang Steel organized a "clean factory inspection" that included an evaluation of the tobacco control work of all units.
- To perform better on these inspections, many units began monthly self-inspections and

assessments to improve their compliance.

- On an individual level, employees who broke tobacco control rules were given a publicized notice of criticism, while employees from high performance units wore badges on their uniforms to showcase their achievements.

Significant Impact

The success of partnership in Anshan has been dramatic, with early evaluation outcomes showing an important, statistically significant decline in tobacco use. Angang Steel, and the city of Anshan, now have the opportunity to serve as role models for other employers and cities who want to adopt smoke-free policies.



12.5%

Decline in smokers at Angang Steel

19%

Increase in knowledge of harms caused by tobacco use among workers

22%

Increase in knowledge of harms caused by secondhand smoke among workers



Changchun

WHO Healthy City Becoming
Smoke-Free City

The capital of Jilin province in northeast China, Changchun is home to 7.6 million residents. Many now are breathing easier. Over the last three years, the Changchun Tobacco-Free Cities team took aim at three main goals: creating 100% smoke-free schools, government buildings, and social events throughout the city.

Health Promotion a Priority

Health promotion has always been a focus for the city of Changchun. The city has been named a Hygiene City and a Civilized City, and has been given WHO Healthy City status. Increased tobacco control and prevention efforts were a natural fit for this already health conscious population.

Using the Emory GHI-CTP training and technical assistance model, the Changchun team employed multiple approaches to achieve highly successful results including:

The adoption of a city-wide smoke-free public places policy is expected by year-end 2013.

Targeted Programs: Schools

Small Hands Holding Big Hands was the theme used to create smoke-free schools throughout the city. The team sought to educate children about the dangers of smoking, with the children then taking home their lessons to their parents. The school effort began with 10 schools, two in each of the city's five districts. Each school created a tobacco control team to implement and enforce the policy and incorporated the tobacco control curricula into the students' health education classes.

The program then spread to all schools in the city, with students showcasing their knowledge through two 'Media Cooperation Contests.' **Featuring more than 1,000 students and their families**, these contests were held and filmed at the Changchun TV station, with high-ranking city and health leaders in attendance.

Targeted Programs: Government Buildings

Changchun's Tobacco-Free Cities team also believed that the city's civil servants should be role models for creating a tobacco-free city. Three thousand municipal workers were initially selected to participate in tobacco control efforts.



Targeted Programs: Smoke-Free Weddings

Another success story of the Changchun Tobacco-Free Cities team has been the creation of smoke-free weddings in the province. In cooperation with the Changchun Evening Newspaper, the team provided volunteer couples with a tobacco-free wedding ceremony and reception at no cost. The events included tobacco-free wedding ceremony

planning books, attractive invitation cards, wedding ceremony indicators, and more. The team's ultimate objective: change the social norms of young, engaged Chinese couples so that they desire a tobacco-free wedding ceremony as both a health and lifestyle statement.

Additional Opportunities

Changchun's Tobacco-Free Cities team's success in its targeted programs in

Changchun has led to further opportunities. Leveraging their tobacco control knowledge, including policy development, training methods, and a communications strategy, the team has also created a tobacco-free street of office buildings. Most significantly for all the city's residents, the team's efforts have contributed to a **city-wide smoke-free public places policy that is due to pass by the end of 2013.**

"Tobacco control needs both government support and government participation, and we felt it was important for us to play a model role. We provided leadership to the overall effort while our offices also went smoke-free."

*Dr. Guohua Qi,
Director of Changchun
Municipal Health Bureau*

100%

Schools in city where smoke-free policy is enforced

An anti-smoking workshop was organized, local tobacco control teams were designated in each government office and guidebooks were distributed.

Strong, local government support aided the effort, providing resources to enhance the training, and enforce reward and punishment systems as well as joint inspection methods. The work has paid dividends: a 100% smoke-free policy is currently being implemented in government buildings throughout the city.

100%

Smoke-free policy is now being implemented in government buildings

31%

Increase in civil servants motivated by smoke-free policy to quit or reduce smoking

Hangzhou

Healthier Hospitality

Hangzhou, capital of Zhejiang province and southern terminus of the Grand Canal, is an international tourist destination. The city's 6.2 million residents and thousands of annual visitors are now enjoying healthier hotels and restaurants, thanks to the Hangzhou Tobacco-Free Cities team.

The team's goals included educating the hospitality industry on the benefits of tobacco control, and working with Chinese businesses to create smoke-free restaurants and hotels. The project's results have been exemplary.

Partnerships Crucial to Success

On May 31, 2011, World No Tobacco Day, a launch ceremony was held to announce the project's first pilot hotels and restaurants. The program has continued to expand, thanks to thriving partnerships with local municipal and business groups.

The Hangzhou Tobacco-Free Cities team has become recognized as a best-practice resource for other businesses in the area that wish to adopt tobacco control initiatives.

The Food and Beverage Association has supported the group's efforts, and the Hangzhou Tourism Office adopted the work of tobacco control in its Healthy City government initiative. The Hangzhou Catering and Accommodation Association has proposed the 'Clean Air, Share Together' tobacco control campaign, which could potentially reach more than 20,000 restaurants and hotels.

National and international hospitality chains also collaborated with the Hangzhou Tobacco-Free Cities team. The local Four Seasons and Sheraton hotels have adopted no-smoking policies. Grandma's, a popular family restaurant chain with consistently long lines for tables, has become tobacco-free. Grandma's managers Haiying Ren and Xiaohong Wu remarked, "Although Grandma's was initially concerned about losing business due to the tobacco-free policy, the opposite has happened. **Our revenues have increased because the sought-after tables are turning over faster since customers are no longer lingering to smoke after their meal.**"



"We were hesitant about implementing these policies at first. We didn't want to lose customers or money. What we've discovered has been the opposite. Guests now seek to stay here specifically because of our no-smoking policies. We advertise our no-smoking initiatives – they help us win customers."

*Ruiguo Huang,
General Manager, Santai Hotel*

Accomplished Implementation Team

The Hangzhou CDC team was clearly an asset to the city's planning, implementation, and evaluation of this effort. The team started by educating hotel and restaurant owners and managers on the benefits of adopting smoke-free policies in their establishments, and then successfully gained commitments from local politicians to support the effort. A guide for creating tobacco-free restaurants and hotels was developed, and extensive training sessions were

held. The team also disseminated no-smoking signage, brochures, and other promotional materials to reinforce the no-smoking message.

Collaboration with Media Creates Momentum

The team's success in working with local media was exceptional. Journalists were invited to all program events, given copies of tobacco-free training materials, and educated in the

importance of tobacco control and best practices. Short tobacco control films, developed by the World Lung Association and the Hangzhou Tobacco-Free Cities team, played continuously in city hotels and restaurants. Local television aired multiple specials that incorporated tobacco control in an overall message of health and well-being.

One especially well-received media message showed the results of PM

2.5 monitoring in the indoor spaces of 80 hotels and restaurants. The public showed great interest in the results and in the perceived healthiness of the smoke-free businesses.

Inspections and Enforcement Provide Winning Edge

Compliance with no-smoking policies was aided by a comprehensive inspection and enforcement program. The partnership team conducted inspections at the program's pilot sites twice a year. Members of the media were part of those inspection teams.

In addition, a successful collaboration with the Hangzhou Health Bureau created regular inspections for all hotels and restaurants. Units that performed below standards were asked to reform and were warned or fined.

Specific hotels and restaurants developed their own unique enforcement policies as well. At the Santai Hotel, all employees under the age of 30 are required to quit smoking within three months or else they are asked to resign. At the Four Seasons Hotel, smoking policies are explained when guests check-in. Rooms with ashtrays are charged an additional cleaning fee, while smokers are allowed to smoke only on the balcony of a 'smoking room' and not inside the room itself.

Looking Forward

The partnership team plans to leverage its smoke-free hospitality model by adding more tobacco-free restaurants and hotels to its portfolio.



91.5%

Hospitality workers who are knowledgeable of the harms of secondhand smoke

39%

Decrease in hospitality workers who smoke at the workplace



Kelamayi

Workplaces, Private and Municipal,
Go Smoke-Free

Kelamayi, with 390,000 residents, is known historically as a leading oil producer in northwest China. That reputation is now growing to include its status as a national model for tobacco control as well. The city's Tobacco-Free Cities team focused on the goals of creating smoke-free businesses and government agencies and strengthening their smoke-free public places policy.

The Kelamayi Tobacco-Free Cities team established an initial relationship with a large national petrochemical company, Xinjiang Dushanzi Tianli High & New Tech Co. Ltd. The company's 4,012 employees now work smoke-free. The team expanded its outreach to include 35 additional business and government institutions committed to creating smoke-free worksites, and the results four years later are impressive.

The city of Kelamayi adopted a WHO Framework on Convention of Tobacco Control Compliant Smoke-Free Public Places Policy effective March 2013.

Successful Technical Team and Implementation

Thirty-six workplaces, including Xinjiang Dushanzi Tianli, enacted tobacco control initiatives. The Tobacco-Free Cities team led extensive education sessions for all the participants and provided them with a manual, "Guidelines for Establishing Comprehensive Tobacco-Free Workplaces." Each site also committed to create four tobacco control components:

- 100% Smoke-free tobacco control policy,
- Tobacco control leading team,
- Tobacco control regulations, and
- Tobacco control supervisory personnel.

Workplaces also displayed no-smoking signage and placards throughout their sites, and they specifically committed to no cigarettes or cigarette smoke.

Media Viewed As Additional Partner

The media also played an important role in the success of the Tobacco-Free Cities team's efforts. Tobacco-Free Cities' project reports were routinely publicized, and the Kelamayi TV station created and televised "Meet in the Studio," a special

program highlighting the Tobacco-Free Cities tobacco control project. Other media initiatives included a well-received piece of publicity - a brochure sent to all households warning of the dangers of tobacco use.

However, perhaps the media's most significant role occurred when reporters secretly visited smoke-free workplace sites and then reported on employees' compliance with program policies.

Government Support Essential

The success of the Kelamayi effort also reflects strong support from the local government. Wang Yong, local leader of the Tobacco-Free Cities team, said, "The Secretary-General of Kelamayi Municipal Government participated in the Emory GHI-CTP Tobacco-Free Cities kick-off meeting and the city's Vice Mayor joined the Sino-US Smoke-Free Business Initiative launch in Beijing. Municipal leaders called on businesses and residents to create smoke-free workplaces and a 'smoke-free city.' The government's support has been invaluable to our success."

Leveraging Multiple Health Goals

The Kelamayi Tobacco-Free Cities team's efforts also benefited from the ability to combine their goals with those of other health initiatives including the National Hygienic City, National Civilization City, and the Chronic Disease Control Demonstration City of the Ministry of Health. Tobacco control efforts and measures were also included in the

initiatives' index systems of performance appraisals, and tobacco control index scores were linked to bonuses of participating organizations.

The Bigger Win

While **the Tobacco-Free Cities team met and exceeded its goals in creating smoke-free workplaces and government agencies**, the most impactful result came in March 2013,

when a **smoke-free public places policy became effective throughout the city of Kelamayi.**



Xinjiang Dushanzi Tianli employees who quit smoking



Decrease in hours civil servants exposed to second-hand smoke on a typical workday



Decrease in civil servants smoking at the workplace

"Helping our citizens be healthy is a top priority for our city. Several of our municipal offices, including the Government Office, Legislative Affairs Office and the Double Civilization Office of Propaganda, assisted in revising and issuing the Provisional Regulation on Prohibiting Smoking in Public Places of Kelamayi City."

*Chengyuan Liu
Kelamayi Vice-Mayor*

Qingdao

Smoke-Free Hospitals Today, Smoke-Free Public Places Policy Tomorrow



The city of Qingdao, located in Shandong province in eastern China, has 8.7 million people and 2,147 hospitals and healthcare facilities. The Qingdao Tobacco-Free Cities team pursued an extraordinary goal for the city: adopt and enforce smoke-free policies in all healthcare facilities.

Starting with five major hospitals that became models for tobacco control, the team worked with more than 5,000 hospital administrators and staff over a three-year period to extend the smoke-free model throughout the city.

The results: All 2,147 hospitals and healthcare facilities are now smoke-free, and most notably:

A city-wide smoke-free public places policy was legislated by Qingdao's People's Congress.

Collaboration Is Key

The city of Qingdao's remarkable results come from the successful collaboration of many dedicated people and organizations. Supported by the Qingdao Health Bureau, the Qingdao

CDC Tobacco-Free Cities team partnered with hospital administrators and staff to develop a smoke-free policy and implementation plan custom-tailored to the city's unique situation and goals. Hospital leaders and staff throughout the city became vocal advocates for the effort. Local government officials also strongly supported tobacco control and smoke-free policy development.

Accomplished Team Partner

The Qingdao CDC Tobacco-Free Cities team provided extensive training and on-going technical support to the hospitals implementing the smoke-free policies and developed systems for **inspection and enforcement** for the facilities. Their considerable efforts have led them to become sought-after as premier tobacco control experts in the province.

Comprehensive Implementation

In addition to collaboration, such a large-scale project required thoughtful organization and staged implementation. Focusing on the five Phase I hospitals, a draft smoke-free policy for the facilities was initially adopted. Hospital leaders then signed commitments and letters of responsibility to the project. Measures

to manage and incentivize tobacco control were established, and smoke-free policy compliance was added to hospitals' performance reviews.

Multiple training sessions, using a mix of approaches like morning meetings, continuous education, lectures, internet and peer to peer communication were then conducted. The sessions, which trainers estimate reached more than 80% of their target audience, included:

- Adopting and enforcing a smoke-free policy
- Cessation training
- 'Quitting competitions'

Media Support Crucial

Another highly successful component of the implementation plan was the use of media and publicity to spread the smoke-free message. Public service announcements were effective as well as television programs, co-produced with Qingdao-TV2, on topics like *Harms of Secondhand Smoke* and *Smoke-Free Hospitals*. In addition, the project generated more than 80 placements in print media alone.

The publicity campaign continued inside the hospitals and healthcare facilities. A smoke-free letter and sticker were included in all outpatient record booklets, and cessation clinics and hotlines were provided to assist staff and patients. Prominent signage and print materials delivered ongoing smoke-free health messages, with tobacco control messages airing more than 10,000 times on video or LCD text

screens in just the Phase I hospitals alone. Media also played an important role in hospital inspection to determine compliance with the smoke-free policy.

Going Forward

The Qingdao team leveraged its remarkable success in healthcare to support the adoption of the city-wide smoke-free public places policy. The website the team created for a smoke-

free Qingdao, www.qingdaowuyan.org, continues to reinforce the no-smoking message to local citizens.

The Qingdao Tobacco-Free Cities team has become known as the regional expert in creating smoke-free hospitals. **Qingdao can serve as a national model for smoke-free healthcare facilities.**

"I saw waiting rooms that had once been filled with smoke become healthy spaces. Most of my colleagues now smoke less and many have quit. Most importantly, as clinicians, we are now very comfortable emphasizing the anti-smoking message with all our patients."

Dr. Bo Zhou,
Qingdao Municipal Hospital
Clinic Director



100%

Hospitals in the city that enforce a smoke-free policy

41%

Decrease in percent of male hospital workers who smoke

32%

Hospital workers who plan to quit smoking within the next 12 months



REFLECTIONS

Emory Global Health Institute - China Tobacco Control Partnership

Dr. Jeffrey Koplan, Principal Investigator
Pamela Redmon, MPH, Executive Director
Dr. Michael Eriksen, Co-Principal Investigator

Throughout this program, our Tobacco-Free Cities grantees and their partners have shown their dedication to this effort and achieved remarkable results. Utilizing a tailored approach to their city's specific needs and goals, these city teams have showcased many crucial components of tobacco control.

Their successful use of locally-adapted international best practices has produced extraordinary results. Even more significantly, these efforts have led to SMOKE-FREE PUBLIC PLACES POLICIES in three cities with two more projected to pass policies by the end of 2013. Going forward, even more Tobacco-Free Cities are poised to achieve similar results.

Our tobacco-control work in China has been rewarding and the Emory GHI-CTP training and technical assistance model has been effective in building skilled teams. While our accomplishments grow and the cities we work with not only achieve their smoke-free objectives but also set new ones, we remain committed to the important work still left to do. We will continue partnering with the international tobacco control community to support our goal of a healthier tomorrow.

ThinkTank Research Center for Health Development

Dr. Wang Ke-an, Director
Wu Yiqun, Deputy Director

It has been a privilege to lead the Tobacco-Free Cities effort in China. Even as we reach the five-year mark of this program and pause to reflect on our achievements, we look forward to making additional progress in the future. Specifically, we now have the ability to continue and expand smoke-free programs throughout the country.

We have educated numerous individuals with the knowledge and experience to lead future Tobacco-Free Cities teams, and we have cities that can model their success to others. Our comprehensive model of tobacco control is proven and replicable. We have successfully performed the details: we know how to train our trainers, work with the media to broadcast our message, and how to partner with local leaders to reach shared goals.

The experience of our first five years has been invaluable, and our success to-date only deepens our commitment to this important work. Please join us in our continued efforts.

Special Thanks

Tobacco-Free Cities Teams

Anshan
Bayannaer
Changchun
Changsha
Dalian
Hangzhou
Kelamayi
Luoyang
Nanjing
Nanning
Ningo
Qingdao
Shanghai
Suzhou
Tangshan
Wuxi
Yichuan

Principal Investigator, Team Lead

Li Landi, Wan Fang
Zhang Shiyong, Xu Zhengting
Ding Chunsheng, Xu Zhaorui
Cheng Feifei, Hu Jingsong
Li Qiang, Wang Li
Cao Chengjian, Yu Feng
Wang Yong, Wang Yong
Deng Yucang, Deng Yucang
Tang Lei, Wang Zhiyong
Tang Xiaobin, Tang Li
Zhang Tao, Wang Xiaohuai
Li Shanpeng, Qi Fei
Wu Fan, Luo Chunyan
Bu Qiu, Pan Yaodong
Li Jianxin, Liu Jing
Luo Jian, Chen Zaifang
Tian Fengnian, Zhou Yuguang

Emory Global Health Institute – China Tobacco Control Partnership

Dr. Jeffrey Koplan, Pamela Redmon, Dr. Michael Eriksen, Alice Arthur, Yixin Duan, Nancy Engler, Gwendolyn Henderson-Kpoto, Xinwei Hua, Dr. Cheng Huang, Dr. Michelle Kegler, Rachel Lawley, Shuyang Li, Dr. Michael Phillips, Madeleine Solomon, Carol Tangum, Penny Tanner, Jacob Wood, Jack Wu, and Chen Zhang

ThinkTank Research Center for Health Development

Dr. Wang Ke-an, Wu Yiqun, Zhao Lu, Dr. You Xuedan, and Dr. Yang Zhonmin

Chinese Center for Disease Control and Prevention

Ministry of Health of the People's Republic of China

Bill & Melinda Gates Foundation

This publication is based on programs and research funded by (or in part by) the Bill & Melinda Gates Foundation. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.





www.ghi-ctp.emory.edu



EMORY
UNIVERSITY

Emory Global Health Institute

China Tobacco Control Partnership
中国控烟伙伴项目