



JOINT STATEMENT • 23 JULY 2022

## **Full Steam Ahead for the Generational End Game**

The Malaysian Health Coalition supports the Ministry of Health's [proposed](#) Tobacco and Smoking Control Bill, which [contains provisions](#) to prohibit the sale of tobacco and vape products for those born in 2005 and later. This move, touted as the 'Generational End Game' (GEG), will hopefully prevent the use of tobacco and vape products for those born after 2005.

We suggest the following:

### **1. Manage public opinion carefully**

The Ministry of Health (MOH) must convey appropriate information regarding this bill to the Rakyat. Besides properly communicating the public health benefits, the MOH must also address concerns to set the record straight and to avoid misunderstandings. For example, concerns have been raised regarding the GEG's impact on retailers. This can be easily rebutted by the fact that the bill does not ban the sales of tobacco and vape products immediately. In fact, this move is said to be beneficial to [low income earners](#). The MOH must carefully manage public opinion and actively engage relevant parties such as non-governmental organisations to empower the public to choose communal health over individual temporary pleasure.

### **2. Enforce and coordinate effectively**

After the smoking ban at all food and beverage outlets in [2020](#) was enacted, there was a period when people obeyed the ban. However, smokers were present in large numbers in the immediate aftermath of the Movement Control Order. Strict enforcement must be consistent in order for the bill to be successful. The government must clearly lay out the enforcement steps and communicate properly so that the public is aware of it. Proper enforcement will also address the allegation that the GEG will increase trade in illicit cigarettes. This can be done via inter-ministerial co-operation e.g. the MOH should work together with the Customs Department under the Ministry of Finance and Ministry of Domestic Trade and Consumer Affairs to coordinate efforts in combating the trade of illegal tobacco products.

### **3. Make tough decisions for the future generations**

The [2019 National Health and Morbidity Survey](#) provided us with data on the smoking behaviour in teenagers, whereby 11.6% were cigarette smokers, 7.5% were e-cigarette users, and overall, 15.6% of all teenagers aged 15-19 were using a tobacco product. This is alarming because we know the harmful implications tobacco products have on the health of our population. If enacted, the bill will protect those born after 2005 from the harm of tobacco and smoking products. The government must demonstrate the same strong political will demonstrated through COVID-19 restrictions when weighing personal liberties and public health to ensure long term health benefits to the Rakyat. It is no doubt a challenging proposal to make, but we must do it for the sake of our children.

The MHC calls upon all members of Parliament to support the Tobacco and Smoking Control Bill and the Rakyat to support the government in implementing this historical move to protect future generations.

**BERKHIDMAT UNTUK NEGARA.**

**Malaysian Health Coalition** (Full Signature List on [myhealthcoalition.org](https://myhealthcoalition.org))

23 July 2022

## **Full signature list:**

### **Organisations**

1. Academy of Medicine Malaysia
2. Association of Malaysian Optometrists
3. Asthma Malaysia
4. College of Anaesthesiologists
5. College of Physicians
6. College of Surgeons Academy of Medicine of Malaysia
7. IKRAM Health Malaysia
8. Islamic Medical Association of Malaysia
9. Lung Cancer Network of Malaysia
10. Malaysian Association for Bronchology and Interventional Pulmonology
11. Malaysian Association of Clinical Biochemists
12. Malaysian Association of Dental Public Health Specialists
13. Malaysian Association of Environmental Health
14. Malaysian Coalition on Ageing
15. Malaysian Dental Association
16. Malaysian Paediatric Association
17. Malaysian Pharmacists Society
18. Malaysian Public Health Physician Association
19. Malaysian Society of Anaesthesiologists
20. Malaysian Society of Clinical Psychology
21. Malaysian Society of Ophthalmology
22. Malaysian Thoracic Society
23. Medical Mythbusters Malaysia
24. Medical Practitioners Coalition Association of Malaysia
25. MedTweetMy
26. National Cancer Society of Malaysia
27. Obstetrical and Gynaecological Society of Malaysia
28. Perinatal Society of Malaysia

### **Individuals**

1. Assoc Prof Dr Uma Devi Palanisamy
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3. Dato' Dr Amar Singh-HSS
4. Dato' Dr Jahizah Hassan
5. Dr Khor Swee Kheng
6. Dr Leong Kei Joe
7. Prof Dr Asri Said
8. Prof Dr GR Letchuman Ramanathan
9. Prof Dr Mohd Zamrin Dimon
10. Prof Dr Roslina Abdul Manap
11. Prof Dr Zaleha Abdullah Mahdy
12. Puan Sharipah Asiah Syed Junid Aljunid

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