

Department of Health Integrated Smoking Cessation Hotline **1833183**

Address: 18/F & 25/F, Wu Chung House, 213 Queen's Road East,
Wan Chai, Hong Kong

Enquiry Hotline: 2961 8823 Website: www.tco.gov.hk

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衛生署控煙辦公室
Tobacco Control Office
Department of Health



Tobacco Treatment Specialist Certification Training Programme firstly held in Hong Kong

Studies have shown that the most effective smoking cessation service is by means of integrating counselling and pharmacotherapy. Most quitters have gone through several attempts before they successfully quit smoking. As the process can be long and repetitive, the nature of tobacco dependence is very similar to that of chronic diseases. Hence the modern tobacco treatment has also adopted a similar approach to the treatment of chronic diseases, so as to provide an effective and long-term assistance to the quitters.

In order to establish and train a team of qualified and competent specialists to provide the community with tobacco dependence treatment service, the Department of Health, in collaboration with the USA Mayo Clinic and the Tung Wah Group of Hospitals (TWGHs), organized a Tobacco Dependence Treatment Specialist Training Programme from 1 February to 5 February this year in Hong Kong. The training programme was conducted by experts from the Mayo Clinic Nicotine Dependence Center. The objective of the programme is to enhance the professional knowledge of the medical staff, to equip the participants with appropriate skills, knowledge and training to provide effective, evidence-based methods and to formally recognize their professional competence in providing treatment to tobacco dependence.

The tobacco treatment specialist may come from different professional backgrounds or work settings, which include hospitals, community health centres, medical or dental practices, educational institutions, social service organizations, tobacco treatment centres, smoking cessation hotlines, drug abuse treatment programmes and mental health centres, etc. A Tobacco Treatment Specialist (TTS) may engage not only in providing treatment but also in educating others on treatment methods of tobacco dependence.

Participants of this programme came from various local and overseas professions and organizations. They acquired a great deal of knowledge and skills related to tobacco treatment in this training programme and so can provide the public with a high-quality smoking cessation service. Participants anticipated that the Department of Health would organize similar training programme in future to train more specialists who are devoted to tobacco control work.





Do you wish to quit smoking? The Department of Health can help you!

Smoking causes various types of diseases and is hazardous to the health of smokers and their families. Regardless of the years of smoking and the age of smokers, the decision to quit smoking is definitely advantageous.

Smoking is nothing else but harmful! Quit smoking can bring you immediate benefits in many ways. Once you quit smoking, you can:

- reduce the risk of suffering from fatal diseases caused by smoking
- protect family from the harm of secondhand smoke
- be freed from looking for smoking zone
- save money from buying cigarettes
- be freed from the fetid smell from smoking and build a new healthy image

After quitting, the sense of taste and smell of quitters will resume very quickly. The pulmonary function and circulatory system will also improve gradually. In the long run, the risk of suffering from heart disease, stroke and various types of cancer will be reduced accordingly.

Duration	Improvement areas
20 minutes later	Blood pressure and heart rate drops to the level before you had your last cigarette
8 hours later	Carbon monoxide level in blood drops to normal level
48 hours later	Sense of taste and smell resume to normal
2 to 12 weeks later	Circulation and lung function improve
1 to 9 months later	Coughing and shortness of breath decrease
1 year later	Chance of having a heart attack is cut in half
5 years later	Chance of dying from lung cancer is about half that of a continuing smoker
10 years later	Risk of dying from lung cancer is similar to that of a non-smoker
15 years later	Risk of coronary heart disease is that of a non-smoker

Nicotine is addictive and withdrawal of it can lead to discomfort. Hence, the process of quitting smoking may not come easy. We adopt the latest and most effective methods with evidence-based experience to help you relieve tobacco addiction and alleviate your discomfort. To echo with Hong Kong's tobacco-free drive and to meet the increasing demand for smoking cessation service arisen from an increase in tobacco tax, the Department of Health has stepped up smoking cessation service from 2010 onwards to enhance the quality of service and protect public health.

Department of Health Integrated Smoking Cessation Hotline 1833 183

From now on, citizens who call the Department of Health Integrated Smoking Cessation Hotline 1833 183, can select Pok Oi smoking cessation service by using traditional Chinese medicine in addition to the smoking cessation services provided by the Department of Health, the Tung Wah Group of Hospitals (TWGHs) or the Hospital Authority. The Department of Health Integrated Smoking Cessation Hotline, providing service in 3 languages, namely Cantonese, Putonghua and English, is manned by trained registered nurses and counsellors during office hours, aided by a computerised Interactive Voice Response System for the rest of the day. Apart from obtaining information on smoking cessation via the hotline, callers can also obtain information on methods and advice on smoking cessation, drugs for smoking cessation, information on smoking cessation service, counselling on smoking cessation and nicotine dependency assessment, etc. Callers may even obtain necessary information during the call via fax for reference purpose.

衛生署綜合戒煙熱線
Department of Health
Integrated Smoking Cessation Hotline

1833 183

- 專業電話輔導
Professional Counselling
- 尼古丁依賴程度測試
Nicotine Dependency Assessment
- 戒煙資訊傳真
Information on Smoking Cessation by Fax

步驟 1 選擇機構
Step 1 Select Organization

- 衛生署
Department of Health
- 東華三院
Tung Wah Group of Hospitals
- 醫院管理局
Hospital Authority
- 博愛醫院
Pok Oi Hospital

步驟 2 選擇語言
Step 2 Select Language

- 廣東話
Cantonese
- 普通話
Putonghua
- 英文
English

步驟 3 選擇內容
Step 3 Select Content

- 最新資訊
What's New
- 留言服務
Leave Voice Message
- 尼古丁依賴程度測試
Nicotine Dependency Assessment
- 戒煙藥物
Drugs for Smoking Cessation
 - 透過傳真索取藥物資料
Obtain Information on Drugs by Fax
 - 戒煙香口膠
Nicotine Gum
 - 戒煙貼
Nicotine Patch
 - 戒煙吸入劑
Nicotine Inhaler
 - 戒煙糖
Nicotine Lozenge
 - 丁胺苯丙酮
Bupropion
 - 瓦倫尼克林
Varenicline
- 戒煙資訊及貼士
Information & Tips on Smoking Cessation
 - 戒煙小貼士
Tips on Smoking Cessation
 - 退癮徵狀
Withdrawal Symptoms
 - 吸煙與你
Smoking & You
 - 二手煙與你
Secondhand Smoke & You
- 戒煙服務
Smoking Cessation Services
 - 戒煙診所
Smoking Cessation Clinics
 - 衛生署
Department of Health
 - 東華三院
TWGHs
 - 醫院管理局
Hospital Authority
 - 博愛醫院
Pok Oi Hospital
 - 其他機構
Other Organizations
 - 預約衛生署戒煙服務
Make Appointment for Department of Health Smoking Cessation Service
 - 查詢控煙法例
Inquire about Tobacco Control Legislation
 - 與輔導員聯絡
Contact Counsellors

收聽資料期間，可按

- 透過傳真索取資料
obtain information by fax

While listening to the information, you may press

- 返回上一個目錄
back to previous menu

返回主目錄
back to main directory

衛生署控煙辦公室
Tobacco Control Office
Department of Health
<http://www.tco.gov.hk>

Interactive Online Cessation Centre

(website : http://www.tco.gov.hk/iocc/index_e.html)

The Tobacco Control Office of the Department of Health has set up the “Interactive Online Cessation Centre” in February 2009, to provide smokers with a reliable and convenient virtual smoking cessation online platform. The “Interactive Online Cessation Centre” mainly comprises four components, namely “Information on Smoking Cessation”, “Tips to Quit Smoking”, “Online Quit Plan” and “Game Zone”.

Want to quit smoking? Want to help your family members or friends to quit smoking? You can access the “Information on Smoking Cessation” for different types of practical information. “Information on Smoking Cessation” includes the following five components:

1. Why Quit Smoking?
2. Methods to Quit Smoking
3. What are Withdrawal Symptoms?
4. Drugs for Quitting Smoking
5. Quitter Experience

Wish to go through an easy and smooth quit attempt? You can refer to “Tips to Quit Smoking” which provides you with the ten smoking cessation tips, so as to prepare yourself for quitting smoking. These tips give suggestions on effective ways against tobacco addiction, together with making appropriate adjustments to daily routines, such as leading a healthy lifestyle, having a balanced diet and going for regular exercise, etc. Follow the steps and your chances of successfully quitting smoking will be significantly increased!

The “Online Quit Plan” provides a personalized and structured online smoking cessation service for registered quitters. After quitters go through an online assessment, the system will generate reminders through email from time to time in accordance with the quitters’ process of quitting in order to assist them in making appropriate preparation, detailed plan and boost their determination and confidence to quit smoking. Furthermore, quitters may also print out a quit calendar as a reminder.

In order to gain wider support from the youth towards a smoke-free culture, an online “Game Zone” has been developed in the Interactive Online Cessation Centre. Different types of games are available to enhance youth’s knowledge of the harmful effects of tobacco. Furthermore, the “Tobacco Cost Calculator” quickly calculates the costs of smoking, which helps to boost smokers’ motivation to quit smoking. The games are in simple and light-hearted designs and cater to youth users.

More than 40,000 people have visited the Interactive Online Cessation Centre and over 400 visitors have registered the “Online Quit Plan” since its establishment.

Quit smoking for a year can help you save more than ten thousand dollars!

Result

Since the day you started smoking, you have spent around **HK\$36135** on buying tobacco products.

On average, you spend **HK\$12045** on buying tobacco products each year.

According to the data, quitting smoking can help you save **HK\$12045** in the coming **1** year

Congratulations

That's Great. You have quit smoking. We can use the money saved to go to **Europe**.

That's great! You have quit smoking, we can save the money to go for a trip!!

Replay

Department of Health Smoking Cessation Clinics

The smoking cessation services provided by smoking cessation clinics under the Department of Health include: preliminary assessment, counselling on quitting smoking, medications assessment and follow-up. In the preliminary assessment, the past medical history, smoking habit, nicotine dependency, motivation and reasons of quitting smoking, need of pharmacotherapy, types and dosage of medications, etc. of quitters will be assessed by doctors and nurses.

After the preliminary assessment, quitters will be recruited into a counselling programme on quitting smoking with a duration of 8 to 12 weeks. During which the quitters are required to attend a total of 4 scheduled follow-up counselling sessions at the clinics. The counselling sessions are conducted either in individual or group format, where guidance and sharing of the physiological and psychological adaptations, lifestyles, behaviours and environment of the quitters will be provided.

Upon completion of the treatment, the smoke-free ambassadors of the clinics will keep regular contact with the quitters or conduct follow-ups on the progress of quitting smoking for up to 1 year, in order to provide necessary support and assistance to them.

To enhance the work of smoking prevention and cessation, the Department of Health has concluded a subsidy and service agreement with the Tung Wah Group of Hospitals (TWGHs) and launched a community-based pilot smoking cessation programme in 2009. The programme covers a comprehensive range of activities and services, including smoking cessation service, public education, providing training to medical professionals and research projects. A total of four smoking cessation centres have been set up in Hong Kong under this programme, which provide the community with free smoking cessation services. The programme also includes the collaboration with principals of primary and secondary schools and parents to launch a smoke-free education programme so as to educate the youth and young smokers on smoke-free culture. Furthermore, there will also be a smoking cessation programme which targets at young smokers.

Information on Smoking Cessation Clinics:

Education and Training Centre in Family Medicine, Department of Health

2/F, Ngau Tau Kok Jockey Club Clinic, 60 Ting On Street, Ngau Tau Kok

For enquiry or appointment, please call the Integrated Smoking Cessation Hotline of the Department of Health: 1833 183 (Press 1)

Tung Wah Group of Hospitals Integrated Centre on Smoking Cessation

Mong Kok Head Office: 26/F, Wealth Commercial Centre, 42 Kwong Wa St., Mong Kok

Wan Chai Suboffice: Tung Wah Group of Hospitals (TWGHs) Even Centre, 11/F,
Tung Sun Commercial Centre, 194-200 Lockhart Road, Wan Chai

Sha Tin Suboffice: 3/F, Lek Yuen Health Centre, 9 Lek Yuen St., Sha Tin

Tuen Mun Suboffice: 4/F, Butterfly Bay Community Centre, Butterfly Estate, Tuen Mun

For enquiry or appointment, please call the Integrated Smoking Cessation Hotline of the Department of Health: 1833 183 (Press 2)

Way Forward

2009 has been a fruitful year in the work of tobacco control. The implementation of several tobacco control legislations and the enhancement of various smoking cessation services have brought Hong Kong a significant step closer towards achieving the goal of becoming a smoke-free city.

Looking into the future, the Department of Health will continue its efforts to promote smoking cessation services, including setting up another smoking cessation centre through the Tung Wah Group of Hospitals (TWGHs); collaborating with Pok Oi Hospital in launching a community-based smoking cessation programme using traditional Chinese medicine so as to provide more comprehensive services to the public; and collaborating with community partners in providing smoking cessation services to special populations in Hong Kong, to provide more opportunities for them to quit smoking and to protect the health of these smokers and their family members.

To promote smoke-free culture and to educate the public on the harmful effects of smoking, information will be disseminated to people with different ages and backgrounds through various forms of media so as to provide tips to the quitters from time to time and ease their difficult path of quitting smoking.

If you or your relatives and friends wish to quit smoking, please call 1833 183 immediately to contact our health care professionals.

Since the "Fixed Penalty System" came into operation on 1 September 2009, the Tobacco Control Office of the Department of Health has issued over 1,400 fixed penalty notices as at 31 December 2009, out of which most of the offenders were cooperative in providing particulars. The "Fixed Penalty (Smoking Offences) Ordinance" (hereinafter known as the Ordinance) has also provided mechanisms to deal with uncooperative offenders.

Non-Compliance in Producing Proof of Identity for Inspection

Section 4 of the Ordinance stipulates that, if a public officer has reason to believe that a person is committing or has committed a smoking offence, he may require the person to supply his name, address and contact telephone number (if any) and produce proof of identity for inspection. A person who, without reasonable excuse, fails to comply with the above requirement, commits an offence and is liable on conviction to a fine at level 3 (maximum fine of \$10,000).

Obstruction of Public Officers

A person who resists or wilfully obstructs a public officer from exercising his powers under Section 15 of this Ordinance commits an offence and is liable on conviction to a fine at level 4 (maximum fine of \$25,000) and to imprisonment for 6 months.

During the period from 1 September 2009 to 31 December 2009, there were a total of 25 offenders prosecuted for offences relating to failure to comply with the requirements of tobacco control inspectors to produce proof of identity, in which 14 of the cases were concluded and the highest fine was \$2,000, which was on top of the fixed penalty fine of \$1,500 for smoking offence. There were also 6 offenders prosecuted for obstructing tobacco control inspectors from performing their duties, in which 2 cases were concluded and the highest sentence was 100 hours of community service.



Words from Editor

The latest issue of Tobacco Control Bulletin is released! First of all, we introduce our readers to the "Tobacco Dependence Treatment Specialist Training Programme" which was firstly held in Hong Kong. Besides, the Department of Health has enhanced the smoking cessation service early this year, the "Cover Story" introduces the readers to the service in details. If you are a pet owner and wish to know more about the harmful effects of secondhand smoke on your pets, you must not miss the section "Kicking the Smoking Habit" in this issue!

The "Fixed Penalty (Smoking Offences) Ordinance" has come into operation since 1 September 2009. The "Tobacco Control Stories" introduces the actions taken by the enforcement officers against uncooperative offenders during enforcement. While "Local News on Tobacco Control" reviews the important local tobacco control event held in February this year ----- "International Advisory Panel on Tobacco Dependence" and the restrictions on tobacco advertisements imposed by Hong Kong Legislation. Finally, there is readers' favourite section - "Game Zone", which will test you on the knowledge of tobacco control measures and smoking cessation issues in Hong Kong.

Total Ban of Tobacco Advertising in Hong Kong

Hong Kong has its legislation on restrictions on tobacco advertisements since 1982, the Ordinance required all tobacco advertisements in printed publications to bear a health warning and specify the tar group designation of the cigarettes advertised. In 1987, the Ordinance included television and cinema into its scope of control and required all tobacco advertisements aired in such media to bear written health warning and voice-over of health warning lasting no less than three seconds.

Subsequently, the government gradually enhanced restrictions on tobacco advertisements across various forms of media. Ban on tobacco advertising and sponsorship from 4:00pm to 10:30pm on TV and radio was imposed in 1988 and 1989 respectively followed by a total ban with effect from 1990. Thereafter in 1992, tobacco

advertising was prohibited in all cinemas. Due to the extensive use of internet, the government commenced prohibition of all tobacco advertisements on the internet as well as the promotion of sale of any tobacco products by means of offering prizes, gifts, tokens or by way of lucky draw in 1998.

In 1999, the legislation provided that all tobacco display advertisements were prohibited, with exemption for retailers with two or fewer employees and licensed hawkers. With effect from 31 December 1999, tobacco advertisements were prohibited in all printed media. Finally, the exemptions of no display of tobacco advertisement for the abovementioned small-scale retailers and licensed hawkers were withdrawn in 2007 and 2009 respectively, which marked a new chapter for the total ban on tobacco advertising in Hong Kong.

Second Meeting of International Advisory Panel on Tobacco Dependence

In order to further improve the quality of tobacco control and smoking cessation services in Hong Kong, the Department of Health established the International Advisory Panel on Tobacco Dependence (IAP) in August 2008. The IAP consists of three eminent international experts in tobacco control and cessation services from England, Finland and the United States of America. They provided Hong Kong with advice on the development of strategy for the tobacco control

services. The first meeting of IAP was convened in October in the same year, in which the three experts contributed valuable advice on various aspects include the public health policy, the establishment of community partners, the provision of appropriate smoking cessation services, the promotion of health, training and education, and the development of local research projects, etc. Recommendations are being implemented under the efforts of the Department of Health.



The second meeting of IAP was successfully convened from 3 February to 5 February 2010. The three experts not only showed appreciation of the Hong Kong Government for the multi-pronged approach and the outcomes to minimize the harmful effects caused by smoking, they also contributed practical and valuable advice on how to provide comprehensive and effective tobacco dependence services to different target groups in Hong Kong. The Department of Health will continue to take advice from experts and others to build a smoke-free culture in Hong Kong.

Tobacco smoke contains more than 4,000 types of harmful chemical substances and more than 50 types of carcinogens. Similar to active smoking, secondhand smoke (also known as environmental tobacco smoke) can cause cancers and various types of respiratory and cardiovascular diseases. In fact, some of these harmful effects not only affect your health but also cause physical damage to your beloved pets.

If your pet:

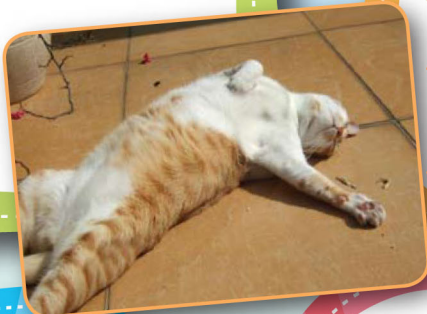
- ◆ swallow cigarette or cigarette butt which contains harmful substances;
- ◆ drink water polluted by cigarette or cigarette butt;
- ◆ inhale secondhand smoke from you or your family members;

there may be immeasurable damage caused to the health of your pet!

To summarize recent studies on the harmful effects of secondhand smoke on pets,

Health problems on pets caused by secondhand smoke include:

- ◆ increasing the risk of developing lung and nasopharyngeal cancer in dogs
- ◆ increasing the risk of developing oral cancer in cats
- ◆ increasing the risk of developing malignant lymphoma in cats

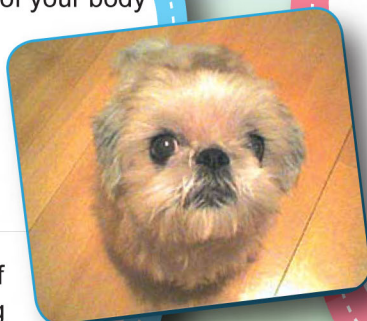


Ways to protect the health of your pets:

- ◆ do not smoke at home
- ◆ do not expose your pets to smoke
- ◆ do not allow others to smoke near your pets
- ◆ maintain cleanliness of your ashtray - keep your pets away from your ashtray
- ◆ The best solution - quit smoking

Benefits of Quitting Smoking:

- ◆ be freed from the fetid smell of your body and clothes due to smoking
- ◆ build a healthy, fresh image
- ◆ reduce the risk of suffering from diseases, improvement in sports performance
- ◆ save money from buying cigarettes
- ◆ Family and friends be glad of your decision to quit smoking



Tips on Quitting Smoking:

- ◆ set a quit day
- ◆ come up with a list of possible obstacles and make preparations to overcome them
- ◆ enlist support from family, friends and non-smokers
- ◆ discard all cigarettes, ashtrays and lighters
- ◆ avoid staying in places where people smoke
- ◆ maintain determination and perseverance
- ◆ obtain information on smoking cessation from health care professionals or call 1833 183 to contact us



Quit smoking immediately for your beloved pets!

Department of Health Integrated Smoking Cessation Hotline: 1833 183
Tobacco Control Office's Website: www.tco.gov.hk

Reference:

1. Second-Hand Smoke Affects Pets, Too
<http://vetmed.illinois.edu/petcolumns/showarticle.cfm?id=473>
2. Nicotine (Cigarette) Poisoning in Pets
<http://www.veterinarypartner.com/Content.plx?P=A&S=0&C=0&A=1704>



In this issue, a game 'Crossword Puzzle' is prepared for our readers. Please circle the answers in the diagram below and fax to 2575 8944 with your name, address and contact no., or send by post to: Tobacco Control Office, 25th Floor, Wu Chung House, 213 Queen's Road East, Wan Chai on or before 1 November 2010. Readers who have all the answers correct will receive a souvenir. We welcome your active participation!

*Limited sets of souvenirs are available, while stocks last.

草	藥	四	千	九	月	一	日	期	署
品	煙	十	萬	千	八	速	慢	性	生
控	煙	八	十	三	礙	阻	康	樂	衛
章	六	十	三	生	肺	樂	意	園	境
一	零	一	疾	病	及	觀	察	繞	環
七	八	吸	煙	文	劑	吸	煙	戒	物
三	入	商	化	網	頁	二	尼	印	食
空	辦	事	處	用	善	零	燃	古	及
氣	務	二	手	煙	火	零	服	務	丁
署	屋	房	碳	化	氧	一	千	五	百

Remarks:

- There are 12 answers to this crossword puzzle
- The answers can be in vertical, horizontal, diagonal and opposite direction.
- All answers can be found in this issue of Tobacco Control Bulletin as well as in the Tobacco Control Office's website: www.tco.gov.hk

1. 由2009年11月1日起，小販攤檔不得再展示甚麼廣告？
2. 違例吸煙定額罰款制度於二零零九年何月何日開始生效？
3. 除衛生署控煙督察及警務人員外，請圈出另外3個有權向違例吸煙人士發出定額罰款通知書的政府部門？
4. 煙草中的甚麼成分是導致吸煙上癮的主要成因？
5. 吸煙罪行的定額罰款是港幣多少元？
6. 衛生署的戒煙熱線號碼是甚麼？
7. 吸煙(公眾衛生)條例屬於香港法例第幾章？
8. 控煙辦公室於哪一年成立？
9. 煙草燃燒時釋出的甚麼物質會影響血液的帶氧能力？
10. 請圈出一種可由吸煙引致的疾病。

Name: _____ Telephone: _____

Address: _____

Answers for last issue:

- | | |
|--|---------------------------------------|
| 1. 支持室內禁煙 <input type="checkbox"/> 無煙香港 <input type="checkbox"/> 多謝你 | 2. 無煙食肆 <input type="checkbox"/> 個個讚好 |
| 3. 無煙環境 <input type="checkbox"/> 有你支持 | 4. 無煙清爽 <input type="checkbox"/> 人人健康 |