

## Strengthening self-efficacy for smoking cessation in the Ban Nai Thung community Nakhon Si Thammarat Province.

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### **Background:**

The World Health Organization (WHO) places great importance on controlling tobacco consumption, with the goal of reducing smoking rates. The Ministry of Public Health has set a target to decrease the smoking rate to 15%, or to reduce the number of smokers to 9 million people by 2025. In the Ban Nai Thung community, Tha Sala district, Nakhon Si Thammarat province, it was found that approximately 500 people in the community are smokers. The primary reasons cited for smoking are relaxation and comfort, and smokers often smoke both at home and in public, including in community spaces. A community survey revealed that residents wish to reduce or quit smoking and do not want the youth to start smoking. They recognize the dangers it poses to both smokers themselves and to those who cannot avoid second-hand smoke, particularly vulnerable groups such as patients, the elderly, children, and pregnant women.

Studies have shown that self-efficacy can help individuals achieve desired behaviors through motivation and decision-making processes. Therefore, enhancing self-efficacy is an effective method for helping individuals quit smoking and preventing relapse. In light of this, the School of Nursing, Walailak University, in collaboration with community leaders of Ban Nai Thung, has recognized the importance of addressing smoking in the community. They have initiated a project to enhance self-efficacy in order to reduce, cease, and quit smoking in the Ban Nai Thung community. The project aims to assist youth, adults, the elderly, as well as disadvantaged/vulnerable groups and refugees/migrants/displaced persons in the community to sustainably quit smoking and improve their quality of life.

### **Time frame:**

October 2023 – September 2024

### **Target population:**

1. Committee members: 15 people
2. Smokers group: 50 people
3. Youth group: 50 people

**Method:**

1. Establish a project committee
2. Organize a community forum to explain and promote the project
3. Activities to enhance self-efficacy for reducing and quitting smoking
  - 3.1 Build relationships, assess readiness, and set expectations for quitting smoking
  - 3.2 Educate about the harms and dangers of smoking, including the financial costs
  - 3.3 Plan smoking cessation with smokers, analyze obstacles and strategies, and create a smoking cessation contract to build self-efficacy
  - 3.4 Provide social support by pairing smokers with community leaders as buddies
4. Monitor and evaluate outcomes for learning and development
5. Summarize the project results and write a final project report

**Outcomes:** A capable working team is managing the project. 80% of smokers are knowledgeable and aware of the problems and impacts of smoking. There are 9 designated smoke-free areas in the community and 200 smoke-free homes. Five shops comply with the Tobacco Products Control Act B.E. 2560 (A.D. 2017). 80% of smokers in the community who participated in the project have adjusted their behavior to reduce or quit smoking.

**Impacts:** Increasing quality of life.

**Partnerships:**

School of Nursing Walailak University, Thai Health Promotion Foundation (THPF), Subdistrict Health Promoting Hospital, District Hospital, Tha Sala Subdistrict Administrative Organization, Village Headman, Village Headman's Assistant, Religious Leaders, President of Village Health Volunteers, School Director.

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