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**ABSTRACT BOOK**

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### SOA19-1196-27 A youth internship program to promote the image of the tobacco industry: a case study from Sri Lanka

PR Vithanage,<sup>1,2</sup> KMN Perera,<sup>1,3</sup> H Wijesuriya,<sup>4</sup> PASC Lakmal,<sup>2,4</sup> CS Perera,<sup>1</sup> AIB Fernando,<sup>1,5</sup> AD Fonseka,<sup>1,5</sup> M Rajasuriya,<sup>1,6</sup> <sup>1</sup>Center for Combating Tobacco, Faculty of Medicine, University of Colombo, Colombo, Sri Lanka, <sup>2</sup>Alcohol and Drug Information Centre, Colombo, Sri Lanka, <sup>3</sup>Faculty of Medicine, University of Kelaniya, Department of Public Health, Kelaniya, Sri Lanka, <sup>4</sup>Centre for Combating Tobacco, Faculty of Medicine, University of Colombo, Colombo, Sri Lanka, <sup>5</sup>Alcohol & Drug Information Centre, Colombo, Sri Lanka, <sup>6</sup>Faculty of Medicine, University of Colombo, Department of Psychological Medicine, Colombo, Sri Lanka, Fax: +94112508484. e-mail: kmanujanp@gmail.com

**Background:** Tobacco industry uses covert strategies to promote their organization and brands. In Sri Lanka, Ceylon Tobacco Company (CTC) holds a monopoly to manufacture and sell cigarettes. Sri Lanka implemented National Tobacco and Alcohol Authority (NATA) Act in year 2006 prohibiting advertisement and promotion of tobacco, generating an unfavorable condition for the tobacco industry. This study aimed to explore the use of a youth internship programme to build the image of CTC.

**Methods:** Fast Track 15 (FT15), the internship program for undergraduates from “diverse areas of business” was launched by CTC in 2010. The internship is provided to 15 selected interns in collaboration with different industrial partners and received media coverage in national print media. Paper articles, Websites, Social media posts and industrial reports were reviewed and content was analyzed to explore the use of words and images to promote the industry image.

**Results:** From its initiation FT15 was implemented for seven consecutive years. The stated aim of the CTC was to attract “the right talent and further positioning themselves as a great place to work”. Even though the selected is to be the ‘best 15’, the method of selection was not reported in any of the documents.

Two banks (Commercial and HSBC) and the largest conglomerate group in Sri Lanka (JKHoldings) partnered with the CTC for FT15, and all three had previous links/business partnerships with CTC. FT15 received a wide positive media coverage in national newspapers which used attractive words such as “unique, best talented, great opportunity, talent, Rewarding, young talented undergraduates”.

**Conclusions:** “Fast Track 15” was used to draw a wide media publicity and engage youth with potential to become corporate leaders in Sri Lanka. National level policy amendments are required to prevent industry influences of this nature if to control tobacco effectively.

### SOA19-1197-27 Civil society organization's involvement in advocating and supporting local governments of Indonesia in smoke-free laws

S Rahma<sup>1</sup> <sup>1</sup>The Union Asia Pacific, Tobacco Control, Tangerang Selatan, Indonesia. e-mail: siti.rahma@theunion.org

**Background and challenges to implementation:** Even though Indonesia has not ratified the Frame Work Convention on Tobacco Control, it has Health Bill No. 30 Year 2009 which mandates the government to protect its people from the dangerous of tobacco smoke in public places. Local governments (415 districts and 93 cities in 34 provinces) should develop local regulation on Smoke-Free Laws (SFLs). Limited local capacity in understanding the comprehensiveness of SFLs was one of the big challenges besides tobacco industry interference in policy making. The Union worked together with Government of Indonesia at the local level through its partnership with civil society organizations (CSOs) in Jakarta, Central Java, West Java, Bali, and East Java with various backgrounds such as faith-based organization, universities and community-based organizations with a targeted population of 137 million people. Besides giving support, CSOs played their role in monitoring and criticizing the SFLs.

**Intervention or response:** The interventions improved local capacity with capacity building; bridged networks and partnerships between CSOs and the government; provided evidence through research, surveys and public opinions; policy advocacy worked; gave assistance in developing and monitoring the SFLs; and worked with media.

#### Results and lessons learnt:

1. Improved local capacity in planning, assisting, and developing strategies
2. Local governments gained support from CSOs in developing and monitoring SFLs; encountered opposition with evidence and data; gained public support through surveys/opinions polls conducted by CSOs.
3. Increased media involvement in spreading information and public education
4. A vast network and alliances from CSOs has made them able to advocate policy change.

**Conclusions and key recommendations:** CSOs have proven their significant role and involvement in SFLs policy advocacy. By maximizing their networks and expertise, they were able to assist, support and advocate local governments in SFLs, tobacco control and other health related issues in Indonesia. The Union has improved local capacity by providing CSOs with tools, comparative studies from other countries and technical assistance.