

# The Application Program of Smoking Free University Policy Campaign in Sisaket Rajabhat University

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## Abstract

**Background:** These policy campaign were developed in law enforcement protection a non-smoking for smoking free university by students union president. **Method:** This quasi-experimental research aimed to evaluate the application program of smoking free university policy campaign. To study the effect of the student leadership development program in the management of the smoking free university, Sisaket Rajabhat University and study the level of participation of the student leaders in the management of the smoking free university towards the smoke-free zone in Sisaket Rajabhat University. by selecting the students union president population of 20 people, the samples were selected according to the inclusion criteria and the exclusion criteria, which the research pattern was used to conduct a comparative study within One Group Pretest - Posttest Design in 12 weeks with 4 activities. The data were collected by using questionnaires and using descriptive statistics presented in the form of a frequency distribution. The data distribution is normal. They were presented with the statistical values of frequency, percentage, mean and standard deviation. And translate the results into score values comparison of the mean, differences before and after the experiment. Within the experimental group using statistics : Paired Samples t-Test. **Results:** The results of the research were found that after the development of the experimental development program, the students' leadership in the management of the non-smoking university, knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset Participation in the development of student leadership potential in the management of the non – smoking university. Significantly better than before development ( $p < 0.05$ ). **Conclusion:** In conclusion of the study : Results of the Student Leadership Development Program in Management of Smoking Free Universities, Sisaket Rajabhat University. It can cause success factors in managing the non-smoking university. In organizing smoking free zones in Sisaket Rajabhat University. To bring about effective action and efficiency and developed as the non-smoking university model Including campaigning activities establishing a banner that announces the non-smoking area that covers the entire university. To create participation of university students and the student leaders, The students union president have a clear understanding of roles and duties in their work operations and have an action plan. They realized the importance of organizing the non-smoking zone in the university. There are regulations / measures to prevent and control smoking in non-smoking zones jointly agreed by the leaders. Established a mechanism to support the construction of the non-smoking area in Sisaket Rajabhat University. The measures are followed up and monitored, and implement a participatory and sustainable non-smoking university.

**Keywords:** smoking free university, policy campaign, non-smoking area

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## Introduction

The tobacco control policy is an effective way to help people quit smoking and to assist and support smokers, which is an effective way to reduce the number of deaths. Smoking in Thailand has decreased, but there

are still 10.7 million smokers as reported by the Thai National Statistical Office in 2017.<sup>1</sup> For the purpose of reaching a prevalence of 15.75 percent or less, this goal is what Thailand agreed to achieve in the WHO's Global Action Plan for the Prevention and Control of NCDs, 2013–2020, and the five-year National NCD Prevention and Control Strategy and Action Plan (2017–2021).<sup>2,3</sup>

The 2006 U.S. Surgeon General's Report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, has concluded that (1) second-hand smoke exposure causes disease and premature death in children and adults who do not smoke; (2) children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory problems, ear infections, and asthma attacks, and that smoking by parents causes respiratory symptoms and slows lung growth in their children; (3) exposure of adults to second-hand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer; (4) there is no risk-free level of exposure to second-hand smoke; (5) establishing smokefree workplaces is the only effective way to ensure that second-hand smoke exposure does not occur in the workplace, because ventilation and other air cleaning technologies cannot completely control for exposure of non-smokers to second-hand smoke; and (6) evidence from peer-reviewed studies shows that smokefree policies and laws do not have an adverse economic impact on the hospitality industry.<sup>4</sup>

Therefore, the researcher aimed to evaluate the application program of smoking free university policy campaign in Sisaket Rajabhat University. To compare before and after implementation of the program in subjects practicing smoking free university policy campaign by participation. This research also improved policy campaign were developed in law enforcement protection a non-smoking with a positive student leadership development program. In addition, there is also an increase in terms of knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset Participation in the development of student leadership potential in the management of the smoking

free university.

## Objective

The objectives of the research were to evaluate the application program of smoking free university policy campaign in Sisaket Rajabhat University and to compare in terms of knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset, management of the non-smoking university, Participation in the development of student leadership potential in the management of the smoking free university before and after implementation of the program within group.

## Material and Methods

### Research Design

This research was a total quasi-experimental research which aimed to evaluate the application program of smoking free university policy campaign in Sisaket Rajabhat University. The samples were total 20 student by selecting the students union president population, the samples were selected according to the inclusion criteria and the exclusion criteria.

The period of this research was 12 weeks and included 4 interventions. The research instruments of non-smoking university policy campaign in Sisaket Rajabhat University Program for the experimental groups.

Intervention 1 A competency and participation improving in smoking free university policy campaign.

Intervention 2 Set a smoking free area and notice for non-smoking area at all building in University. Let's stage a campaign to stress the importance of the law enforcement protection a non-smoking Acts.

Intervention 3 The students union president MOU, in managing the smoking free university. In organizing smoking free zones. To bring about effective action and efficiency and developed as the non-smoking university model Including campaigning activities establishing a banner that announces the non-smoking area that covers the entire university.

Intervention 4 The regulations/measures to prevent and control smoking in non-smoking zones jointly agreed by the leaders. Established a mechanism to support the construction of the non-smoking area in university. And assessment process and outcomes.

### **Population and Sample Characteristics Inclusion Criteria**

The Population consisted of 20 students union president who had to students leader worker at them faculty are included 5 faculty in Sisaket Rajabhat University is Faculty of Liberal Arts and Sciences, Faculty of Education, Faculty of Humanities and Social Sciences, Faculty of Business Administration and Accountancy and College of Law and Government.

### **Research Period**

The research has been undertaken in 3 phases; pre-research, research, and post-research. Data were collected from April 1, 2020 to August 30, 2020, obtained over a 12 week period.

### **Research Instruments**

The evaluation form was provided for participants to answer questions by themselves, and the test of evaluation form consisted of 2 parts:

Instruments for collecting data

Instruments for collecting data consisted of Demographic data

Instruments of experimental

The instruments of quasi-experimental program had a guidebook of the experimental program for research assistants process for smoking free university campaign. The experimental program encouraged smoking free university policy campaign by using 4 interventions for the law enforcement protection a non-smoking Acts.

### **Data Collection**

Before collecting data, ten registered public health students in who trained in the standard protocols and

received a research assistance guidebook of the research program were assembled. The data were collected by the principal investigator and the other ten trained research assistants. The researcher and research assistants collected the data from 20 participants who were informed about this research and instructed in how to complete the evaluation form, including requesting consent by signing the research form. The data were corrected before and after the experimental phases. Afterward, collected assessment forms and questionnaires were checked for data accuracy then the results were put into a data entry in SPSS file format.

### **Data Analysis**

Statistical method used to analyze the data was Statistical Package for the Social Sciences (SPSS) in the following aspects:

1. Descriptive statistics included the number, percentage, mean and standard deviation, to indicate the general information and smoking situation of the participants.

2. Statistical use paired samples T-test to compare within the group before and after the experiment to indicate in terms of knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset and Participation.

### **Results**

The application program of smoking free university policy campaign in Sisaket Rajabhat University, The results revealed that the program in terms of demographic data in this study showed that 20 student. They showed most were female, there were 11 (55.0%) and male, there were 9 (45.0%) and the most age range was 19 years, there were 9 people (45.0%), 21 years, there were 5 people (25.0%), 18 years, there were 2 people (10.0%) 20 years, there were 2 people (10.0%) and 22 years, there were 2 people (10.0%) respectively. Faculty studying showed that is Faculty of Liberal Arts and Sciences, there were 4 people (20.0%), Faculty of Humanities and Social Sciences, there were 4 people (20.0%), Faculty of Business Administration and

Accountancy, there were 4 people (20.0%), Faculty of Education, there were 4 people (20.0%), College of Law and Government, there were 4 people (20.0%). For College Years, They showed most were third-year, there were 7 people (35.0%), first-year, there were 6 people (30.0%), second-year, there were 6 people (30.0%) and fifth-year, there were 1 people (5.0%) respectively.

Table 1 described the results of the research were

found that after the development of the experimental development program, the students' leadership in the management of the smoking free university, knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset and participation in the development of student leadership potential in the management of the smoking free university. Significantly better than before development (P-value < 0.05).

**Table-1: The comparative within group in term of knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset and participation**

Variable	$\bar{x}$	S.D.	t	p-value
In terms of knowledge Before experimental After experimental	15.45 19.61	2.694 1.706	11.297	<0.001*
In terms of skills Before experimental After experimental	27.48 46.55	2.755 1.947	29.752	<0.001*
In terms of social roles Before experimental After experimental	26.94 57.45	3.356 1.457	43.785	<0.001*
In terms of imagination or concept about oneself Before experimental After experimental	26.35 46.39	2.138 1.801	41.666	<0.001*
In terms of motivation / mindset Before experimental After experimental	26.81 44.94	2.227 2.337	45.524	<0.001*
In terms of Participation Before experimental After experimental	98.23 168.03	5.162 3.860	63.872	<0.001*

## Conclusion and Discussion

The application program of smoking free university policy campaign in Sisaket Rajabhat University. The development of the experimental development program, the students' leadership in the management of the

smoking free university, knowledge, skills, social roles, imagination or concept about oneself, motivation / mindset and participation in the development of student leadership potential in the management of the smoking free university. The results were statistically significant at (p < 0.05). In conclusion of the study : Results of

the Student Leadership Development Program in Management of Smoking Free Universities, Sisaket Rajabhat University. It can cause success factors in managing the smoking free university. In organizing the non-smoking zone in Sisaket Rajabhat University. By using program included 4 interventions in 12 weeks. To bring about effective action and efficiency and developed as the smoking free university by organizing for the non-smoking zone. Including campaigning activities establishing a banner that announces the non-smoking area that covers the entire university and set a smoking free area and notice for non-smoking area. In a self-report survey, more than 75% and 50% of students reported being exposed to posters and public service announcements, respectively. Recognition of campaign theme was more than 80%. Almost half of respondents reported that the posters were interesting, one-third reported that the posters prevented them from smoking, and 10% reported that the posters encouraged them to cease smoking. Stock media posters had a significantly higher affective reaction than the customized media posters<sup>5</sup>. To create participation of university students and the student leaders, The students union president have a clear understanding of roles and duties in their work operations and have an action plan. They realized the importance of organizing the non-smoking zone in the university. There are regulations / measures to prevent and control smoking in non-smoking zones jointly agreed by the leaders. Established a mechanism to support the construction of the non-smoking area in Sisaket Rajabhat University. The measures are followed up and monitored, and implement a participatory and sustainable non-smoking university. They were accorded to the research<sup>6</sup> who found that the sample size had Perception in hazards of tobacco overall Ranking is good and perception is related behavior were statistically significant at  $p < 0.05$ . with the finding of the research<sup>7</sup> found that before the attitude test which related to cigarettes, there was no difference and after the attitude test related to cigarettes, there was statistically significant difference at  $p < 0.05$ . Overall, participants views about smoking on campus during the implementation of a smoke free policy suggest broad

agreement but reflect concerns about enforcement, boundaries, non-smokers and designated areas. Consistent and systematic processes for implementation, maintenance and enforcement of policy goals, and cessation support, is needed to create a non-smoking culture on university campuses<sup>8</sup>. They were accorded to the research<sup>9</sup> this study adds to the existing literature by highlighting how clueless

most college student smokers are about quitting, despite the availability of cessation programs and the fact that tobacco use is considered the single largest preventable cause of death and disease in the United States<sup>10</sup>. Students experiment with various quit strategies in a random fashion with limited chances of success, given the addictiveness of the product.

However, it was found that the process of smoking free university policy campaign, the development of student leadership potential of the students union president in the management of the smoking free university. In addition, there is also an increased in terms of enforcement of policy goals.

**Ethical Clearance:** This research was approved for ethical certification by the Institutional Review Board of Faculty of Liberal Arts and Science. Sisaket Rajabhat University. (reference number: AF02-09 / COE 002/2563 Date. 06 Feb 2020). Participants could refuse and/or leave this research at any time. The data in the evaluation forms was kept confidentially without specifying the participants' names in the document. When the participants had completed their evaluation forms, they were sealed in the envelopes by themselves before returning to the researcher.

**Conflict of Interests:** This study has no conflicts of interest.

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