Melawan Raksasa Kebohongan: Industri Rokok vs Anak Muda

YOUTH VERSUS TOBACCO

HOW DAVID BEATS GOLIATH IN INDONESIA

MARGIANTA S. J. D.
“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.”

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

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

7.8 Million
Indonesian
Children

104 times
Old Trafford
Stadium in the UK

How much Indonesia earns from tobacco:
$9.4 Billion USD
How much Indonesia loses from tobacco:
$40.5 Billion USD

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)
(MoH, 2015)
‘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. Millen
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 shadow puppet 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.