



YOUTH
VERSUS
TOBACCO

HOW DAVID
Beats
GOLIATH
IN INDONESIA

MARGIANTA S. J. D.



HOW BIG TOBACCO SEES
INDONESIAN YOUTH:

TARGETS
Profits
PAWNS

"YOUNGER ADULT SMOKERS
ARE THE ONLY SOURCE OF
REPLACEMENT SMOKERS...
IF YOUNGER ADULTS TURN
AWAY FROM SMOKING, THE
INDUSTRY MUST DECLINE,
JUST AS A POPULATION WHICH
DOES NOT GIVE BIRTH WILL
EVENTUALLY DWINDLE."

-1984 R.J.R. REPORT,
"YOUNG SMOKERS:
STRATEGIES AND OPPORTUNITIES"

Child Smokers: The Ticking Bomb in Indonesia



>55% death in Southeast Asia and 70% of death in Indonesia caused by NCDs.
1.4 million people die from NCDs in Indonesia.
225.700 people die from tobacco-related diseases in Indonesia.



7.8 Million Child Smokers in Indonesia

Equals to



104 times
Old Trafford
Stadium in the UK



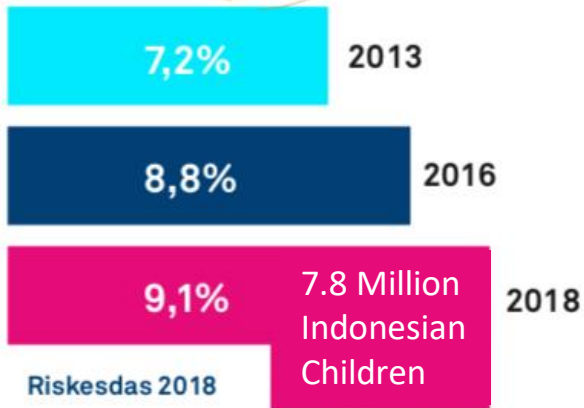
The entire
Hong Kong
population



2 out of 5
Indonesian
children are
active smokers
age 10-15
years old



3 out of 5
Indonesian
children are
passive
smokers



How much Indonesia earns from tobacco:
\$9.4 Billion USD

How much Indonesia loses from tobacco:
\$40.5 Billion USD
(MoH, 2015)

Rural Indonesian people spends money on cigarettes:

- 3.2 times more than eggs and milk
 - 5 times more than education
 - 13 times more for health
- (TNP2K, 2017)



sophiet The pack survived
Load more comments
joyce_huizeskesluizeken @jdemeyere
mich_i_might_be @type_strange best photo
type_strange @mich_i_might_be
lmfaooooo
samil Me thru every stage of my
breakup 🥺

4,236,149 likes
MAY 21



boldxperience.com/boldar/

LIMITED EDITION PACK
COLLECT AND PLAY NOW

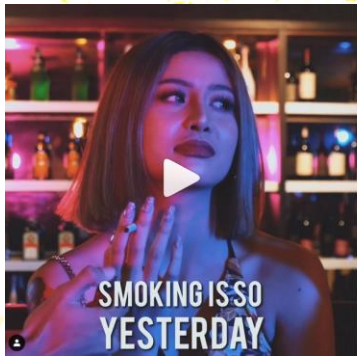
BOLD LIMITED EDITION ANIMAL TATTOO AUGMENTED REALITY

Bold AR Animal Tattoo adalah permainan 'Augmented Reality' yang menggunakan fungsi kamera ponselmu. Dengan memindai/scan bidang penanda, gambar binatang akan menjadi binatang yang dapat bergerak. Ada 4 jenis binatang (Beruang, Harimau, Elang dan Serigala) yang dapat kamu mainkan.

UNDUH APLIKASI DI SINI.

BOLD AR

"Allow "Unknown Application" di setting handphone kamu sebelum install"



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Praktis, simple, gak pake tombolzan, Rasanya enak banget, Sensasinya sama kayak rokok! Cocok banget untuk kalian yang lagi mau nyoba berhenti ngerokok!
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#nanoxiisjaya #nanopods #stopsmoking

1,294,612 views
JANUARY 21

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'Stranger Things' Report Prompts Netflix To Cut Back On-Screen Smoking

In the future, the streaming service's original programs for young viewers will be cigarette-free "except for reasons of historical or factual accuracy."

By Curtis M. Wong





LESSONS LEARNED *from* DAVID VS GOLIATH *in* YOUTH MOVEMENT FOR FCTC



GOLIATH IS BIG. BUT DAVID'S STRENGTH IS ELEMENT OF SURPRISE

YOUTH EXECUTED THEIR METHODS IN STRATEGIC PLACES WITH STRATEGIC STAKEHOLDERS.

E.g. Theatrical rallies in front of Presidential Palace with presidential staff present. Letters for President handover at National Children Forum. FCTC Warrior shadowpuppet play in front of mayors, ministers, mass media.

DAVID VOLUNTEERED HIMSELF WHEN NOBODY WANTED TO.

YOUTH IN TC TENDS TO PUT ASIDE POLITICS FOR SINCERE VOLUNTEERISM.

E.g. 45 young leaders in 31 cities established. 102 communities and organizations involved. 3.000 students in 5 cities and 170 Children Forum members in 10 cities mobilized.



**Dengan senang hati
saya perkenalkan, Margianta.**

**MEANINGFUL YOUTH PARTICIPATION
+ TOBACCO CONTROL**

**BETTER HEALTH.
BETTER DEVELOPMENT.
BETTER FUTURE.**



**LENERA ANAK
FOUNDATION**

