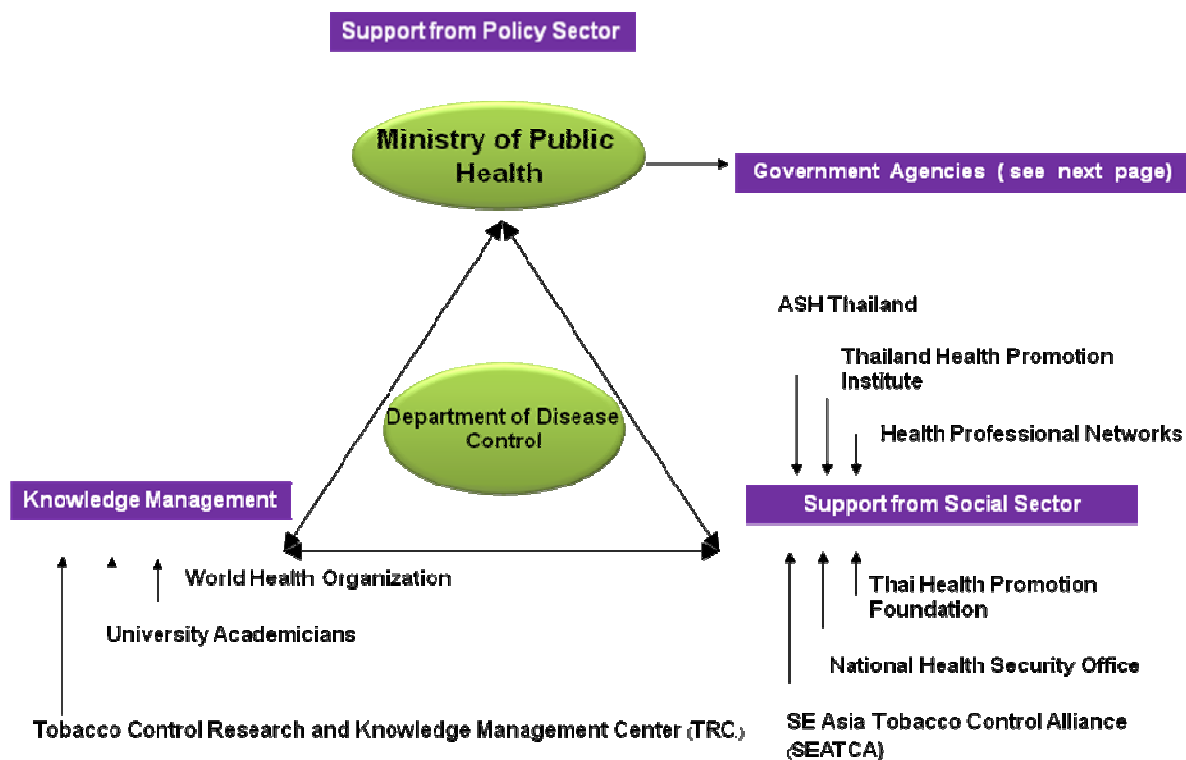


National Strategic Plan for Tobacco Control, 2010-2014 (B.E. 2553-2557)

Rationale

Thailand has advocated for tobacco consumption control for over 30 years through collaborative efforts from all sectors including government, NGOs, and civil societies. Even though there has been good progress in tobacco control operations, there are still some missing or inefficient operations that need to be addressed. Thailand ratified the WHO Framework Convention on Tobacco Control (FCTC) in 2004, the 36th country among the over 170 ratified countries. The FCTC treaty has been effective since 27th February 2005, which obligates treating member countries to abide by the FCTC. Moreover, globalization and the changing societal context has led to increasing complexity of problems in tobacco consumption control. Hence, it is necessary to have more coverage and efficient strategies and measures for tobacco consumption control through collaboration with all relevant sectors. Therefore, the Department of Disease Control issued Order 218/2552 on 10th March, 2009 to appoint a subcommittee and working groups for the development of a national tobacco consumption control plan. Several meetings were organized for the appointed Subcommittees and Working Groups with collaboration from all sectors to prepare the National Strategic Plan for Tobacco Control (as shown in the Figure). Eventually, the National Strategic Plan for Tobacco Control 2010-2014 (B.E. 2553-2557) was developed and approved by the National Committee for Tobacco Consumption Control on 22nd April, 2010.

Participating organizations cooperating for the success of the National Strategic Plan



-Ministry of Finance	-Ministry of Education
-Ministry of Foreign Affairs	-Ministry of Transportation
-Ministry of Social Development and Human Security	-Ministry of Information and Communication Technology
-Ministry of Interior	-Royal Thai Police Bureau
-Office of the Juridical Council	-Office of the Attorney-General
-Thai Health Promotion Foundation	-National Health Security Office
-Sukhothai Thammathirat Open University	

Highlights of the National Strategic Plan for Tobacco Control, 2010-2014 (B.E. 2553-2557)

Vision

“Efficient national tobacco control that continuously adaptable to changes”

Mission

“Support collaborations among tobacco control network to do surveillance in order to protect health of Thai citizen from addiction, morbidity, disability, and mortality caused by tobacco products ”

Ultimate Goals

1. To reduce prevalence of tobacco consumption among Thais
2. To reduce tobacco consumption per capita
3. To establish smoke-free environments to protect the health of Thais

Targets

1. In 2014, the prevalence rate of tobacco smoking among Thai adults and among Thai males (15 years and up), shall be reduced from 2009 by 10%; whereas the prevalence rate of smoking among Thai females shall not increase from the existing rates of the 2009 survey.
2. The per capita per year tobacco consumption shall be decreased not less than 20% from 2009.
3. The rate of other tobacco product (smokeless tobacco) consumption shall be controlled, not to increase from the existing rate of the 2009 survey.
4. By 2014, the rate of secondhand smoke exposure among Thais shall be 50% decreased from the 2009 rate .

National Strategic Plan with 8 strategic areas:

- 1) Prevention of smoking initiation of new tobacco consumers
- 2) Promotion of Cessation and Reduction of Tobacco Use among tobacco consumers
- 3) Harm reduction of tobacco products
- 4) Development of smoke-free environments
- 5) Strengthening and developing national capacity in tobacco control operations
- 6) Controlling the Trade of Illicit Tobacco Products
- 7) Applying Tax Measures for Tobacco Control
- 8) Surveillance and Control of Interference by the Tobacco Industry

Strategic Area No.1: Prevention of Smoking Initiation of new tobacco consumers

This area consists of 3 important strategies as follows:

1. Provision of education to youth and teachers, and promotion of participation by all in tobacco control campaign activities

This strategy consists of 5 activities:

- 1.1 To educate people about health impacts of tobacco and tobacco industry strategies
- 1.2 To provide training and encourage participation among teachers
- 1.3 To implement smoke-free school projects
- 1.4 To establish social networks to campaign for the prevention of smoking initiation among youth and children
- 1.5 To support youth advocacy groups

2. Limiting or preventing appeals to youth smoking initiation

Children and youth are sensitive and easily influenced by media and people around them. This strategy consists of 5 activities:

- 2.1 To control tobacco industry's advertising and marketing
- 2.2 To eliminate tobacco product placement in printed media and electronic media (radio, television, and internet)
- 2.3 To eliminate sponsorship and corporate social responsibility (CSR) activities of tobacco industry
- 2.4 To eliminate smoking appeals by role models, including parents, peers, and celebrities
- 2.5 To eliminate appeals from the new types and flavors of tobacco products introduced into the markets by the tobacco industry.

3. Preventing and eliminating the access to tobacco by youth and children

Preventing youth access to tobacco reduces the chance of direct tobacco use. This strategy includes enforcement of tobacco control laws by emphasizing the following 6 activities:

- 3.1 To prohibit the sale of tobacco products to persons under 18 years of age
- 3.2 To prohibit the sale of tobacco products by vending machines
- 3.3 To prohibit displaying of tobacco products at point of sale
- 3.4 To prohibit the sale of separated cigarettes from the packets or packets containing less than 20 sticks
- 3.5 To prohibit the sale of tobacco products through the postal service or internet
- 3.6 To increase the tax and price of tobacco products

Strategic Area No.2: Promotion of Cessation and Reduction of Tobacco Use among Tobacco Consumers

This area consists of 5 important strategies as follows:

1. Promotion of the cessation of tobacco use

This strategy consists of 4 activities:

- 1.1 To develop social denormalization of tobacco use in Thai societies, particularly among persons over 18 years of age
 - 1.2 To disseminate, publicize, and support the innovations for the reduction and cessation of tobacco use; and to raise smokers' awareness and willingness to use tobacco cessation services
 - 1.3 To develop a system that records tobacco use that can be implemented in health care services at all levels
 - 1.4 To develop a system that records tobacco consumption history and cessation management of all people who come for services at all health facilities levels
- ### 2. Promotion and support for the development of human resources and networks to have sufficient knowledge to help with the cessation of tobacco use

This strategy consists of 4 activities:

- 2.1 To provide and disseminate knowledge including the potential development of personnel about the management of tobacco dependence
 - 2.2 To support funding for development of research on the management of tobacco dependence
 - 2.3 To establish and develop a compensation (incentive) mechanism for organizations and individuals working on tobacco cessation in order to enhance their motivation
 - 2.4 To promote and support the inclusion of tobacco dependence management into health-related curriculum (Medicine, Nursing Pharmacy, Medical Technology, Physical Therapy, Alternative Medicine, and all other Health professions).
3. Promotion and support for the provision of tobacco cessation services through networking in the government and in private settings
- This strategy consists of 3 activities:
- 3.1 To develop a tobacco cessation service system integrated into a nation-wide network, from the community level; in both government and private settings
 - 3.2 To promote access to cessation services of tobacco use
 - 3.3 To develop a system for the management of tobacco dependence in work places and to develop smoke-free workplaces
4. Development of a national standard for the management of tobacco dependence to be used as guidelines for effective management
- This strategy consists of 3 activities:
- 4.1 To develop a national standard for the management of tobacco dependence, and to develop training manuals for health care personnel

- 4.2 To incorporate tobacco cessation services as routine operations in all public health facilities; and make it as one of the criteria for the hospital accreditation system
- 4.3 To strengthen and enhance the quality of the National Quitline organization

5. Promoting, supporting, and facilitating accessibility to pharmaceutical products for the cessation of tobacco use

Although some smokers receive treatment for tobacco dependence without requiring medicines, a large number of them still need medicines for treatment. The cost of medicines is a major obstacle to poor smokers receiving services.

This strategy consists of 3 activities:

- 5.1 To advocate for the inclusion of medicines for tobacco dependence treatment into the national essential drug list and shall be covered by the national health insurance schemes
- 5.2 To push for tobacco dependence treatment medicines be available as “over the counter drugs” or OTC
- 5.3 To promote and support research in developing herbal medicines for the treatment of tobacco dependence as a local Thai wisdom innovation

Strategic Area No. 3 Harm Reduction of Tobacco Products

This area consists of 4 important strategies as follows:

1. Updating the Notification of Public Health Ministry B.E. 2540 (2007) on ingredient disclosure of tobacco products, cigarettes or cigars

This strategy is composed of 2 major activities:

- 1.1 To revise the disclosure report process for tobacco product ingredients
- 1.2 To update the Notification of Public Health Ministry B.E. 2540 (2007) in consistent with the WHO Framework

Convention on Tobacco Control (WHO FCTC), Articles 9 and 10

2. Development of a process for information management of tobacco product ingredients

This strategy is composed of 4 major activities:

- 2.1 To develop report forms for tobacco product ingredients
- 2.2 To develop a Standard Operating Procedure (SOP) for ingredient disclosure report of tobacco products
- 2.3 To develop a process to retrieve and use the information, especially, the confidential information
- 2.4 To set standards for the analysis of tobacco product ingredients

3. Designing a mechanism for tobacco businesses to follow the Notification of the Public Health Ministry

This strategy is composed of 6 major activities:

- 3.1 To establish a responsible office to analyze tobacco ingredients
- 3.2 To draft a Standard Operating Procedure (SOP) for analyzing tobacco ingredients
- 3.3 To develop an auditing system of the tobacco product ingredients reported by tobacco businesses
- 3.4 To develop a survey system for tobacco products available in the market in order to identify and analyze prohibited ingredients
- 3.5 To develop an inspection system to check for harmful ingredients in tobacco products at the production settings
- 3.6 To develop an enforcement system

4. Surveillance and distribution of information on the harmful ingredients of tobacco products.

This strategy is composed of 2 major activities:

- 4.1 To develop a surveillance system and database of tobacco product ingredients
- 4.2 To distribute information on the harmful ingredients of tobacco products

Strategic Area No. 4 Development of Smoke-free Environments

This area consists of 6 important strategies as follows:

1. Revising regulations to make all public places and work places 100% smoke-free

This strategy is composed of 2 major activities:

- 1.1 To revise the non-smoker's health protection laws to be consistent with FCTC, Article 8 and according to the Thai context
- 1.2 To update the Ministry Notification, rules, or related regulations in accordance with the existing non-smokers' health protection law, and proposed revisions of this plan to cover regulations on labor, occupational health, environment and other related laws

2. Promotion and support to ensure law compliance in all designated smoke-free places

This strategy is composed of 4 major activities:

- 2.1 To improve related standards that is supportive to public places, tourist places, sport venues, education venues, religious venues, and work places to be smoke-free which include standards for occupational health and safety, tourism and sport venue, entertainment venue and hotel, education venue, religious venue, HA, HPH, HCA, healthy city and other environments

2.2 To develop a mechanism and supportive system for development of smoke-free places by coordinating activities of the networks/relevant organizations efficiently and systematically both in central and peripheral areas. Networks will have roles in supporting law enforcement/compliance, building organizational and individual capacity for all sectors that work in the area of tobacco control and promoting community participation in supporting smoke-free environment.

2.3 To raise awareness and provide knowledge to organizations that have to comply with the non-smokers' health protection law

2.4 To integrate smoke-free environments practices into different development programmes of government places, education places, religious places, commercial palces, public and sport places, tourist and service places (hotels, restaurants, entertainments) communication and transportation terminals, occupational health and safety projects, and quality of life development projects

3. Changing attitudes of tobacco use in public and work places in order to become the social norm

This strategy is composed of 2 major activities:

3.1 To provide knowledge in order to change social values, and local culture so that “not smoking in households, public, and work places” becomes a Thai social norm. This will be done by providing knowledge through the learning system by various processes and activities of social and community development; and arranging public relations through all media in central and rural areas, and through the available networking systems

3.2 To search for and build individual and organization models that are outstanding in smoke-free environments activities, and recognize their achievements

4. Implementating law enforcement strictly and effectively

This strategy is composed of 2 major activities:

- 4.1 To revise the types and authorities of responsible officers
- 4.2 To revise the processes for effective law enforcement by developing a handbook of law enforcement, an operation plan for law enforcement for all levels, and a coordinating/supporting center of law enforcement and complaints. This is done by coordinating with other relevant organizations to encourage public participation in law enforcement surveillance; for example, through volunteer networks and providing them incentives, fine sharing, or gifts for their successful enforcement.

5. Conducting research and developing knowledge body and evidence-based information in supporting implementation of smoke-free environments and law enforcement

This strategy is composed of 3 major activities:

- 5.1 To support research and development of knowledge body by identifying research needs, supporting research grants, increasing channels to support research in all regions, building up tobacco control research teams and expert teams for tobacco control consultation
- 5.2 To support knowledge exchanges among interested parties both nationally and internationally
- 5.3 To disseminate research results including new knowledge for generating smoke-free environments

6. Undertaking surveillance, monitoring and evaluation of the implementation of smoke-free environments

This strategy is composed of 3 major activities:

- 6.1 To develop information and surveillance systems for smoke-free environments (as part of the national tobacco control surveillance system)
- 6.2 To develop an information system for law enforcement for smoke-free environments

6.3 To develop a monitoring and evaluation system for smoke-free environments

Strategic Area No. 5 Strengthening and Developing National Capacity in Tobacco Control Operations

This area consists of 7 important strategies as follows:

1. Tobacco control policy and leadership development

This strategy is composed of 2 major activities:

1.1 To hold meetings of the National Committee on Tobacco Consumption Control every 4 months, or depending on needed situations, but not less than 3 times a year

1.2 To develop the Thailand's Tobacco Control Policy and Strategy that address specific provisions of the WHO Framework Convention on Tobacco Control (WHO FCTC) as follows:

- Article 5.3: Protection of national tobacco control policy from interference of the tobacco industry by developing government policy or issuing the Ministerial Notification on this area.
- Article 6: Measures for tobacco tax. According to the national strategic plan for tobacco control 2010-2014, there will be an urgent revision to improve tax measures as follows:
 - Revise the cigarette taxing system according to WHO recommendations which use a retail price base
 - Increase the tax of roll your own tobacco/cigarettes so that smokers affected by the higher price of manufactured cigarettes will not switch to lower priced roll your own products
 - Revise the tax calculation system of other tobacco products suitable to the current situation
 - Make attempts to adjust excise tax structure for cigarette and other tobacco products every 2 years

- Make attempts to eliminate cigarettes and other tobacco products as tax free tobacco products sold at tax free stores
- Article 8: Measures for protection of people from exposure to tobacco smoke by expanding 100% smoke-free areas in accordance with the Non-Smoker's Health Protection Act 1992, including strengthening law enforcement.
- Article 11: Measures for packaging and labeling of tobacco products: by issuing the Ministerial Notification under the Tobacco Products Control Act 1992 to have the Quit Line service phone number 1600 printed on cigarette package; to update health warning pictures on the cigarette packages every 2-3 years; and to have relevant regulations strictly enforced, especially the warning pictures on packages of roll your own tobacco
- Article 13. Prohibiting tobacco advertising, promotion and sponsorship by the tobacco industry: by developing policy or issuing Ministerial Notifications to prohibit all government sectors from accepting support of activities for corporate social responsibility (CSR) from the tobacco industry; or CSR can be done but without publicizing.
- Article 14. Provision of cessation services for tobacco consumers by expanding services through primary health care facilities, integrating tobacco cessation into health insurance system (UC), advocating for inclusion of tobacco cessation medicine, the first-line drug, on the **National** Essential Drug List, improving referral system from primary, through tertiary level services for those who seek tobacco cessation and who wish to use the quit line phone services.
- Article 15. Controlling illicit trade of tobacco products by developing surveillance system and mechanism
- Article 16. Prohibition of sales of tobacco products to and by youths. In Thailand, prohibition of sales of tobacco products

to persons under eighteen (18) already exists. However, prohibition of sales of tobacco products by persons under 18, as well as prohibition of sales of separated sticks of cigarette from packets is still not enforced. Advocating for these lacking measures shall be adopted by 2014.

2. Developing an organizational structure and management systems for tobacco control

This strategy is composed of 2 major activities:

2.1 To develop a structure and management system for the central government's tobacco control office, the Bureau of Tobacco Control, Department of Disease Control.

2.2 To develop a structure and management system at peripheral level by establishing Provincial Tobacco Control Committees. The committee must include relevant government officials, representatives from the civil societies and those involved in tobacco control so that the National Committee of Tobacco Consumption Control's recommendations will be well implemented at regional and provincial levels.

3. Developing the surveillance, monitoring and evaluation systems for tobacco control

This strategy is composed of 2 major activities:

3.1 To develop and establish the national tobacco surveillance system covering the following:

- Demand side surveillance: collecting/reporting information on tobacco consumption, tobacco-related morbidity and mortality
- Supply side surveillance: collecting/reporting information on illicit trade of tobacco products
- Tobacco industry surveillance: vigilance on the interference with government policy, corporate social responsibility (CSR), and promotion/advertising by the tobacco industry. In 2010-2014, a comprehensive surveillance pilot project for

tobacco control will be initiated before expanding to cover the whole country.

- To strengthen surveillance of compliances of the provisions of the Non-Smoker's Health Protection Act B.E. 2535 (1992) and the Tobacco Products Control Act B.E. 2535 (1992).
- To have tobacco surveillance system at provincial, regional, and national levels
- To systematically integrate the tobacco control surveillance operated by various organizations

3.2 To evaluate the impacts of tobacco control policies by measuring tobacco consumption rate, tobacco-related morbidity and mortality rates

4. Measures to support research and knowledge management on tobacco control

This strategy is composed of 4 major activities:

4.1 To support research in accordance with the WHO FCTC by priorities in order to support policy development and operations with respect to needs urgency.

4.2 To provide knowledge management for tobacco control in accordance with the WHO FCTC.

4.3 To disseminate research results to organizations and related persons in tobacco control for the development of programme implementation.

4.4 To disseminate knowledge and research findings to the public

5. Capacity building and expanding networks for tobacco control in various sectors

This strategy is composed of 3 major activities:

5.1 To initiate capacity building development for tobacco control at the provincial level so that provincial plan for tobacco control can be developed based on evidence.

5.2 To develop capacity of public health human resources professional networks, and of health teaching institutes to include knowledge on tobacco control

5.3 To make efforts to include tobacco control contents in both formal and educational systems in order to reach people of all ages and all levels

6. Capacity building and expansion of collaborative network for tobacco control at provincial level

This strategy is composed of 3 major activities:

6.1 To develop collaboration mechanisms for tobacco control among ASEAN countries by:

- To push tobacco control as an agenda of the ASEAN Public Health Ministerial meeting
- To make efforts to have a joint tobacco control policy/ strategies out of the ASEAN Public Health Ministerial Meeting

6.2 To develop human resource capacity on tobacco control, in accordance with WHO FCTC, in ASEAN countries .

6.3 To initiate process for the the designation of the WHO Collaborating Center for Tobacco Control.

7. Improving tobacco laws and strengthening law enforcement

This strategy is composed of 4 major activities:

7.1 To revise and strengthen Tobacco control Acts, Ministerial Notifications, regulations and other related tobacco control rules.

7.2 To develop/strengthen capacity of tobacco law enforcers

7.3 To inform implementers on legal measures in accordance with tobacco control laws

7.4 To campaign, disseminate, and publicize information of tobacco control laws

Strategic Area No. 6 Controlling the Trade of Illicit Tobacco Products

This area consists of 4 important strategies as follows:

1. Appointment of a National Committee for the Prevention and Suppression of Illicit Tobacco Products

This strategy is composed of 5 major activities:

1.1 To establish policies, plans and strategies for illicit tobacco products prevention and suppression, including control of tax invasion of tobacco products as well as overall monitoring of the operations

1.2 To establish monitoring and resolution mechanisms for addressing problems of illicit tobacco products

1.3 To establish collaborating mechanism among government, NGOs and individuals involved with illicit tobacco product problems

1.4 To develop a survey tool and conduct random surveys time to time to identify illicit tobacco products available in the market in order to assess the illicit tobacco product trade situation

1.5 To design guidelines for long-term operations through revising regulations that favor illicit trade of tobacco products

2. Supply chain control

This strategy is composed of 7 major activities:

2.1 To establish appropriate systems and rules for insurance of permissions

2.2 To establish identification and verification mechanisms for business owners

2.3 To establish an investigation and monitoring system

2.4 To ensure complete and accurate record keeping of all business documents.

2.5 To develop security and preventive measures

2.6 To prevent trade of tobacco products through the internet or other means of telecommunications.

2.7 To revoke tax-free provisions in tax-free zones and in duty-free shops.

3. Measures for offenders and their penalties

This strategy is composed of 8 major activities:

- 3.1 To indicate law's/regulation's violations as criminal offences
- 3.2 To indicate law's violations as corporate's offences
- 3.3 To revise level of penalties according to the severity of the offence.
- 3.4 To indicate standard measures for investigation of violation and for evidence collection
- 3.5 To establish measures for property dispossession and confiscation.
- 3.6 To collect amount of taxes equivalent to the amount of tax losses
- 3.7 To destroy confiscated tobacco products and production equipment
- 3.8 To develop techniques for special investigation

4. International Cooperation

This strategy is composed of 4 major activities:

- 4.1 To have information sharing among countries
- 4.2 To collaborate coordination and with international agencies
- 4.3 To designate areas of authority beyond that for criminal offences
- 4.4 To establish collaboration in law enforcement

Strategic Area No.7: Tax Measures for Tobacco Control

This area consists of 3 important strategies as follows:

1. Revision of the tobacco tax structure

This strategy consists of 6 activities:

- 1.1 To increase tobacco taxation rates as appropriate
- 1.2 To increase taxation rates for other tobacco products, both for specific rate and ad valorem rates
- 1.3 To revise tobacco law to include local varieties of tobacco to be taxed under current tobacco laws
- 1.4 To revise the entire system for the tobacco tax structure; for example, using mixed rate that is specific rate together with ad valorem rate based on retail price (EU system)

1.5 To revise tax rates, and the base used for tax calculation; by improving tobacco law to be more efficient in preventing tax evasion by setting the price lower than the actual one, by tobacco companies.

1.6 To communicate with the public to raise their understanding about the impacts of tax increases on tobacco trades

2. Revision of tobacco tax collection system for the increasing efficiency of tobacco control

This strategy consists of 7 activities:

2.1 To set and control on the minimum price of cigarettes

2.2 To increase fees for cigarette sale licenses

2.3 To prohibit individual from manufacturing or importing or owning machines and equipment for producing tobacco products, except with the permission from the Director General, Excise Department

2.4 To increase penalties

2.5 To amend the Tobacco Law with the clear tax point designation

2.6 To improve the review process of the price structure and value setting of tobacco products

2.7 To revise the Tobacco Law to have taxing system that will allow self-assessment with accounting that can be retrospectively examined

3. Reduction of tax benefits related to tobacco products

This strategy consists of 4 activities:

3.1 To reduce the duty exemption for travelers who import or export unprocessed tobacco or shredded tobacco, no more than 500 grams, without tobacco tax stamp

3.2 To restrict importing duty free tobacco by individuals to no more than 200 cigarettes, or cigars or shredded tobacco of 250 grams each, or at maximum 250 grams in combination of all types of tobacco with no more than 200 cigarettes; and to

allow only that amount per person per day at border checkpoints of entry to Thailand

3.3 To reduce duty free exemption for the amount of no more than 200 cigarettes; or cigars or shredded tobacco not more than 250 grams each; or at maximum 250 grams in combination of all types of tobacco with no more than 200 cigarettes; purchased at the special probationary trade zone located in the customs airport, according to the Customs Law

3.4 To exclude tobacco from Free Trade Agreements (FTAs) products list

Strategic Area No.8: Surveillance and Control of the Tobacco Industry

This area consists of 7 important strategies as follows:

1. Prevention of tobacco industry's interference in the national tobacco control policy

This strategy consists of 2 activities:

1.1 To raise awareness among organizations and governmental agencies about the tobacco industry's strategies in manipulating individuals, groups, and networks openly and secretly

1.2 To issue Ministerial or National notifications/announcements regarding the prevention of the tobacco industry's interference

2. Examination of the tobacco industry that includes transnational tobacco companies, Thai Tobacco Monopoly, their front groups and vested interests

This strategy consists of 2 activities:

2.1 To perform regular surveillance and surveys of transnational tobacco companies and the Thai Tobacco Monopoly (TTM) regarding structural changes of their public relations; their contacts with governmental agencies and tobacco control organizations; and their corporate social responsibility policies/activities

- 2.2 To conduct regular surveillance and survey of tobacco industry vested interests such as tobacco grower associations, tobacco wholesaler associations, retail shops, convenient stores, and supermarkets
3. Surveillance and taking action on new types of tobacco products such as smokeless tobacco, flavored tobacco, and alternative tobacco products
 This strategy consists of 3 activities:
- 3.1 To issue ministerial announcements/notifications prohibiting importation, manufacturing, and sales of new types of tobacco products such as smokeless tobacco, flavored tobacco, and alternative tobacco products
- 3.2 To inform the public regarding the threat from tobacco industry
- 3.3 To create surveillance networks at all levels, including community level
4. Surveillance and taking action on new types of marketing
 -To take social and legal action on new types of marketing or below the line marketing (marketing activities with shrew tactics or not undertaken through regular media channels such as direct sales, direct marketing, promotional activities, or sales by sales staff)
5. Surveillance and taking action on corporate social responsibility (CSR) by the tobacco industry and the Thai Tobacco Monopoly (TTM)
 This strategy consists of 3 activities:
- 5.1 To conduct advocacy research on the tobacco industry's CSR
- 5.2 To apply governmental regulations derived from the FCTC Article 5.3 in banning the tobacco industry from publicizing their CSR activities

- 5.3 To campaign, creating trend to understand tobacco industry's CSR tactics
6. Tobacco denormalization
 This strategy consists of 2 activities:
- 6.1 To perform surveillance on appealing approaches and glamorization of tobacco use
- 6.2 To educate, inform, and advocate the public to create a standard that tobacco use is not the social norm
7. Litigation
 This strategy consists of 2 activities:
- 7.1 To create surveillance of law violations by the tobacco industry and TTM
- 7.2 To take legal action against the tobacco industry for law violations and disseminate news of these actions to public media

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APPENDIX

Sub-Committee on Developing the National Strategic Plan for Tobacco Control, B.E. 2553-2557

1.	Prapon Tangsrikertikul	Deputy Director General, Department of Disease Control	Chair
2.	Panuwat Panket	Director, Bureau of Non-communicable Disease Control	Vice-chair
3.	Hatai Chitanondh	President, Thailand Health Promotion Institute	Sub-committee
4.	Prakit Vathesatogkit	Executive Secretary, ASH Thailand	Sub-committee
5.	Sawat Ramaboot	WHO Country Office for Thailand	Sub-committee
6.	Chai Krittiyapichatkul	WHO Country Office for Thailand	Sub-committee
7.	Wiroj Weerachai	Director, Thanyarak Institute	Sub-committee
8.	Nuntavarn Vichit-Vadakan	Dean, Faculty of Public Health, Thammasat University	Sub-committee
9.	Lukkhana Termsirikulchai	Faculty of Public Health, Mahidol University	Sub-committee
10.	Naowarut Charoenca	Faculty of Public Health, Mahidol University	Sub-committee
11.	Siriwan Pitayarangsarit	Director, Tobacco Control Research and Knowledge Management Center	Sub-committee
12.	Katha Bunditanukul	Pharmacist Network Against Tobacco	Sub-committee
13.	Suthat Rungruanghiranya	Faculty of Medicine, Srinakharintarawiroj University	Sub-committee
14.	Suchada Tungthangthum	Sukhothai Thammathirat Open University	Sub-committee

15.	Kitti Gunpai	Faculty of Mass Communication, Chulalongkorn University	Sub-committee
16.	Bungon Ritthiphakdee	Southeast Asia Tobacco Control Alliance	Sub-committee
17.	Thayaroch Tippayawong	Thanyarak Institute	Sub-committee
18.	Chonlathan Visaruthvong	Excise Department, Ministry of Finance	Sub-committee
19.	Sumalee Satitchaicharoen	Fiscal Policy Office, Ministry of Finance	Sub-committee
20.	Sunida Preechawong	Faculty of Nursing, Chulalongkorn University	Sub-committee
21.	Churit Tengtrisorn	Director, Bureau of Tobacco Control	Sub-committee
22.	Juree Usaha	Bureau of Tobacco Control	Sub-committee
23.	Sirichai Phantana	Bureau of Tobacco Control	Sub-committee
24.	Seranee Julasereekul	Bureau of Tobacco Control	Sub-committee
25.	Sarunya Benjakul	Bureau of Tobacco Control	Sub-committee
26.	Pensom Jumriangrit	Bureau of Tobacco Control	Sub-committee