



## Final Narrative Report

GRANT INFORMATION			
<b>Project ID</b> (ex: United States 2-03)	T-VIETNAM -1- 06		
<b>Organization's legal name</b>	HealthBridge Canada, Vietnam Office		
<b>Project Title</b>	Strengthening the implementation and enforcement of smoke free policy in public places and offices in Hanoi		
<b>Project Duration</b> (# of months)	33 months	<b>Interim Report #</b>	Final
<b>Reporting Period</b> (mm/dd/yy – mm/dd/yy)	From April 2008 to December 2010		
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### INSTRUCTIONS:

1. This report is due thirty days after the expiration of your project. Please note that the grant expiration date is listed on the first page of your grant agreement.
2. Information for this report should be cumulative – please include any relevant information from the entirety of your project.
3. Please answer each question as completely as possible. Be sure to address the progress and completion of all activities included on the project workplan. If you require clarification on any question, please consult your TFK Program Officer.
4. This report should be accompanied by a Final Financial Report. If you do not have a CTFK Financial Report template, please contact your TFK Program Officer to secure one.
5. Completed narrative and financial reports can be email directly to [grants@tobaccofreekids.org](mailto:grants@tobaccofreekids.org).

## Overall Project

1. Please list the major objectives of your project as they were set forth in original grant agreement.

### **Phase from 01 April, 2008 to 31 March, 2010:**

- Objective 1: To increase political commitment of government of Hanoi city to implement and enforce smoke free policies in public places and workplaces.
- Objective 2: To improve the local skills required to develop, plan, and implement measures to effectively enforce smoke free policies in local settings.
- Objective 3: To increase civil society's (including business owners') involvement in supporting and monitoring smoke-free policy implementation.

### **Phase from March to December 2010**

According to the work plan attached with the agreement signed by the Director of International Grants of Tobaccos Free Kids Action Fund and Country Director of HealthBridge Canada, Vietnam Office on May 04, 2010, the no-cost extension phase from March 2010 to December 2010 includes two major objectives:

- Objective 1: To support the drafting and supporting strong tobacco control law
- Objective 2: To support the implementation of Vietnam Government Action Plan on FCTC implementation, specifically:
  - i. Provide technical support to the Ministries and organizations to develop the specific action plan for FCTC implementation
  - ii. To support the implementation of smoke free policy using experiences and lessons learned from smoke-free Hanoi project
  - iii. To advocate for using graphic health warning in Vietnam.

2. Please list and describe all activities completed during the grant, including:
  - a. All completed activities which were included on the project workplan:

### **Phase from 01 April, 2008 to 31 March, 2010:**

#### **Summary of key output of the project:**

- The steering committee for smoke free policy implementation including fourteen members from various departments of Hanoi People's Committee (HNPC) was set up.
- HNPC issued the Plan No. 14/KH-UBND entitled Overall Plan of Implementation of Smoke Free Offices and Public Places. This plan includes detailed solutions for the organisation of the plan's implementation, including capacity building, communication for behaviour change, community mobilisation, monitoring, and financial resources. Eight specific steps were outlined in the plan, including timing and deadlines for actions to be undertaken between 2008 and 2010. A description of the division of responsibilities and assignments among the departments and branches of the Hanoi People's Committee were also included. According to this Plan the smoke free public places are schools,

hospitals, clinics, health settings, buses, in door sport, cultural, and entertainment public places.

- 30 training workshops were provided directly for over 2,000 staff of departments and sectors of local government. The content of training programs noted above included: (1) the harmful effects of smoking and of second hand smoke, (2) the necessity and benefits of smoke-free offices/ public places, (3) the introduction of Plan No. 14/UBND, (4) definitions of smoke-free office/hospital/school/public places/bus/taxi/ and how to implement, monitor, and evaluate them, (5) the introduction of an action plan template for implementing agencies, and (6) sharing of experiences related to smoke-free hospital/taxi/bus/school implementation.
- First smoke-free city model in Vietnam was developed. Lessons learnt from the model have been shared with other partners who are implementing BI-funded smoke-free projects (CDS, VPHA, CSIH).
- The project's documents – including legislation documentation, training modules, an advocacy work plan and communication products (Template of the Action Plan of HNPC, 03 guidelines for smoke free implementation in health, education sectors and workplaces, 02 posters, 02 TVCs) – were also adapted during the implementation of other projects.

**Objective 1: To increase political commitment of local government to implement and enforce smoke free policies in public places and workplaces:** including two (02) strategies and ten (10) activities

**Strategy 1.1: Policy advocacy** including six (06) activities from Activity 1.1.1 to Activity 1.1.6

**Activity 1.1.1 & 1.1.2: Lobbying the local authority on the need of implementing smoke free policy and establishing and maintaining steering committee and task force**

- The project team, with the support of senior advisor, Prof. Dr. Do Nguyen Phuong, former Minister of Health, contacted and met with Hanoi People's Committee and its departments to advocate for the need of implementing SF policy in the city; to identify the primary contact of partners and stakeholders involving in smoke free policy implementation and pushing the process of establishing the steering committee and issuance of the Plan for implementation. The outcomes of these efforts are :
  - o Hanoi People's Committee's (HNPC) established the Steering Committee (SC) and assigned the Hanoi Union of Friendship Organisations (HAUFO) as the chair;. The SC consisted of fourteen members who are the leader of departments of Health, Education, Transportation, Culture, Sport, and Tourism, Justice, Industry, Foreign Affairs, Information and Communication, HNPC Administration Bureau of Hanoi Government. A taskforce (TF), the members of which are officials from above said departments and agencies was established.
  - o On the occasion of World No Tobacco Day May 30th 2008, under the project support, the HN PC organized the workshop “*Hanoi towards a Smoke Free City*” where Hanoi Government announced to media and public of its decision, commitment and plan to implement smoke free policy in workplaces and public places. Approximately 70 representatives of various departments/branches of the Hanoi People's Committee, WHO, ministries, international and local NGOs, and reporters and journalists attended the workshop. (*Act. 1.1.6 – Launching workshop*) A press meeting to launching Toward Smoke Free Hanoi was organised on May 30<sup>th</sup>,

- 2008; 28 reporters from newspapers based in Hanoi attended. A press release of the launch was also disseminated to health reporters from media organizations in Hanoi and approximately 40 provinces. (*Act. 1.2.1 – Press Meeting*)
- On September 30 2008, Hanoi People’s Committee (PC) issued the Plan No. 14/KH-UBND entitled *Overall Plan of Implementation of Smoke Free Offices and Public Places*. The Plan was drafted with technical support from the project team and its consultants; The Plan was later referred to by CDS and VPHA for their projects in other six provinces
  - The members of SC then continued the efforts within their sectors, as the result, 17 departments and district-level people’s committees then issued their own plans for smoke-free implementation in the facilities/branches under their management, according to the requirement of the city government Plan..
  - To further encourage and strengthen the commitment of Hanoi government, on the occasion of WNTD, HBV proposed and organized a meeting between WHO Representative to the Vietnam and Vice President of the Hanoi People’s Committee. On the meeting, the WR expressed his compliment to Hanoi Government for its strong commitment and taken action and asked Hanoi government to continue these efforts
  - A midterm workshop for members of the Hanoi smoke-free steering committee was held in mid December 2009 to assess the status of SF policy implementation and enforcement in offices and public places in Hanoi over the past 18 months. The meeting was broadcasted intensively on Hanoi TV and was reported in nine major newspapers.
  - On the occasion of issuing the Decision 1315 on the Plan for FCTC implementation by the Prime Minister, the project supported HAUF0 and the Hanoi health department to prepare an official letters to encourage other departments in Hanoi to comply the SF policy stated in the Decision 1315 of PM.

***Act. 1.1.3 – 3.4.1: Baseline survey and public poll:***

- A baseline survey implemented between October 2008 and early January 2009 by a research team of Hanoi School of Public Health, using both qualitative and quantitative methods aimed to make an assessment of situation of SF policy implementation in major sectors of Hanoi, at the early stage of project implementation; identify the issues/problems/obstacles during the process of implementation, evaluate the public attitude and behavior toward smoking and passive smoking; collect the public opinion on the status of SF implementation in Hanoi and their support and information needed for designing communication campaign. The research team conducted 30 qualitative and in-depth interviews with 6 questionnaires among leaders of departments and branches of Hanoi People’s Committee, leaders of public settings such as hospitals, stations, transport companies, etc. Observations were made in 143 offices and public places in Hanoi. The survey was conducted on 708 people, including local government officials, staff of restaurants, entertainment places, etc. A report with in-depth analysis of baseline survey and public poll together with recommendations was issued by the end of January 2009.

***Act. 1.1.4: Development of advocacy fact sheets:***

- Four fact sheets about the harmful effects of smoking; the benefits of smoke-free environment; smoke free legislation; and how to create a 100% smoke-free environment were developed and reviewed by Vietnamese Tobacco Control specialists from WHO, VINACOSH, VPHA, and CDS, as well as regional TC experts from SEATCA.
- The advocacy toolkit on the harmful effects of smoking and of second hand smoke, the necessity and benefits of smoke-free offices/ public places, the introduction of smoke free policy of the Goernment, definitions of smoke-free office/public places and how to

implement, monitor, and evaluate them, and best practices on smoke free implementation was revised and adapted for different audiences, including policy makers and practitioners, the general public, etc.

- The fact sheets and toolkits were printed and have been distributed as training documents during training workshops for departments/branches of the Hanoi People's Committee.

**Act. 1.1.5. Strengthen legislation and regulations and dissemination:**

A legal consultant was hired under the support of project to help the city's People Committee in conducting a review of existing legislative documents related to smoke-free policy and in drafting the Decision concerning the establishment of the steering committee and task force, including an outline of the members' roles and responsibilities. A report that includes in-depth critical analysis of the strengths and limitations of these existing documents was produced following the review. The review found that while smoke free regulations do exist in several legislative documents from the Law for People Health Protection to the decrees issued by the central government to the ministerial or provincial, the lack of clear mechanism for enforcing was the major gap. The review, however, also pointed out that according to present Vietnam Constitution, Hanoi government can not issue a legislation (related to the measures of punishment) that is different from the central level one.

**Act. 1.1.6: Launching workshop:** see Act. 1.1.1 and 1.1.2

**Strategy 1.2 Media advocacy**

**Act. 1.2.1: Press Meeting:** see Act. 1.1.1 and 1.1.2

**Act. 1.2.2: Publishing articles:**

From April 2008 to Dec. 2010 about 50 news stories including 11 online newspapers about the smoke free policy implementation in Hanoi were collected.

**Act. 1.2.3: TV talk show:**

- A TV talk show entitled "*Smoke-free workplace – How to Implement?*" was produced and aired on O2TV, a cable TV channel managed by central Vietnam Television.
- The Talk show "*Towards Smoke free Hanoi*" was broadcasted on Hanoi TV on 31 May. It focused on the efforts of the Hanoi Government to make the city smoke-free and the guests discussed the challenges being faced and solutions to overcome them.

**Act. 1.2.4: Update meeting for media:**

- The project team organized a media training workshop "*Building a smoke free environment*" for 46 journalists in Hanoi on 17/7/2009 to provide information about the hazards of secondhand smoke, the benefits of smoke-free environments, and the Hanoi city plan for SF implementation, to share international experiences and best practices related to smoke-free environments, and to discuss how the media could contribute to the enforcement of smoking bans. 100 copies of the media kit on smoke-free Hanoi were produced and distributed there.
- Assisted Vinacosh to organize public place site visits for journalists to introduce good models of smoke-free environments (VINCOM shopping center, Dong Xuan market, cinema August, etc..

**Objective 2: To improve the local skills required to develop, plan, and implement measures to effectively enforce smoke free policies in local settings** including one (01) strategy and four (04) activities.

**Strategy 2.1 Capacity building for stakeholders** including four (04) activities from Activity 2.1.1 to Activity 2.1.4.

**Act. 2.1.1. Development and dissemination of guideline and IEC materials:**

The project team reviewed existing guidelines related to smoke-free environments in schools (including vocational schools) and hospitals. The new guidelines and IEC materials related to SF policy implementation on public transportation and in public places such as hotels and restaurants, entertainment venues, etc. were developed. These materials were then widely disseminated to representatives of all affected businesses and public buildings: nearly 2,000 copies of guidelines for smoke-free implementation were distributed in offices, hospitals, schools, and public settings. In addition, about 2,000 CDs containing the guideline and presentations on smoke-free implementation, songs and video clips, TVCs, etc. were sent to local government offices, hospitals, schools, and public settings under the Hanoi People's Committee's management. 600 copies of the "benefits of smoke-free hotels" leaflet were produced and disseminated.

**Act. 2.1.2.a. Producing and disseminating non smoking sign:**

- More than 27,000 plastic no smoking signs and 91,000 no smoking stickers were produced and disseminated to health, education, transportation and cultural facilities, including government offices and public settings, the Supreme Prosecution and an army unit. The size and designs of the signs and stickers were varied to be suitable to different settings.
- Distributed 200 no-smoking signs made of high quality materials to offices, meeting halls, etc. of HNPC, Party Committees and People's Councils at city level.

**Act. 2.1.2.b Training workshops for implementing sectors (health, education, transportation, culture, sports and tourism, people's committees at city, district and commune levels)**

- *Health sector:* three training workshops entitled *The implementation of smoke-free hospitals and smoke-free offices* were organized in March 2009 for about 90 leaders and staff of 29 district health offices and 49 city and district hospitals in Hanoi;
- Two TOTs entitled *Implementation of Smoke Free Hospital and Health Facilities* for 34 "trainers" recruited from city and district health centers were followed by 29 training workshops held at the district level for more than 500 commune staff representing 577 commune health centers in May, June and July 2009. The total trained staff in health sector was about 730 persons.
- *Transportation sector:* Five training workshops entitled "*The implementation of smoke-free transportation vehicles and smoke-free offices*" were conducted in April and May 2009 for representatives of the city department and 29 district divisions, transportation inspectors, Hanoi Transportation Corporation (bus company), and the two biggest taxi companies in Hanoi in July and August (Hanoi Taxi and Mailinh Group); a total of 390 participants attended these workshops.
- *Culture, sports and tourism sector:*
  - Two training workshops entitled *Implementation of smoke-free offices and SF culture and sports public places* were conducted for the city department and 29 district divisions and city theatres, cinemas, culture and sports houses and centers. 90 participants attended these workshops.

- Another workshop addressing the topic “*For a smoke free tourism in Hanoi and Halong*” was conducted at the end of Sept 2009 for the 108 representatives from tourism companies and managers of hotels in Hanoi and Halong Cities.

- *Education sector*: Eleven training workshops entitled “*Implementation of smoke-free school*” were conducted for leaders of 29 district divisions, upper and lower secondary, primary and vocational schools of Hanoi. The total number of trained staff in the education sector is about 850. One of the goals of these workshops was to enable educators to mobilize children to become message carriers promoting smoke-free public places and to not start smoking.

- *Offices of Hanoi People Committee and 29 District People’s Committees*: a training workshop on *Smoke-free Office Implementation* was conducted for the leaders of all departments (except departments of health, education, transportation, culture and sports) in July, 2009; 82 participants attended. For Hanoi Commune People’s Committees: 3 trainings workshops were organised for nearly 200 leaders of commune PCs of 12 Hanoi districts in mid January 2010, with the aim of reinforcing the responsibilities of commune People’s Committee chairmen in enforcing smoke free policy in indoor public places as regulated in Decree No 45/2005.

The content of training programs noted above included: (1) the harmful effects of smoking and of second hand smoke, (2) the necessity and benefits of smoke-free offices/ public places, (3) the introduction of Plan No. 14/UBND, (4) definitions of smoke-free office/hospital/school/public places/bus/taxi/ and how to implement, monitor, and evaluate them, (5) the introduction of an action plan template for implementing agencies, and (6) sharing of experiences related to smoke-free hospital/taxi/bus/school implementation, including discussion and recommendations for enforcement of existing smoke-free regulations and policies. The trainers and speakers included representatives of the WHO, Ministry of Health – VINACOSH, Departments of Justice of Hanoi People’s Committee, HealthBridge Canada in Vietnam, and Thanh Nhan hospital (a good model of a smoke-free hospital).

### **Act. 2.1.3. Development of action plans by implementing agencies:**

A template of action plan for smoke free policy implementation was prepared by the project team and commented by specialists of SEATCA and WHO. An action plan developed using this template was prepared and approved by the HNPC in September 2008 as Plan No. 14. This plan provides basic instructions for departments and sectors of Hanoi to develop their own plan of implementation.

- *Health sector*: health facilities including city and district hospitals, clinics, centres, and commune stations have developed action plans for SF implementation.
- *Educational sector*: secondary and primary schools have developed action plan for SF implementation with integration with other campaigns such as ‘*Truong hoc than thien, hoc sinh tich cuc*’- (*Caring School - Active Student*).
- *Transportation sector*: Mailinh taxi Group and Hanoi Transerco (bus and coach company) have issued rules including regulations related to smoking ban for both drivers and customers in their vehicles.
- *Cultural and sports sector*: cinemas, theatres, culture houses have smoking bans.
- *Trade sector*: city markets and shopping malls have their own rules on smoke free implementation in integration with fire safety.
- *Government offices*: most offices at city and district levels developed SF implementation rules.
- The project model of action plan for the smoke free office implementation was adopted for implementation by the Supreme Procuracy and its nation-wide branches.

**Act. 2.1.4. Study tour for local partners to a SF city in the region:**

A study tour for nine steering committee members to Davao (Philippines) was conducted in October 2008. Many useful lessons and experiences about developing and implementing smoke-free policy were learnt from the study tour. A study tour report was developed and sent to the Hanoi PC.

**Objective 3: To Increase civil society's (including business owners) involvement in supporting and monitoring smoke - free policy implementation** including four (04) strategies and eight (08) activities

**Act. 3.1.1 and 3.1.2: Training workshops and implementing smoke free policy for communist party, labour union, women and youth unions**

The representatives of these organisations participated in the sectoral training workshops on smoke-free implementation noted above in Activity 2.1.2.

2 training workshops entitled “Implementation of Smoke Free Office” were organized for 70 leaders and staff of Party Committees and People’s Councils at the district level (29 districts) in Dec. 2009.

**Strategy 3.2: Use media for public education**

**Act. 3.2.1 and 3.2.2. Media Campaign:**

A media campaign plan was drafted (as part of the project work plan) and presented at a consultative meeting for comment from local and regional TC activists.

**Media Products:**

a. A logo for the SFHN was designed.

b. TV reportage and spots:

- The Launch of Toward Smoke Free Hanoi was published in the TV news program three times. .

- TV campaign targeting employers and employees was implemented. Two TVCs entitled “Smoke free workplaces” and “Numbers” modeling smoke-free public and workplaces, the harmful effects of smoking and SHS, and the importance of smoke-free policy implementation in offices were developed and aired on VTV1 and VTV3 daily, in three waves, with interval of 02 months. The concepts and messages used in the TV ads were developed based on the results of the baseline research and public poll with the consultation with local and international social marketing experts Free additional airing was on Hanoi TV in Feb. and Mar. 2010.

- A TV reportage “Victims of secondhand smoke” was produced and aired during the “Daily Life” Program on VTV 1 in March 2009 and on O2TV.

A TV reportage “Ba Dinh District Police Smoke-free Office” was produced and aired during the “Daily Life” Program on VTV 1 in March 2009 and on the VTV 1 News program on 30 May 2009 to show the example of good SF policy implementation in the police force of a district in Hanoi

c. Events

- Under the support of project, a SF Hanoi promotion biking event was organized with the participation of 350 students of 8 universities and 50 senior persons of Hanoi UNESCO Elderly Club in. 100 T-shirts, 200 hats and 120 flags with the smoke free HN logo were distributed to the participants.



- On the occasion of 999th anniversary of Thang Long – Hanoi, another SF Hanoi promotion activity was conducted with the participation of diplomatic community in Hanoi. 400 T-Shirts, 500 hats, 50 flags, and 2 big bandrolls that included the logo of SF Hanoi and the slogan *Toward Clean, Green, Beautiful and Smoke Free Hanoi* were distributed to Vietnamese and foreign participants in the Walk for Long bien Bridge Memories. The flags and bandrolls were hung up for a one week period at the Youth Culture House of Hanoi. The logo and slogan were noticed by people and public.
- On the occasion of 999th anniversary of Thang Long-Hanoi and the declaration of the National Year of Tourism 2010, a booth “*Towards Smoke Free Tourism in Hanoi*” was built at the 2-day Hanoi Tourism Fair in Ly Thai To Park (in the Centre of Hanoi). At the booth, project team members distributed leaflets and no-smoking signs to encourage hotels and tourism services to go smoke free.

*d. Posters and banners:*

- Designed posters “Smoke Free Workplace” and “The Numbers” with consultation from other TC partners (WHO, VINACOSH, VPHA, CDS, etc.). Posters were disseminated to all health settings, primary and secondary schools of Hanoi. The poster “Smoke free workplace” was adapted by VPHA for its BI-funded projects to implement smoke-free policies in 6 provinces.
- Produced and hung 75 banners and 300 flags on 30 main streets in Hanoi between 1 and 15 Jan 2010 to launch the Decision 1315 and to help increase awareness and change public attitudes and behaviors.

*e. Others:* Information advertising Smoke-free Hanoi was printed on 10,000 copies of the Hanoi tourism map; this was done in cooperation with the Hanoi Centre for Tourism Development and Promotion (under the management of the Department of Culture, Sports and Tourism). The maps were distributed at no cost to tourists at Hanoi Tourism Information booths.

***Strategy 3.3 and Strategy 3.4 : Smoke free community modeling and Involvement of business and private sector***

***Act. 3.4.1.*** Smoke free model was developed and implemented in Vincom, one of the biggest shopping center of Hanoi.

- A presentation on the benefits of smoke-free hotels/restaurants was given at the People’s Committee annual meeting, attracting around 100 hotel managers. Factsheets related to smoke-free Hanoi and smoke-free hotels were distributed at the meeting.
- A list of restaurants committed to being smoke-free was updated with 24 new restaurants committed to SF..
- *Transportation sector:* The two largest Hanoi taxi companies (Mailinh Group and Hanoi Transerco) have implemented the smoke free policy by issuing rules that include regulations banning smoking by drivers and customers in taxis. Most of the Mailinh taxis had posted Thank You for Not Smoking signs inside the front and back doors.

***Monitoring and Evaluation:***

***Monitoring smoke free implementation in various sectors***

- The report on the status of implementation was collected by HAUF0 one month after its issuance and based on the assessment, the Vice President of the Hanoi PC sent Official

Letter No 1140/VP-VHKG to praise those departments and agencies which had quickly implemented the plan and to urge other units to report their own implementation plans to the PC. The Departments of Health, Education, Transportation, and Culture were named as most active sectors in the process of implementation

- *Health sector:* , Hanoi Health Trade Union (which is delegated to monitor and evaluate the smoke free implementation of hospitals and health settings) with the technical support of the project monitored district health centers, district hospitals and commune stations in 19 Hanoi districts. Most of the monitored facilities have established their own SF implementation steering committee, developed internal regulations, and posted non-smoking signs in visible places; no smell of tobacco was noticed or cigarette butts found at the time of the visits in most places.
- *Educational sector:* Department of Education with technical support of the project monitored the implementation of SF schools at four upper secondary schools in Gia Lam and Thanh Xuan districts. The team found that a SF implementation steering committee had been established, no-smoking commitments had been signed by students, and punishments for violation were defined.
- Conducted site visits to some public places including VINCOM shopping centers, Dong Xuan market, Le Loi secondary school (accompanied by local government officers). The team also met with the management of these places to discuss their successes and challenges in implementing SF policy.

***Pre and Post Training Evaluation:***

The pre- and post-training evaluation was conducted for all training workshops to assess changes in awareness about the harmful effects of smoking and second hand smoke and in trainees' attitudes toward smoke free environments.

**Phase from March to December 2010**

**Summary of Key Output:**

- Set up and maintain the networking and partnership with different government agencies: Parliament Committee for Social Affairs, Legislation Department, Food Safety Administration/MOH, the Office of the Government, Ministry of Justice.
- Commenting the present draft of tobacco control law referring to FCTC guideline and international best practice
- Produced advocacy communication materials summarizing the information on the best practice and the FCTC guideline

***Objective 1: To Support the drafting and supporting strong tobacco control law including one (01) strategy and eight (08) activities***

***Strategy:*** including eight (08) activities from Activity 1.1 to Activity 1.8.

***Activity 1.1: Reviewing and commenting on drafts of the law and related legislative documents:***

- One legal consultant who was a former deputy director in the Legislation Department of the Ministry of Health (MOH) has been recruited to review and comment on the draft law and related legislative documents between April and December 2010.

several meetings were held between the consultant and project team to discuss about the draft TC Law.

- The comments on present draft of law were prepared by the consultant and the team and presented at tobacco control law advocacy workshops organized by the Parliament Committee for Social Affairs (PCSA) on July 13 and 17 August, 2010.
- HealthBridge Vietnam organised a meeting with the current deputy director of the Legislation Department of MOH (who acts as the standing member of the TC Law Drafting Committee) to study progress being made in drafting the TC law, to identify problems and difficulties being faced, etc. and to outline cooperation and support opportunities to ensure the development of a strong TC law. A plan for law advocacy activities (starting late August 2010) prepared by the Legislation Department was sent to HBV as part of a request for cooperation and technical and financial support. HBV will discuss the request with Vinacosh, which is the focal point for tobacco control in Vietnam, to ensure that support for law drafting is coordinated. .

***Act. 1.2. Support the NA and Government Office to organize the reviewing sessions.***

Two advocacy workshops were organised under the support of project to introduce the content to draft of Tobacco Control Law for about 150 members of the Parliament Committee for Social Affairs (PCSA) and Provincial People's Councils (as elected deputies) of North Central and Northern/Red River Delta provinces in Vietnam. One workshop was held in Hanoi and the other in Quang Tri province. 08 representatives from the Ministries of Health, Industry, Justice, Culture, Sports and Tourism, Information and Communication, Labour, Invalids and Social Affairs, Agriculture and Rural Development, and Ethnic Minorities were also invited to attend. The workshops were chaired by the leaders of PCSA. The updated draft of law was presented by the Department of Legislation, MOH. The comments given on the present draft were made by HBV legal consultant. The experts from WHO, the Vietnam Public Health Association (VPHA), and the Hanoi School of Public Health, Trade University provided the workshop participants with informative presentations about (i) the FCTC and updates on the tobacco control situation in Vietnam; (ii) the present status of the implementation of the ban on tobacco advertisement, promotion and sponsorship; and (iii) the nature of public opinion about smoke-free implementation in public places and offices. The results of HBV's research review entitled *Tobacco and Poverty: Evidence in Vietnam*, summarizing the evidences on the financial burden of smoking, and the cost effectiveness of tobacco farming in Vietnam and the impact of tobacco control policies, were also presented during the workshops to provide workshop participants with more comprehensive information about the social and economic effects of tobacco. The positive impact of these advocacy efforts could be seen even shortly after the workshop. Many of the comments presented by the HBV law consultant during the Quang Tri workshop were adopted by the drafting committee and reflected in the revised draft that was presented at the Hanoi workshop.

Under the request of steering drafting committee, the project supported a meeting of drafting committee members. To prepare for this, the project director, manager and law consultant

had a meeting with deputy director of LD as chief editor of TC law drafting committee to share the key HBV comments on the present draft, including GHW, Smoke free environment, packaging and labeling, POSs, tobacco tax, health promotion fund and punishment of violation. and the suggested recommendations for revision of TC law. The deputy director of LD then made a briefing to the Minister of Health prior the meeting the meeting of TC law drafting committee was hold on 24 Nov. 2010 , for the first time, chaired by the Minister of Health. HBV also prepared a set of advocacy materials including factsheet on GHW, comparison of FCTC and TC law, summary of Article of 5.3 of FCTC and disseminated to the participants.

***Act. 1.3. Support study tour to Laos***

Between 22 and 26 April, 2010 under the project support a study tour for one leader of Parliament Committee for Social Affairs (PCSA) and 4 National Assembly members to the People's Democratic Republic of Laos was organized to learn the lessons, the challenges and opportunities faced by Lao during the law development and approving process. The delegation met and worked with Ministries of Health and Finance, Parliament Committees for Social Affairs, Legislation, Economic and Budget, and WHO in Laos. Many of the problems and difficulties during the process of law drafting were found to be similar to those of the Vietnamese context. Useful lessons and experiences were also shared and learnt for drafting the TC law in Vietnam.

Study Tour to Thailand and Malaysia to learn about the tobacco control laws processing and implementation of smoke free city was supported by project and organized with active assistance of SEATCA for 10 persons including deputy director and officials of Legislation Department (LD), Finance and Planning Department and Food Administration of MOH who are member of TC law drafting committee and in charge of health warning, senior adviser of Vinacosh, legal consultant, and HBV project team took place from 31 Oct. to 06 Nov. 2010 .The team was received by and worked with ThaiHealth, Seatca, and ASH in Thailand, Malaysian Health Promotion Board of MOH, Melacca Health Department. The topics of Overview of Tobacco Control in Thailand and Malaysia, Law and regulations on Tobacco Control in general and Smoke Free places in particular, Pictorial Warnings in Thailand and Malaysia, ThaiHealth's role in strengthening tobacco control in Thailand, Tobacco Control in Thailand and some implication to Vietnam were presented during the study tour. The team visited smoke free hospital, hotels, religious places, Melacca smoke free Heritage sites. The lessons learned from the study tour were summarized and presented by the Chief Editor in the workshops of Parliament Committee for Social Affairs on TC draft law and TC law Drafting committee.

***Act. 1.4. To update media on the content and progress of TC law:***

The issue of graphic health warning, tobacco tax, and the summary of most recent U.S. Surgeon General's report on that the harm of smoking and exposure to secondhand smoke were sent to media.

***Act. 1.5. TV talk show:***

Together with Vinacosh provided technical and financial support to VTV1 for producing and airing the reportage including short talk shows on tobacco control policy implementation in Vietnam with focus on the health warning and tobacco tax issues. This reportage was aired 5 times on VTV1 on prime time of news when many policy makers watched.

***Act. 1.6. Mass organisations involvement in advocacy:***

HBV organised a training workshop on TC policy and Smoke Free Implementation for youth working in the Office of Government. Nearly 70 young staff of the OOG participated in the training. As requested by OOG, topics addressed the harmful effects of smoking and SHS, FCTC recommendations, and how to implement smoke free office. HBV's Country Director and WHO's Programme Officer made the presentations.

***Act. 1.7. Revising Decree 45 on enforcing SF measures***

In collaboration with VINACOSH and the Health Inspectorate of MOH, HBV organised two advocacy workshops addressing the revision of Decree 45 (enforcing SF measures) for over 120 health inspectors of all 63 provinces of Vietnam (2 inspectors/province). The content included the harmful effects of smoking and SHS; the benefits of smoke free environments; overview of the TC laws; international lessons learned on enforcing smoke free policy; the status of tobacco control in Vietnam; and the exiting legislative documents related to smoke free implementation and enforcement, its loopholes and problems/ difficulties in implementation were provided the TC experts from WHO, VINACOSH, HBV and by the Head of the Medical Service Inspectorate ; The Group discussions focused on (i) detailed measures for strengthening the implementation of Decree 45/ NĐ-CP; (ii) the monitoring plan of smoke free implementation in offices and public places and punishments of violations. This workshop provided the first opportunity for health inspectors to be trained in a systematic and comprehensive manner about the legal documents regarding tobacco control and the punishments for administrative violations in health sector. A key result of the workshops was the provision of recommendations for revising Decree 45 to MOH.

**Objective 2: To support the implementation of Vietnam Government Action Plan on FCTC implementation** (including two (02) strategies and two (02) activities), specifically:

- a. Provide technical support to the Ministries and organizations to develop the specific action plan for FCTC implementation
- b. To support the implementation of smoke free policy using experiences and lessons learned from smoke-free Hanoi project

***Act. 2.1. Media campaign to support SFP implementation in workplaces***

- 130 banners were produced and hung on 30 main streets in Hanoi over 10 days in support of World No Tobacco Day (May 31, 2010).
- 2,500 posters about smoke-free offices and the harmful effects of smoking and SHS were distributed to all health settings in Hanoi, including hospitals, clinics, and district and

commune health centers (over 600 settings). 50 posters and 100 CDs were distributed to Office of the Government (OOG).

**Act. 2.2. Organise an event on WNTD for youth of 50 universities in HN.**

HBV worked together with the Hanoi School of Public Health, WHO Vietnam, and VINACOSH to organize a public event entitled “Hanoi Youth and Students Celebrate World No Tobacco Day 2010 with the Theme Gender and Tobacco”. Leaders *and officers from Hanoi city, Ministry of Health, and the Ministry of Education and Training* participated. The WHO Representative gave a speech. More than 500 students from 15 universities in Hanoi participated to this event. The event was communicated to the public by VTV1 news program and 10 articles were published in various newspapers on the following days. About 20 journalists attended this event.

**Objective 2c (Objective 3 in the Approved Workplan and Budget): To advocate for using graphic health warning in Vietnam** including one (01) strategy and four (04) activities.

- The Food Safety administration of MOH was assigned to develop the draft of National technical standards of cigarettes. Recognizing this as an opportunity to advocate for introduction of a strong HW, the HBV team met with the leader of the Food Safety Administration (MoH) to share the points of view on HW and expressed the interest in providing technical support during the preparation of this document. Two factsheets on graphic health warning and Article 5.3 of FCTC targeted to policy makers were developed and handled to the leader of FSA, however, due to the delay in preparation of FSA, the deadline for drafting this guideline was over. s

b. All completed activities which were not included on the project workplan, if any:

*Phase from April 2008 to March 2010:*

- The project team held a meeting with the Hanoi Centre for Tourism Development and Promotion (which is under the management of the Department of Culture, Sports and Tourism) to discuss cooperation to promote SF HN among tourists on the occasion of the city’s 1000<sup>th</sup> anniversary. The Centre agreed to include the introduction of SF Hanoi in the tourism map and distribute at its desks around Hanoi.
- The project team worked with the Hanoi UNESCO Elderly Riding Club to promote SF HN at the community level. This resulted in their engagement in the development of communication activities for a smoke free Hanoi.
- The project organised a tourism booth “*Toward smoke free Hanoi*” at the Hanoi Tourism Fair in the Ly Thai To Park on the occasion of city’s 999<sup>th</sup> anniversary in cooperation with Hanoi Department of culture, Sports and Truism.

*Phase from March 2010 to Dec. 2010:*

- The study tour to Lao PDR between 22 to 26 April 2010 (described above) was not included in the original work plan. It arose when Lao past TC law and the NA raised a request of making a study tour to learn the lessons from Lao. However, due to very quick and efficient response from TFK and HBV the activity was carried out timely.
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3. Please list and explain any changes to the *major objectives* that occurred during your project implementation.

No changes to the major objectives occurred.

4. What changes did you make to the activities set forth in your original project workplan and why? Please address all activities listed in the project workplan that were not completed.

The activities listed in the original project workplan but not completed were following:

#### **Phase April 2008 – March 2010:**

- Midterm public poll: The midterm public poll scheduled for May 2009 was cancelled because the training workshops for all implementing sectors and for communist party, labour union, women and youth unions (*Act. 2.1.2 and 3.1.1*) had only begun in late March following the completion of the base line survey and public poll (started in September 2008 and completed in early Feb. 2009). Therefore, it was too early to implement a midterm public poll that sought to assess change in support for smoke free policy implementation in public settings, work places, service and entertainment establishments after training
- Final project evaluation: According to the result of midterm review and discussion between HBV team with TFK team, it was concluded that the most important activities of SFH project had been completed and in the time left, HBV should focus on TC law advocacy. The final project evaluation as planned in the original plan was found to be unnecessary
- Printing project evaluation report (for the same reason above)
- Final workshop (for the same reason above)

#### **Phase March 2010 to Dec. 2010**

Act. 1.8. Guideline on restriction of POS advertisement: much of efforts was focus to the advocacy activities on stronger TC draft law including the article on POS advertisement, therefore, the guideline on this issue has not done.

5. Please describe the impact your project had on the passage and/or implementation of tobacco control policies in the area in which you worked (city, country, region, etc.).
  - a. At phase April 2008 – March 2010: The project focused on the implementation of smoke free policy in Hanoi, the capital of SRV.
    - Hanoi government was more aware of the issue and of the importance of SF policy implementation as a measure to protect people health. Their commitment was expressed to the public via many channels and at several moments during the project implementation.
    - The results of pre and post training survey showed that there were improvement in understanding and risen awareness of the importance of smoke free policy ;of the harmful effects of smoking and second hand smoke among government officers of Hanoi People Committee (HNPC) and its agencies .
    - No post intervention public poll was conducted so it was impossible to evaluate the level of impact of project on the public, however, with the good quality and informative TVC, an intensive media campaign conducted on the most exposed channels in hottest time of the day, we can assume that the impact on the public was significant. This will gradually make a switching of social norm regarding smoking in public and work places
    - The know-how skill for implementing and monitoring smoke free policy was delivered to the government agencies through training workshops. This knowledge

then turned to the action reflected in the plan of action made by different sectors. Based on the monitoring reports of authorities, a better status of enforcing smoke free policy was observed in health, educational, cultural and sports, transportation sectors of Hanoi.

- The media became more interested in the issue. This reflected in broad and well-placed national and local media coverage of the project activities and the on-going enforcement of smoke free policy in Hanoi. The media not only supported the SF policy but also pointed out weaknesses of the policy enforcement with an aim to further promote it.

b. Phase March 2010 – Dec. 2010:

- The project played the role of catalyst to the process of TC law
- Taking dialogue with the members of drafting committees and other partners would give HBV and so the tobacco control community in Vietnam a clear understanding of the present status of law drafting, obstacles/barriers/problems to be overcome. This knowledge is crucial for developing an effective advocacy plan.
- The involvement of INGO to the law development at early stage and sharing information with INGO became more acceptable by and common practice of government agencies
- A networking and partnership with different government agencies: Parliament Committee for Social Affairs, Legislation Department, Food Safety Administration/MOH, the Office of the Government, Ministry of Justice was developed.

6. What impact did the grant have on your organization's capacity? (i.e.- staff, infrastructure, processes, technical expertise, etc.)

- Technical expertise: advocacy skills in working with government agencies and different organisations were improved very much.
- Increased knowledge of staffs on international and national tobacco control.
- Increased skills of how to work with media.
- Improved communication skills including presentation skills
- Improved relationship and partnership with partners.
- Improved credibility in tobacco control

7. What were the greatest challenges or constraints you faced while developing and implementing this project?

- There was a big change in the project's geographical scope given the expansion of the city boundaries of Hanoi; therefore, the number of offices and settings being targeted has also increased tremendously. While this again provides an opportunity for the project, it has impacted the project's timelines related to the monitoring of SF implementation – the project team has not yet been able to cover all sectors at all levels in Hanoi.
- The available enforcement measures and procedures are not strong and detailed enough to deter violations. Therefore, although significant progress is being made in the implementation of smoke-free environments, its enforcement remains problematic and compliance is still poor.
- The lack of understandings and awareness about tobacco control policies among people and the low priority given to tobacco control by the Government and society continues to lead to poor enforcement of TC regulations and reduces their impact.
- The interference of the tobacco industry causes delays in the TC law drafting process.
- There was a national media campaign to inform the public about the ban on smoking in indoor public places in early January 2010. While this was definitely positive for the project, the media misunderstood the ban in the Decision as being applicable to all public places, not



**indoor public places.** Therefore, during the period there were articles reporting violations in public places including outdoor places (streets, parks...); this in turn led to the public misunderstanding about the smoking ban.

8. What unanticipated opportunities arose during the project?

The issuance of the Decision 1315 of Prime Minister is an outcome of the project team's advocacy effort and at the same time creates a good opportunity for us to advance SF policy in Vietnam in general and in Hanoi in particular.

9. Do you feel that your project represented the most effective approach to tackling the problem at hand? With the benefit of hindsight, what, if anything, would you do differently?

While this important project, as described above, made a great value and contribution to tobacco control in VN, we learned from the project that smoke free policy can only be effectively implemented on a background of existing of clear, strong, enforceable mechanism. The constitution in VN is different from other countries, according to which, the Hanoi government can not apply a separated enforcement mechanism that is different from the national one, as we expected during the proposal development. Lack of strong measure and simple mechanism of enforcement make the success of implementation vulnerable depending mainly on the active but voluntary involvement of local authorities and the voluntary public compliance.

10. What new partnerships or collaborations were created or have you entered into as a result of the project? How will these collaborations continue?

The partnership and collaborations with Parliament Committee for Social Affairs, Legislation Department and Food Safety Administration of Ministry of Health was created.

This will continue through that the project team will establish direct contact with the Department of Legislation/ MOH, Parliament Committee for Social Affairs to follow up on the progress of law proceedings and to anticipate any problems/barriers that may have a negative impact on the content or the targeted deadline of the law passing, in order to take appropriate action.

Support Food Safety Administration (FA) to draft an action plan for GHW.

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## **Budget**

11. What changes did you make to the budget during this project?

As the result of midterm review of TFK and under a mutual agreement, some activities at the later stage of project were changed and the budget was reallocated for this. In addition, as the study tour to Lao was not anticipated in the project plan, the budget for this activity was then additionally approved by TFK

12. What did you learn that will benefit your next project budgeting process?

The template of budgeting developed by CTFK helps the project team very much in our next budgeting process. It saves much time in calculating budget for various activities with different budget lines and avoids the mistakes. The template of budgeting provides scientific and clear thinking in design of activities. This also facilitates much in project financial management.

We will also be more realistic in activity and budget planning

13. What new staff members were employed through this grant that was not listed on the original budget? What original staff members were no longer on the project at its conclusion?

The project field officer terminated the contract in Dec. 2009, one year earlier at the project's conclusion.

14. During this reporting period, were any funds spend to support or oppose candidates for elected office? If yes, what amount of grant funds was used?

No

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### **Moving Forward**

15. How do you intend to sustain and build upon the outcomes of this project? What new lines of activity or inquiry will you pursue as a result of this work?

The new project proposal was developed fully based on the outcomes of the phase from Mar. 2010 to Dec. 2010.

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### **TFK Grants Program Feedback**

16. How would you improve upon the grant negotiation process?

Field visit by a team as what TFK made was very helpful by assisting the grantee in evaluating/ balancing the cost effectiveness of planned activities and makes a timely change if needed. We are really happy to see that TFK not just provided financial but also technical support to the project.

17. If a site visit occurred during your project, how would you have changed its format, agenda, etc.?

A mid term and final visit (prior the project end) as it was would be good. We found that the TFK team planned enough of time to work in the field. A combination of technical and financial managers was also good and recommended to be continued in the future

18. How would you describe your interactions with your TFK program officer, grants administrator and/or finance compliance officer?

We often contact through emails for getting the consultancy and advices for any issues such as about the budget lines, deadline of reports, etc. We also had questions for them when they were on site visit. TFK program officer, grants administrator and finance compliance officer are very responsive for all our requirements and questions.

19. What additional feedback do you have on the overall management of, and services provided through, your grant?

The management was effective and helpful

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### **APPENDICES:**

In addition to the final narrative and financial reports, please submit the following documents:

1. Copies of *\*all\** materials produced under this project (including reports, fact sheets, advertisements, etc.) regardless of language. Please also send any related newspaper articles, videos, photos, etc.
2. Copy of the organization's latest audited financial statements including: auditor's letter, organization financial statements and accompanying notes, and auditor's management letter