
HEALTHY LIFE WITHOUT SMOKING : CAMPAIGN

By

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Abstract

Smoking has become a necessity and lifestyle of the Indonesian people. The prevalence of smokers in Indonesia is dominated by men ranging from children, adolescents, to adults and even the elderly. Cigarettes are one of the main causes of health problems in Indonesia, therefore the government has sought various ways to suppress the use of cigarettes, including the imposition of taxes and providing pictorial warnings on cigarette packs. This activity aims to educate the public about the dangers of smoking so that it is hoped that individual awareness will arise to stop smoking. The method used is to distribute illustrated leaflets in the zero point area of Yogyakarta on Saturday night. The results of this engagement activity reached the target of 1000 people with positive responses. Most of the target respondents did not know about the dangers of smoking, which could be seen from their body language reactions when reading leaflets. The conclusion of this activity is that the public still needs additional direct education about the dangers of smoking and it is not enough to use pictorial warning signs on cigarette packages.

Keywords : Cigarette, Campaign, Danger, Leaflet

INTRODUCTION

According to WHO, Indonesia ranks third in the world's largest smoking behavior after China and India. Where in 2000-2008, Indonesia produced 18.6% cigarettes which is not proportional to the total population of Indonesia. The increase in the number of smokers results in an increase in the number of deaths caused by smoking. In 2030 it is estimated that the death rate due to smoking is 10 million people, and most of them are from developing countries (70%). The factors that causing people to smoke are the influence of parents, the influence of friends, personality, and the influence of advertising. Another cause is lacking knowledge about the dangerous effects of smoking on health. Research on adolescents in Ankara, Turkey, showed a positive impact on knowledge and attitudes about smoking after giving health promotion about smoking to adolescents. Knowledge about the dangers of smoking will

influence teenagers to avoid the smoking habit (Chotidjah, 2012).

The Ministry of Health result in 2013 show that cigarette consumption in children (age group 10-14 years) is very high. Cigarette consumption in this age group reaches about eight cigarettes per day or 240 cigarettes a month. That means that in a month the children of smokers spend Rp. 120,000 only to burn cigarettes. According to the Indonesian Central Statistics Agency there is a relationship between the level of poverty and the level of cigarette consumption. An increase in poverty will actually increase a person's cigarette consumption. Cigarettes contain substances that are harmful to the human body because it can reduce the level of health which will reduce the level of productivity. The study conducted before explains the results of the study if the poverty rate affects the level of cigarette consumption. An increase in poverty will increase cigarette consumption (Afif and Sasana, 2019).

Cigarette smoke produced from cigarettes can cause various very dangerous diseases such as lung cancer, asthma, ischemic heart disease, respiratory tract cancer, throat cancer, insomnia, impotence, and so on. Exposure to cigarette smoke killed more than 600,000 non-smokers in the year 2010. In view of the high risk of smoking behavior, the Indonesian government seeks to suppress the increasing prevalence of smoking at a young age, by issuing regulations concerning the safety of materials containing addictive substances in the form of tobacco products for health. One of the contents is that all cigarettes circulating in Indonesia must include a warning about the dangers of smoking, accompanied by a scary picture of smoking on cigarette packs (Tantri et al., 2018). Exposure to cigarette smoke during pregnancy can cause adverse effects on the fetus in the womb, pregnant women who smoke can have the potential to give birth to babies who die compared to pregnant women who do not smoke. reduce appetite, then nicotine is a vasoconstrictor substance that results in protein metabolism in the developing fetus, and the fetal heart beats slower which will cause fetal nervous system disorders. Exposure to cigarettes in pregnant women can cause various complications such as premature birth, low birth weight, perinatal mortality and fetal development disorders. In addition, smoking can also cause miscarriage, impaired child development, impaired oxygen to the fetus, and respiratory problems. If a pregnant woman smokes 10 cigarettes per day, her child is twice as likely to have asthma (Astuti et al., 2016).

The effect of smoking on platelets can cause an increase in atherosclerosis and become a risk factor for atherosclerotic disease due to an increase in the mean platelet volume (MPV). Cigarettes contain thousands of toxic chemicals that have a negative impact on health, including tar, nicotine, lead, and carbon monoxide. The content of harmful substances in cigarettes can affect platelets. Cigarettes can

cause reduced glutathione in smokers' platelets, resulting in a decrease in isoprostane in platelets. The activity of isoprostane directly interacts with the thromboxane-A2 receptor (TPR) on platelets indicating an increased risk of vascular disease. MPV is an indicator of platelet activation. Earlier research found the higher the carbon monoxide exposure, the higher the MPV. Another research found that tobacco extract had an inhibitory effect on platelet adhesion independent of nicotine content and a nitric-oxide-pathway that was not mediated through the platelet-nicotine-receptor. Tobacco extract inhibits platelet activation in the short term. Women who do not smoke but are exposed to cigarettes for at least 60 minutes per day for 30 years or more in their lifetime are at risk of having a low MPV. In addition, smoking is also known to increase platelet aggregation because the chemicals in inhaled cigarette smoke stimulate thromboxane A2. Thromboxane A2 will activate the production of platelets (Sundari et al., 2015).

Hutabarat et al (2019) and Trisnowati et al (2018) found that cigarette advertising has succeeded in instilling an image value in society that cigarettes are "manly", "real men", to "friendship". This positive image of cigarettes is a source of difficulty in providing education about the dangers of chemical content in cigarettes and products from cigarette combustion. Cahyo et al (2012) found that teenagers' associations and the desire to be accepted and get recognition from their community were the main drivers despite knowing the harmful risks of smoking. Warnings about the dangers of smoking on cigarette packs can be considered by active smokers to change attitudes and stop smoking habits. However, there are more people who see the fact that there are no smokers around them who experience the same as on the cigarette packs, thus giving the impression that the warnings on the cigarette packs are just bullshit. Illustrated warnings on cigarette packaging based on this study had less impact

on smokers' awareness to stop smoking. Meanwhile, Gafi et al (2020) found that education through WhatsApp and booklets was more effective in encouraging smokers to stop smoking.

Smoking prevention is the best effort compared to all efforts to stop smokers, because the addictive chemical content in cigarettes will make smokers reluctant to stop smoking. Smoking-free areas in public places, educational facilities, and some special areas are created with the aim of preventing someone from being exposed to the addictive chemicals of cigarettes. Likewise, various promotive and preventive efforts can be made to community groups in order to suppress cigarette users who just go along with it (Ardini, 2012 ; Marchel et al., 2019 ; Nasution, 2020).

METHODS

The expected target audience in this community engagement activity is the general public, who sometimes still lacks the knowledge to know the dangers of smoking. In this activity, the community gained useful knowledge about healthy living without smoking through the distribution of flyers at the zero point of Yogyakarta. The implementation of this community engagement activity is carried out offline through the distribution of flyers. The method of implementing activities can be divided into 3 activities, namely submission of activity proposals, preparation, and implementation.

Submission of activity proposals is carried out through a mechanism from the LPPM unit at Immanuel Christian University at the beginning of the semester. After the proposed activity is approved, the preparation stage is carried out in the form of fundraising activities from each implementer in various ways, making flyer designs, then printing flyers. The implementation of the activity was carried out by distributing 1000 flyers to the people who were in the Zero Point Yogyakarta area June 18, 2022 at 6-8 pm.

RESULT AND DISCUSSION



Image 1. The Flyer

The indicator of the success of this community engagement activity is the number of flyers that have been successfully distributed and well received by the community. Based on these indicators of success, it can be said that this activity was a perfect success because of the 1000 targeted flyers, all of them could be divided and none of the flyers were left or discarded by the recipient afterwards.





Image 2. Distributing the flyer

The second indicator of success is the level of information received based on the body language of the flyer recipient. Based on the observations of body language from the people who received the flyer, there was no rejection seen from facial expressions, body movements, or verbal information conveyed.

Evaluation of the timeliness of activities was delayed due to the extreme weather that occurred in the city of Yogyakarta for those few days, which should have entered the peak of the dry season in June, it turned out that on that day there was heavy rain from noon to late afternoon so that the implementers were constrained in transportation and the people involved in the activities. there are still very few activities at the location.



Image 3. The Team

CONCLUSION

Understanding the harmful content in cigarettes is one of the efforts to increase public awareness about smoking. Warnings on cigarette packages are considered less informative giving reasons why cigarettes can cause cancer, lung disease, infertility,

miscarriage, and even death. The flyer that was distributed to the public in this activity was useful in providing reasons for the importance of quitting smoking.

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HALAMAN INI SENGAJA DIKOSONGKAN