

The 49th Asia-Pacific Academic Consortium for Public Health Conference

APACPH 2017

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The Age of Shifting Paradigm

SDGs, New Approach For Public Health

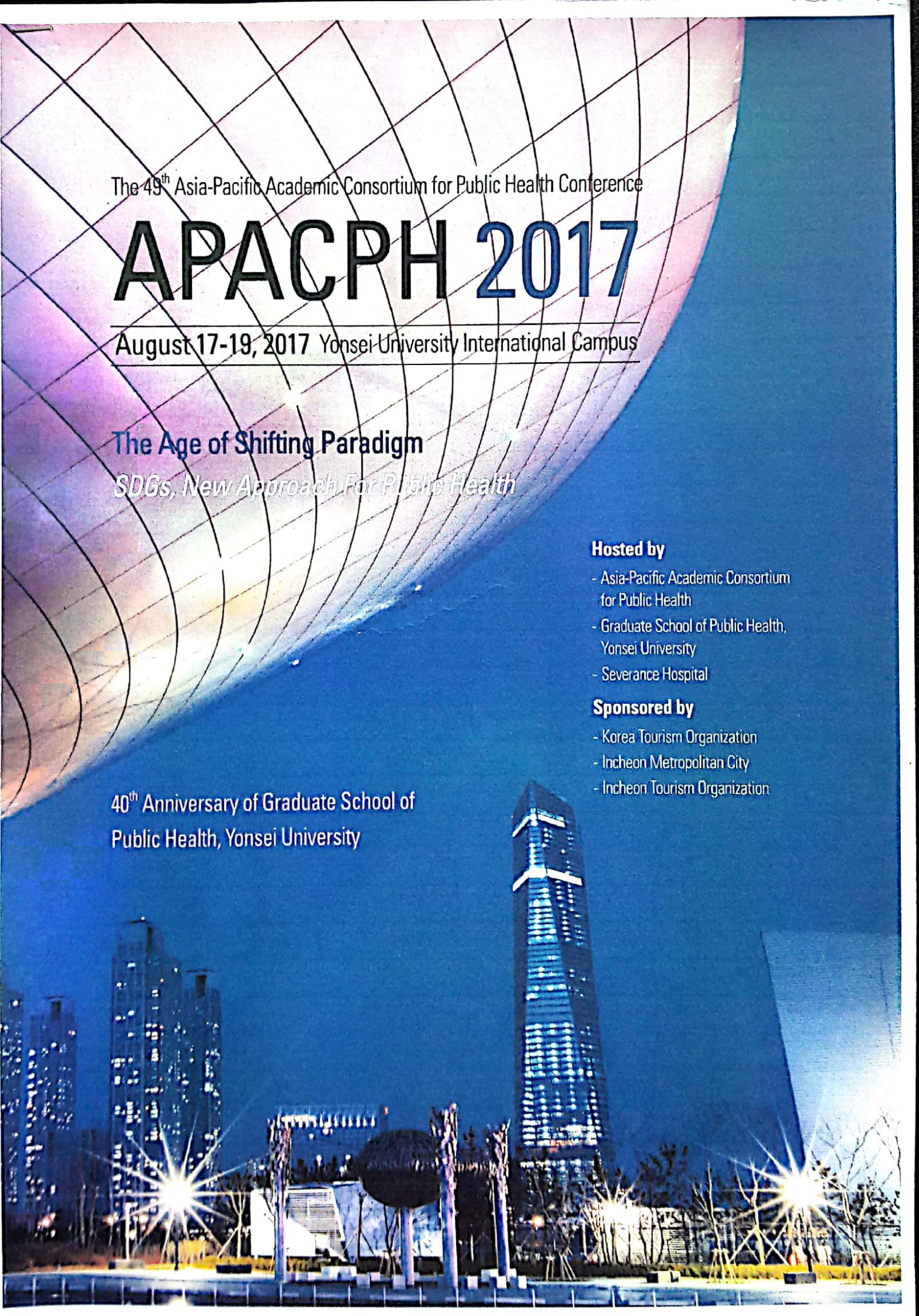
40th Anniversary of Graduate School of
Public Health, Yonsei University

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- Asia-Pacific Academic Consortium
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- Graduate School of Public Health,
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Plenary Symposium 1

► GHSA, From Parallel Approaches Toward Integral Mission

Time	Category	Name& Affiliation	Presentation Title
8/17 10:05–10:35	Plenary Speaker	Jerome Kim, IVI	Need Global Action for the Emerging Infectious Disease
8/17 10:40–10:55	Discussion	Ganglip Kim, Ministry of Health and Welfare (MOHW)	Goal and Mission of GHSA
8/17 10:55–11:10	Discussion	Dong Il AHN, Yonsei Univ.	HIV and TB in Asia and the Pacific – moving towards UHC
8/17 11:10–11:25	Discussion	Rajendra Surenthirakumaran, Jaffna Univ.	GHSA & Communicable Disease in Sri Lanka
8/17 11:25–11:40	Discussion	Adeeba Kamarulzaman, Univ. of Malaya	Combating HIV through multisectoral approaches in achieving the Sustainable Development Goals
8/17 11:40–11:55	Discussion	Nam Seon Beck, IVI	Role of IVI in Combating with Emerging Infection

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Persuasive Communication in Reducing Smoking Behavior

Suharni¹, Andi asrina², Ella Andayani³

^{1,2,3}Faculty of Public Health, Moslem University of Indonesia, Makassar, Indonesia

Smoking behavior is a phenomenon which until now has not found an effective way to overcome. The number of smoker increase every year with the age of smokers who tend to be younger and tend to be dominated by poor society. Makassar City has become one of main destination of job seekers from rural area, which also contributes to the increasing number of poor smokers in urban areas. The aim of this study was to analyze the effective communication model to reduce the number of urban poor smokers society.

This was a qualitative study with descriptive approach. Fifteen informants were interviewed, they were poor people who have been smoked for a long time and worked in informal sector who lived in Mamajang District. Information is obtain through indepth interview.

The results found that the social environment has an important role to strengthen smoking behavior. The easy access to get a cigarette as well as the absence of rejection from the family against smoking behavior is also a reason in sustaining this smoking behavior. This study recommends that it takes support from the family, social environment and persuasive communication from stakeholders to give understanding for poor smokers about the negative impacts of smoking in reducing smoking behavior.

Key words: Smoking Behavior, Poor Society, Communication