

**PACIFIC ISLAND
COUNTRIES
WORLD NO
TOBACCO DAY**



**A Brief Summary of
Activities in Words and
Pictures**

COOK ISLANDS



- MOH staff who smoke were requested to stop smoking at least for one hour, two hours, or half a day and even better the whole day
- Same on radio to the public same issue as above
- One school confirmed that the staff were also going to quit
- There was good media attention on WNTD events (local newspaper, website, etc.)
- TV ads continued for 2 weeks around WNTD.

The Ministry of Health also visited schools to spread the no-smoking message. The Ministry sponsored poem and story competition as well as quizzes at Titi-kaveka College and Avarua school with prizes for winning students. The MOH promoted tips on how to stop smoking and how to prevent youth from starting.



PALAU



Runners/walkers received their W letter as they crossed the finish line. Taped to the back was a raffle ticket. The Pacific project was explained to the crowd before the raffle event began – so we had everyone’s full attention.

- There were 263 participants in the event which was well promoted (this is a big crowd for a run in Palau).
- The President’s press conference this week (which was aired on both the radio and local cable TV stations) focused on WNTD and his office took out a full page newspaper add to promote the observance.
- Text messages were sent to over 200 persons who had participated in a quit tobacco use for a day event earlier in the month encouraging them to join the event.
- Government paycheck stub messages were also about WNTD.



FEDERATED STATES OF MICRONESIA

KOSRAE



Len Wo! from the Island of the Sleeping Lady, We are happy to be a part of the regional WNTD Photo Initiative. Kosrae WNTD Policy Makers Advocacy Meeting was a huge success. We discussed Article 13 and have developed a plan to push for passage of a Comprehensive Ban on TAPS. Participants are pictured in our N photo. In the front is our Director of Health and the Lt. Governor. Others on the photo included pastors, women leaders, Mayors, Council Members, Youth representatives, etc.



NIUE



We also had a great WNTD down South here on Niue.

Led by our Miss Niue contestants, the kids created slogans, cheers and dances. Even our Director of Health and Minister of Health joined in with their own impromptu comedy piece. We were also pleased to hear our Minister commit himself to championing the passage of our Tobacco Control Bill.

To cool down from the hype, our Department of Health conducted a quiz followed by prizes and the distribution of apples for the school.



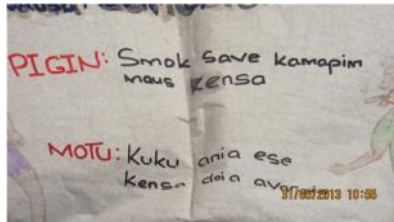
PAPUA NEW GUINEA



Walk on Sunday with banner and posters that students from Orono Primary School developed.

Their message was presented through the drama and poems. Both the teachers and the students took part in this activity.

One 7th grade student read out her touching poem about smoking.



MARSHALL ISLANDS



The RMI embraced the World No Tobacco Day 2013 TAPS theme or in our language "Kabojrak kadrelel kin jikka". We promoted this on Facebook, radio and on the newspaper.

We started our 31st with an enforcement activity in the morning. National Police, Local police and our coalition members teamed up in 2 patrol units to remove all tobacco advertisement, promotion signs and illegal Point of Sale displays. In its place our team members posted up World No Tobacco Day Posters provided by WHO-Fiji. We pulled down a total of 5 signs/displays.

Later in the afternoon around 4pm, the RMI held a walk-athon with raffle prizes (sporting goods and ukuleles) going to early registrants. This was attended by community members, neighborhood youth and children, government officials and the members of the diplomatic corp. Considering there was two other graduations occurring around the same time, we had a turnout of 150people.

The Walkathon started at our Delap park and ended at the Youth to Youth compound where we then held a battle of the bands for youth under 18. Bands had to 'battle' each other out for the best song about health, wellness and against tobacco and/or ATOD. The winning band is recording their song this week and will be played on radio pretty soon.



SAMOA



We had a great WNTD event but the weather on that day couldn't allow us to do the many other good ideas we planned for the day. We closed our USO Bike Ride around the island on WNTD after a week of advocating on healthy living and campaigning for a smoke-free Samoa building up to the closing and opening of our WNTD.



TUVALU



TALOFA to all our Pacific Team and we wish you all a very successful WNTD.

The Tuvalu Tobacco Control Coalition worked closely with the Ministry of Health and a week program was designed. For the whole week there has been ongoing community awareness in schools, workplaces, community halls, and businesses. Banners hanging for the whole week in strategic parts of town with this year's world theme in big bold letters.

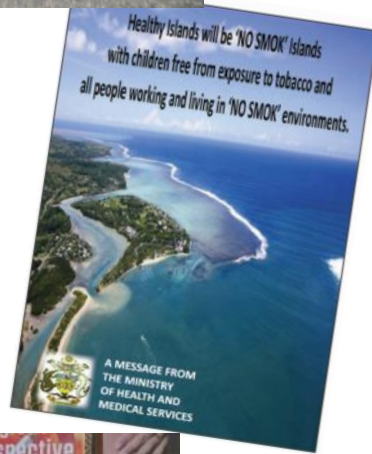
Today is a live transmission featuring 2 high ranking Government officials as Quit Smoking Champions for this WNTD. Radio is our main communication link and this



live transmission today plus the whole promotions via news releases, advertisements, and radio spots will be heard across country.



SOLOMON ISLANDS



WNTD activities included:

Public Parade and speeches by Minister of Justice and Legal Affairs on behalf of the Prime Minister – Hon Commence Wewa; Chairman of the Tobacco Control Task Force Team – Dr Cedric Alependava; WHO Representative Office in Solomon Islands – Dr Fleischl; Women Representative and Vice Pro Chancellor Academic – Dr Patricia Rodi and a youth representative.

There was also a singing performance by SOLO ICON (an advocate for smoke free SI) and a radio live talk show on the adverse impact of tobacco use.

Champion Awards were presented to advocates of the SI tobacco free initiative: Ministry of Public Service, PM Office, Auditor General, Ministry of Tourism, Ministry of Finance, Pr Titus Rore – SDA Church, Kings Taxi Service, Chairman Bills legislation Committee, AG Chamber, Global Youth Leadership Nexus and ICAN Initiative, Ministry of Education and Human Resource Development

There were also many activities in the lead up to WNTD including mega bill boards erected, radio talks shows, media training on issues of TAPS, Act, Regulation, CSR, Article 5:3 to name a few.



VANUATU



Vanuatu had events on 30 and 31 May in Port Vila urban setting and replicated in two other island settings, Luganville on 5th June and Nguna on 15th June.

The main activity in Port Vila was youth soccer and volleyball tournaments that were launched by the Lord Mayor of Port Vila, Hon Ruben Olul. Secondly officials and the public gathered on 31st May to listen to WNTD remarks from the WHO and the MOH whereby the 2011 Vanuatu NCD Risk Factor STEPS Survey Report was launched as well as new Tobacco Control Regulations.

The official event was aired through the national radio allowing island communities to be aware the development of the Tobacco Free Initiative, the tobacco control regulation including tobacco industry's interference on national laws.



TONGA



The Vaiola Hospital, which is the only hospital in Tongatapu covering 70% of the total population in Tonga, became officially the first Tobacco Free Hospital in Tonga, and was unveiled on WNTD. There was good media coverage of this event including live on Radio Tonga and a show on TV Tonga.

A huge billboard of Tobacco Free Hospital, as one of the four billboards around the Vaiola hospital, was set up to promote the anti-tobacco advertisement and to be seen easily for all people to visit the hospital or go to the airport in Tongatapu, Tonga

Tonga Side School was also launched as the first Tobacco Free school in Tonga on WNTD.

Tonga National Youth Congress played items, including the Superman of Tobacco Control, during the Launch of the first Tobacco Free Hospital in Tonga on 31 May, 2013.



KIRIBATI



Activities began 1 week ahead of WNTD. We made up our own theme in regard to the Tobacco Act being passed in the 22nd April, 2013 "Support Tobacco Act or Kiribati translation "Kaota am boutoka nakon te Tua ibukin Kauarerekean Kabonganaan te Baake iaon Kiribati." To raise awareness about the ACT some of the activities included radio shows, press releases, awareness programs, smoke free basketball tournament, and a special Bai-riki Square program that included a drama show, NCD medical check up and quiz.



FIJI



In Fiji we had a WNTD event at Valelevu Health Centre. We distributed and presented about the new tobacco cessation assistance materials and plans for upcoming services to help people quit. We shared news about the new pictorial health warnings and about new tobacco-free sites. A local youth group collaborated with the Fiji National University nursing school students and performed a skit about the long-term physical and social impacts of tobacco use on the lives of tobacco users and their families.



CONGRATULATIONS TO COOK ISLANDS MINISTRY OF HEALTH

*Every year, WHO recognizes individuals or organizations in each of the six WHO Regions for their accomplishments in the area of tobacco control. This recognition takes the form of among others, **World No Tobacco Day Awards**. There were 6 awardees in the WPRO region this year including the **Cook Islands Ministry of Health**. Cook Islands was the first Pacific Island country to produce and work toward a national Tobacco Control Action Plan as direct means by which to reach compliance on the articles of FCTC which was ratified by Cook Islands in 2004. Areas where Cook Islands has made great strides this year include tobacco tax increase and successful launch of a unique Blue Ribbon campaign among other successes.*

