

WHO/CDC TCDAP Proposal - Czech Republic

WATER PIPE IS NOT SAFER WAY OF SMOKING

I. Introduction and Background Information

The Global Tobacco Surveillance System (GTSS) was developed and established by WHO and CDC and is aimed at collecting data through comprehensive surveys focused on different population groups.

The Czech Republic participated from 2002 to 2007 in the GYTS, the GSPS, and the GHPSS. These were the first comprehensive studies specifically focused on smoking in the CR. Previous ones covered the issue of smoking only marginally and insufficiently, GTSS surveys provide important baseline data regarding the current extent of smoking among particular population groups as well as their attitudes and behaviors towards smoking.

One of the substantial findings of the Global Youth Tobacco Survey is the fact that the use of smoking of tobacco products other than cigarettes among school children aged 13 - 15 years increased from 8,5 % in 2002 to 14.5 % in 2007.

It is most likely due to the water pipe (WP) smoking. This increase is also supported by findings in epidemiological surveys focused on the smoking prevalence of adult population (15 +), especially in young age groups. It has been recognized that WP smokers have absolutely insufficient information about risks of WP smoking and they are not aware of its adverse health effects.

II. Purpose and Objectives:

The purpose of this project is an information and educational campaign with the goal to provide general public and first of all youth with relevant information about harm done by WP smoking and to enhance their knowledge of it using appropriate forms to address target groups.

III. Activities and Impact:

During this nine months project the following activities are proposed -

- To organize the Focus group with the aim to assess the current situation as regards the extent of WP smoking among youth aged 15 - 17.
- To prepare and distribute an educational leaflet about risks of WP smoking addressing especially young people.
- To introduce a Web site containing relevant up to date information about risks of WP smoking focused both on youth and adult population.
- To conduct a search on web discussion in the frame of WP smoking groups to have an overview what information especially youth is sharing about WP use.
- To organize a Press Conference to provide journalists with information about results of the project with the aim to draw their attention to the importance of this topic.

IV. Deliverables:

- Educational leaflet about risks of WP smoking
- Web site containing information about WP smoking risks
- Press release

VI. Timeline (nine months starting January (2010))

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| 1 month | Preparation of the leaflet text and focus group |
| 2 month | Focus group, preparation of the Web site |
| 3 month | Edition and distribution of the leaflet |
| 2 - 4 month | Search on the Web discussion groups |
| 3 - 5 month | Spread of the information about the Web pages dedicated to the risks of WP smoking to different Web sites |
| 6 - 8 month | Verification of changes in knowledge about WP smoking risks (Web discussion groups) |
| 9 month - | Evaluation of project results, Press release and Press conference |

VI. Evaluation and Challenges:

Evaluation of the project will be based on the potential changes in knowledge about WP smoking risks (Web discussion groups), on the number of visits of the WP Web pages, and on the response of the media with connection to the Press conference and Press release.

Some challenges may occur during the project, for instance spreading the information about the risks of WP smoking might be not enough effective, low interest of media, and low response from the public.