

Presentation 1:

HKU Youth Quitline: an innovative smoking cessation service model with policy implications

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Summary:

The talk will begin with an overview of the changing prevalence, pattern and risk factors for tobacco smoking in youth smokers in Hong Kong based on the findings from the School-based Survey on Smoking among Students in the past 10 years. The importance of establishing a youth-centred smoking cessation service will be explained with regards to the differences of smoking behaviours and determinants of quitting between youth and adult smokers. The talk will then describe the establishment of the first cessation service targeting youth smokers aged 25 years or younger in Hong Kong—the Youth Quitline—with the support from the Health Care Promotion Scheme in 2005. The process of translating the service model into practices and summarise the service achievement in the past 16 years will be elaborated. Some key research findings from the Youth Quitline will be elaborated, including the evaluation of the service, impacts of tobacco control policy and major events (e.g., COVID-19 pandemic), and the emergence of novel tobacco products like electronic cigarettes and heated tobacco products. These will be followed by the impact of Youth Quitline on promoting public health, smoking cessation services and tobacco control policies (e.g., total ban of alternative smoking products) in Hong Kong. Finally, the talk will discuss about the future directions of Youth Quitline to adapt to the ever-changing tobacco control landscape and social context, including leveraging social media platforms for promoting publicity and service delivery of Youth Quitline, surveillance for emerging tobacco products (e.g., waterpipe smoking), research on novel smoking cessation interventions (e.g., chatbot), and expansion of service into the Greater Bay Area, with the ultimate goal of achieving tobacco endgame in Hong Kong.

Presentation 2:

Health Promoting School as Community Developmental Approach to create better health of our young generation

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Summary:

Priority risk behaviours causing global burden of diseases are often established early in life so the 45th session of the UN Commission on Population and Development has chosen adolescents and youth as central theme. Many published evaluations of school health initiatives have suggested that the way the school is led and managed, the experiences students have to participate and take responsibility for shaping policies, practices and procedures, how teachers relate to and treat students and how the school engages with its local community (including parents) in partnership work, actually builds many health protective factors and reduces risk taking behaviours. Only complex, multi-factorial and innovative activity in many domains (curriculum, school environment and community) with substantial duration would become effective school health promotion programs in changing health behaviours. During the eighties, the World Health Organization has initiated the concept Health Promoting School (HPS) movement moving beyond individual behavioural change and to consider organizational structure changes for health improvement. In Hong Kong, the Centre for Health Education and Health Promotion of the Chinese University of Hong Kong (CHEHP) has developed a comprehensive framework of HPS with indicators for monitoring and evaluation to adopt the HPS approach as an ecological model for health improvement. The WHO framework of HPS is only an outline. Much of work still needs to be done to develop a robust model to fit into the context of school setting. This involves empowerment and capacity of school educators, students and parents as well as other key stakeholders. There is no single determinant factor for health and well-being so services for children and adolescents must be cross-cutting rather than in silos. This project was effective in cascading the effect of HPS by developing a local network of HPS as a knowledge and resource hub. CHEHP was commissioned by Quality Education Fund in 2010 to establish the Thematic Network of Healthy Schools and also engaged in WHO Consultancy to Lao P.D.R to support ProLead Team to build capacity and sustain the momentum for stronger Health Promotion policies and programmes.