

TEXT SPEECH BY DR WAN MANSOR IN THE LAUNCHING OF IMU CLINIC SMOKING CESSATION

Assalamualaikum w.b.t and Good afternoon to,

Professor Abdul Aziz Baba

Vice-Chancellor, International Medical University (IMU)

Prof Toh Chooi Gait

Pro-Vice Chancellor Development

Professor Allan Pau Kah Heng

Dean, School of Dentistry, IMU

Associate Professor Mohd Zulkefeli bin Mat Jusoh

Dean, School of Pharmacy, IMU

Dr Hussein Al-Wakeel

Representative, IMU Healthcare

Dr Sobia Bilal

Project Leader of IMU Quit Smoking Service

Mr Lim Yee Pin

Associate Director

Johnson & Johnson

Deans, Professors, Lecturers, Distinguished Guests

Members of the Media and Ladies and Gentlemen.

Smoking-related diseases are the major causes of premature death globally. Each year 6 million smoking related deaths were reported worldwide. If there is no change in the current smoking pattern, 8 million deaths are expected by 2030, in which 80% will occur in lower and middle income countries. Without exception, Malaysia is also facing a similar situation. With 20,000 deaths reported each year, smoking related diseases was a major cause of mortality among the Malaysian population since 1980s. If the trend of smoking persists, the mortality is expected to triple to 30,000 by 2030.

The ENDGAME for Tobacco calls for reducing consumption and availability of tobacco in the society to minimal levels through full, effective and accelerated implementation of all policy measures recommended under WHO-Framework Convention on Tobacco Control and adopting new strategies. Malaysia became a signatory of WHO Framework Convention on Tobacco Control in 2005 and since then, we are committed to carry out all the obligations outlined in the framework. In Article 14 which focus on demand reduction measures concerning tobacco dependence and cessation, we are required to take effective measures to promote cessation of tobacco use and provide adequate treatment for tobacco dependence. So far, Ministry of Health had done a lot of initiatives and activities to support and promote smoke-free environment but yet we do not focus on helping the smokers to quit.

Ladies and gentlemen,

In strengthening the Article 14 WHO FCTC which refer to 'offer to quit', Ministry of Health had introduced the mQuit services. The mQuit Services is a programme that aimed at improving access and quality of quit smoking services in Malaysia, through public and private partnership. mQuit services is an integrated quit smoking service encompassing both public and private facilities in Malaysia. The mQuit programme involves the cooperation of Universiti Malaya, Universiti Sains Malaysia, Akademi Farmasi Malaysia, and Syarikat Johnson and Johnson Sdn Bhd.

The services provided in mQuit include: customised quit smoking plan, resources and advice on quitting smoking, comprehensive follow-up sessions by dedicated healthcare professionals and nicotine replacement therapy to facilitate smoking cessation. mQuit programme is introduced to give smokers to get three levels of support, namely professional advice, materials to help quit smoking and enlisting the smoker's own willpower.

Ladies and gentlemen,

Currently there are 164 health facilities that had been accredited for mQuit services which are 147 pharmacies, 6 hospital and 11 institutions. Ministry of Health also looking forward to implement mQuit services in all higher education institutions in order to tackle smoking problem among students. Therefore, Ministry of Health urges and encourage all the public and private universities and colleges to be part of mQuit services. The move was in line with the government's target to reduce tobacco consumption by 30 percent in Malaysia by 2025.

Last but not least, I would like to congratulate IMU for the good initiative in launching the 'IMU- Quit Smoking Service' and we are looking forward to accrediting this center as part of mQuit centers. It is our hope and vision to make Malaysia smoke free country and achieving our own Endgame for Tobacco which is the prevalence of smoking is less than 5% by the year 2045.

Thank you.