

Bogor



Intervention area: Tobacco control

City action: Pioneering the use of bans on tobacco advertising, promotion and sponsorship (TAPS)

Tobacco control is a major challenge to public health in Indonesia, where tobacco kills over 225 000 people annually and the average starting age is just 17.6 years.ⁱ In 2016, an estimated 76% of all Indonesian males over the age of 15 years identified as current tobacco smokers.ⁱⁱ

In 2008, Bogor city joined the Bloomberg Initiative to Reduce Tobacco Use and established a memorandum of understanding with the International Union Against Tuberculosis and Lung Disease (hereafter called “the Union”) to make the city 100% smoke-free, and free from tobacco advertising and promotion. Since then, the Union has provided technical assistance to the city government to address tobacco use.

In 2009, Bogor became the first Indonesian city to pass a comprehensive smoke-free law (Local Government Regulation No. 12), which banned smoking in all indoor public places, work places and public transport, and banned tobacco advertising and promotion, including the point-of-sale display of tobacco products. Enforcing this kind of comprehensive legislation was a potential challenge. In 2010, the city government issued a Mayoral decree with detailed implementation steps, including a system of mobile courts for enforcing the smoke-free policies, which included the random inspection of locations by city police to ensure the law was being respected.

In 2014, the city decided to tackle tobacco advertising more aggressively with Mayoral Regulation No. 3 – a city-wide ban on all outdoor tobacco advertising, promotion and sponsorship. In 2017 this was expanded to a ban on the point-of-sale display of tobacco products. Again, random inspections were used to enforce the ban. By December 2017, compliance with the tobacco display ban in retail outlets reached over 90%.ⁱⁱⁱ

Fines for violation of the ban have generated significant income for the city. Income was generated from a variety of sources linked to the ban, such as restaurants and local government enterprises. In 2008 and with 372 cigarette billboards, Bogor's income was Rp 97 billion. In 2013, after the ban came into effect, Bogor's income reached Rp 464 billion. By 2016, with the ban still in effect, Bogor's income reached Rp 728 billion.^{iv}

Key factors in achieving this were: i) strong political commitment from the Mayor to creating a smoke-free city; ii) engaging all government departments; iii) establishing local civil society and faith-based networks to support the smoke-free activities, such as quarterly monitoring of the bans by civil society; iv) establishing a random inspection and enforcement mechanism; and v) actively countering industry interference.

The two most recent Mayors of Bogor City – Diani Budiarto and Bima Arya Sugiato – have together pioneered tobacco control in Indonesia, enabling the city to implement tobacco control policies ahead of national regulations. In 2018, Bogor City became the first in Indonesia to ban e-cigarettes, shisha and other similar products under new law No. 10. Mayor Bima has successfully countered the challenges posed by tobacco industry and its front group regarding the ban on the point-of-sale display of tobacco products and tobacco advertising and promotion. As well as championing and driving the policies forward, the Mayor also runs unannounced inspections of venues to monitor the implementation of the smoke-free policy and the ban on advertising and promotion.

In 2018 a public awareness campaign enhanced the work still further by using advertising spaces to inform people of the health dangers of tobacco. Billboards across the city featured eight different advertisements to actively discourage tobacco use. The campaign included a social media hashtag #TeuHayangRokok (#SayNoToCigarettes) and each billboard had a hotline number to report violations of smoke-free laws in the city, including breaches in tobacco advertising bans.^v

Unsurprisingly, these actions encountered tobacco industry opposition. In October 2018, the Indonesian Light Cigarette Producers Association (Gaprindo) and the Indonesian Retailers Association (Aprindo) filed a formal objection with the Ministry of Home Affairs and Ministry of Law and Human Rights about the bylaws issued by Bogor and Depok, another city in West Java province. However, Bogor's Department of Health defended its decision and has stood by the ban



on tobacco displays inside stores as an important part of protecting the city's youth from being manipulated by tobacco advertising.^{vi}

Bogor's success in, and exemplary commitment to, tobacco control was recognized by WHO on World No Tobacco Day 2019. The city has inspired other cities to drive subnational progress in tobacco control and has supported them through national and regional networks. Mayor Bima is an active member of the Indonesia Mayor and Regent's Alliance for Tobacco Control and Prevention of NCDs, and a co-chair of the Asia Pacific Cities Alliance for Tobacco Control and Prevention of NCDs, together with Mayor Francis from Balanga city, Philippines.

ⁱ WHO Tobacco Control Fact Sheet on Indonesia [online]. WHO South-East Asia Regional Office, 2018 (https://apps.who.int/iris/bitstream/handle/10665/272673/wntd_2018_indonesia_fs.pdf, accessed 5 August 2019).

ⁱⁱ WHO Noncommunicable Diseases Country Profiles 2018. Geneva: World Health Organization; 2018 (https://www.who.int/nmh/countries/2018/idn_en.pdf, accessed 5 August 2019).

ⁱⁱⁱ The Asia Pacific Cities Alliance for Tobacco Control and Prevention'. Summary report, 2019. Singapore: The Asia Pacific Cities Alliance for Tobacco Control and Prevention (AP-CAT), The Union, and the Indonesian Ministry of Health, 2017 (<https://www.theunion.org/what-we-do/conferences/body/AP-CAT-Brochure-2019.pdf>, accessed 17 September 2019).

^{iv} Bogor City asks citizens to show your true colours to see tobacco harms. Bogor/New York City: Vital Strategies; May 31 2017 (<https://www.vitalstrategies.org/bogor-city-indonesia-asks-citizens-to-show-your-true-colors-to-see-tobaccos-harms/>, accessed 5 August 2019).

^v Bogor City event celebrates progress in tobacco control. Bogor/New York City: Vital Strategies; November 24 2018 (<https://www.vitalstrategies.org/bogor-city-event-celebrates-progress-in-tobacco-control/>, accessed 5 August 2019).

^{vi} Big Tobacco spurns ad bans. Manila: The Jakarta Post; 24 November 2018 (<https://www.thejakartapost.com/news/2018/11/24/big-tobacco-spurns-ad-bans.html>, accessed 5 August 2019).