

PERCEIVED EFFECTIVENESS OF 'ZON BEBAS ASAP ROKOK' TOWARDS UNIVERSITIES STUDENTS IN BANDAR MELAKA

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ABSTRACT

More than 10,000 Malaysians die from smoking-related illnesses every year. It stated that 30% of those above the age of 30 suffer from up to 40 kinds of illnesses which include heart problems and 57 types of cancer. Statistics show that every day about 50 teenagers below the age of 18 start smoking and most of them become hardcore smokers. However, the Malaysian government has taken a proactive approach in dealing with this problem and in order to curb smoking in Malaysia, the government launched a nationwide anti-smoking campaign in 2004, 'Tak Nak Merokok'.

Keywords: Anti-Smoking, Campaign, Youths.

INTRODUCTION

The consequences of smoking cigarette goes way back in the 1920's when Fritz Lickint presented the first case series in an epidemiological study that connected smoking with lung cancer. But it is only in the early 1960's when British Royal College of Physicians and US Surgeon General concluded in their reports that smoking causes lung cancer (Bayer & Colgrove, 2004). Years later, smoking still become as one of the issues debated in many countries. The issues center around ways of preventing smoking, how to stop smoking and the consequences of smoking. Hence, campaigns were and still are conducted in almost every part of the world. World Health Organisation (WHO) came out with a statistics that in 2003, the tobacco use cause 8.8% deaths and 4.1% Disability Adjusted Life Years. (DALY) (Kheraillah, 2010). By 2030, the expected death is 8 million a year and 80% death is due to the use of tobacco in developing countries (WHO, 2008). Governments are now more concern with youths and smoking habit. Worldwide, 80,000 to 100,000 youths became smokers everyday. 250 million youths and children will die prematurely due to smoking related illness (WB, 1999). Studies of natural history of smoking revealed that adult smokers start from adolescents and the status of adolescents smoking is a status smoking when they become adults (Chassin L, et.al; 1996). According to Kheraillah 2010, higher and middle class youths are more likely to smoke and youth who perceived smoking as socially acceptable will be susceptible to smoking. Compared to other age groups, young adults age 18-25 least decline in current cigarette smoking

rate. Vast majority of adult smokers took the habit at the age of 19. The earlier they start to smoke, less likely they are going to quit and more likely become a heavy smoker (USDHSS, 2000). As for the Malaysian scenario, all tobacco advertisements and sponsorships of sporting events came to a sudden halt in Malaysia on January 1, 2003 (Ngu, 2004). Malaysia came out with a few comprehensive tobacco control policies. In 2004/2005, the Malaysian government conducted a comprehensive national anti tobacco media campaign called "Tak Nak" ("Say No"), specifically targeting youth (Parkinson, et.al., 2009).

LITERATURE REVIEW

The Global Youth Tobacco Survey (GYTS) and the Global Health Professional Survey (GHPS) conducted a pilot study in 10 countries in 2005. They found out that cigarette smoking is expected to cause about 450 million deaths around the world in the next 50 years (Morbidity and Mortality Weekly Report, 2005). With these alarming numbers of smokers in the future, policies were created in almost all countries in the world to prevent and inform people of the health hazards due to smoking. The United States for example has a smoke free policies to protect second hand smokers as an important strategy to reduce the percentage of youth become smokers (Farkas A.J., et.al; 2000). According to a research done in 2006 by National Health Morbidity 21.5 percent Malaysians in the age of 18 years and above are smokers and RM8.6 million were spent everyday for smoking .

The same statistics showed that 10,000 people died a year with 90 percent due to lung cancer, 75 percent for Chronic Obstructive Pulmonary Disease (COPD) and 25 percent of cardiovascular disease Ahmad Saufi Mansor, n.d). This staggering statistics has led Malaysia to become one of the 170 countries that has agreed to implement the WHO Framework Convention on Tobacco Control (FCTC) . FCTC has given guidelines for the member countries in controlling and handling smoking issues effectively. There are 38 guidelines to be implemented in terms of supply control measure and demand control measure of tobacco. (Minister of Health's Speech, 2011). One of the initiatives in adhering to the guidelines is being done by the state of Melaka by implementing a smoking free zone campaign or better known as 'Melaka Bebas Asap Rokok'. Melaka is the first state that implements the smoking free zone initiative in Malaysia.

The state government commitments in making the initiative a success has caught the attention and acknowledged by the World Health Organisation (WHO) (Minister of Health's Speech, 2011). The State Health Department has mobilized the campaign to make sure the state will become a smoking free zone by the year 2013. The four locations involved are Bandar Hilir, MITC, Jasin and public places under the Alor Gajah City Council (www. Utusan Online.com, 2010). The implementation of these four areas only takes place in buildings and public areas. Authorities from the State Health Department will monitor these places to make sure the public abide to the no smoking rule (www. Utusan Online.com, 2010). Other than the four locations chosen for the 'Melaka Bebas Asap Rokok' (MBAR) campaign, Universiti Teknikal Malaysia Melaka (UTEM) has also taken the initiative to adopt the campaign in its university. UTEM emerged as the first higher institution in the state that practice the 'Melaka Bebas Asap Rokok' campaign. Several programmes were conducted by UTEM to create awareness on the smokers needs and rights in the society. Motivational programmes were also held by conducting clinics in the

campus for the smokers. The university's efforts was recognized by the Ministry of Health which was announced during the World No Tobacco Day 2011 at national level. However, not all responds were positive towards the campaign.

The smoking campaign was being debated in Malacca State Legislative Assemblies on 12 July 2011 when 70 individuals were caught smoking in the designated zones. What is more worrying to the state was when tourists were being said to have lost interest to visit Malacca since the campaign started for being afraid to be caught by the authority (Amirullah Andi Nor, 2011). Nevertheless, the effectiveness of the campaign will only be proven after a research is being completely done by Univeriti Sains Malaysia (USM) through National Poison Centre. USM has provide training for those who are involved in developing 'Clearinghouse for Smoke Free Melaka' and 'Quitline' which is a phone service to help smokers quit smoking.

FACTORS OF SMOKING INITIATION AMONG YOUTHS

There are several contributing factors that lead to smoking among youth. The first factor is; youth smoke because of peers. Peers have a great influence in youth's decision to smoke. They connect with peers who smoke, initiating the perception that smoking might increase social acceptance. Malaysian youth for instance were more likely to believe that most of the popular people their age smoke (Parkinson, et.al., 2009). Other beliefs associated with youth smoking behavior include social norms regarding the perceived number of peers or adults who smoke and the belief that smoking is acceptable for teens (Chen, et.al., 2006). Youth who hold beliefs about the aesthetic benefits of smoking are also at an increased risk of smoking uptake; such beliefs include the idea that smoking makes people look more cool, sexy, or mature (Johnson, 2005).

According to Parkinson, et.al., 2009, males were more likely than females to believe that smoking makes young men and young women look more attractive and that smoking is a sign of being modern. There are also other beliefs among Malaysian youth that smoking helps to control body weight. Adolescents personality traits also play a key role in determining whether youth will take up smoking habit. Rebelliousness, sensation seeking, impulsivity as potential orgions for risky behaviours for adolescents. These traits are identified as adoelscents populations vulnerable to smoking (Donohew, et.al., 2002) Positive relationship between substance and sensation seeking among adolescents – (Palmgreen et; al 2002) making them easy to abuse substances. There is a significant relationship between smoking and risky lifestyle among youths such as engaging in delinquent activities has a higher chance for them to be using illegal substance (Bobo & Husten, 2000).

Another interesting contributing factor that leads youth to smoking is the religion factor. Religion is said to play a significant relationship with smoking behaviours. Those who are religious smoke less than those who were non religious (Bradby & Williams, 2006). Parents were also said to be a contributing factor towards youths smoking. As part of a social learning process, youths observe their parental smoking pattern and they perceive that as a socially acceptable behaviours. Low parental education achievements and parental blue collar status are also among the factors youth smoke. This correlates with the fact that youth with more spending money showed higher levels of smoking

(Fagan, 2005). Another fascinating discovery is that smoking behaviour maybe inherited. Genetics accounts for 56% of the variance of smoking initiation(Beirut et, al, 2000).

METHODOLOGY

Research Instruments

The study samples are based on 300 students that involve in campaign environment. The primary data is based on self-administered questionnaires, while secondary data is based on studies performed by past researchers. The study explore the effectiveness of 'Zon Bebas Asap Rokok Melaka' campaign. It close ended questions, nominal level.

Location

The location of this study based at Bandar Melaka Campuses, Bandar Melaka, Melaka where the researcher work and it makes the research became easier to distribute and collect the questionnaires immediately.

Subject

This research involve UiTM Kampus Bandar students', Universiti Teknikal Malaysia students' and Kolej MARA students' that the campaign located.

Population and Sampling Procedure

Population

Students at Kampus Bandar Melaka, Bandar Melaka, Melaka. The sampling from this population will be base from Table 1 by Krejcie, R.V and D.W. Morgan 1970, (Determining sample size for Research Activities. Educational and Psychological Measurement, 30:607-610).

Sampling Procedure

Respondents were selected followed Simple Random Sampling technique. This sample was chosen because the respondents probability has equal chance of being selected independently. Three hundred and fifty questionnaires had been sent personally to the intended respondent

RESULTS AND DISCUSSION

Demographic Characteristics of Respondents

A total of 300 questionnaires were distributed to students in Kampus Bandar Melaka.. All the questionnaires were returned, yielding a return rate of 100%. This section were discussed the demographic characteristic of respondent.

		Frequency	Percentage
Gender	Male	204	68%
	Female	96	32%
Negative effects	Yes	300	100%
	No	0	0%

Of the 300 individuals who participated in this study, majority of the respondent (68%) were male and only 32% were women. Meaning men were most willing to participate in this survey. In this study, 100% of respondent in this survey knowing the negative effects of smoking. This is due to the urban nature of the sample.

The Regression Statistical Analysis Output

Dependent variable	R ²	f-value	p-value	Independent variable	β	t-statistic	Significance level
Effectiveness	81.8	665.688	.000	Student awareness	.028	2.057	.041
				Student responses	.648	36.171	.000

All the variables emerged to be predictors of effectiveness of the “Zon Bebas Asap Rokok” campaign and these appear in the following regression equation:

$$\begin{aligned} \text{Effectiveness of the} &= \lambda_2(\text{student awareness of the campaign}) \\ \text{“Zon Bebas Asap} & 0.503+ (0.648* \text{ student responses towards campaign)} + \\ \text{Rokok” campaign} &= (0.028* \text{ student awareness of the campaign }) \end{aligned}$$

R² was closer to 100% this regression fit is good and can be used for prediction purposes. The R² indicates that about 81.8 percent of the variance in the effectiveness of “Zon Bebas Asap Rokok” campaign activity for the sample is explained by the student

responses towards “Zon Bebas Asap Rokok” campaign and student awareness of the campaign. Since $p\text{-value} = .000 < 0.05$, $F\text{-value} = 665.688$, reject H_0 and conclude the regression fit is good for both hypotheses.

The student responses towards “Zon Bebas Asap Rokok” campaign significantly influence the effectiveness of “Zon Bebas Asap Rokok” campaign had the most significant, strong and positive effect compare to student awareness of the campaign ($p\text{-value} = .000 < 0.05$, $\beta = .648$, $t\text{-statistic} = 36.171$). Meaning that the more student responses towards the “Zon Bebas Asap Rokok” campaign, the more it may also help in increasing the effectiveness of the campaign. The student awareness of the campaign significantly influences the effectiveness of “Zon Bebas Asap Rokok”. The statistics indicates that increases in awareness would increase the effectiveness of the campaign ($p\text{-value} = .041 < 0.05$, $\beta = .028$, $t\text{-statistic} = 2.057$)

CONCLUSION AND RECOMMENDATION

The primary objective of this research was to identify the effectiveness of ‘Zon Bebas Asap Rokok’ campaign towards universities students’ in Bandar Melaka. The Individual Exposure Model and The Social Diffusion Model were used as bases to generate a model structure for this study. Two hypotheses were derived from the model. Data was collected using survey questionnaires administered to Bandar Melaka universities students. A survey questionnaire collected data from 300 students. The following is presentations of conclusion of the results obtained. All the hypotheses were confirmed by the data.

CONCLUSIONS REGARDING THE HYPOTHESES

The results enabled each of the proposed hypotheses to be tested. Each hypothesis is restated below and evidence for support or otherwise is presented and explained.

Hypothesis 1: University Students’ awareness of ‘Zon Bebas Asap Rokok Melaka’ campaign will have a significant effect on effectiveness of ‘Zon Bebas Asap Rokok Melaka’ campaign.

Hypothesis 1 stated that University Students’ awareness of ‘Zon Bebas Asap Rokok Melaka’ campaign will have a significant effect on effectiveness of ‘Zon Bebas Asap Rokok Melaka’ campaign. This hypothesis was testing the significance:

**Effectiveness of the
Zon Bebas Asap**

Rokok” campaign $0.503 + (0.028 * \text{student awareness of the campaign})$

=



P-value= .041 < 0.05, β =.0.028, t-statistic =-2.057). Supported by the Individual Exposure Model, thus, this hypothesis is accepted. The campaign activities induce a person's exposure to campaign messages, which, in turn, leads to a behaviour change. Means that the more students aware towards the "Zon Bebas Asap Rokok" campaign, the more it may help in increasing the effectiveness of the campaign. Consistent with Fishbein, (2000); Fishbein & Yzer, (2003), individual's exposure to campaign messages can induce behavioural changes through its impact on the individual's attitudes, social norms, and efficacy based on the integrative model of behaviour prediction.

Hypothesis 2: University students' responses towards 'Zon Bebas Asap Rokok Melaka' campaign will have a significant effect on effectiveness of 'Zon Bebas Asap Rokok Melaka' campaign.

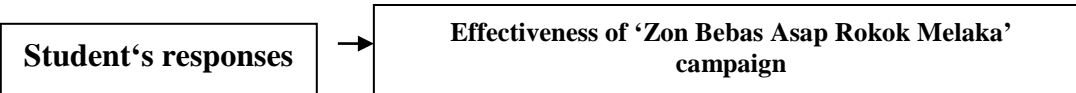
Hypothesis 2 stated that University Students' responses towards of 'Zon Bebas Asap Rokok Melaka' campaign will have a significant effect on effectiveness of 'Zon Bebas Asap Rokok Melaka' campaign. This hypothesis was testing the significance:

Effectiveness of the campaign)

"Zon Bebas Asap

Rokok" campaign

$$= 0.503 + (.648 * \text{student responses towards campaign})$$



(P-value =.000 < 0.05, β =.648, t-statistic =36.171). Supported by the Social Diffusion Model, thus, this hypothesis is accepted. The campaign activity can influence a person's perception or behavior, not only because the person is exposed to the campaign but also because the person engages in campaign-related conversation. Thus, the more often student responses towards the "Zon Bebas Asap Rokok" campaign, the more it may help in increasing the effectiveness of the "Zon Bebas Asap Rokok" campaign. The model suggests that campaign activity generates relevant conversation, which, in turn, affects a person's normative perceptions and, ultimately, behaviors consistent with (Hornik, 2002; Hornik & Yanovitzky, 2003). As conclusion, the impact of the "Zon Bebas Asap Rokok" campaign activity on individuals' beliefs about smoking was conveyed by individuals' exposure to and the conversation about the campaign itself.

RECOMMENDATION

To make the campaign more effective, government should emphasize more on the technique how to stop smoking among the students. These will make the students will try the technique to stop smoking and make it as a compulsory trial for each students that smokes. By collaborating with universities there are a lot of activities that can be done such as road show, games, quiz, pledge and etc. This will show that stop smoking technique will attract students to gain knowledge and information from the technique.

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