



# Tak nak!

Every puff you take damages your body

**An anti-smoking campaign by  
the Ministry of Health Malaysia**



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**An anti-smoking campaign by  
the Ministry of Health Malaysia**



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Malaysia

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*The Prime Minister, YAB Dato' Seri Abdullah Haji Ahmad Badawi with students at the launch of anti-smoking campaign in Putrajaya on 9th February 2004*







*YAB Dato' Seri Abdullah  
Haji Ahmad Badawi  
Prime Minister, Malaysia*

## **Healthy citizens vital for well being of Malaysia**

The well being of a nation is determined by the productivity of its people. In order to achieve the country's vision and aspirations, all Malaysian citizens must contribute and participate actively in developing this country. Nevertheless, it is distressing to view statistics showing that the number of illnesses and deaths as a consequence of smoking among Malaysians is growing every year. Malaysia needs healthy and active citizens if we wish to maintain our drive towards progress.

The Government views seriously the threat that cigarette smoking poses to the health of our citizens seriously. At the moment, the number of young people taking up the habit of smoking is increasing. It is a worrying situation as they are the future leaders; they are the professionals, parents and care-givers of the next generation. Therefore, they must be educated to be aware of the detrimental effects of smoking. I believe we can achieve this by setting the right example – the adult smokers should give up their smoking habit.

Health is more precious than wealth. Consequently, the Government places great importance on the well being of all Malaysians. It is our collective responsibility to instill in our youth the principle that in order to have a healthy body, it requires the adoption of a healthy lifestyle. I urge all Malaysians to come together and make this campaign a successful one.

## **Safeguarding health of Malaysia's young citizens**

The future of healthcare in Malaysia is anchored on prevention. Campaigns conducted by the Ministry aim to instill healthy habits among people and also increase their awareness of unhealthy activities.

This campaign on anti-smoking is a crucial one because smoking is considered one of the world's leading preventable cause of death, responsible for about 5 million deaths a year. Latest estimates in the World Health Report reveal that of the nearly 4 million men and 1 million women who died, over 2 million men and 380,000 women were in developing countries. In Malaysia there are about 4.6 million smokers and of this figure 8 per cent are students. Cigarette companies are targeting the young as a new market for their products, preying on their ignorance and personal insecurities to obtain consumers who will be hooked for life.

Over the years, the government has reached out to smokers to persuade them to stop smoking. This we know is an uphill task because nicotine addiction is difficult to overcome. We have turned our attention to the young to stop this unhealthy habit before it can begin. The 'Tak nak' campaign is primarily aimed at young people to curb their desire to smoke and to counter the perception that it is socially acceptable to smoke. However, the young are not being solely targeted as adult smokers are also included in this campaign. We require the support of all to enable this campaign to be a success, a success that will belong to the people who will benefit the most.



*YB Dato' Dr Chua Soi Lek  
Minister of Health, Malaysia*

## **Nationwide campaign to reduce smoking**

People in the developed world are smoking less. They are more educated, better informed and very health conscious. They are aware of the dangers posed by smoking cigarettes and are choosing either to stop smoking or not taking up the habit in the first place.

The scenario in the developing world is just the opposite. An increasing number of people, especially the very young, think it is "cool" to smoke. A perception promoted and encouraged by cigarette companies keen to tap new markets for their products.

It is, therefore, very disturbing to see the trend making inroads into Malaysia. More Malaysian youths, and an increasing number of women are taking up smoking.

This campaign aims to educate youths from starting the habit and to persuade smokers to consider quitting. It will be spread over five years and the strategy for the first year is to use an integrated media approach to create the awareness of such a campaign and to publicise research findings from around the world. Television, Radio, Cinema, Newspapers, Magazines, Community Boards, Billboards, School Advertising Panels and Posters are among the collaterals produced to spread the awareness.



# Tak nak!



**Every puff you take damages your body**



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*The campaign signature*

## **Smoking in Malaysia: Facts at a glance**

- About half of all Malaysian men smoke.
- Everyday about 45 to 50 teenagers below the age of 18 start smoking.
- 30% of adolescent boys - aged 12 to 18 years - smoke.
- Smoking among female teens is rising. According to two studies on teens conducted in 2000 and 2004, the number of female teens smoking rose from 4% to 8%. Overall the 2004 study found nearly one in five teens smokes.
- Lung cancer is rising at a rate of 17% a year.
- Smoking is estimated to have caused more than half a million coronary events.
- Based on the 2nd National Health and Morbidity Survey, conducted by the Ministry of Health in 1996, smoking causes the death of about 10,000 people every year.

Statistics on smoking in Malaysia		
	1986	1996
Overall	21.5%	24.8%
Male	40.9%	49.2%
Female	4.1%	3.5%
Urban	19.2%	21.7%
Rural	22.7%	28.6%
Malay	23.7%	27.9%
Chinese	17.7%	19.2%
Indian	15.2%	16.2%
Others	32.8%	32.4%
Statistics on prevalence of smoking among youths aged 18 and below		
	1996	1999
Overall	16.9%	18.2%
Male	30.7%	29%
Female	4.8%	8%
Projections on estimated number of smokers over 25 years		
	2000	2025
Population	22 million	30 million
Below 15	7.5 million (34%)	7.2 million (24%)
Above 15	14.5 million (66%)	22.8 million (76%)
<i>Previous adult smokers</i>		
Male smokers	49%	30%
Female smokers	4%	10%
Overall	25%	20%
Number of adult smokers	3.6 million	4.6 million

Source: National Health and Morbidity Survey, Ministry of Health Malaysia

## Worldwide smoking statistics

Worldwide smoking statistics		
Overall	Developed nations	Developing nations
<ul style="list-style-type: none"> <li>• 47% of adult males smoke</li> <li>• 12% of adult women smoke</li> </ul>	<ul style="list-style-type: none"> <li>• 42% of adult males smoke</li> <li>• 24% of adult women smoke</li> </ul> <p><i>Signs of decrease in trend</i></p>	<ul style="list-style-type: none"> <li>• 48% of adult males smoke</li> <li>• 7% of adult women smoke</li> </ul> <p><i>Signs of increase in trend</i></p>

- Smoking-related diseases kill one in 10 adults globally, or cause four million deaths.
- Every eight seconds someone dies from tobacco use.
- About 15 billion cigarettes are sold daily, or 10 million every minute.
- Among World Health Organisation regions, the Western Pacific Region - which covers East Asia and the Pacific - has the highest smoking rate, with nearly two-thirds of men smoking.
- Among young teens worldwide - aged 13 to 15 - about one in five smokes.
- Between 60,000 and 100,000 children worldwide start smoking everyday - roughly half of whom live in Asia.
- Half of long-term smokers will die of lung cancer, heart disease and chronic lung diseases.
- More than 4,000 chemicals of which 2,000 are toxic, 63 carcinogenic and the remainder irritants have been found in tobacco smoke.
- Every cigarette smoked cuts at least five minutes of life on average.
- 90% of all deaths from lung cancer and 30% of all cancer related deaths are from smoking.

*Information was sourced from the World Health Organisation, Regional Office For The Western Pacific.*








Good looks,  
great smile,  
bad teeth!

**Tak nak!**  
Every puff you take damages your body


Do you know that smoking ages you? It discolours your teeth, foul your breath, wrinkles your skin and gives you diseases. Saying, why spoil your good looks, and poison your body? That ain't cool! So Don't Start!

Good looks,  
great smile,  
bad teeth!

**Tak nak!**  
Every puff you take damages your body

Do you know that smoking ages you? It discolours your teeth, foul your breath and gives you diseases. Do you also know that nothing can make you important? Hey dude, why spoil your good looks and poison your body. It ain't cool! Don't Start!



## **Smoking is addictive**

Tobacco contains an addictive substance called nicotine. A bulletin sponsored by the World Health Organisation called World Health, in its July-August 1995 edition reported that nicotine produced chemical reactions in the body similar to those produced by heroin and cocaine. "The relapse rates of dependent persons trying to quit using nicotine, alcohol, cocaine and heroin are roughly the same; many even report that it is harder to quit tobacco than various illegal drugs," said the bulletin.

In a study conducted by the Center on Addiction and Substance Abuse at the Columbia University, USA, nicotine is regarded as a "gateway drug" which is associated with the use of illicit substances. According to the study adults who started to smoke before the age of 15 are three times more likely to be regular hard drug users.

The study also pointed out that children who smoke daily are 13 times more likely to use drugs than children who smoke less often.

# Cigarette smoking can lead to drug addiction

Cigarette smoking is addictive. It is a gateway drug to hard drugs. In Malaysia 99% of drug addicts began by smoking cigarettes. It is the nicotine in cigarettes that creates the addiction. And research shows that in children the nicotine dependency can begin even after just one cigarette.

**A study by the Center on Addiction and Substance Abuse at the Columbia University in the US, confirms that nicotine is a “gateway drug” which is associated with the use of illicit substances. Adults who started to smoke before the age of 15, are**



# Tak nak!

**Every puff you take damages your body**

## **Smoking may kill 1 billion this century**

There are about 1.15 billion smokers worldwide with more than 80 per cent living in low income and middle-income countries.

According to the World Health Organisation, tobacco is becoming one of the single biggest causes of death worldwide. It has been estimated that about 100 million people were killed by tobacco abuse in the 20th century. For the 21st century it is predicted that one billion people will die if current smoking patterns continue!

There are an estimated 4.6 million smokers in Malaysia. Of this figure about 8 per cent are students. Of the more than 4 million people who die every year globally from tobacco-related deaths at least 3,000 are Malaysians who succumb to lung cancer, heart disease and chronic lung diseases.

Everyday at least 8 Malaysians die from tobacco-related diseases. Everyday about 45 to 50 Malaysian teenagers like 80,000 to 100,000 other youths around the world start smoking.





# Cigarette smoking kills

**more than 4 million people a year, 8000 a day, 6 a minute and 1 every 8 seconds\***

Every day in Malaysia about 50 teenagers, below the age of 18, pick up cigarettes and start smoking. By doing so they join 80,000 to 100,000 children worldwide who start smoking every day, half of whom live in Asia.

Smoking is on the rise in Malaysia, especially among young people. 30% of adolescent boys – aged 12 to 18 – smoke. The number of female teens who smoke has increased from 5% to 8%, according to two

**The 2nd National Health and Morbidity Survey conducted by the Ministry of Health, Malaysia, states that smoking causes the death of about 10,000 people every year.**

*\* Source: Regional Office For The Western Pacific, World Health Organisation*

# Tak nak!

**Every puff you take damages your body**



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## **The more you smoke the greater the risk of impotency**

Erectile dysfunction, or impotence is defined as the inability to achieve and maintain an erection sufficient for satisfactory sexual performance. Smoking is seen as a high risk factor that contributes to impotency. When you smoke tobacco, you inhale hydrocarbons that damage the lining of arteries to start plaques forming in their inner linings and slow the flow of blood. Nicotine constricts arteries to make them even narrower. When arteries leading to your heart are completely blocked, you suffer a heart attack. When the arteries leading to a man's penis are blocked, he becomes impotent. Arteriosclerosis is believed to be the most common cause of impotence in North America.

The Health Priorities Research Group, University of California, USA, examined 1,008 journal articles, identified 19 studies that reported the smoking habits of 3,819 impotent men. The six largest studies all revealed a higher prevalence of smoking among impotent men. The report concluded that based on almost two decades of evidence, tobacco use is an important risk factor for impotence. Anti-tobacco advertisements featuring impotence as a reason to avoid or cease tobacco use are well grounded in scientific fact.

# Cigarette smoking can cause impotency



Smoking increases the risk of impotence, according to research. The risk gets higher for smokers who are overweight and have high blood pressure. The New England Research Institute in Massachusetts in its 10-year study on 513 men, says damage is done the same way that the heart is affected by

**The Health Priorities Research Group of University of California, USA, arrived at this conclusion after having reviewed two decades of published data from around the world on the link between**

# Tak nak!

Every puff you take damages your body



## **Harmful effects of second-hand smoke**

In the largest ever study into the environmental effects of tobacco smoke on children's health, the Cincinnati Children's Hospital Medical Center in USA, found that exposure, even at extremely low levels, was associated with decreases in children's learning skills.

To measure exposure to environmental tobacco smoke, researchers measured levels of cotinine, a substance produced when nicotine is broken down by the body. Cotinine can be measured in blood, urine, saliva and hair. It is considered the best marker of environmental tobacco smoke exposure.

4,399 children between the ages of 6 and 16 years old were involved in the study. Cognitive and academic abilities were assessed using portions of standardized intelligence and achievement tests. The greater the levels of exposure, as measured by cotinine levels, the greater the decline in reading and reasoning ability. The study is based on information gathered from 1988-94 for the third National Health and Nutrition Examination Survey conducted by the National Center for Health Statistics at the Centers for Disease Control and Prevention, USA.

The World Health Organisation estimates that about 710 million children live in households where someone smokes.

# Cigarette smoke can affect children's learning skills

It's related to nicotine in the blood. Nicotine comes from cigarette smoke. A substance called cotinine is created by the body as it breaks down nicotine. Extensive research conducted in the US on 4,399

**Research conducted by the Children's  
Environmental Health Center at  
Cincinnati Children's Hospital Medical**

# Tak nak!

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## **"Cigarette skin"**

In a 2001 report on Women and Smoking by the Surgeon General of the United States four independent studies have reported that smoking is associated with prominent skin wrinkling, particularly in the "crow's foot" area of the face. One study defined it as "cigarette skin" and described the condition as pale, grayish wrinkling. Severity of wrinkling increased with duration of smoking and the number of cigarettes smoked daily.

Adjustment was made for age, sun exposure and BMI indicated that women smokers were three times as likely as women who had never smoked to have moderate or severe facial wrinkling. Risk for wrinkling increased with pack-years of smoking.

Smoking has been shown to produce short-term decreases in capillary and arteriolar blood flow in the skin and in oxygen tension in subcutaneous wound tissue, according to one study. The report said that in the lung, cigarette smoke damages collagen and elastin, which are connective tissue elements that help to maintain the integrity of the skin.



# Cigarette smoking can wrinkle your skin

Research conducted in the US indicates that smoking decreases blood flow in the skin. According to the US Surgeon General's 2001 Report on Women and Smoking, cigarette smoke in the lung damages collagen and elastin that are connective tissue elements that help to maintain the integrity

**The US Surgeon General's 2001 Report on Women and Smoking has concluded that limited but consistent data suggests that women smokers have more facial**

# Tak nak!

Every puff you take damages your body



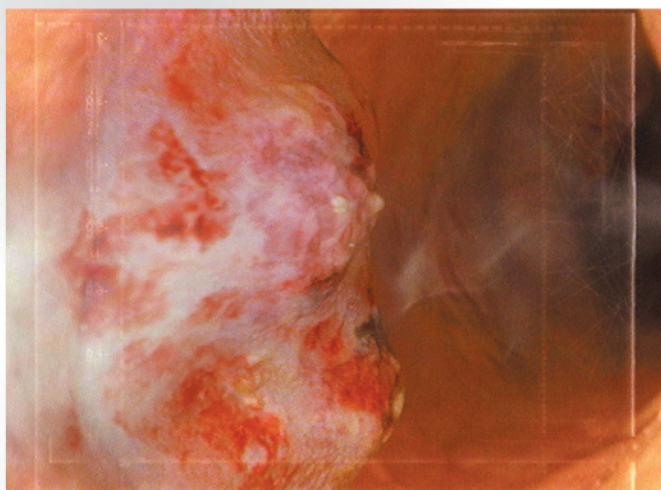
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## **Smokers at higher risk of cancer**

The World Health Organisation is viewing with serious concern the connection between smoking and cancer. Tobacco use increases risks of cancer at many parts of the body and not just the lungs. The parts include head and neck (covering cancers of the esophagus, larynx, tongue, salivary glands, lip, mouth and pharynx), urinary bladder and kidneys, uterine cervix, breast, pancreas and colon.

The lungs are the most affected as the exposure to the poisons present in cigarette smoke are directly inhaled. Other parts of the body are affected through the blood that transports cancer-causing elements to organs where the cells are unable to withstand the effects. Part of the explanation comes from mutations in a gene which are far more common among smokers than non-smokers.

According to WHO projections by 2015, two-thirds of all cancer cases will occur in developing countries like Malaysia.



A damaged cell like this one will trigger cancer growth because of cigarette smoke.

# Cigarette smoke can cause cancer

It doesn't matter how old you are.  
What matters is that you smoke.  
New research shows that cigarette  
smoke attacks a vital gene which  
protects lung cells from cancer.  
One damaged cell is all it takes to  
start lung cancer.

Every puff you take damages your  
body. Say **Tak nak** to cigarettes!

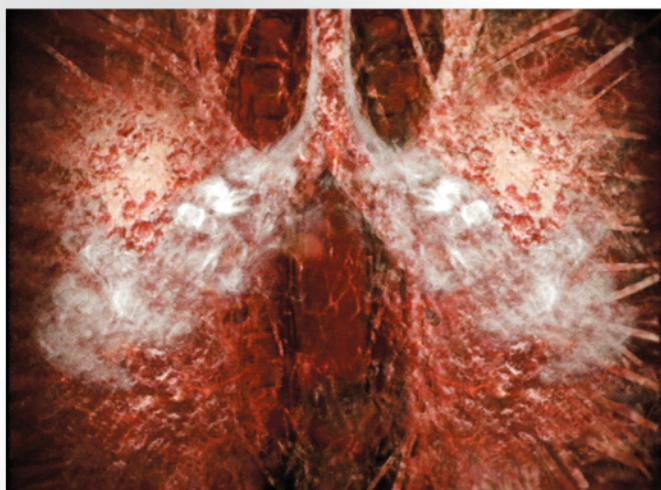


## **Loaded with poison**

Cigarette smoke are loaded with poison - over 4,000 chemicals such as nicotine, carbon monoxide, tar, ammonia (found in floor cleaners), arsenic (ant poison) and cadmium (batteries). These get into the blood stream of smokers and eventually lead to all kinds of diseases including emphysema, a lung disease.

Emphysema destroys the lungs, and over time the lungs actually begin to "rot". The lungs consist of millions of air sacs needed for the process of breathing where oxygen is inhaled and carbon dioxide is exhaled. Holes begin to appear in the lungs as the air sacs break down. Those who die from emphysema suffer tremendously as they literally begin to "drown" slowly in mucus and tar, gasping for every breath.





These are the rotting lungs of a person exposed to cigarette smoke over a period of time.

# Cigarette smoke rots the lungs

It doesn't matter how old you are. What matters is that you smoke. Lungs are like sponges with millions of tiny air sacs for transferring oxygen. Cigarette smoke destroys the lungs, preventing them from doing their job. That is why many smokers are short of breath. Their lungs are rotting.

**Tak nak!**  
Every puff you take damages your body



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## **Crippling brain power**

The brain controls most of our body's movements, regulating body processes such as digestion and breathing. It makes thinking and feeling possible. The brain is fed oxygen through arteries from the heart and lungs.

According to the 2004 Surgeon General's report in USA, smoking a cigarette sends chemicals to the brain changing its chemistry and affecting moods. Nicotine, said the report, reaches the brain ten seconds after smoke is inhaled. Toxic substances in cigarettes get transported to the brain through the blood system. In time the build-up leads to strokes. Smoking has been cited as a major cause of strokes.

A stroke occurs when blood flow to an area of the brain is cut off. Blockage or breakage of blood vessels or arteries causes a stroke. Without blood supply brain cells start to die. A serious stroke can lead to permanent damage, including memory loss, loss of speech, paralysis and death.



This is a haemorrhage in the brain of a smoker aged 38 who died of stroke.

# Cigarette smoking can cause brain damage

It doesn't matter how old you are.  
What matters is that you smoke.  
Smoking creates blood clots which  
can cause stroke. Stroke can kill  
you, blind you or paralyse you.

Every puff you take damages  
your body. Say **Tak nak** to cigarettes!

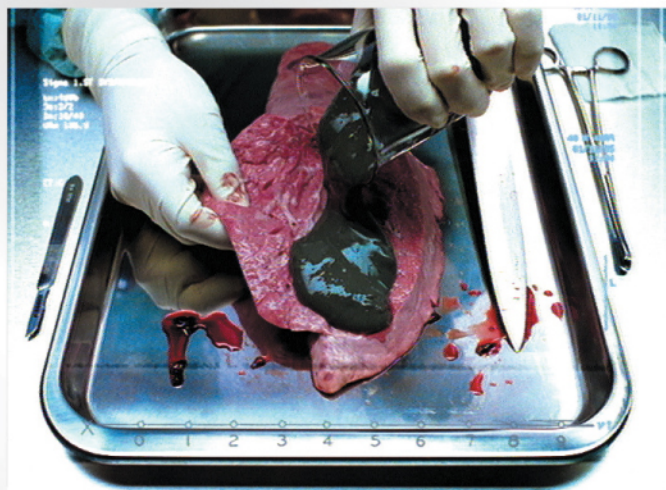


## **Clogging up the lungs**

Tar in cigarettes clogs the lungs preventing them from doing their work exchanging carbon dioxide for oxygen that we need to live. The more a person smokes the more tar is deposited in the lungs. A 20-cigarettes-a-day smoker actually inhales a full cup of tar in a year. Tar causes lung cancer.

The World Health Organisation has done extensive research on the amount of tar present in cigarettes. In its report on Southeast Asian countries, WHO pointed out that cigarettes in most countries contained 18 to 30 milligrams of tar. Thai cigarettes contained relatively more tar - 24 to 33 milligrams - than the regional average.

Other types of cigarettes researched by WHO include kretek (clove cigarettes) and bidis (hand-rolled tobacco). Nearly 9 out of 10 smokers in Indonesia use only kretek which has a very high level of tar (58 milligrams, range of 41 to 71 milligrams). Bidis also contain very high levels of tar - 45 milligrams to 50 milligrams.



This is the amount of tar a pack-a-day smoker inhales every year.

# Cigarette smoke deposits tar into your lungs

It doesn't matter how old you are. What matters is that you smoke. Everytime you inhale, cigarette smoke deposits tar into your lungs. Tar is a sticky brown substance that is the main cause of lung and throat cancer in smokers.

Every puff you take damages your body.

**Tak nak!**  
Every puff you take damages your body



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## Prepare to quit smoking

Cigarette smoking is an addiction. Within a few years of daily smoking most smokers become dependent, both physically and psychologically. This dependence is due to the neurobiological effects of nicotine on the brain. Nicotine receptors are found in the region of the brain involved in reward and emotion and also areas associated with learning and memory.

Researchers have found that the brains of smokers have markedly less of the enzyme monomamine oxidase B (MAO B) compared with the brains of non-smokers or former smokers. MAO B is involved in breaking down dopamine, a neurotransmitter that plays a role in movement as well as feelings of pleasure.

Although 75 to 85 per cent of smokers want to quit, less than half succeed before the age of 60. But it is possible to quit, the desire has to be strong and sincere in the smoker. Only by quitting can the health risk attributed to cigarette smoking be eliminated. Switching to lower tar and nicotine cigarettes do not work.





## **Set a date to quit**

- Ideally the quit date should be within 2 weeks.
- Reduce the number of cigarettes gradually before the set date.
- Tell family, friends and co-workers about quitting and request understanding and support.
- Encourage household members who smoke to quit with you or not smoke in your presence to minimize failure of attempt and exposure to second-hand smoke.
- Remove tobacco products from home and working environment.
- Anticipate challenges to quit attempt, particularly during the first few weeks. These include nicotine withdrawal symptoms.
- Total abstinence is essential. Not even a single puff after the quit date.
- Identify what helped during previous attempts and what hurt.
- Limit or abstain from alcohol because it can cause a relapse.

## **Cessation methods**

There are two methods of smoking cessation known as pharmacological and non-pharmacological.

The pharmacological method involves prescription and over-the-counter products available at cessation clinics in government clinics and hospitals.

Smokers in a quit programme undergo Nicotine Replacement Therapy for a period of 3-6 months. They are given choices such as:

- Nicotine resin gum - this is placed between the cheek and the gum for 30-45 minutes.
- Nicotine trans-dermal patch - this is applied to the upper arm or upper body and removed after 24 hours and a new patch applied at a different skin site.
- Nicotine nasal spray - this provides rapid absorption.
- Nicotine lozenges - used the same way as the gum.

The non-pharmacological methods include acupuncture, hypnosis, aversis smoking, various forms of gradual reduction, relapse prevention and group support.

# TAK NAK MEROKOK!

**Anak Malaysia, warga berbudaya, Bertata susila, berimej mulia**  
**Merokok hanya akan cemarkannya, Janganlah kita ketagih dengannya.**

Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Jika merokok, banyak padahnya.  
Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Kerana rokok, *cemarliah budaya.*

**Anak Malaysia, warga berupaya, Sihat sejahtera, cergas sentiasa**  
**Merokok hanya melemahkan kita, Itulah bahaya jika menagihnya.**

Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Jika merokok, banyak padahnya.  
Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Kerana rokok, *lemahlah kita.*

**Anak Malaysia, warga bercita-cita, Terbukti berjaya, di antarabangsa**  
**Merokok hanya merugikan bangsa, Bersamalah kita hidup tanpanya.**

Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Jika merokok, banyak padahnya.  
Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Jika merokok, banyak padahnya.  
Tak nak merokok, Hoi Hoi, Tak nak merokok, Hoi Hoi  
Jika merokok, banyak padahnya.



*This is a song specially created for the **Tak nak** campaign and sung to the tune of the traditional folk song Chan Mali Chan*

Kami Anak Malaysia, sesungguhnya berikrar ...

# **Tak nak merokok**

demi menjaga prestasi fizikal dan mental.

# **Mengikis tabiat merokok**

demi membentuk imej yang berakhlak dan berwibawa.

# **Membasmi budaya merokok**

demi membina gaya hidup yang sihat dan sejahtera.

# **Menentang promosi rokok**

demi mewujudkan persekitaran yang selamat untuk sesiapa jua.

# **Membanteras penagihan rokok**

demi melahirkan generasi yang merealisasikan cita-cita negara.



A pledge not to smoke made by 1,500 students before YAB Dato' Seri Abdullah Haji Ahmad Badawi at the launch of the **Tak nak** Anti-Smoking Campaign on 9 February 2004 in Putrajaya Convention Centre