

Cities Fight Back Against A Tobacco Industry Giant with Eye-Catching Actions

Vital Strategies has been collaborating with Indonesia's Ministry of Health on media campaigns since 2014. But to date, the ministry has spent only a mere fraction compared to the tobacco industry's Goliath promotional budget.

Over the last five years, Vital Strategies and local advocates have collaborated to find innovative ways to counter the tobacco industry's huge marketing campaigns. In 2015, when Philip Morris International subsidiary, Sampoerna, tricked a village in Yogyakarta and turned the place into a billboard by branding homes with its colors, Vital and its partners engaged the community to fight back.

Sampoerna's slogan was "Show Your Colors." Working with the community, Vital Strategies introduced a campaign with the slogan "Show Your TRUE Colors" and helped the village re-brand the walls and roofs of their homes with murals showing the harms of tobacco use. The campaign was a success both online and offline, and was covered broadly in the media.

Since then, the Vital team continues to initiate campaigns combining creative flair, community engagement, as well as social and earned media. It takes a powerful medium to fight against a behemoth and in the case of Vital's campaigns, the drawing board has taken the form of walls, houses, bridges, rivers, mini-buses, even the sea floor. With our unique approach to campaigning, we have been able to encourage local governments to support media campaigns and engagements that inform the public about the needless harms and deaths, tobacco products cause.



Population

270 million

Smoking Prevalence

67% of men, 2.7% of women, 38.3% of boys, and 2.4% of girls currently smoke tobacco^{1,2}.

Tobacco Control Policies

Smoking is prohibited in workplaces, health facilities, education facilities, playgrounds, places of worship and public transport. Selling tobacco products to the underage and pregnant women is also prohibited. Tobacco advertisements, promotions and sponsorships (TAPS) are also regulated. The cities of Bogor and Depok have e-cigarette regulations, but there is no national regulation of e-cigarettes.

Fact

Indonesia is the only country in the Asia Pacific region that has yet to ratify the World Health Organization's Framework Convention on Tobacco Control, a global treaty.

¹ Global Adult Tobacco Survey, 2011

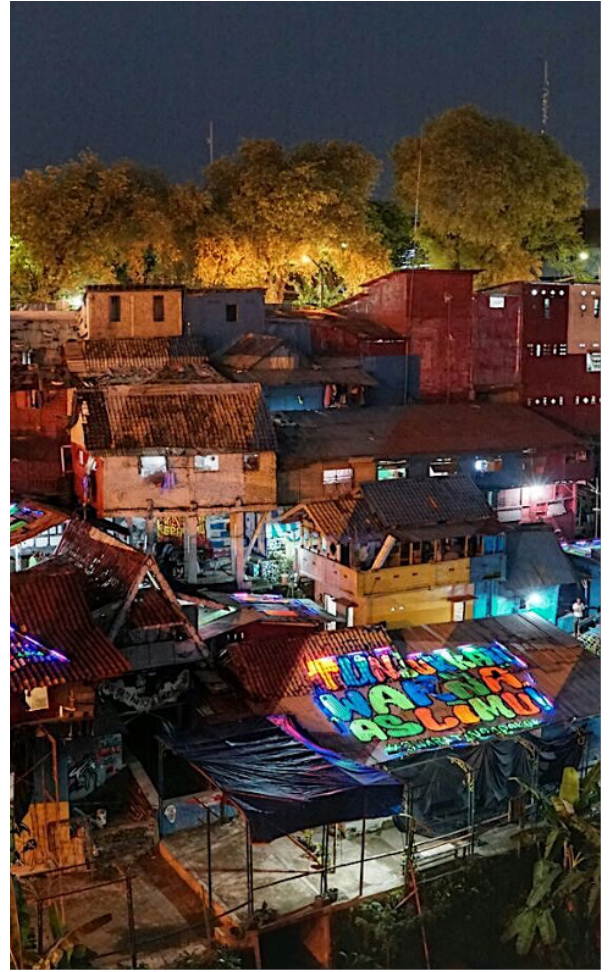
² Global Youth Tobacco Survey, 2011



Vital's #SengMauRokok campaign goes to all corners of Indonesia including the depths of the ocean to fight for tobacco control.



A campaign using minibuses in Bagor.



Reclaiming a village from the tobacco industry.

This case study is part of a series highlighting our work with the Bloomberg Initiative to Reduce Tobacco Use in priority countries.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in more than 70 countries to design and implement evidence-based strategies that tackle their most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible. To find out more, please visit www.vitalstrategies.org or Twitter @VitalStrat.