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Support tobacco tax rise
United Christian Nethersole Community Health Service

- **"Pilot Outreach Programme for Ethnic Minorities/ New Immigrants on Smoking Prevention and Smoking Cessation"**
- **implementation period: Nov 2010 to Oct 2011**
 - **Service targets: New arrivals from the Mainland and Ethnic Minorities**
 - **Reason : Participation rate of FREE smoking cessation service is LOW among the two groups of service targets**
 - **aims : 1) Promote smoke free culture 2) Referrals**
- **During the implementation period,**
 - **Many smokers have the intention to quit smoking but they have never heard of any FREE smoking cessation service by the government**
 - **From the focus groups with clients, quite a number of smokers or their spouses mentioned that 'if cigarettes price is raised we will smoke less'; some ethnic minority youth told us that they do not smoke because of the expensive price of cigarettes; some smokers revealed that they will quit because of price increase.**
 - **Both groups do not wish their younger generation to smoke (even if they are smokers)**
 - **Both groups wish that the smoking cessation service would be absolutely free (including medication), and they will only consider joining if the location and time of service are convenient for them**
 - **Both groups are very concerned about health of self and family members (diseases, next generation and wife's pregnancy can definitely deter them from smoking)**
 - **Ethnic minorities are having immense language barrier in getting in touch with any smoking cessation information or service**
- **The amount gained from raising cigarettes tax can**
 - **Be used in EDUCATION:**
 - ◆ **Strengthen promotion in smoking cessation and secondhand smoking in SCHOOLS**
 - **Most of the ethnic minorities think that:**
 - **Education on bad effects of smoking should start from Primary school (one of the main reasons is the start smoking age is becoming lower and lower; another is to convey the message at the EARLIEST stage)**

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- Sports (keeping good stamina) / health is a great drive for youngsters not to smoke
- New arrivals from the Mainland
 - Women feel that their children are more 'powerful' in persuading their husbands to quit smoking.
 - They normally have little knowledge about the immensely harmful effects of cigarettes and secondhand smoking
- Used in enhancing the flexibility of the smoking cessation services, e.g. clients who work long hours can also participate in evenings or holidays in all districts of HK.
- Used in deterring the two groups to smoke, since they are relatively low income and are concerned about price of cigarettes.
- Used in publicity, especially the newly arrivals; who favour television publicity; statistics also shows that once the news of tax raise is publicized the request for smoking cessation service increased
- Used in providing preventive services such as family outings/activities, hiring ethnic minorities ambassadors, community recreational events, stress management or simple health check-up etc. (many of the clients expressed that smoking can reduce stress or the reason for not quitting smoking is due to stress).