

## Students from Taiwan Visit Sacramento to Learn from TUTD and STAND

On August 20<sup>th</sup>, a delegation from Taiwan, including four university-level students visited ALASET to find out more about the Thumbs Up! Thumbs Down! and STAND programs. The students are participants of the Anti Smoking Ambassadors Program of Taiwan. TUTD staff and reviewers conducted a mini-TUTD training and then reviewed a movie with them for practice.

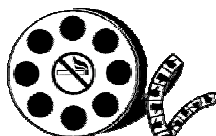


The next day, STAND staff shared strategies for tobacco control efforts on college campuses including: recruitment, coalition building and maintenance, activities and events, policy development and implementation, and how offering cessation services.

It was a great learning experience all-around. We left our visitors armed with the tools they need to criticize tobacco glamorization in films and on college campuses. They in turn, left us with renewed enthusiasm and a greater understanding of the tobacco situation in Taiwan.



From our visitors we learned that there are approximately 4.5 million smokers in Taiwan. Each year 17,500 die of smoking-related diseases. In addition, Taiwanese men are more likely to smoke than Taiwanese women (50% vs. 5.8%). To complicate the matter, until very recently, Taiwanese citizens were not aware of the hazards of smoking (just like the U.S. 40 years ago!). It was considered a social custom and a sign of maturity.



**Thumbs Up! Thumbs Down!**  
**[www.SceneSmoking.org](http://www.SceneSmoking.org)**  
**"Watch What You're Watching"**

Once the health hazards of tobacco use were confirmed in Taiwan, solutions were needed. Two years ago a variety of anti-smoking programs were initiated. These include: Smoking-Cessation Outpatient Services, the Taiwan Smokers' Helpline, Smoke-free campuses, Smoke-free restaurants, Smoke-free workplaces, and Smoke-free armed forces. So far their work has proved difficult, but with their enthusiasm, we are sure they will make change happen, just like our dedicated TUTD and STAND volunteers!

