High rate of tobacco smoking among youths in Solomon Islands.

By Makiva Tuni
Reduced life span
Reduced productivity
Reduced life span
Chronic diseases
Poor health
Poor fitness

HIGH RATE OF TOBACCO SMOKING AMONG YOUTHS

Problem

Effect

BEHAVIOR
Experiment
Stress
Family Problems
Available cheap
Relation breakup
Left out of group
Boy/girl relations

SOCIAL
Parents teachers
Study problem
Adult
Be like Them
Part of group
New environment
No support

GOVERNANCE
Peer
Cheap Available
Promotion
Revenue
Smoke trading
Lack income

cause

Revenue
Problem Tree Analysis

High Rate of tobacco smoking amongst youths

- Cheap available
- Smoke trading
- Lack of income

Poor Physical health

Chronic disease

- Reduced life span
- Reduced Productivity
- High Health Cost

Poor physical fitness

Governance

Effect

Cause
**SOLUTION & STAKEHOLDERS**

<table>
<thead>
<tr>
<th>Cause</th>
<th>Solution</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance</td>
<td><strong>legislation sales to minors</strong></td>
<td>Community, police, SITCO, Retailers churches, chiefs, Education, Finance</td>
</tr>
<tr>
<td>Availability &amp; Cheap</td>
<td><strong>Legislate where to sale</strong></td>
<td>Health, Education, Finance, Customs, SITCO, Community, NGO</td>
</tr>
<tr>
<td>Education, Finance</td>
<td><strong>Educate retailers</strong></td>
<td>Community, Education, NGOs</td>
</tr>
<tr>
<td>Tax increase</td>
<td></td>
<td>Finance ministry, churches, Village chiefs, MOE, NCD, UNICEF, Multi-sectoral Committee</td>
</tr>
</tbody>
</table>
Solutions & Stakeholders

**Cause**

- Ban on advertising

**Solution**

- plain generic packaging

**Stakeholders**

- Newspapers
  - SIBC, Retail outlet owners, MOF, People, police, retailers
  - Churches, Chiefs, MOE, MOH

- Finance ministry, churches, Village chiefs, MOE, NCD, UNICEF, Multi-sectoral committee on anti-Tobacco committee
## OUTCOME

### 4PS

<table>
<thead>
<tr>
<th>Product</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reducing the rate of tobacco smoking</td>
</tr>
<tr>
<td>Price</td>
<td>Tax increase is beneficial</td>
</tr>
<tr>
<td>Place</td>
<td>Education on legislation</td>
</tr>
<tr>
<td>Promotion</td>
<td>Legislation sales to minors &amp; place to sale Ban on advertising</td>
</tr>
</tbody>
</table>

- Increased Life span, Productivity And low health cost
STAKEHOLDER ANALYSIS

High Power

Low Interest

Police Customs

SITCO

NGO

MOE SICA
FORCED FIELD ANALYSIS

FOR
- Healthy population
- Revenue
- Healthy children
- Healthy behaviours
- Healthy habits
- Healthy enviro

AGAINST
- Legislation tobacco sales to minor & restriction of sales
- Loss of production
- Reduced income
- Reduced profit
- Reduced profit
STAKEHOLDER ANALYSIS

Power

MOH, MOF, SITCO, Police customs

MOH, MOF, SITCO

MOH, MOF, SITCO, MOE, NGO, SICA, Media Farmers

Urgency

MOH, MOF, SITCO, MOE, NGO, SICA, Media Farmers, Media,
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>How affected</th>
<th>Interest</th>
<th>Support</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customs</td>
<td>Work Load</td>
<td>Revenue</td>
<td>Yes</td>
<td>Incentive</td>
</tr>
<tr>
<td>Police</td>
<td>Work Load</td>
<td>Confiscation</td>
<td>Yes</td>
<td>Incentives</td>
</tr>
<tr>
<td>SITCO</td>
<td>Resist</td>
<td>Profit</td>
<td>No</td>
<td>NGO</td>
</tr>
<tr>
<td>NGO, MOE</td>
<td>Pressure</td>
<td>Health &amp; environment</td>
<td>Yes</td>
<td>Advocacy</td>
</tr>
<tr>
<td>Farmers &amp; Retailers</td>
<td>Resist</td>
<td>Profit</td>
<td>No</td>
<td>NGO &amp; media</td>
</tr>
</tbody>
</table>
Goal:

By the end of July 2010 I would like to submit my policy brief to Director health Promotion to Approve
<table>
<thead>
<tr>
<th>Objectives 1</th>
<th>Activities</th>
<th>Process Indicators</th>
<th>Output indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>To ensure internal consensus on the policy briefs</td>
<td>Meet with Director HP for inputs on problem, solution, and stakeholders</td>
<td>Face to face meeting to receive inputs</td>
<td>Consensus policy briefs</td>
</tr>
<tr>
<td>Objectives 2</td>
<td>Activities</td>
<td>Process Indicators</td>
<td>Output Indicators</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------------------------------------------------</td>
<td>--------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>To advocate policy idea to Ministry of finance</td>
<td>Meet with Department of finance regarding policy idea</td>
<td>Meeting minutes produced</td>
<td>Policy brief supported and endorsed by finance ministry</td>
</tr>
<tr>
<td></td>
<td>Incorporate Finance perspectives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **To advocate policy idea to Ministry of finance**
- **Meet with Department of finance regarding policy idea**
- **Meeting minutes produced**
- **Policy brief supported and endorsed by finance ministry**
## Action Plan

<table>
<thead>
<tr>
<th>Objectives 3</th>
<th>Activities</th>
<th>Process Indicators</th>
<th>Output Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>To promote policy brief with other stakeholders</td>
<td>Stakeholder meeting to get interest and inputs on the policy idea</td>
<td>Meeting minutes produced</td>
<td>Policy brief supported by other stakeholders</td>
</tr>
</tbody>
</table>
Thank You