



Believable Changes for Complete Smoke-Free City, Changwon.

BEST PROPOSAL AWARD OF COMPREHENSIVE TOBACCO CONTROL IN
CHANGWON CITY USING MPOWER PACKAGE

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I. Summary

Fig 1. Blueprint for Building Complete Smoke-free City Changwon

1. Professional Advisory Council, Research, Public Hearing Session (April 2008 ~ July 2008)

2. Enacting a municipal ordinance for creating non-smoking atmosphere (May 2008 ~ September 2008)

3. Building a Partnership for creating non-smoking atmosphere (September 2008)

4. Educating session and Training program for more participation (September 2008 ~ December 2013)

5. MPOWER initiative driven by Partnership (September 2008 ~ December 2013)

Changwon is one of most important city in Korea industry and has labors and teenagers' ratio as well as smokers' ratio in population is higher than Korean average of it. In particular, the consumption of tobaccos had decrease in 2004 because the central government increased tax of tobaccos, but the consumption has increase since 2005. Therefore Changwon needs synthesized strategies to reduce smokers.

Changwon has tried to become a Healthy city by cooperation with citizen, local communities, and council and which is also the chair of Korean Healthy Cities Partnership. Furthermore, Changwon has made efforts for sustainable development which regard development as harmony human and nature, based on this, Changwon clearly has the advanced planning, numerous experiences and the environmental visions for a Healthy city. Accordingly, Changwon will be able to build A Healthy Environmental Capital city. In the first step for Healthy Environmental Capital city, Changwon has plans to realize "complete smoke-free city" by using MPOWER package of WHO.

To creating complete smoke-free city, Changwon presented the ordinance to creating smoke free city using the results in several questionnaires of citizen and public officials and in meetings of professionals and the MPOWER package of WHO in July 2008. Changwon city council is considering whether this ordinance is legal or not. The ordinance consists of 14 factors in seven fields including in MPOWER. The seven fields are monitoring, protection, offering, warning, enforcement, raise and partnership. The partnership field is additional of MPOWER. Chang-won, henceforth, plans activities in six fields and all activities are managed by Partnership for creating smoke-free atmosphere which will establish in September 2008.

It is necessary for participations of citizen and local communities to succeed Partnership for creating smoke-free atmosphere. However, Korean people did not take in the conduct of government and cooperate with themselves well, since Korean have not exposed to democracy for a long time. To induce active participation of citizen and local communities, the Partnership will exercise in three stages, which are Non-participation, Tokenism and Citizen

Power, based on A Ladder for Participation by Arnstein. The three stages of education and training to improve participation of citizen would have executed from the second of 2008 to 2013.

The Partnership divides in smoke-free Project Team in a public health center and Steering Committee which is made up five people who represent thirty local communities. First, Steering committee divides Advisory Committee which is made up professionals in each field and Education and Training Committee inducing active participation of citizen and local communities. Moreover, there are four executive committees to act the ordinance; Committee for monitoring smoke-free atmosphere, Committee for expanding smoke-free area, Committee for expanding partnership with medical institutions, Committee for smoke-free campaign. First, Committee for monitoring smoke-free atmosphere researches the current of using tobaccos and change of policy related to smoke-free and check closely whether the prohibition of tobacco companies is keeping or not. Second, Committee for expanding smoke-free area plays the role encouraging expansion of smoke-free area in public area such as restaurants, work places with various profit organizations. Third, Committee for expanding partnership with medical institutions plays the role magnifying the private medical institutions where make to take advice easily for smoke-free and supplement for smoke-free. Finally, Committee for smoke-free campaign holds campaigns warning the danger of tobacco every month and taking care members taken in.

All of plans for smoke-free are managed by the Partnership, the project team in a public health center exercises mainly at the first stage, after that if the portion of citizen and local communities are much larger, this role will be less as a assistant or supervisor. All committees are evaluated by each index of the fields at the end of every year.

The project of complete smoke-free city progresses by laying down the ordinance to improve health of citizen and quality of life, stimulating participation of citizen and local communities to realize it and developing systematic education and training programs which are new methods with evaluation index in detail. The purpose of the project is to construct an advanced healthy city and then to improve health of citizen and quality of life. Consequently, the pride of citizen will be able to higher.



II. Mayor's Declaration on Building Complete Smoke-free City Changwon

Changwon is the representative healthy and eco-friendly city in Korea. The city prohibits smoking in every public space to take away the irreversible damage from it and strive to improve the quality of indoor air. To realize this, Changwon try to act with citizen, local communities and public official as blow.

- ✦ Changwon administration put of priority improving citizen health and quality of indoor air in the order of priority
- ✦ Citizen in Changwon willing to take in policies actively related to smoke-free in public area.
- ✦ All citizen and local communities in Changwon play as bridges to creating complete smoke-free

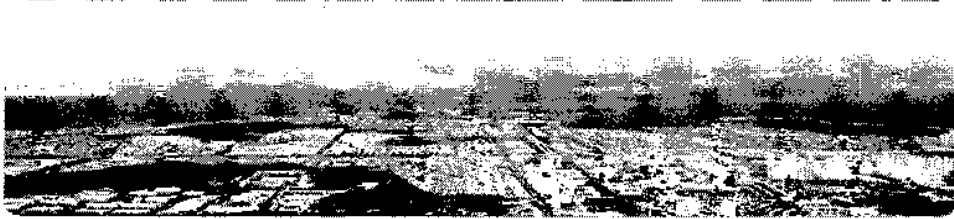


Park Wan-Soo,
Mayor of Changwon City

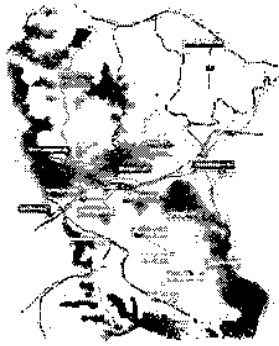
This is a draft of declaration of a Mayor of Changwon City, Park Wan-Soo, will publish at ceremony for establishing Partnership which try to make complete smoke-free area in September 2008

III. Background

1. General information



Topography



*Figure 1
Map of Changwon City*

Changwon is located at the far southeastern end of the Korean Peninsula, together with Masan-city and Busan city.

It is surrounded by Mt. Dam to the northwest (currently, Mt. Cheonju of 656m), Mt. Jeondang to the east (currently, Mt. Bongnim of 567m), Mt. Bulmo to the southeast (802m) and Mt. Jangbok (566m) as well as Mt. Banyong (currently Mt. Palyong of 528m) to the south.

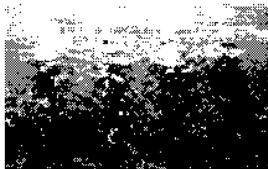
Changwon also has 12.6km of coastline that is adjacent to Masan Bay. From a military perspective, the inland area, which is occupied by low hills less than 100m high, is a very important strategic point. The 13.5km of Changwon's main road is used to connect Sogye-dong to Namsan-dong and divides the southern part, which is occupied by an industrial complex, and the northern part, which is being developed as a new town. As of January 1995, the areas of the three Myeons have been integrated to secure the vast plain region in the Daesan-myeon area.

The total land dimensions of 292.685km² consists of a 14.227km²(4.86%) factory site, 17.530km²(5.99%) of soil, and 54.102km³(18.48%) of other land types.

In terms of waterways, the 5.2km of Naedong Stream from Mt. Dam (Mt. Cheonju), the 7.5km of Changwon Stream from Mt. Jeondan (Mt. Jeongbyeong), the 9.5km of the Nam Stream from both Mt. Bulmo and Mt. Janbok are all flow towards the Masan Bay.

Climate

Located in the area of 35° latitude in the Northern Hemisphere on the East Coast of the Eurasia Continent, Changwon displays distinctive climatic changes per each of the four seasons.



As a temperate region, Changwon exhibits relatively small degrees of climatic differences between summer and

winter seasons and is largely influenced by seasonal winds. The mild temperature of Changwon, which is located at the southern end of the Korean Peninsula, provides a favorable atmosphere for human activities. From the 10-year period after 1980, there has been an average of 116 days with clear weather (32% of a year), and for the 10-year period after 1990, there have been 135 days (37%) with clear weather.

Between 1992 ~ 2001, the average annual temperature and precipitation was 15°C and 1,395mm respectively. The minimum precipitation per annum was recorded in 1994 as 718mm, whilst the maximum precipitation was recorded in 1991 as 2,046mm. The precipitation in 2001 was 1,033mm.

Location

Located in the southern part of central Gyeongsangnam province which occupies the southeastern area of Korean peninsula, Changwon accommodates a large-scale mechanical industrial complex. The Southeast Coastal Heavy Chemical Industrial Complex which connects the areas of Ulsan, Busan, Masan and Sacheon is situated here. Together with the Masan Free-Trade Zone, the industrial complex serves a pivotal role in industrial development of the central regions of Gyeongsangnam-province.

Cities with the same latitude as Changwon include Busan, Gimhae, Masan, Jinju and Gwangju and those in the same longitude include Jinhae, Daegu and Yeongju. In foreign countries, Yakutsk of Siberia, Harbin of Manchuria, Nagasaki of Japan and Wyndham of Australia are also located at the same coordinates of Changwon.

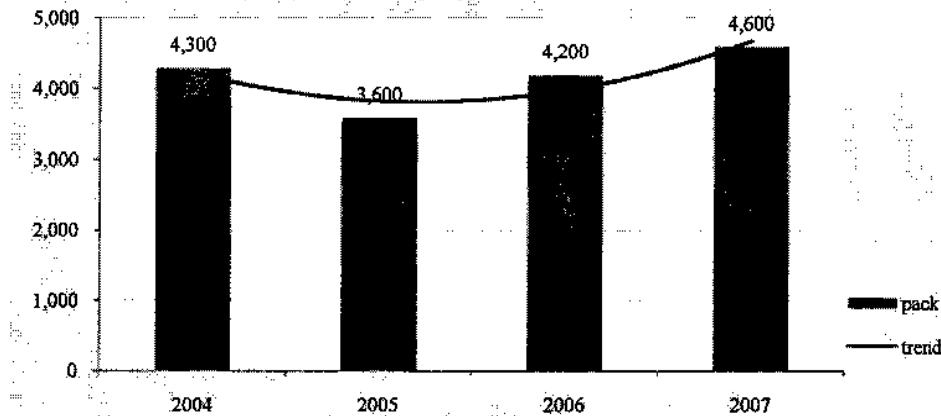
In terms of traffic, Changwon is connected to the Gyeongjeon railway line, Namhae Expressway and Jungbu Inland Expressway. With the opening of the Changwon Tunnel, distance to Busan Metropolitan City has been reduced.

The scope of Changwon has changed in accordance with the development of the municipality. Compared with 1976 when the Changwon Branch Office first opened, the northern end of Changwon changed, while there has been no change in the southern end, except that the end point became extended by 93 sec when the Changwon City Hall opened in 1980. Afterwards, Dong-myeon, Daesan-myeon and Buk-myeon of the old Changwon-gun became integrated into the area of Changwon City, and resulted in the expansion of the eastern, western and the northern ends.

2. Situations regarding using tobacco

2-1. Monitor tobacco use and prevention policies

Fig 2. The Amount of Annual Tobacco consumption in Changwon city



Korea government has increased the price of tobaccos by 40% at the end of 2004. As that increasing results, the selling of tobaccos in Changwon has been decreased in 17%. This proves that the increasing price of tobaccos influences the consumption of tobaccos. However, at the end of 2005, the consumption of tobaccos had been increased again and the consumption recovered the level as when before the price of tobaccos did not increase at the end of 2006. Conclusively, the consumption is raising constantly in this time.(Fig 2)

Changwon is a industrial city and then has higher labors' ratio than other similar cities. Also this means that Changwon has higher adults' ratio. Hence, the city has higher smokers' ratio than average of nation. While the national smokers of adult ratio are 25.3% in 2007, Changwon's is 26.1% and it is 0.8% higher than the average of nation.(Table 1)

Table 1. Smoker ratio of Changwon and National

	Changwon City			National
	2002	2006	2007	2007
Male	43.50%	47.10%	49.70%	42.00%
Female	6.30%	9.00%	2.50%	4.60%
Total	20.30%	22.10%	26.10%	25.30%

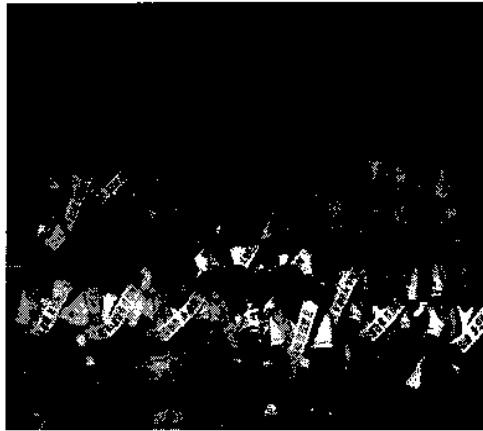


Fig 3, Patrolling of Association for Smoke free culture

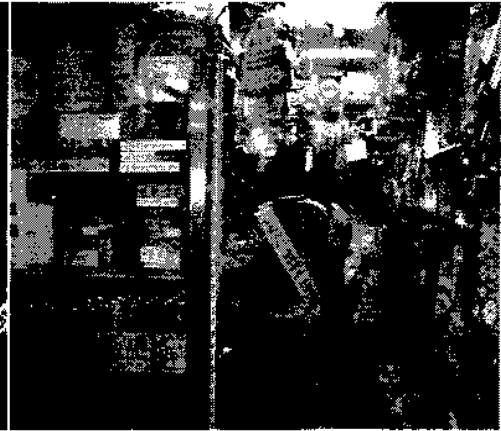


Fig 4, Patrolling of Association for Smoke free culture

Changwon has established Association for smoke free culture, which is trying to prohibit smoking, with citizen and various local communities such as youth organizations, teachers gatherings, mothers gatherings and so on.(Table 2)

Association for good drinking culture patrols once in a month to oversee the selling of tobaccos to teenagers and put the stickers of smoke-free and receive pledges from tobaccos sellers which did not sell tobaccos to young adults.(Fig 3,4)

Sang-Nam Dong volunteers	Road Traffic Authority
Changwon central police station	Changwon western police station
Do-San heavy industries & construction	Hu-San Lions club
Leaders of the rural	Changwon central police station
Female police stand	Sarang medical volunteers
Changwon western police station	Club of Changwon Univ.
Mental health center	

2-2. Protect people from tobacco smoke

To protect non-smokers from second hand smoke, Changwon induces that 16 public areas are divided smoking and smoke-free area or make smoke-free area in a whole according to preference of managers. Changwon also monitors whether smoke-free area of indoor space keep up well or not.(Table 3)

Offices, factories, complex buildings	Stadiums including over 300 individuals
Education institutions	Undergrounds shopping centers
lodging facilities	Schools
gymnastics	Public health center
welfare centers	Airports, wharfs, bus terminal
medical centers	PC bangs, culture facilities
Government agencies	Kinder gardens
restaurants, bakeries	Comic book stores

Now, 974 institutions designate complete smoke-free area such as kindergartens, schools and medical institutions and the 2,674 institutions separate smoking-area and smoke-free area. The public officers keep watch closely these institutions twice in a year. Also, Changwon appoints two parks (Da-Som Children Park and Yong_Gi Lake Park) as complete smoke-free area to induce smoke-free in May 2007.

There was the ceremony to celebrate "creating of self smoke-free Park" and installed smoke-free board at the entrance of the park and several places. Also, self-Observers who made up with public officers, teachers, and neighborhoods are watching to prohibit smoking in these parks. The penalty for smoking is \$30 in the park, 33 people were fined.(Fig 5~8)



Fig 5. Self observers patrolling in smoke-free public park



Fig 6. Self observers patrolling in smoke-free public park

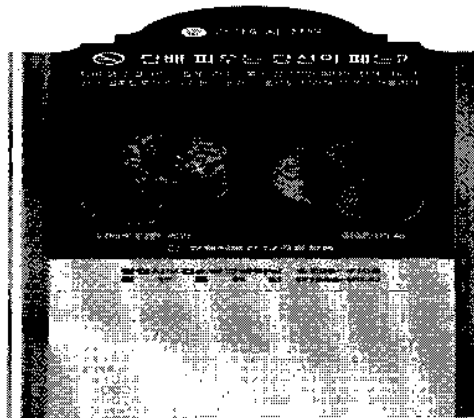


Fig 7. the sign board in smoke-free public park

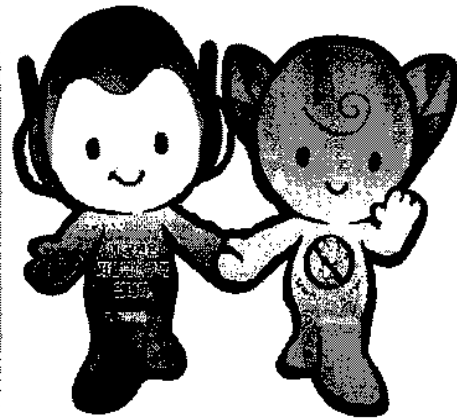


Fig 8. the sign board in smoke-free public park

2-3. Offer helping to quit tobacco use

Changwon opened the smoke-free clinic which arranges programs to help stop smoking. This smoke-free clinic is located at improving health center of public health center. In the clinic, there are ten counselors who help smokers quit smoking and prepare online-counsel programs for people who cannot visit in. Also, there are smoke-free programs for patients who visit Changwon general hospital.(Fig 9) The users of the programs by call have increased by 110%, from 6,470 people in 2005 to 14,219 people in 2007.(Table 4) The users of supplement for smoke-free such as patches, gums, candies, and needles have largely increased.(Table 5) The rates of succeed quitting smoking for six months in 2005 was 34.2% and in 2006,2007 were 43.2%,43.1%.(Table 6)



Fig 9. The smoke-free clinic in Changwon general hospital

Table 4. The numbers of counsels by phone each year (2005-2007) unit: a person

	2005	2006	2007
Counsels	6,740	11,069	14,219

Table 5. The number of supplement for smoke-free prescriptions (2005-2007)

	Patchy	Gum	Candy	Bupropion (T)	Needle
2005	2,222	285	-	679	2,100
2006	2,407	873	129	1,196	4,640
2007	5,551	831	625	7,884	6,566

Table 6. Rates of succeed quitting smoking for six months (2005-2007)

	2005	2006	2007
Succeeding rate(%)	34.2	43.2	43.1

2-4. Warn about the dangers of tobacco

Changwon manages several booths and hands-on centers which inform the warning of tobaccos' damager at many kinds of events, such as athletic, cultural, citizen festivals.(Fig 16) The booths exhibit the pictures and other materials about warning of tobaccos' danger. The hands-on centers put the figures which are damaged by smoking when people look them they realize how dangerous tobaccos are. Association for creating of smoke-free culture that made up with youths, teachers, and parents try to make smoke-free atmospheres and warn the danger of tobaccos through campaigns.

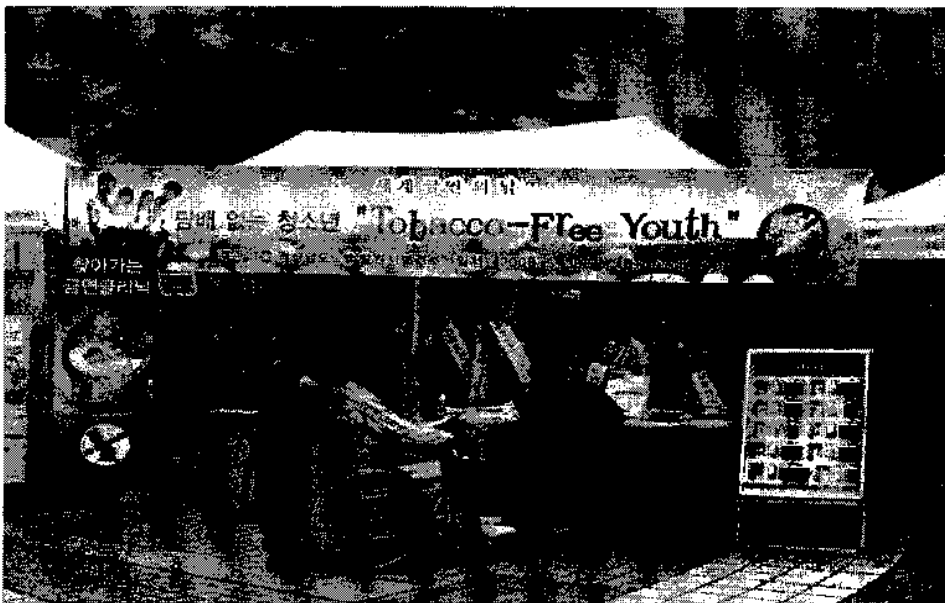


Fig 10. The both of "Tobacco-Free" in the celebration of world smoke-free day

2-5. Enforce bans on tobacco advertising, promotion and sponsorship

Changwon goes campaigns to remove the billboards of tobaccos in school zones and youth sanctuaries with Association for creating smoke-free culture. Until now, approximately twelve billboards of tobaccos were removed in school zones with agreement of advertisements companies. Changwon lay down a municipal ordinance for a smoke-free atmosphere in order to restrict advertisements of tobaccos and supports for tobaccos companies, and these are going to. The ordinance prohibits tobaccos' advertisements on papers and magazines published in Changwon and supports of tobaccos companies for cultural and athletic local events. A seminar held in July 31st 2008, the title of this is 'Believable changes for smoke-free Changwon', it is discussed how to prohibit effectively the advertisements and supports of tobaccos companies and what ordinance lay down for smoke-free atmosphere.



Fig 11. The seminar for creating smoke-free atmosphere and partnership(July 30th 2008)

2-6. Raise taxes on tobacco

The government controls the tax related to tobaccos in Korea. Consequently, Changwon could not increase independently the tobaccos price. Changwon, hereafter, considers that some of the tobacco tax including Changwon budgets spend improving citizen healthy and making smoke-free atmosphere. This table is the tax of tobaccos consumption for each year.(Table 7)

	2004	2005	2006	2007
The tax of tobaccos consumption (\$10,000)	2,804	2,308	2,712	2,993

-17% +17% +10%

IV. Aims and Goals

1. Vision

The vision is "Complete Smoke- Free Environmental Capital City of Changwon"

2. Goal

The goal is "Building Livable Changwon City through partnership based smoke-free city"

3. Strategies

- ✚ Reducing the smoking ratio by helping smokers can quit smoking.
- ✚ Expansion of the smoke-free area for protecting passive smokers
- ✚ Preventing teenagers' smoking.
- ✚ Movement of voluntary restraint for smoke-free with citizens and local communities.
- ✚ Creating smoke-free atmosphere

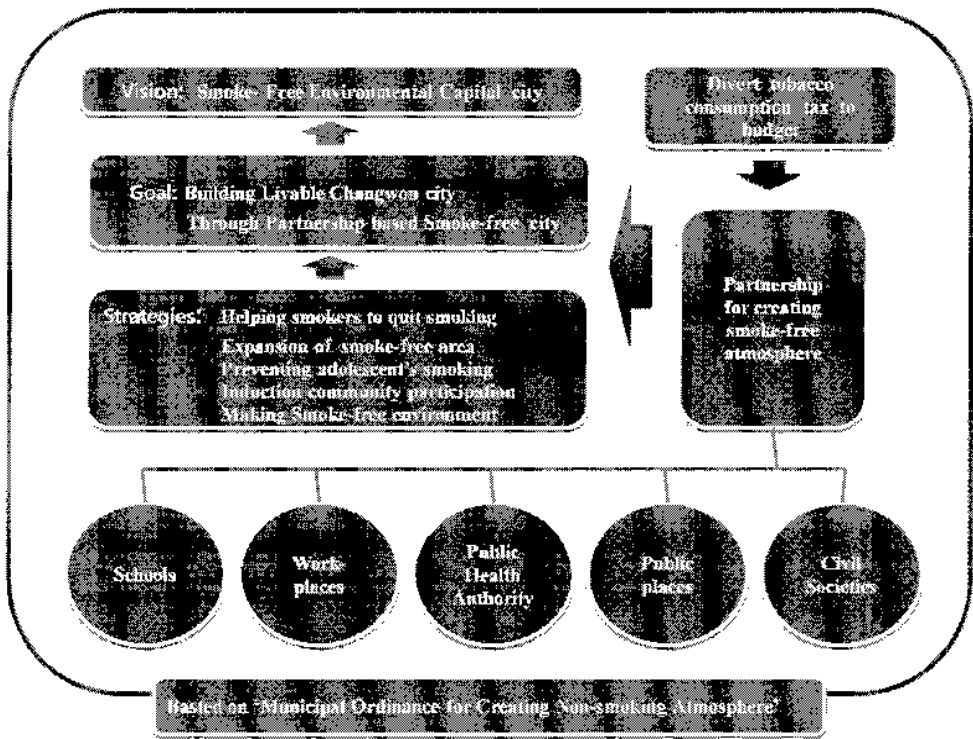


Fig 12. Complete smoke free city plan until 2013

V. Main Strategy: Developing Partnership strategies

1. Definition and Range of Partnership

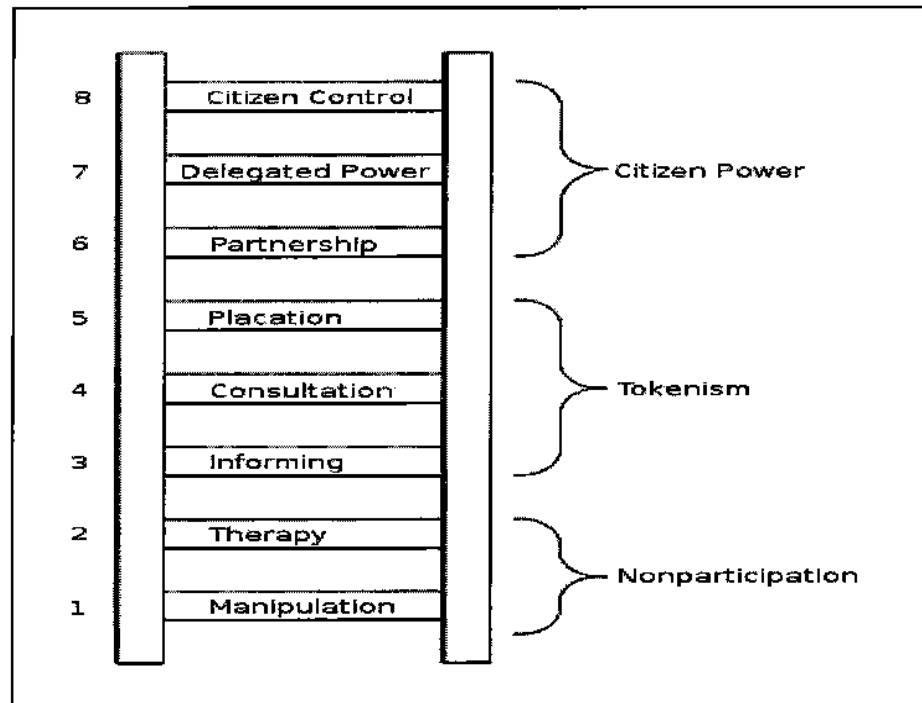


Fig 13.A Ladder of Citizen Participation , Sherry Arnstein, 1969

After Alma-ata declaration, WHO were focusing on several primary health initiatives which were participated by local citizens. The core strategy for City of Health is cooperation and participation by citizens. However, it's not easy work to get participation from citizens. A Ladder of Participation, created by Sherry Arnstein, shows us the process of how to get the participation from people. This ladder has 8 steps, and it can categorize by 3 topics which are Non-participation, Degree of Tokenism, and Degree of Citizen Power.(Fig 13)

At first, **Non-participation step** is explaining or educating the citizens about problems of local community. In this step, we usually do not expect the participation. Second, **Degree of Tokenism step** means listen to voice of citizens, and accept their suggestion. In this step, we help citizens can have a voice. Third, **Degree of Citizen Power step** is delegating authority to citizens and they run the business. We will follow the process of Ladder of Participation for creating the atmosphere for smoke-free.

Changwon has a plan for spreading the atmosphere for smoke-free It will be expand the smoke-free area in public place include in and outdoor. The core strategy for expanding the smoke-free area is citizen's participation and cooperation. Changwon is trying to make a law for encouraging the participation from citizens for expanding the smoke-free area. When congress of Changwon approves that law, it's easier to make a partnership with citizens.

2. Processes for Developing Partnership strategy

2-1. Professional Advisory Council for Developing Partnership

1) 1st meeting. Professional Advisory Council for Developing Partnership had a meeting for possibility of ordinance which can help developing partnership with citizens.



Fig 14. Snapshots of 1st Professional advisory council (7th, April, 2008)

The 1st meeting of professional Advisory Council for developing Partnership, which made by Public Health Center of Changwon and Department of preventive medicine of Kosin University, was held in 7th April 2008. In this meeting, council discussed about approaching method for smoke-free atmosphere and made sure that need for ordinance. (Fig 14)

2) 2nd meeting. Discussed about a draft of ordinance which stand on the basis of Ladder of Participation and MPOWER of WHO



Fig 15. Snapshots of 2nd Professional advisory council (9th, May, 2008)

The 2nd meeting of Professional Advisory Council for Developing Partnership was held on 9th May 2008. In this meeting, council made a draft of ordinance which stand on the basis of MPOWER and the strategy of approaching, which basis on Ladder of Participation.(Fig 15)

Table 8. This is a draft of municipal ordinance.

(1) Open a public hearing for developing partnership with citizens to creating the smoke-free atmosphere, and choosing the volunteer aid agency with financial supports.
(2) Follow up the change of smoking ratio, usage of tobacco, sales of tobacco, policy for smoke-free by regularly.
(3) Preventing the passive smoking by designated the indoor and outdoor of public place to smoke-free area.
(4) Designated smoke-free place like restaurant, bar, game room and so on to Clean Air Zone, and installed the special sign for it.
(5) Open a smoke-free or preventing the smoking of class and run smoke-free PR center.
(6) Made a smoke-free clinic and supports the counseling or supplement of smoke-free.
(7) Restricted the commercial advertisement of tobacco in local media and limited to supports for culture or athletic meeting from Tobacco Company.
(8) Limited the numbers of auto selling machine for tobacco in public place.
(9) Designated smoke-free Park and prohibited smoking in smoke-free park.
(10) Using an some portion of excise on tobacco for smoke-free business or health improvement program.

The municipal ordinance of smoke-free on Changwon is basis on 6 strategies of MPOWER, which are Monitoring, Protection, Offering, Warning, Enforcement and Raise. And these strategies will be executed by partnership with citizens.(Table 8)

3) 3rd meeting. Discussed about range and target of partnership

The 3rd meeting of Professional Advisory Council for Developing Partnership was held on 11th June 2008. In this meeting, council made a list for selection of the partner of local health center. For the selection, council investigated activities of organizations which were in the list. And council selected 30 organizations for partners out of over the 160 organizations which registered in Changwon.(Fig 16),(Table 9)



Fig 16. 3rd Professional advisory council (11th, June,2008)

1. Changwon Doctors Association	2. Changwon Oriental Doctors Association	3. Changwon Pharmacists Association
4. Changwon Dentists Association	5. Changwon Restaurants Association	6. Changwon Beth houses Association
7. Changwon lodgings Association	8. Changwon PC bang Association	9. Changwon Norebang Association
10. Changwon Entertainments Association	11. Association of nurses in Changwon	12. Changwon Patima Hospital
13. Changwon YMCA	14. Changwon YWCA	15. Korea smoke-free Association
16. Healthy life movement	17. Korea Health Care Association	18. Changwon marines
19. Changwon voluntary night guards Association	20. Changwon Volunteers Association	21. Changwon Taxi divers Association
22. Korea Federation for Environment movement	23. Changwon Fire Stations	24. Changwon central Police
25. Changwon western police station	26. Changwon School Nurses Association	27. Changwon houses specialists Association
28. Parents Association for Good Education	29. Youth Guidance Clinics	30. Changwon office of education

2-2. Hold a seminar for creating the smoke-free atmosphere and developing partnership.

Changwon hosted a seminar for developing partnership and made a municipal ordinance on 31 July 2008. The title of seminar is "**Believable Changes for smoke-free Changwon**". Changwon introduced contents of municipal ordinance for creating smoke-free atmosphere and vision of future policy. Over the 200 people include citizens, members of organization, teachers, and students came to the seminar. Additionally Seoul and haewondae-gu of Busan introduced their case of smoke-free policy.(Fig 17) Koh Kwang Wook, professor of college of medicine of Kosin University, Ahn Byung Sun, president of health center of Haewoondae-gu of Busan, Park Jung Rae, director of industrial medicine of Changwon Fatima Hospital, Joh Nam Joo, director of smoke-free department of Seoul attended this seminar.



Fig 17.Snapshots of seminar for creating the complete smoke-free atmosphere

VI. Future Approaches and Activities

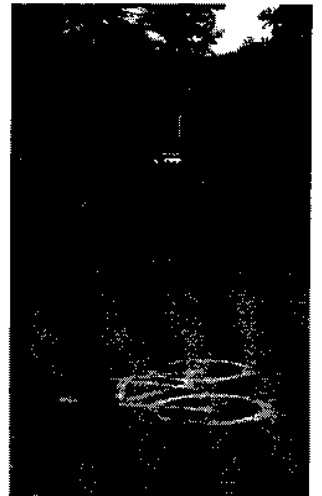
1. Future Approaches

1-1. Trying to build smoke-free city based on municipal ordinance

Changwon is making a municipal ordinance for creating smoke-free atmosphere for fundamental for following smoke-free policies. Now municipal ordinance is taking a process for approve by city council. A municipal ordinance for creating smoke-free atmosphere is basis on MPOWER and 6 polices which were recommended by WHO. Additionally it contains a developing partnership with local organization. We categorized municipal ordinance by 6 policies which were recommended by WHO.(Table 10)

Table 10. Municipal Ordinance for Creating Smoke-Free Atmosphere

(1) Monitoring	Chapter 4. Mayor of Changwon have an authority to do an research of usage of tobacco in Changwon and request data from other department or organization for understanding the situation.
(2) Protection	<p>Chapter 5. Mayor of Changwon have an authority to recommend that Changwon designate park, bus stop, safety zone for children to totally or partially self-control smoke-free area.</p> <p>Chapter 6. Mayor of Changwon have an authority to recommend that Changwon designate restaurant, pub, pc room to smoke-free area for employee and teenagers. And mayor can ask the financial supports for Clean Air Zone and install sign for that.</p> <p>Chapter 11. Changwon can limit the numbers of auto selling machine for tobacco for protecting teenager from smoking in University or other public organization</p>
(3) Offering	<p>Chapter 7. Mayor of Changwon can support the education session for preventing the smoking to school or citizen organization. And if it needs that, mayor can open a session.</p> <p>Chapter 8. Mayor of Changwon can make a partnership with hospital for counseling or treatment for supplement of smoke-free and support it.</p>
(4) Warning	Chapter 7. For public relation, mayor can entrust spokesperson for smoke-free and open a PR center.
(5) Enforce	Chapter 10. Mayor of Changwon have an authority to ask local media for limit the advertisement of tobacco. Mayor also limits to support culture or athletic meeting from Tobacco Company.
(6) Raise	Chapter 12. Mayor of Changwon have an authority to use excise on tobacco for creating smoke-free atmosphere in Changwon. (In Korea, local government does not have an authority for changing tax ration of tobacco, so Changwon will use the portion of excise on tobacco for Changwon.)





(7) Partnership Chapter 13. Mayor of Changwon have an authority to select the person or organization for smoke-free business. Mayor also can support them by financially

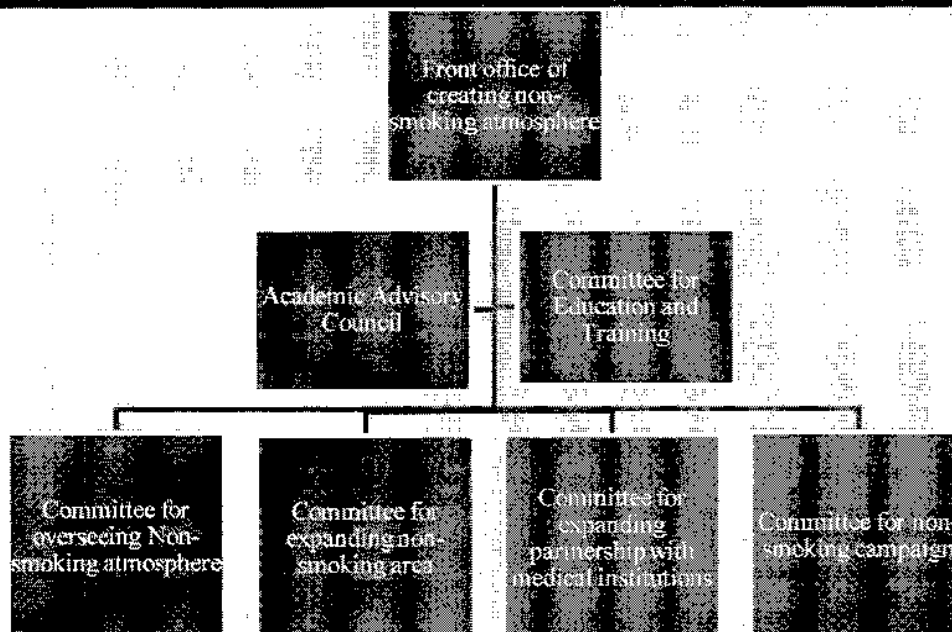
A municipal ordinance is basis on future smoke-free programs of Public health center. Changwon city, Citizens, Various organization will cooperate for smoke-free atmosphere after municipal assembly approve it.

1-2. Building the partnership for creating smoke-free atmosphere

Changwon will make a partnership with citizens and other organization for execute the municipal ordinance and get participation by them. Changwon will build the partnership for creating smoke-free atmosphere and give more authority to them. The role of partnership is get more participation from citizen and local community, and do an education session for smoke-free or other programs. Korea has short history of decentralization of power, and local communities are not active like developed countries. It's not easy work in Korea. So, Changwon will get participation from people by the Ladder of Partnership.

The smoke-free department of public health center of Changwon will be the front office of partnership for creating smoke-free atmosphere. 5 people from 30 organizations, which were selected during the 3rd meeting of Professional Advisory Council for Developing Partnership, will be the representatives for partnership. Academic Advisory Council will be made by 10 experts who entrusted by front office.(Fig 18)

Fig 18. Diagram for partnership of creating smoke-free atmosphere



Education, Training Committee will be made by 10 experts who entrusted by front office. The role of this committee is upgrading the level of participation from citizen and local community basis on Ladder of Partnership. Front office will make a 4 practical committee for executing the municipal ordinance.(Table 11)

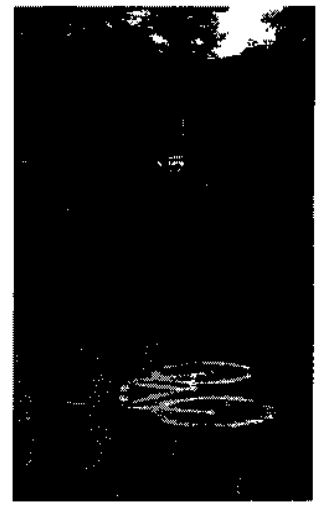


Table 11. The role of the committees in partnership

(1) Committee for overseeing smoke-free atmosphere:	Committee collects data of the usage of tobacco and smoke-free policy in Changwon and publishes it annually
(2) Committee for expanding smoke-free area:	Committee made by local communities and companies and trying to expand the smoke-free area.
(3) Committee for expanding partnership with medical institutions:	Committee made by local doctors, nurse or other health experts and expanding the partnership with hospital for support counseling or supplement for smoke-free. It will need to cooperate with smoke-free clinic in health center.
(4) Committee for smoke-free campaign:	Committee opens a smoke-free campaign to expand how harm tobacco is. Committee will call other organization for help.

1-3. Upgrading the participation level basis on Ladder of Participation

Changwon will call to citizens and local communities that participate more actively the smoke-free business after building the partnership for creating smoke-free atmosphere. Changwon make an 5 years plan for smoke-free business which basis on Ladder of Participation. We categorize the 8 steps to 3 steps. (Non-participation, Tokenism, Citizen Power) (Fig 19)

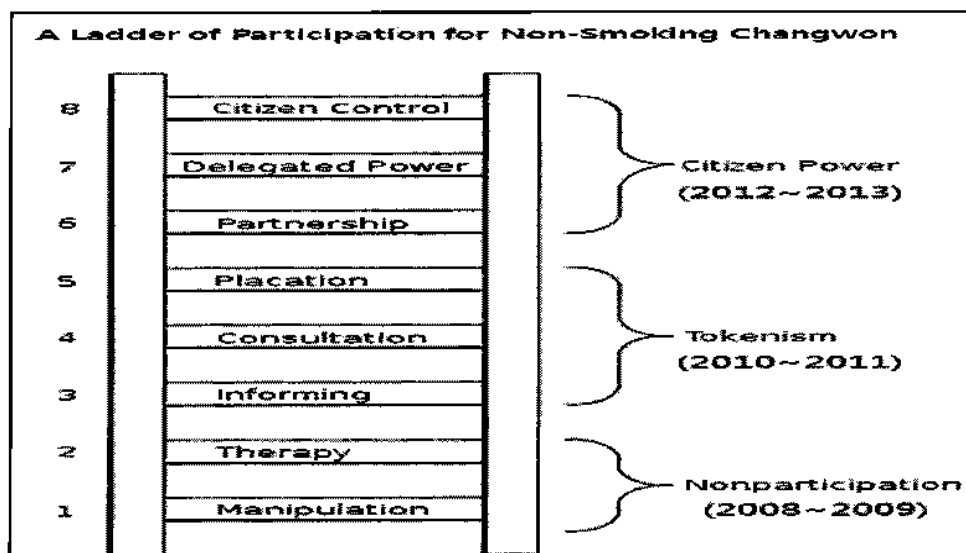


Fig 19. Upgrading participation schedule of Changwon city based on ladder of participation

Table 12. Detailed explanation of ladder of participation into 3 steps

(1) Non-participation step (2008 ~ 2009)

Changwon will prepare to build a partnership with organization in Changwon in 1st step. In this phase, Changwon do not involve the smoke-free business, but support by education or training programs and make a mood for participation, and network for communication. The purpose of education or training program is making organization understand their role and do a case study of success. Changwon will make civic group for smoke-free culture.

(2) Tokenism step (2010 ~ 2011)

2nd step is "hearing" after Changwon get relation with organization when do a education session or training program. In this step, Changwon will provide a information for smoke-free business and gathering the suggestion about business then implement it. For sharing the smoke-free business information, Changwon will send a newsletter by monthly, and open a public hearing. Every December, Changwon will open a meeting for evaluation and gathering the suggestion. Changwon will support civic group for smoke-free culture by financially.

(3) Citizen Power step (2012 ~ 2013)

3rd step is citizens and organizations have an authority for smoke-free business instead of health center. Health center will entrust citizens and organizations of some rights of decision making. Organization will participate to make business plan for smoke-free business, and running the business by main actor. Changwon and health center will support budget and to be a supervisor for organization. Changwon and health center will distribute \$30,000 to organization for supports the business by annually.

2. Future Activities

Changwon prepare the 6 activities for creating smoke-free atmosphere basis on the municipal ordinance. Partnership for creating smoke-free atmosphere will be charge of these activities and health center of Changwon will support the budget. The municipal ordinance is basis on MPOWER.

2-1. Monitor tobacco use and prevention policies

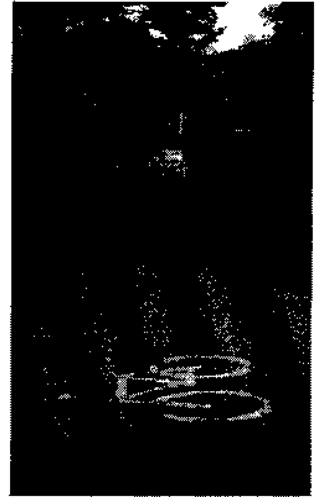
a) Characteristics of effective monitoring system

Good monitoring systems must track several indicators, including (i) prevalence of tobacco use; (ii) impact of policy interventions; and (iii) tobacco industry marketing, promotion and lobbying. Findings must be effectively disseminated so that governments, country leadership and civil society can use them to develop tobacco control policies and build capacity for effective policy implementation and enforcement. Data from monitoring become the most important evidence for advocates of stronger policies. To maintain an effective monitoring system, collaboration is needed among health practitioners, economists, epidemiologists, data managers, government officials and many others. Good management and organization are also necessary, which requires stable and sustained funding. WHO is working with countries to build and expand global- and national-level monitoring systems.

(MPOWER, WHO report on the global tobacco epidemic 2008, pp 24-25)

b) Future Activities of Changwon city to monitor tobacco use based on MPOWER

The municipal ordinance 'chapter 4' indicates monitoring of usage of tobacco and the change of smoke-free policy. Following of chapter 4, the Partnership for creating smoke-free atmosphere will establish the Committee for smoke-free atmosphere overseeing. This committee will gather the information which came from department of Changwon council and will publish it. This is the list of information gathered.(Table 13)



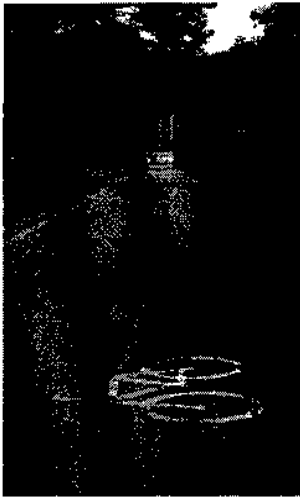


Table 13. Indicator names for smoke-free policy and environment

Indicators	The departments changed	Frequency of census
the ratio of adult smokers	Public health center	Once a year
the ratio of teenagers smokers	Changwon office of education	Once a year
the sales volume of tobaccos	Department of Finance and Economy	Once a year
the tax of tobaccos consumption	Department of Finance and Economy	Once a year
the number of complete smoke-free stores	Public health center	Once a month
the number of proposal related to tobaccos in Assembly	Department of Information and Communication	Once a quarter year
the number of tobaccos advertisement on local media	Department of Information and Communication	Once a month
the number of violations of smoke-free area	Public health center	Twice a year
the number of smoking in smoke-free area	Changwon Police Agency	Once a month
The number of tobaccos selling to teenagers	Changwon Police Agency	Once a month
The number of entries and campaigns of smoke-free	Association for making of smoke-free culture	Once a year
the change of smoke-free clinic users	Public health center	Once a year
The usage of smoke-free supplement in clinic	Public health center	Once a year

Data book of smoke-free will publish in every December.

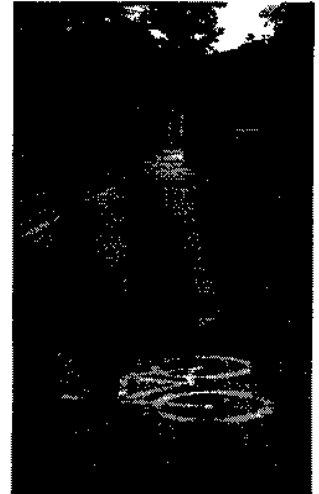
2-2. Protect people from tobacco smoke

a) Characteristics of effective smoke-free policies

Complete prohibition of smoking in all indoor environments is the only intervention that effectively protects people from the harm of second-hand smoke. Full enforcement of smoke-free laws is critical to establishing their credibility, especially immediately following their enactment.⁶⁶ Sanctions for smoking in places where it has been prohibited must be clear and uniformly applied. Fining the owners of establishments where smoking occurs is the most effective way to enforce the law, although individuals who smoke in these establishments can also be subject to sanctions. WHO recommends a step-by-step process as the most effective method to create smoke-free environments.⁶⁶ To begin, governments should prepare educational campaigns for the public and business communities about the dangers of second-hand smoke. After building widespread support for smoke-free spaces, legislation should be drafted and submitted for public comment. (*MPOWER, WHO report on the global tobacco epidemic 2008, pp 25-28*)

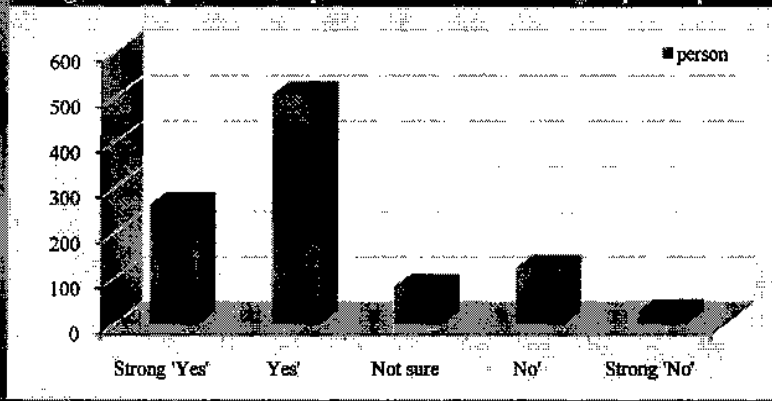
b) Future Activities of Changwon city to protect people from smoking based on MPOWER

Changwon did a 2 researches for use it the basic information that designate public place to smoke-free area. One is that frequencies of citizens expose to smoking in public place, and another one is that asking opinion about designate the public place to smoke-free area. Research period is 16 June 2008 to 25 June 2008. Changwon did a research thought the web site and questionnaires by 1,009 people.(Fig 20,21)



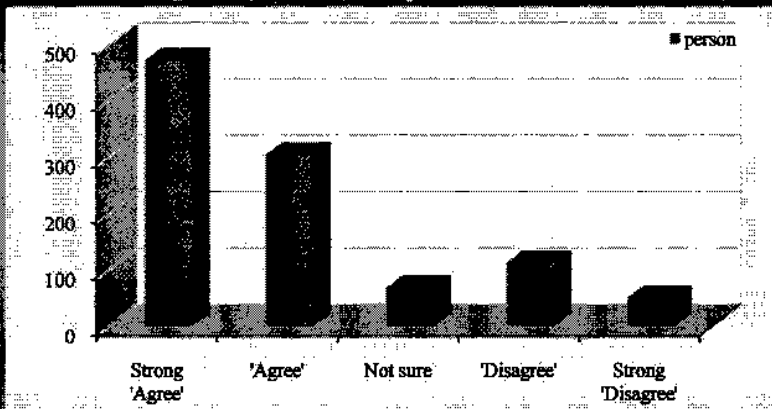
Following the result of 1st research shows that 477 people (47.3%) respond that they are frequently expose to smoking in public place. 302 people (30.0%) answered 'Yes' and 132 people (13.0%) responded 'Not Sure'. We can figure out that 70% of responders is exposed to passive smoking and 30% are frequently exposed to smoking. It shows us that passive smoking is a big problem.

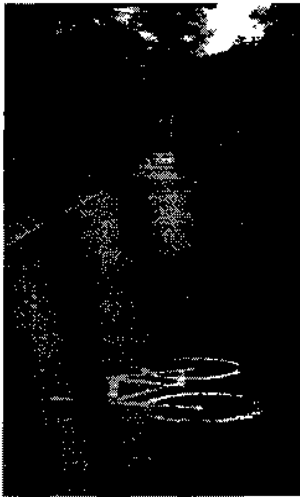
Fig 20. Frequencies of exposed to massive smoking in public place



The result of 2nd research shows that 70% responders (708 people) think that designate the public place to non-smoking area. 52 responders (5.2%) answered 'Not Sure'. 132 responders (13.0%) answered 'Disagree' and 117 responders (11.6%) answered 'Strong Disagree'.

Fig 21. Opinion for complete smoke-free area





Depending on result, Changwon will designate the public place to smoke-free area basis on research data, and will expand the smoke-free area to every work place, bus stop, public transportation, restaurant, bar and other public places. Especially, Changwon cooperate with restaurant association and other food & drinks association to designate restaurant and bar, which are easy to citizen can expose to second hand smoke, to smoke-free area.(Fig 22)

Changwon will call to stake-holder like restaurant association for participation and expand it to other stake holders from 2008 to 2013. Now Changwon selected 30 stakeholders and cooperate for smoke-free partnership. Changwon will expand the partnership to other stake-holder and smoke-free area.

If any work places, restaurant or bar declare smoke-free, Changwon will be called them by "Clean Air Zone" and installed sign for that. Furthermore, they will be promoted in website of Changwon and newspaper by Changwon. Changwon make a plan for creating smoke-free atmosphere during 2009 ~ 2013. Changwon make a goal for every year. Changwon will make a brochure and information letter for smoke-free area and send it to stake-holder by monthly. As written in the municipal ordinance, Changwon will provide an incentives to smoke-free restaurant, bar, and other stakeholders.(Table 14)

For teenagers, Changwon will select 2 junior high schools and 2 high schools as in case for **smoke-free school**. Smoke-free school will run smoke-free clinic, office of counseling, and PR center. Smoke-free school also will do a campaign for smoke-free. Additionally, Changwon select Changwon University to smoke-free campus. Changwon University will designate everywhere in campus to smoke-free area and do not sell tobacco in campus. Banding machine will be removed. Changwon will cooperate with Changwon office of Education for this project.

Changwon will make a **smoke-free street** in Sangnam-dong which is street for a youth. After Changwon designate Sangnam-dong to smoke-free area, if someone smoke or throw it in there, he will have \$30 fine. Changwon will install sign for smoke-free area on every 30m in Sangnam-dong. Changwon will expand the smoke-free area near Sangnam-dong in the future.

Fig 22. Plan for expanding the smoke-free area (2009-2013)

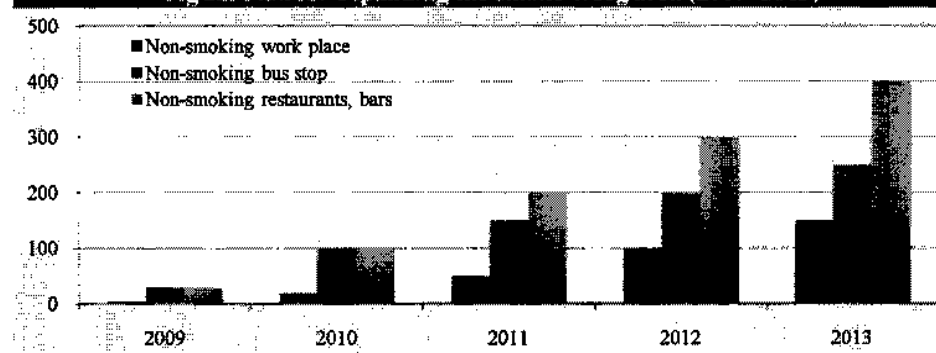


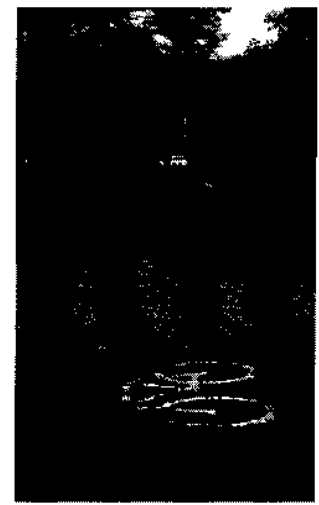
Table 14. Incentive for complete smoke-free workplace

Installing Clean air zone board	Publicity through city website
Publicity through Changwon newspaper	Local tax cut(progressing)
Support to improve the interior	Support to improve the workplace

2-3. Offer helps to quit tobacco use

a) Characteristics of effective offering system

Good offering systems must have some characteristics, including (i) Integrating tobacco cessation into primary health care and other routine medical visits provides the health-care system with opportunities to remind users that tobacco harms their health and that of others around them. (ii) Well-staffed quit lines should be accessible to a country's entire population through toll free phone numbers and waivers of access charges for mobile phone users. Quit lines are inexpensive to operate, easily accessible, confidential and can be staffed for long hours; many tobacco users may be unable or unwilling to call during business hours.(iii) In addition to medical advice and quit lines, effective treatment can also include pharmacological treatment such as nicotine replacement therapy in the form of patches, lozenges, gum and nasal sprays, and prescription medications such as bupropion and varenicline. (MPOWER, WHO report on the global tobacco epidemic 2008, pp 29-32)



b) Future Activities of Changwon city to offer to help to quit tobacco use based on MPOWER

Changwon open the smoke-free clinic in public health center in 2005 where gives smoke-free counseling through face to face and phone and prescripts of supplements for smoke-free. Up to 3,000 people per year visited the clinic and take counsels and over 2,000 people per year use the supplement and needles for smoke-free. About 43.1% succeed quitting smoking for six months and up to 80% satisfy the counsels. Changwon spent about \$300,000 to manage the clinic.

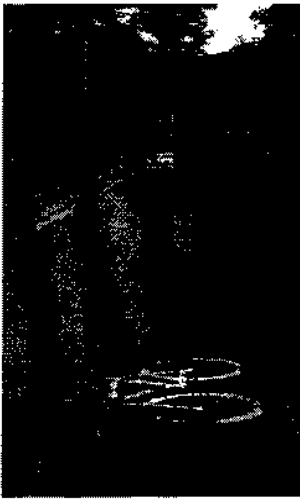
However, it is inconvenient to take the counsel because people must visit public health care center and reserve it. To improve of this, it is allowed to take the counsel and give supplements for smoke-free in every private hospitals and clinics. There are three general hospitals, twenty-one hospitals, 420 clinics, dental services and oriental hospitals in Changwon. According to chapter 8 of a municipal ordinance for smoke-free atmosphere, Changwon will conclude with private hospitals and clinics where would be able to give same services of public health center.(Table 15)

First of all, Changwon will conclude with Patima hospital and open smoke-free clinic services, which win the Ministry of Health and Welfare prize in field of smoke-free hospital and will increase the number of hospital and clinics concluding with.

Changwon will spend about \$30,000 in 2009 to educate members of private hospitals and support publicity and facilities for smoke-free clinic and then will enlarge amount of funds for these enterprises. The funds come from some of tobaccos consumptions tax based on chapter 12 of the ordinance for smoke-free atmosphere. This following is the planning for expansion of the number of private hospitals that could offer smoke-free service in five years.

Table 15. The planning for expand the number of private hospitals giving smoke-free service

	2009	2010	2011	2012	2013
The number of agreement hospitals	1	3	5	10	20
The education of workers in medical	2	5	7	10	15
budget(\$1,000)	30	70	100	200	400



2-4. Warn about the dangers of tobacco

a) Characteristics of effective warning system

Comprehensive warnings about the dangers of tobacco are critical to changing its image, especially among adolescents and young adults. People need to associate tobacco with its extreme addictiveness and dangerous health consequences, and to see it as socially undesirable and negative. Governments, with input from nongovernmental organizations (NGOs) when possible, should launch anti-tobacco counter-advertising campaigns in all forms of media to publicize the full extent of tobacco's dangers. Health warnings on the packaging of all tobacco products are guaranteed to reach all users. Tobacco manufacturers have always used packaging as a platform to reinforce brand loyalty and users' perceived selfimage, particularly among young people.

(MPOWER, WHO report on the global tobacco epidemic 2008, pp 33-35)

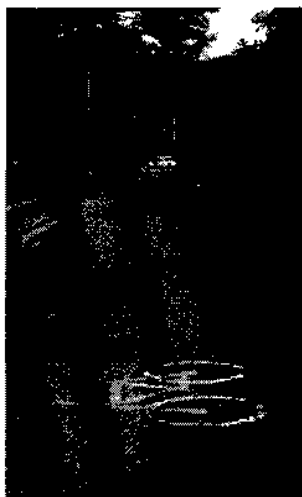
b) Future Activities of Changwon city to warn the dangers of tobacco based on MPOWER

Changwon hold the campaigns that warn the danger of tobaccos once a month with Association for Smoke-free culture consist of 13 local community associations. Changwon hold more campaigns in every Friday sponsored by Steering Committee of smoke-free campaign. The entry associations take in by dividing in each month, the campaign theme reflects the feature of associations. In particular, on May 31st, the World Smoke-Free Day, all associations and Partnership members, Mayor of Changwon and public officers take part in the campaign to expand recognition of n smoke-free.(Table 16)

Chapter 7 of the ordinance for smoke-free atmosphere indicates installing smoke-free information center and appointing public relation ambassadors of smoke-free. So Changwon installs the smoke-free information center in down town where is located higher accessibility, using the material in public health care center. The roving information centers are able to access schools where many people can come together.

Table 16. The Planning of smoke-free campaigns in 2009

Date	Title	Entry
30th/Jan/2009	Campaigns with worker in medical	Changwon Doctors Association, Changwon Dentists Association, Changwon Oriental Doctors Association , Changwon Pharmacists Association, Changwon Patima Hospital
27th/Feb/2009	Campaigns with worker in service	Restaurant Association Public Bathroom Association Hotel Association Game-room Association
27th/Mar/2009	Campaigns with students and teachers	Changwon office of education Changwon School Nurses Association Changwon Students Association Parents Association for Good Education
24th/Apr/2009	Campaigns with public officers	Changwon City hall officers Changwon Public Health Center
31th/May/2009	Campaigns for celebration of the World Smoke-Free Day	Changwon Mayor and Public Officers Changwon Smoke-Free Partners
26th/Jun/2009	Campaigns with citizen organizations	Changwon Health Care Association Changwon YMCA Changwon YWCA
31th/Jul/2009	Campaigns with women	Changwon YWCA Changwon Semaul Wives Assosiation Changwon Women House
28th /Aug/2009	Campaigns with the disabled	Changwon welfare center Association Changwon the disabled Association
25th/Sep/2009	Campaigns with the aged	Changwon the aged Association Welfare Center of the aged Association Changwon Senior club
30th/Oct/2009	Campaigns with labors	Changwon Ministry Labor Changwon Confederation of Trade Unions
27th/Nov/2009	Campaigns with Voluntarily Associations	Changwon marines Association Changwon Taxi drivers Association Korea Smoke-Free Association
24th/Dec/2009	Campaigns with public offices	Changwon Fire Station Changwon central, western Police



2-5. Enforce bans on tobacco advertising, promotion and sponsorship

a) Advises to implement effective tobacco advertising prohibitions

Policy-makers should announce bans on advertising, promotion and sponsorship, well in advance of implementation. This provides sufficient time for media and other businesses to find new advertisers and sponsors. To reduce tobacco consumption – and in fairness to the media industry as a whole – a ban should be complete. Comprehensive marketing bans must be periodically amended to include innovations in industry tactics and media technology. Industry advertising can also be reduced if companies are not allowed tax deductions for their marketing and promotion expenses as business expenses.

(MPOWER, WHO report on the global tobacco epidemic 2008, pp 36-38)

b) Future Activities of Changwon city to enforce bans on tobacco based on MPOWER

Chapter 10 of the ordinance for smoke-free atmosphere indicates that it is to prohibit tobaccos' advertisements on local newspaper and magazines and support of tobaccos companies for local community events. The Partnership for creating smoke-free atmosphere makes Committee for overseeing smoke-free atmosphere and controls advertisements and supports of tobaccos companies. The Committee for overseeing smoke-free atmosphere is made up citizen and local communities that are recommended by administer department of Partnership. This has to report to the condition in once a month to administer department of Partnership

2-6. Raise taxes on tobacco

In Korea, the central government controls the price of tobaccos, so the Changwon mayor cannot increase the tobaccos price. However, Changwon use the tax of tobaccos consumption as city budget. Therefore Changwon makes chapter 12 of the ordinance for smoke-free atmosphere induce some of tobaccos consumption tax spent to creating smoke-free atmosphere

The part of tax spends to exercise Partnership for creating smoke-free atmosphere and smoke-free project of public health center. These are checked once a year. The amount of tax deferred money using smoke-free plans will phase up.(Table 17)

Table 17. Estimated diverted budget from tobacco consumption tax(2009-2013)

	2009	2010	2011	2012	2013
the diverted money ration from tax of tobaccos consumption to budget	2%	4%	5%	10%	20%
sum(\$10,000)	60	120	150	300	600

VII. Evaluation Framework

1. Developing Evaluation Framework for MPOWER package

Changwon will lay down a municipal ordinance to creating smoke-free atmosphere based on MPOWER package by WHO, and it is going to use as policy framework. This ordinance is considered the using for evaluation methodology to evaluate the achievements in the first stage. The indicators are derived by studying of department of preventive medicine, medical college of Kosin University Committee for monitoring smoke-free atmosphere presents the result of evaluation once in year, in December. The reports are published by making books and open to the public on website of the city.

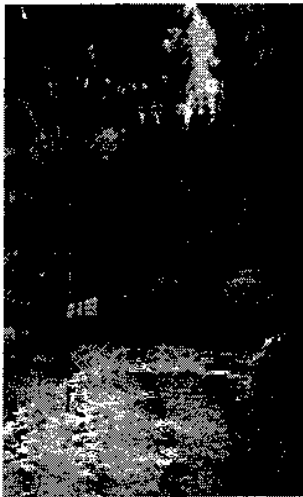
2. Indicators for MPOWER package

The indicators consist of six fields by MOWER

2-1. Monitor tobacco use and prevention policies

To monitor the usage of tobaccos and the regulations related to tobaccos as below.

Indicator	unit
the sales volume of tobaccos in every year	1,0000Pack/Year
the ratio of adults smokers (gender, age, whole)	%
the ratio of teenagers smokers (gender, grade, whole)	%
the cost of tobaccos advertising	\$10,000/Year
the cost of supports of tobaccos companies to society	\$10,000/Year
the number of tobaccos stores	Unit
the number of tobaccos vending machines	Unit
the number of reports related to tobaccos	case/Year
the number of proposals related to tobaccos in Assembly	case/Year



2-2. Protect people from tobacco smoke

To monitor to protect passive smokers from smokers as below

Table 19. Indicators for Protect people from tobacco smoke

Indicator	unit
the explosion of passive smoking in public space	%
the agreement of citizen about complete smoke-free area	%
the number of public space as clean-air zone	Place
the number of smoke-free parks and streets	Place
the budget for advertising of complete smoke-free area	\$10,000/Year
the budget for supports of complete smoke-free area	\$10,000/Year
the number of smoking in smoke-free area	Person/Year
the number of complete smoke-free area	Place/Year
the number of proposal related to tobaccos in Assembly	case/Year

2-3. Offer helps to quit tobacco use

To evaluate how much hopeful for smokers to quit tobaccos as below

Table 20. Indicators for Offer help to quit tobacco use

Indicator	unit
the ratio of attempting to quit smoking	%
the ratio of quitting tobaccos success for 6 months	%
the number of visitor in smoke-free clinics	Person/Year
the number of caller to smoke-free clinics	Person/Year
the number of supplement of smoke-free prescription	-
the budget for smoke-free clinic	\$10,000/Year
the number of private hospitals supports smoke-free services	place
the number of visitor in smoke-free private hospital	building/Year
the budget for smoke-free private hospitals	\$10,000/Year

2-4. Warn about the dangers of tobacco

To evaluate the policies warning the danger of tobaccos to citizen as below

Table 21. Indicators for Warn about the dangers of tobacco

Indicator	unit
the recognition of the danger of tobaccos	%
the number of smoke-free campaigns in every year	Unit
the number of entres smoke-free campaigns	Person/Year
the budget of smoke-free campaigns	\$10,000/Year
the budget of warning tobaccos danger	\$10,000/Year
the number of visitor smoke-free information center	Person/Year
the number of opening of traveling smoke-free information center	-



2-5. Enforce bans on tobacco advertising, promotion and sponsorship

To monitor the prohibition of tobaccos advertisements and supports of tobaccos companies as below

Table 22. Indicators for Enforce bans on tobacco advertising, promotion and sponsorship

Indicator	unit
the number of tobaccos advertisement on local media	case/Year
The money of tobaccos companies supports for society	\$10,000/Year

2-6. Raise taxes on tobacco

To monitor the diverted money from tax of tobaccos consumption to budget of smoke-free enterprises

Table 23. Indicators for Raise taxes on tobacco

Indicator	unit
the tax of tobaccos consumption in every year	\$10,000/Year
the diverted money from tax of tobaccos consumption to budget of smoke-free enterprises	\$10,000/Year



VIII. Conclusion

Changwon is the new industrial city in South Korea which has numerous worksites, public facilities, restaurants and bars, so the rate of workers are relatively high than other cities in Korea. And the so many relative young workers are according to the business friendly policy of mayor himself. Changwon is willing to change from an industrial city to an environmental city that has clean, sustainable and healthy city that focuses on improving citizen's health and quality of life. Changwon put good effort in conventional anti-smoking service like stop-smoking clinic, quitting smoke education. In addition to these efforts, comprehensive smoke-free strategy has been prepared through inter-sectoral collaboration and community participation.

Changwon city has two separated public health organizations. One is Health Promotion Center and the other is Healthy City Team in Public Health Center. Until now practical cooperation and interaction between two organizations has not in mature stage. So the organizational cooperation and inter-sectoral collaboration needs much endeavor and systematic strategy. Although the mayor himself has strong will and commitment toward complete smoke-free environmental capital city, but the experience of partnership based collaboration is only in the way of starting phase. So much effort is needed to building capacity and systematic organization. Especially Changwon city has so many industrial worksite, so there is much need to actively participate worker-related organizations such as Ministry of Labor, Korea Occupational Safety and Health Agency, Industrial Nurse's Association.

Finally good motivation and empowering the staff and stakeholder, systematic implementation and monitoring under technical guiding of academic sector may be good complement to the accumulated capacity of healthy city Changwon toward complete smoke-free city. Especially well organized framework based on the MPOWER Package which already has accumulated worldwide good evidence will make dramatic outcome under the accumulated healthy city experience of Changwon city.