



Western Cape
Government

Department of Health and Wellness

World No Tobacco Day

#WNTD2022 Toolkit

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1. Global WNTD 2022 Campaign.

World No Tobacco Day (WNTD) is commemorated on 31 May each year to inform the public on the dangers of using tobacco products, the business practices of tobacco companies, and what people around the world can do to claim their right to health and healthy living and to protect future generations¹.

Theme

The WNTD Theme for 2022 is “Tobacco: Threat to our environment.” Public health champions around the world are marking WNTD this year by focusing on the many ways in which tobacco threatens the environment we live in.

Some statistics on the **environmental impact of the tobacco** lifecycle:

- Across the globe around 3.5 million hectares of land are destroyed to grow tobacco each year.
- Tobacco production uses scarce resources such as water, fossil fuel and metal.
- 4.5 trillion cigarette butts are not disposed of properly every year across the globe, generating toxic waste and releasing thousands of chemicals into the air, water and soil².

The WNTD 2022 campaign calls on governments and policymakers to step up legislation to make tobacco producers responsible for the environmental and economic costs of dealing with tobacco waste products. The World Health Organisation (WHO) also recommends that countries fully ban tobacco advertising, promotion and sponsorship².

The general public might not be able to directly influence tobacco legislation, but through reducing and quitting the use of tobacco products, and disposing of tobacco products responsibly, we can protect our environment.

This is in line with the WHO's call to identify the reduction in tobacco consumption as a key lever for achieving all the Sustainable Development Goals, not just those directly related to health².

POISONING OUR PLANET

#TobaccoExposed

Throughout its lifecycle,
tobacco pollutes the planet & damages
the health of all people.



2. Tobacco: A threat to our health and wellness.

In SA, 37% of men and 7% of women smoke regularly, with higher percentages in the Western and Northern Cape provinces, particularly among women (25% and 18% respectively)³. Tobacco smoke weakens the immune system⁴ and compromises the ability of the lungs to fight viral and bacterial infections⁵. Having optimal lung function is critical when dealing with a virus such as COVID-19 that primarily attacks respiratory health⁶. E-cigarettes have also been linked to lung damage and cardiovascular diseases during the pandemic⁷.

Non-Communicable Diseases (NCDs) are a leading cause of cause of morbidity, disability and premature death globally, with the majority of deaths occurring in low- and middle-income countries. South Africa is no exception to the ever-increasing burden of NCDs. NCDs including cardiovascular diseases, cancer, diabetes and chronic lung disease, are collectively responsible for almost 70% of all deaths worldwide. The rise of NCDs has been driven by primarily four major risk factors: tobacco use, physical inactivity, the harmful use of alcohol and unhealthy diets⁸.

According to the [Heart and Stroke Foundation South Africa](#) smoking is the second leading cause of **cardiovascular disease** (a group of disorders of the heart and blood vessels) and **cerebrovascular disease** (a group of conditions that affect blood flow and the blood vessels in the brain)⁹.

Some concerning statistics include:

- Tobacco use is the single most preventable cause of death globally.
- Tobacco is currently responsible for killing 1 in 10 adults worldwide, or 1 person every 6 seconds.
- Smoking almost triples the risk of heart disease and more than doubles the risk of having a stroke.
- On average, smokers die 13 to 14 years earlier than non-smokers.
- The risk for heart disease is 25% higher in female smokers than in male smokers.
- Non-smokers who breathe second-hand smoke suffer many of the diseases of active smoking⁹.

Smoking can cause cancer almost anywhere in your body, including the:

- Blood (acute myeloid leukemia)
- Bladder
- Cervix
- Colon and rectum
- Esophagus
- Kidney and renal pelvis
- Larynx
- Liver
- Lungs, trachea, and bronchus
- Mouth and throat
- Pancreas
- Stomach
- Men with prostate cancer who smoke may be more likely to die from prostate cancer than nonsmokers.
- Smokeless tobacco, such as chewing tobacco, also causes cancer, including cancers of the: esophagus, mouth and throat and pancreas¹⁰.

3. Objectives of this toolkit.

This toolkit covers a variety of tobacco related topics that can be addressed in support of World No Tobacco Day and beyond. The reader can choose key messages and Information, Education and Communication (IEC) material most suited for their setting to:

- Raise awareness to the public on the environmental impact of tobacco.
- Support the public health agenda of reducing tobacco related illnesses and death, through reducing and quitting the use of tobacco products.

4. Target audience for this toolkit.

- Western Cape on Wellness (WoW!) Champions to share with their members.
- Health Promoters working in health facilities in the Western Cape.
- Community Liaison Officers in Metro and Rural Health Services.
- Community Health Care Workers.

5. Channels of communication to use.

- The toolkit will be shared with the target audience via email.
- The recipients could then use the information in the toolkit to inform activities for World No Tobacco Day (WNTD).
- Key messages and IEC material used in this toolkit can be shared via social media pages such as the WoW! Facebook Group (WoW! WesternCape on Wellness) and the Department of Health and Wellness Facebook page (Western Cape Government Health). The suggested hashtag for all social media posts is #WNTD2022 #NoTobacco.
- Additional material from partners, not available at the time of finalising this toolkit, will be shared on the WoW! Facebook Group when posted by them.

6. Suggested activities to promote #WNTD2022 #NoTobacco.

- Arrange community clean-ups to raise awareness around environmental wellness and the importance of discarding cigarette butts in bins.
- Ensure that smokers use designated smoking areas only, and that bins for cigarette butts are available and regularly cleaned. Support by placing clear signs up at spaces designated for smoking.
- Recipients can further use information in the toolkit to inform WNTD activities and post on social media using #WNTD2022 #NoTobacco. Activities can include health education talks, information tables, sharing of IEC material, sharing information in the toolkit via email, among others.
- Ask patients about their smoking habits and if they would like help to quit.

7. Key messages to promote reducing and quitting the use of tobacco products.

The following material can be used to inform tobacco users why they should reduce and consider quitting use of tobacco products. Use the suggested key messages to start conversations and refer to the suggested material for more details.

7.1 Provide practical tips.

Use the below key messages and share the attached *Healthy Lifestyle Actions Leaflet*. (Also available in Afrikaans and Xhosa on the [WoW! website](#))

- Replace unhealthy habits (smoking, drug and/or alcohol use) with healthy habits such as physical activities, hobbies and social activities.
- Physical activity can help with withdrawal symptoms and cravings for cigarettes, drugs and alcohol.
- Make friends and build strong social networks for peer support.
- Avoid reminders, triggers and temptations of your unhealthy habits. For example, stay away from places and people associated with smoking, drug and alcohol use.
- Get professional help such as counselling, therapy or medication. Contact your healthcare provider for guidance. Substance abuse treatment centres in the Western Cape: <https://www.westerncape.gov.za/directories/facilities/736>

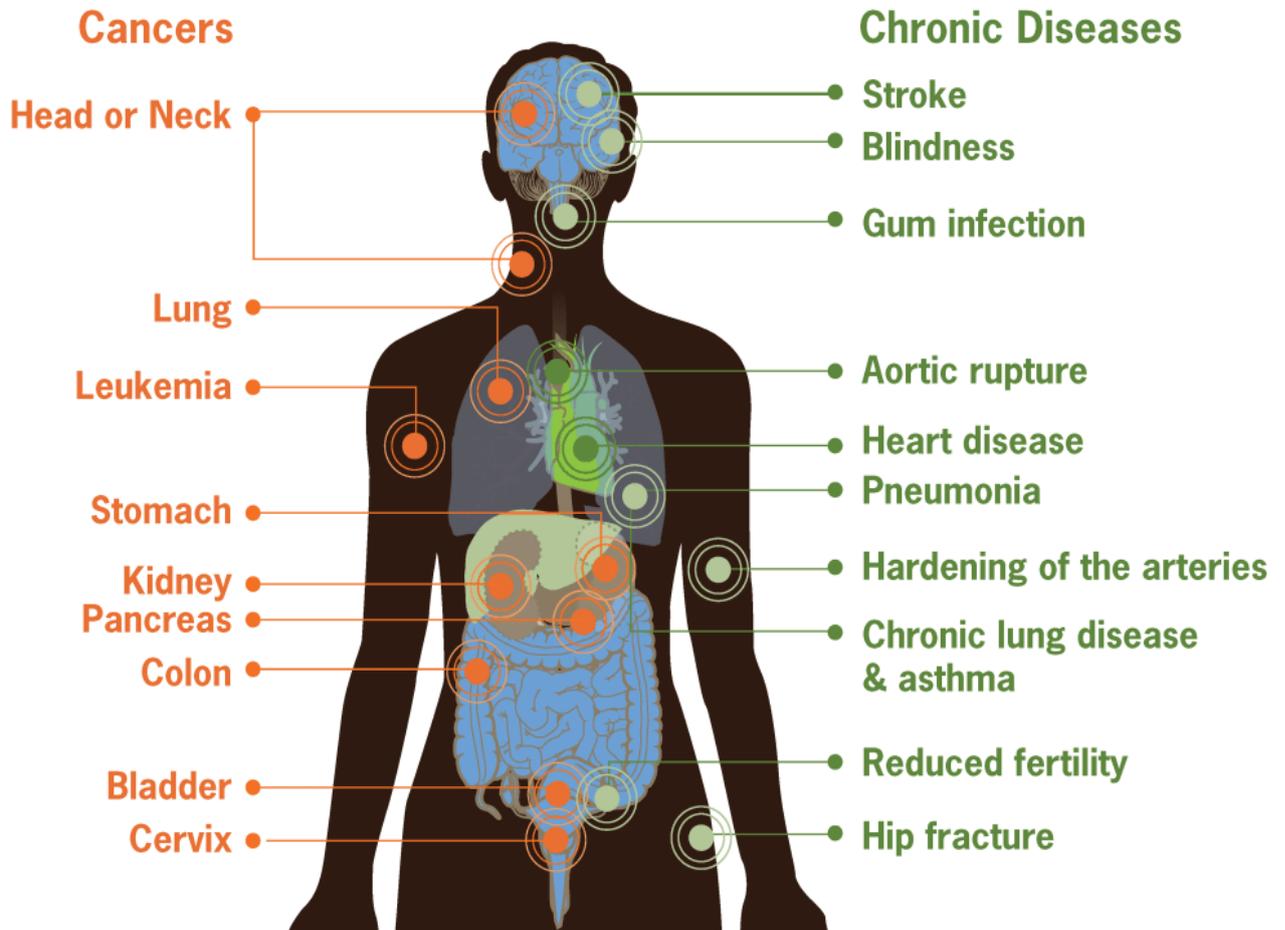
Key messages source: *WoW! Healthy Lifestyle Actions Leaflet*¹¹.

7.2 Raise awareness: All tobacco products are harmful.

Use the below key messages and share the attached *All tobacco products are harmful leaflet*.

- Smoking harms nearly every organ of the body.
- Smoking can make it harder for a woman to become pregnant. It can also affect her baby's health before and after birth.
- Smoking can also affect men's sperm, which can reduce fertility and also increase risks for birth defects and miscarriage.
- Smoking can affect bone health.
- Smoking affects the health of your teeth and gums and can cause tooth loss.
- Smoking causes general adverse effects on the body, including inflammation and decreased immune function.

Smoking can damage every part of the body



Key messages source: Health Effects of Cigarette Smoking. Centre for Disease Control and Prevention (CDC)¹⁰.

Image source: All tobacco products are harmful leaflet¹².

7.3 Highlight the dangers of second-hand smoke for children.

Use the below key messages and share the attached *Look after little lungs. Don't smoke near children and pregnant women leaflet*.

- Children of smokers are more likely to get asthma. Asthma is made much worse if the child's caregivers smoke.
- Children get more chest and ear infections, and they take longer to get better if their parents smoke.
- Babies and small children have under-developed lungs. Smoke damages their lungs so that they can't fight germs. They can be sickly most of the time.
- Children are more likely to start smoking if their parents smoke. Encourage your children to not even start smoking.

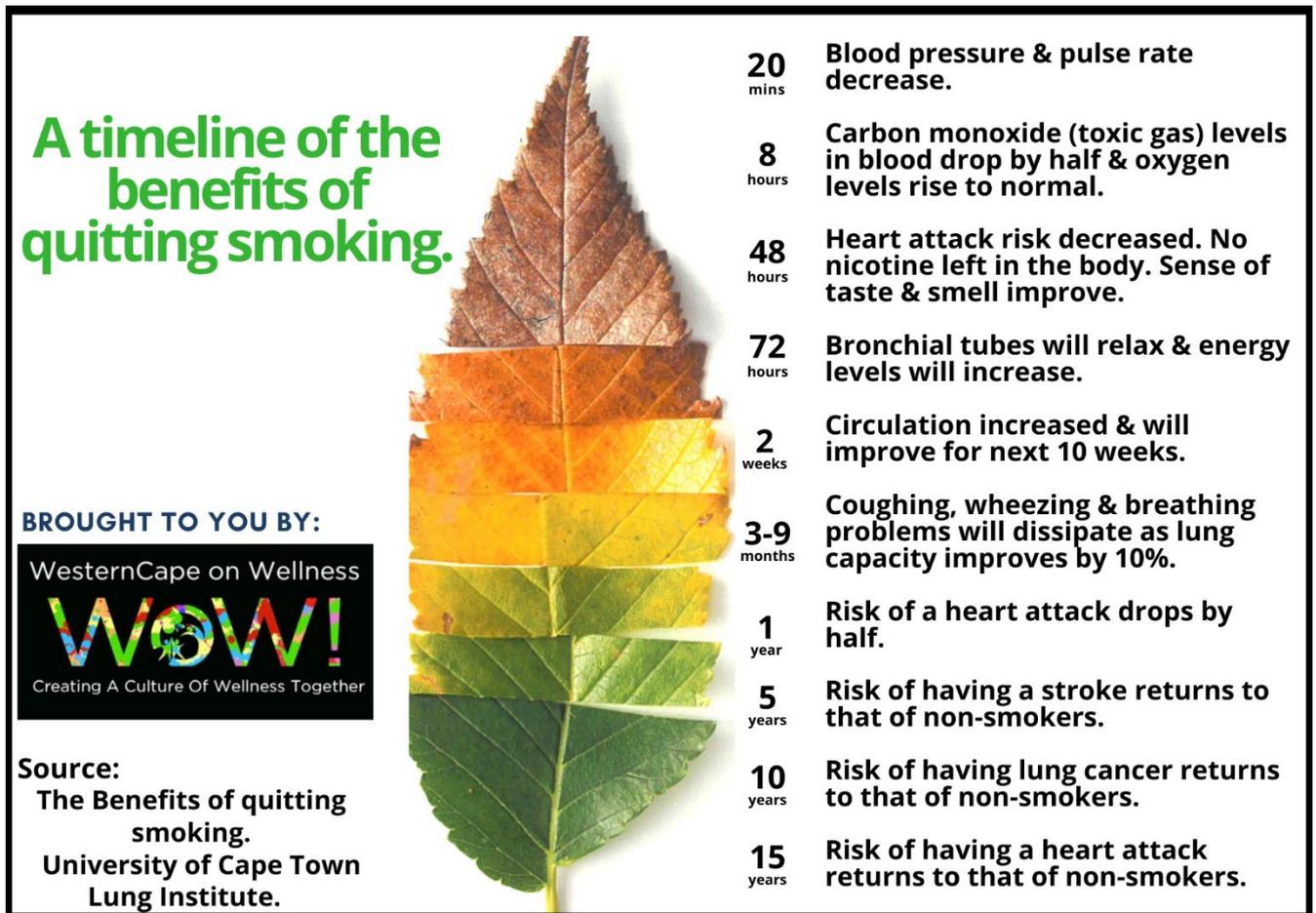


Key messages and image source: *Look after little lungs. Don't smoke near children and pregnant women leaflet*¹³.

7.4 Focus on the positives: Highlight the benefits of quitting smoking.

Use the below infographic as key messages to educate on the *Timeline of the benefits of quitting smoking*. This infographic is also included in the attachment with IEC material.

- Within minutes of smoking your last cigarette, your body begins to recover.



Source: The Benefits of quitting smoking - University of Cape Town Lung Institute¹⁴.

7.5 Encourage smoking cessation: develop a quitting action plan.

Use the below infographic with key messages to educate on how to develop a quitting action plan and how to deal with possible challenges when trying to reduce and quit the use of tobacco products. This infographic is also included in the attachment with IEC material.



Follow these helpful steps to develop your own Quitting Action Plan.

1. How important is it for you to quit?

0
1
2
3
4
5
6
7
8
9
10
Not at all important Extremely important

What could make it more important for you to quit smoking?

2. How confident are you that you will be able to quit?

0
1
2
3
4
5
6
7
8
9
10
Not at all important Extremely important

What would help you to increase your confidence level?

3. On what date will you quit smoking?

- Pick a date within the next month, so it's not too far in the future but it gives you time to prepare.
- Start to smoke less leading up to that day.
- On the day, throw away all cigarettes, ashtrays, lighters and other temptations in your home, car and work place.

4. What challenges might you have to quit using tobacco products and how will you overcome these?

We've listed some challenges to get you going, pick the ones that apply to you and add others you think you might have.

Challenges	Managing challenges
Cravings	Chewing on fruit/veggie sticks, gum, or even a straw can help deal with the urge to have a cigarette in your mouth. Go to places where you can't smoke. Stay busy. Speak to your doctor about prescription medication if needed.
Habit	Switch to other activities not associated with smoking: Don't go to places where you would usually smoke. Take a walk break, rather than a smoke break. Find something to do after meals, instead of smoking.
Boredom	Go for a walk. Meditate. Find a hobby. Clean your office space or home. Phone / talk to someone. Play a game on your phone. Read. Revisit your quit action plan.
Stress, Tension, Irritability	Get active (walk, stretch, follow exercise videos). Practise deep breathing and other relaxation techniques. Get support from someone. Deal with the source of the stress.
Everyone around smokes.	Steer clear of these people & places, especially in the 1st weeks.
Coughing	Sipping on water or sucking throat lozenges will relieve the cough.
I don't want to gain weight.	Only have healthy snacks/food available. Drink water, rather than eating to replace cravings. Get physically active.

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Creating A Culture Of Wellness Together

Follow WoW! or Contact us on:
 Email: wow@westerncape.gov.za
 Website: www.westerncape.gov.za/wow
 Facebook: **WoW! WesternCape on Wellness**
 WhatsApp: **Add 066 390 6646,**
send Join WoW + Name & Surname

7.6 Resources to help a tobacco user reduce and quit.

Share the below infographic with resources that tobacco users can access. This infographic is also included in the attachment with IEC material.

Resources to help you Quit

National Council Against Smoking

- Quitline: 011 720 3145 WhatsApp: 063 828 2909
- Email: quit@iafrica.com
- Website: <https://www.againstsmoking.co.za/>

Cancer Association of South Africa (CANSa)

- eKick Butt programme (a unique free online smoking cessation programme): <https://www.ekickbutt.org.za/>
- Call Centre: 0800 22 6622 Toll Free
- Email: info@cansa.org.za
- Website: <https://cansa.org.za/avoid-tobacco/>

The Heart and Stroke Foundation of South Africa

- Call Centre: 086 014 278
- <https://www.heartfoundation.co.za/stop-smoking/>

World Health Organization (WHO)

- https://www.who.int/health-topics/tobacco#tab=tab_1

iChange4Health

- <https://www.ichange4health.co.za/healthier-choices/quit-smoking/>

Nicotine replacement therapies

Nicotine replacement therapies such as gum, patches, lozenges, nasal spray, inhalers, etc. are designed to help smokers quit tobacco by reducing withdrawal symptoms.

Speak to your doctor or pharmacist about these products.



5

Bonus Quitting Tips

- 1 D**elay acting on the urge to use tobacco products, it usually disappears after a few minutes. And try the following:
- 2 D**rink water to flush out the nicotine.
- 3 D**eep breathing: breath in through your nose, hold it for 5 seconds, breath out through your mouth. Repeat 4-5 times.
- 4 D**o something else to keep you busy mentally and physically.
- 5 D**iscuss with others who support you or who have stopped smoking. Contact the resources listed above.

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Email: wow@westerncape.gov.za
Website: www.westerncape.gov.za/wow
Facebook: **WoW! WesternCape on Wellness**
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7.7 What can non-tobacco users do to help a tobacco user reduce and quit?

Use the below infographic with key messages to educate on the role of non-tobacco users can do. This infographic is also included in the attachment with IEC material.

What non-tobacco users can do:

-  **Be a role model and create awareness** about the benefits of not using / quitting using tobacco products.
-  **Protect yourself & others against secondhand smoke** (what smokers breath out). The following people should not use / be exposed to tobacco products.
 - Pregnant women.
 - Children.
 - The elderly.
 - People with compromised immune systems.
-  **Support someone who is trying to quit.**
-  **Report smoking in non-smoking areas by lodging a complaint** to the owner of the premises or the Environmental Health Office in your municipal area. If you don't get help, report this to CANSA Information Service on advocacy@cansa.org.za or call toll free on 0800 226622.
-  **Be an advocate:**
 - No smoking in a car with a child under 18.
 - No smoking (mums to be and partners) when planning and during pregnancy.
 - No smoking in indoor, enclosed or partially enclosed areas such as covered patios, verandas, balconies, or walkways which is open to the public.
 - No smoking close to public entrances.
 - No smoking on premises that are used for commercial childcare activities or for schooling.
 - No person shall sell or supply any tobacco product to any person under the age of 18 years.
-  **For more information on legislation:**
<https://www.againstsmoking.co.za/national-and-regional-policies>

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8. Additional resources

- CANSA's No-Tobacco Campaign.
<https://cansa.org.za/avoid-tobacco/>
- Promoting healthy lifestyles.
<https://www.westerncape.gov.za/westerncape-on-wellness/>
<https://www.heartfoundation.co.za/>
Join the WoW! WhatsApp broadcast list to receive three key messages per week. Send your name & surname to 066 390 6646
- Smoking and heart health.
<https://www.heartfoundation.co.za/stop-smoking/>
- Substance Abuse Treatment Centres.
<https://www.westerncape.gov.za/directories/facilities/736>
- WHO's WNTD Campaign.
<https://www.who.int/campaigns/world-no-tobacco-day/2022>
<https://www.who.int/en/news-room/fact-sheets/detail/tobacco>

9. Reference list

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11. WoW! Healthy Lifestyle Actions Leaflet. (no year). Western Cape Department of Health and Wellness. (printed resource).
12. All tobacco products are harmful. (no year). Western Cape Department of Health and Wellness. (printed resource).
13. Look after little lungs. Don't smoke near children and pregnant women leaflet. (no year). Western Cape Department of Health and Wellness. (printed resource).
14. The Benefits of quitting smoking. The University of Cape Town Lung Institute. (Printed resource).

Contact Person

Email: Joanna.JansevanRensburg@westerncape.gov.za

Tel: +27 21 483 9932

Department of Health and Wellness

Directorate: Service Priorities Coordination

Unit: Wellness and Health Promotion

www.westerncape.gov.za



**Western Cape
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