



# Asia Pacific Cities Alliance for Tobacco Control and NCDs Prevention



International Union Against  
Tuberculosis and Lung Disease  
Health solutions for the poor

# AP-CAT is in 40 cities and 12 countries



## CAMBODIA

Kampong Cham  
Siem Reap  
Phnom Penh

## BANGLADESH

Jhenaidah  
Manikganj  
Rangpur

## INDIA

Bengaluru

## INDONESIA

Bantul  
Bogor  
Bandung  
Denpasar  
Depok  
Jakarta  
Klungkung  
Kebumen  
Kulon Progo  
Riau Islands  
Sleman  
Yogyakarta

## LAO PDR

Vientiane

## MALAYSIA

Kuala Lumpur  
Kuching North

## MYANMAR

Mandalay  
Nay Pyi Taw

## NEPAL

Bharatpur  
Kathmandu

## PHILIPPINES

Amlan  
Balanga  
Dipolog  
Dinalupihan  
General Santos  
Hermosa  
Samal  
Mandaluyong  
Mariveles

## SINGAPORE

## TIMOR LESTE

Ermera Municipality

## VIETNAM

Bac Lieu  
Dong Thap  
Thai Binh





## About Us

The Asia Pacific Cities Alliance for Tobacco Control and NCDs Prevention (AP-CAT) was established in 2016, united by their shared vision to create tobacco free environments. AP-CAT has two co-chairs, Dr Bima Arya Sugiarto, Mayor of Bogor City, Indonesia and Francis Anthony S. Garcia, Mayor of Balanga City, Philippines. Under their leadership, AP-CAT has been joined by 40 cities from 12 countries with support from the Ministry of Health, Indonesia; Ministry of Health, Cambodia; Ministry of Health and Sports, Myanmar; Ministry of Health, Lao PDR; and Ministry of Health and Population, Nepal; Bloomberg Philanthropies and the International Union Against Tuberculosis and Lung Disease (The Union). The Union Asia Pacific office in Singapore hosts the secretariat of the AP-CAT.

### Contact us:

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Source: <http://www.who.int/en/news-room/fact-sheets/detail/tobacco>

## Purpose

Recognizing that subnational leaders' play a key role in the subnational and national health development agenda, the goal of AP-CAT is to build stronger political commitments, new partnership opportunities, sustainable and effective utilisation of resources and stronger health system performance & outcomes.

## Objectives- ACT

**ACT** to implement a comprehensive tobacco control policy with effective use of resources

**CREATE** innovative and solutions to prevent noncommunicable diseases.

**TACKLE** industry's interferences in policy development and implementation by establishing rules and regulations.

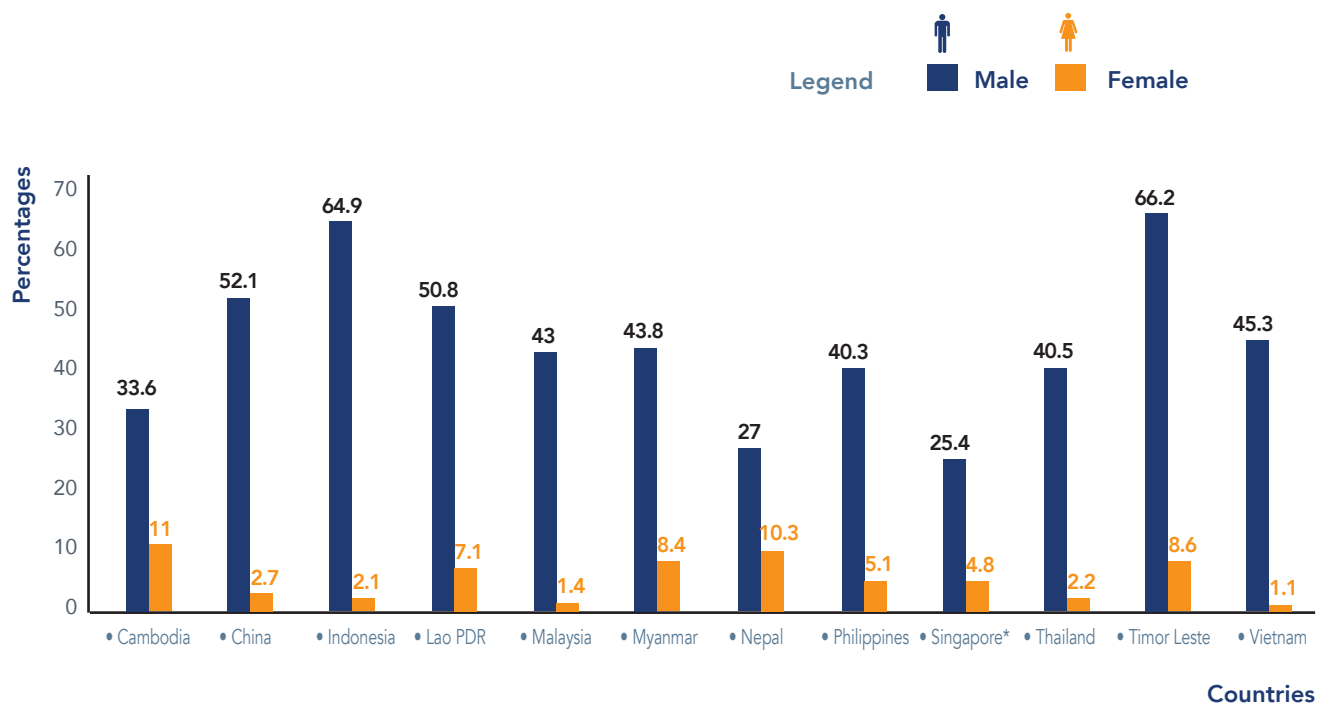




## How It Works

1. **Country to country:** Share best practices while implementing tobacco control and NCDs prevention.
2. **City to city:** Mayors and Leaders visit within the country and region to motivate their peers and share lessons learnt.
3. **Policy to practice:** Widen program coverage and gain political will to translate policies into practice.
4. **Subnational to National:** Leaders work with national policy makers to improve NCD and tobacco control implementation.
5. **Mayors to Media:** Mayors disseminate data and policy outcomes regularly with the media to help reiterate their efforts and showcase the policy impact in their city.

# Current Tobacco Smoking Prevalence (15+)



Source: Figures taken from WHO on the global tobacco epidemic, 2017  
\* cigarette smoking prevalence data only

# Myanmar

## Myanmar Subnational Government Alliance for Tobacco Control and Prevention of Non-Communicable Diseases (NCDs)



Myanmar Mayors, Social Ministers (from state and region), The Union Minister for Health and Sports and Members of Parliament announce the establishment of the alliance, June 2018

Myanmar committed to establish the Myanmar Subnational Government Alliance for Tobacco Control and Prevention of Noncommunicable Diseases (NCDs), with the time bound action plan to implement tobacco control and NCD prevention programmes at the subnational level.

# Vietnam

## Vietnam Provincial Alliance for Tobacco Control

Established to protect the health of people through stronger enforcement of existing tobacco control laws.

Closely associate tobacco control and noncommunicable disease prevention programs, to build capacity and increase cooperation to transform social norms.



The provinces of Bac Lieu, Thai Binh, Dong Thap establishing the Vietnam Provincial Alliance for Tobacco Control, 2017.



# Cambodia

Cambodia Smokefree Cities and NCD Prevention Alliance (CAT) was established in 2017, aimed at driving local innovations and solutions for effective implementation of tobacco control and NCDs prevention.

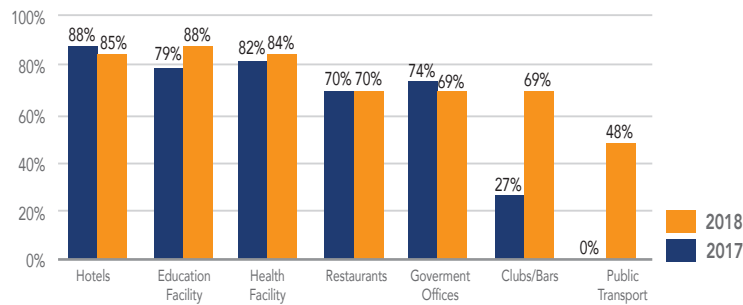
CAT alliance comprises of the following cities- Phnom Penh, Kampong Cham, Takmao, Siem Reap, Preah Sihanouk & Battambang



Cambodia smokefree cities and NCD Prevention Alliance (CAT)

## Siem Reap

### Improving Compliance of smokefree environments



#### Lessons learnt:

- Strong partnerships between national and subnational governments
- Building awareness and partnership with hotel and restaurants owners
- Regular monitoring
- Distribution of no smoking signage to all venues
- Training and orientation to enforcement agencies



Educating restaurant owners on smokefree laws

# Timor-Leste

## Ermera

### Moving towards a Tobacco Free City

Municipal government bans smoking in all public places and work places including;

- Education facility
- Health facility
- Hotels and restaurants
- Government offices
- Public transport

Municipal government fosters partnership with youth leaders, community based organizations, students, teachers, international partners and media to promote tobacco control and prevention of NCDs.



President of Ermera Mr. Jose Martinho dos Santos presenting a plan of action.



Front 85%, back 100%

Average: 92.5% pictorial health warning, the world largest

The President of Ermera Municipality took a lead role in supporting Ministry of Health Timor-Leste in adoption and implementation of the world largest pictorial health warning on tobacco packs in 2018.



Youth volunteers for tobacco control

# Indonesia

## Bogor

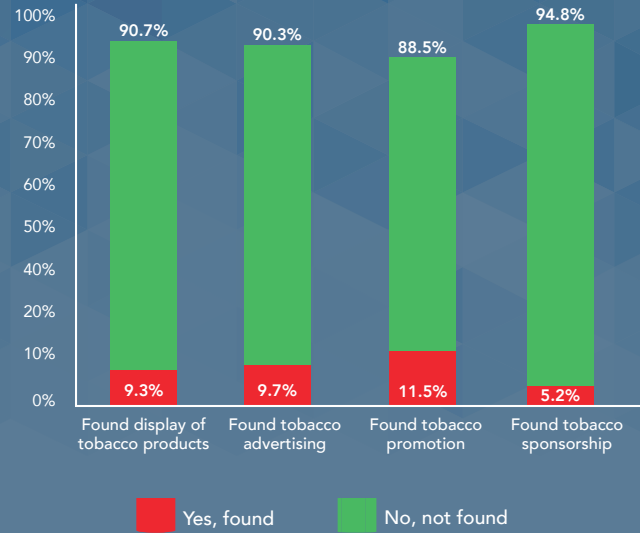


Bogor City successfully bans the display of tobacco products at the point-of-sale



Dr Bima Arya Sugiarto, Mayor of Bogor City, placing anti-smoking signages on public transport.

### COMPLIANCE OF BAN DISPLAY OF TOBACCO PRODUCTS AT THE POINT-OF-SALE IN BOGOR CITY, DEC 2017



## Klungkung

Klungkung Regulation number 5 year 2016, bans all outdoor tobacco advertising



Mayor I Nyoman Suwirta in enforcement action- removing outdoor tobacco advertising

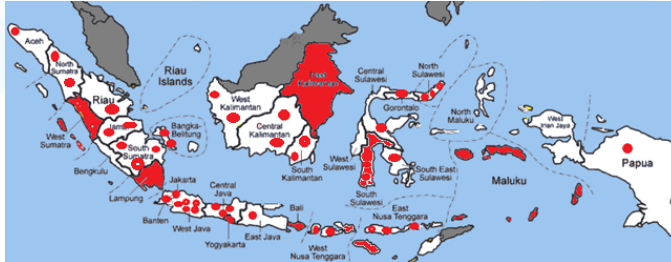


Mayor with community and media: Mr I Nyoman Suwirta, encourages and raises awareness of smokefree through media and community engagement events.





## Indonesian Mayor and Regent Alliance for Tobacco Control and NCDs Prevention



The alliance plays an important role in the expansion of tobacco control at the subnational level. More than 100 cities and districts are implementing, smokefree and ban tobacco advertising and promotion.



*Dr Hasto Wardoyo meets with Mayor of Kendal Regency, Central Java*

Dr Hasto Wardoyo, Mayor of Kulon Progo conducts one to one meetings with Mayors/ Regents to reiterate the commitment on tobacco control.



“ I am a heavy smoker; but, I really support Dr.Hasto’s idea. For the sake of our future generations, we are going to create Government’s regulation about Smokefree. ”

*– Mayor of Banjarnegara, Indonesia*

# Philippines

## Balanga



### Moving Towards a Tobacco Free Generation

#### Pioneering Tobacco Control Efforts

##### Balanga city;

- Bans smoking in all public places and work places
- Bans tobacco advertising, promotion and sponsorship

##### Ordinance No. 16 series of 2016

Regulates sale of tobacco products to all born on or after 1 January 2000  
Tobacco Free Generation



Mayor Francis Anthony S. Garcia (right)



The City Government of Balanga renewed its commitment to eliminate tobacco use. Clad in bright red shirts, city government employees led by Mayor Francis Anthony S. Garcia paraded along the streets on February 28 2017.

#### Balanga is the first tobacco-free-generation city in the world



2016: More than 16218 participants joined the mass Zumba at the launch of Balanga City's Tobacco Free Generation., an official Guinness World Record.



# Malaysia

Kuala Lumpur city has amped up its smokefree activities in 2017/2018



Smokefree enforcement team enforcing smokefree zones in Kuala Lumpur City

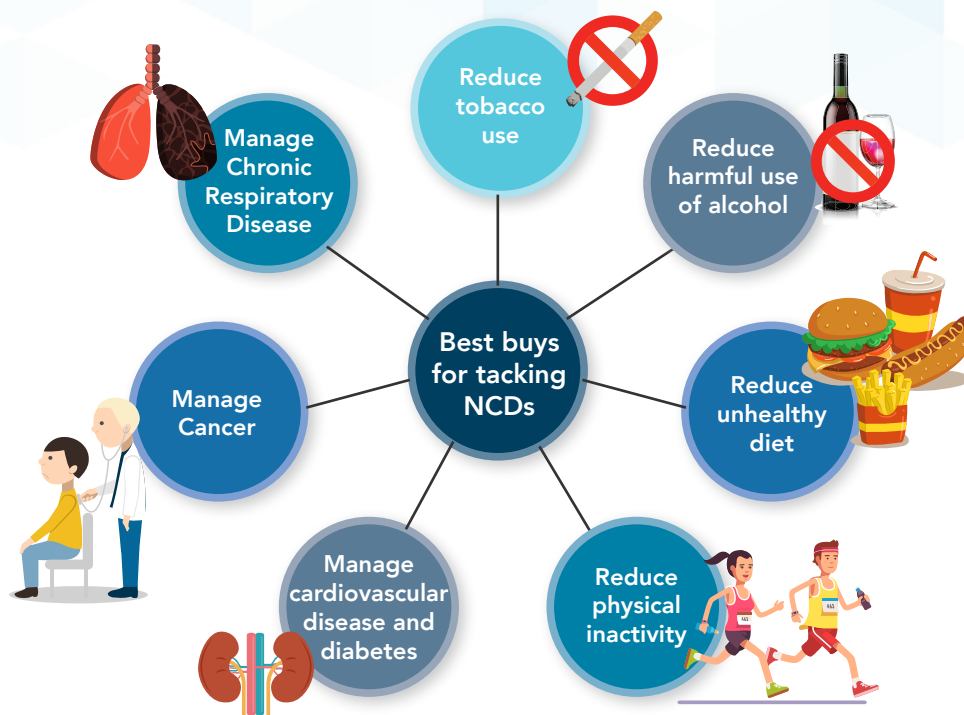
Educating restaurant owners on smokefree



Leading by example:  
Kuala Lumpur City Hall  
quit smoking workshop.



# AP-CAT commits to...



## Tobacco Control Best Buys

### 1. Create a smokefree city

Develop and implement a 100% smokefree policy in all public places and work places – **Cleaning air and preventing exposure to secondhand smoke**

### 2. Ban tobacco advertising, promotion and sponsorship

Develop and implement a regulation that bans tobacco advertising, promotion and sponsorship completely - **Preventing children and youth from picking up smoking**

### 3. Increase size of Pictorial Health Warning (PHW)

Work with Ministry of Health to enhance policy communication increasing the size of PHW on tobacco packs and establish a provision of PHW on alcohol products – Preventing people from consuming harmful products and building public awareness

### 4. Raise Taxes

Build policy advocacy to raise taxes and prices on tobacco, alcohol and other harmful products – Saving lives and saving money

### 5. Stopping Tobacco Organizations and Products

– Safe guarding people's health from tobacco industry

### 6. Establish NCD prevention program

Integrate NCD prevention program into primary health care services and integrate tobacco control into the national agenda – Reducing NCD related deaths and diseases

7. **Create tobacco free generation (TFG):** Initiate the birth year based tobacco free generation, tobacco prevention program – An endgame for tobacco

### 8. Establish country level alliances

Build subnational partnerships at the national level – Expanding AP-CAT

### 9. Monitor and evaluate

Monitor progress, so that interventions are implemented and progress can be measured – Do what we commit



**Co-Chairs**

←  
Mayor of Bogor City, Indonesia  
Dr Bima Arya Sugiarto (left)

→  
Mayor of Balanga City, Philippines  
Francis Anthony S Garcia (right)



# Singapore

SENIOR MINISTER OF STATE FOR HEALTH,  
MR CHEE HONG TAT, AT THE ASIA PACIFIC  
CITIES ALLIANCE FOR TOBACCO CONTROL  
MEETING, TUESDAY, 5 SEPTEMBER 2017

“Tobacco control requires effective partnerships and the participation of all stakeholders. I am glad to see many officials and healthcare experts come together to share experiences on this important topic. Singapore looks forward to learn from all of you and to better understand best practices in your countries and cities for reducing smoking prevalence. Together, we can improve the health of our people by working together and taking a united stand on tobacco control.”

**AP-CAT**  
Asia Pacific Cities Alliance for  
Tobacco Control and NCDs Prevention  
*Together - we bring health solutions*



## The Union and AP-CAT congratulate the government of Singapore for its tobacco control leadership in the region.

### Recent advances in tobacco control

#### 2017

- **Tobacco Point-of-Sale (POS) Display Ban:**  
Singapore bans displays of tobacco products at POS, effective 1 August, 2017.
- **Increasing the minimum sale age for tobacco products:**  
Singapore will raise the legal age for smoking from 18 now to 19 on Jan 1, 2019. It will be further raised every January until 2021, when people have to be 21 years old to light up.
  - *Because many smokers take up the habit before the age of 21 – and because the tobacco industry aggressively targets young adults – increasing the minimum sale age for tobacco products will complement proven strategies for reducing tobacco use.*



Ban display of tobacco products - A tobacco product cabinet at a FairPrice supermarket.  
(Photo: Gabriel Choo/ Yahoo News Singapore)

#### 2018

**Standardized Packaging:** Singapore will introduce standardized packaging by 2020. Which means, no cigarette packs sold in Singapore will be allowed to carry logos, brand images or any promotional information



(Photo: Straits times News Singapore)



**AP-CAT**  
**2016**

**12**  
**Cities**  
**8**  
**Countries**







**AP-CAT**  
**2017**

**23**  
**Cities**  
**9**  
**Countries**



**AP-CAT**  
**2018**

**40** | **12**  
**Cities** | **Countries**

**The Union** International Union Against Tuberculosis and Lung Disease  
Health solutions for the poor

**AP-CAT**  
Asia Pacific Cities Alliance for Tobacco Control and NCDs Prevention  
Together - we bring health solutions

**KEMENTERIAN KESEHATAN REPUBLIK INDONESIA**

**3rd Asia Pacific Cities Alliance for Tobacco Control & NCDs Prevention Summit**  
Singapore, December 4 -6, 2018

# ABOUT THE UNION

## THE FIRST GLOBAL HEALTH ORGANISATION

The Union is a global scientific organisation with the mission to improve health among people living in poverty. We do that by conducting scientific research, working with governments and other agencies to translate research into better health for people around the world, and delivering projects directly in the field. The Union is made up of a global membership body of people who help to advance our mission, and a scientific institute that implements public health projects within countries. For close to 100 years, we have been leaders in the fight against some of the world's biggest killers including tuberculosis, lung disease and tobacco use.

## KNOW

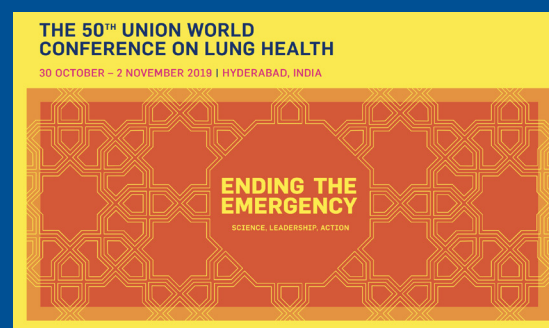
We conduct research to provide evidence for public health policy and practice

## SHARE

We disseminate scientific knowledge to strengthen public health programmes.

## ACT

We deliver services and conduct advocacy to safeguard people's health.



## Acknowledgements

AP-CAT is thankful for the support from the Ministries of Health of the participating countries. We highly appreciate the support of Bloomberg Philanthropies and The Union.

We would also like to extend our gratitude for the support of the civil societies and NGOs that are passionate in their cause to protect people from the harms of tobacco and the prevention of non-communicable diseases.

## AP-CAT is supported by:



MINISTRY OF  
HEALTH  
INDONESIA



MINISTRY OF  
HEALTH  
LAO PDR



MINISTRY OF  
HEALTH AND  
SPORTS MYANMAR



MINISTRY OF HEALTH  
AND POPULATION,  
NEPAL



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UDAYANA CENTRAL

TFGi

TOBACCO FREE GENERATION  
INTERNATIONAL



VIETNAM PUBLIC HEALTH  
ASSOCIATION

sata  
CommHealth+  
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