



Predictors of Quitting in Thailand and Malaysia: Findings From the International Tobacco Control Policy – Southeast Asia Survey.

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The International Tobacco Control Policy Survey for South-East Asia

- ✓ a 5-year longitudinal survey (2005-2009)
- ✓ identify the psychosocial and behavioural effects of national-level tobacco-control policies on adult smokers and adolescents in two developing countries, Thailand and Malaysia.
 - ✓ Thailand is a leader in health promotion and tobacco control, while
 - ✓ Malaysia is still in the process of strengthening its tobacco control activities.

Objective

To study factors associated with quitting and intention to quit among Thailand and Malaysian smokers

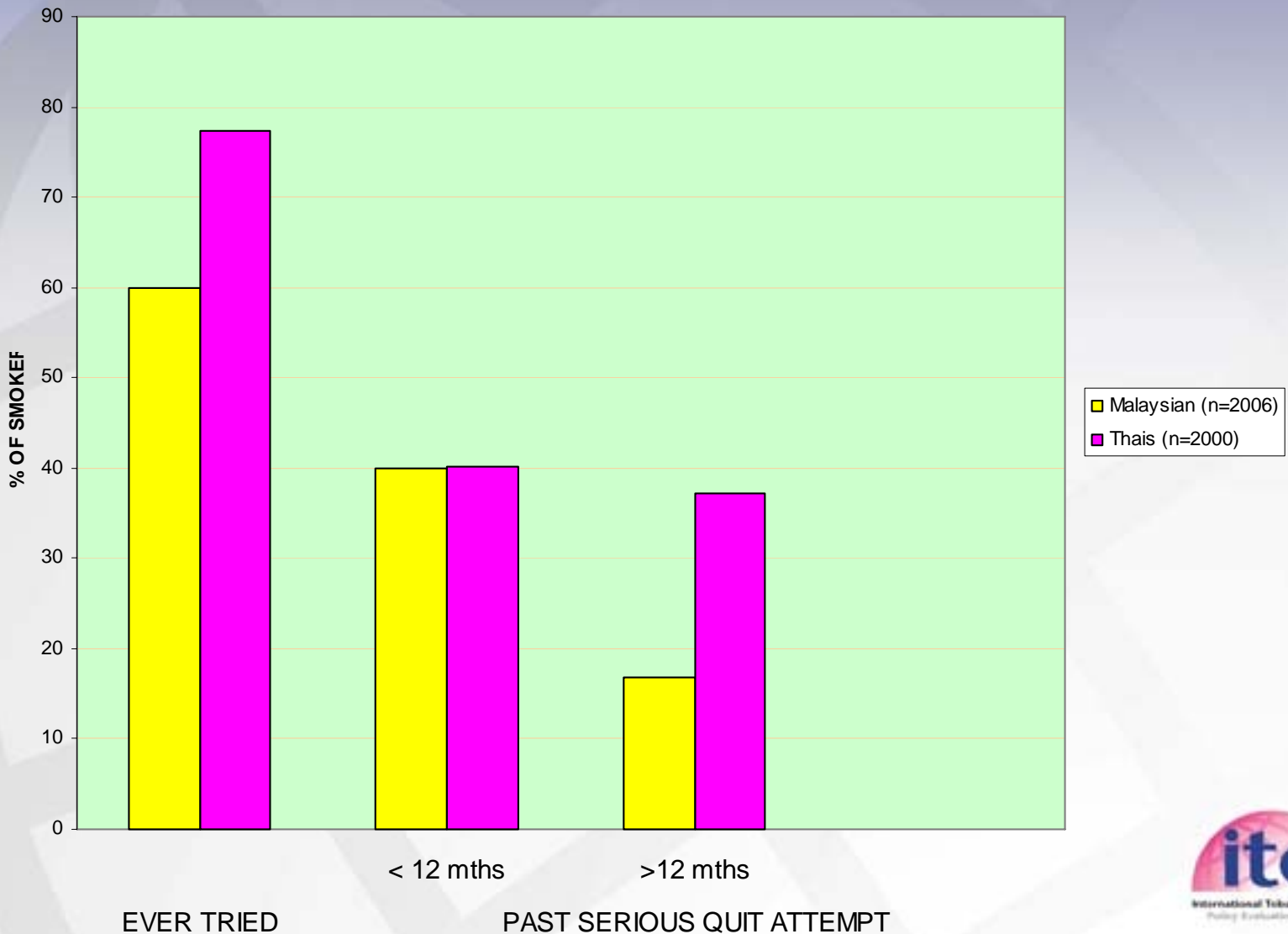
Methodology

- Probability national samples of adult smokers: Malaysia and Thailand
- Face-to-face cohort survey: annual survey waves 2005-08
- Multistage cluster sampling
- Each country: 2,000 adult smokers randomly selected
- Measures of all FCTC demand reduction policies (identical or comparable to all the ITC Four Country Survey)
- First wave data collection in January-March 2005

Core Predictor Variables for Quitting

- Sociodemographic variables
- Beliefs about quitting
 - Intention to quit
 - Self-efficacy of quitting
- Motivational variables
 - Outcome expectancy of quitting
 - Worries about health and quality of life
 - Favourable attitudes about smoking
 - Overall attitude about smoking
- Past quitting history
- Nicotine dependence variables

Past Quitting Activity Among Smokers



Relationship between Quitting Attempts and Demographic variables

Location (Urban/rural)	No	No
Sex	No	Yes
Age Group	No	Yes
Level of Education	No	Yes
Employment Status	No	Yes
Household Income	No	No

Relationship between intention to quit and ever tried to quit

	Malaysia (n=2006)		Thailand (n=2000)	
	Ever Tried to Quit Smoking			
Intention to quit	Yes	No	Yes	No
Next month	8.4	1.8	8.5	2.5
Next 6 months	9.2	2.8	16.1	6.5
Beyond 6 months	52.0	26.3	22.4	12.8
No plans	30.4	69.1	53.1	78.2

Relationship between intention to quit and last quit attempt

	Malaysia		Thailand	
	Last Quit Attempt (months)			
Intention to quit	>12	<12	>12	< 12
Next month	5.5	9.9	6.2	10.6
Next 6 months	2.8	12.5	12.8	19.2
Beyond 6 months	54.5	50.7	23.3	21.4

Relationship between belief that “cigarette has damages your health” and intention to quit

Malaysia

Thailand

Intention to quit

6 >6 No plans

6 >6 No plans

Agree/strongly

Agree (%) 36.2 25.7 10.2

78.7 69.6 57.2

Relationship between “How much benefit you achieve if you quit” and intention to quit

Malaysia

Thailand

Intention to quit

6

>6

No plans

6

>6

No plans

Very much (%)

54.0

48.1

28.8

92.5

93.0

78.8

Reasons that led Malaysian and Thai smokers to think about quitting in the last 6 months.

	Malaysian	Thai
•Personal health	92.1%	91.4%***
•Concern for effect of smoke on others	85.2%	93.9%***
•Society disapproves of smoking	61.9%	85.2%***
•Price of cigarettes	74.9%*	70.6%***
•Smoking restrictions in public places	75.1%*	86.3%***
•Information on health risks	81.5%**	93.4%***
•Warning labels on cigarette packs	60.4%	86.7%***
•Setting an example for children	85.3%*	93.0%***

Conclusion

- Overall, more Thailand smokers attempted to quit. Thais have more favourable pro-health belief compared to Malaysian
- There is a trend indicating a recent increase in interest in quitting among Malaysian smokers, probably linked to the aggressive media campaign in the country.
- Strong and effective tobacco control programme is associated with quitting.

Next Step

- Carry out the 2nd. Wave ITC study concurrently for both Thailand and Malaysia
- Time: August 2006
- Examine the predictors of quitting using the 2 waves dataset.

International Tobacco Control Policy Evaluation Project

<http://www.itcproject.org>

<http://www.roswelltturc.org>



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