

# SMOKING **KILLS** CAMPAIGN AWARENESS



Towards clean fresh air enviroment

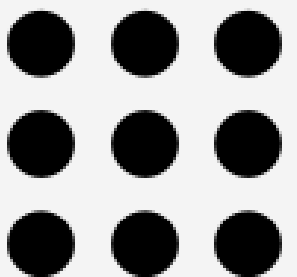




# Presentation Outline

Foreword  
Members of organization  
Problem statement  
Campaign  
Sponsor and Budget Allocation  
Conclusion

Key topics for discussion



# Foreword

A QUOTE FROM OUR PROJECT  
MANAGER

**"When there's a will,  
There's a way"**

- AMJAD BIN  
RUSHDAN, 2019



# Members of Organization

SCREATERY

NADIAH BINTI MOHD HANIM

TREASURER

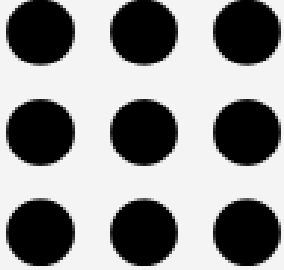
ANIKA RAHMAN ANTU

OCM TECHNICAL/VENUE

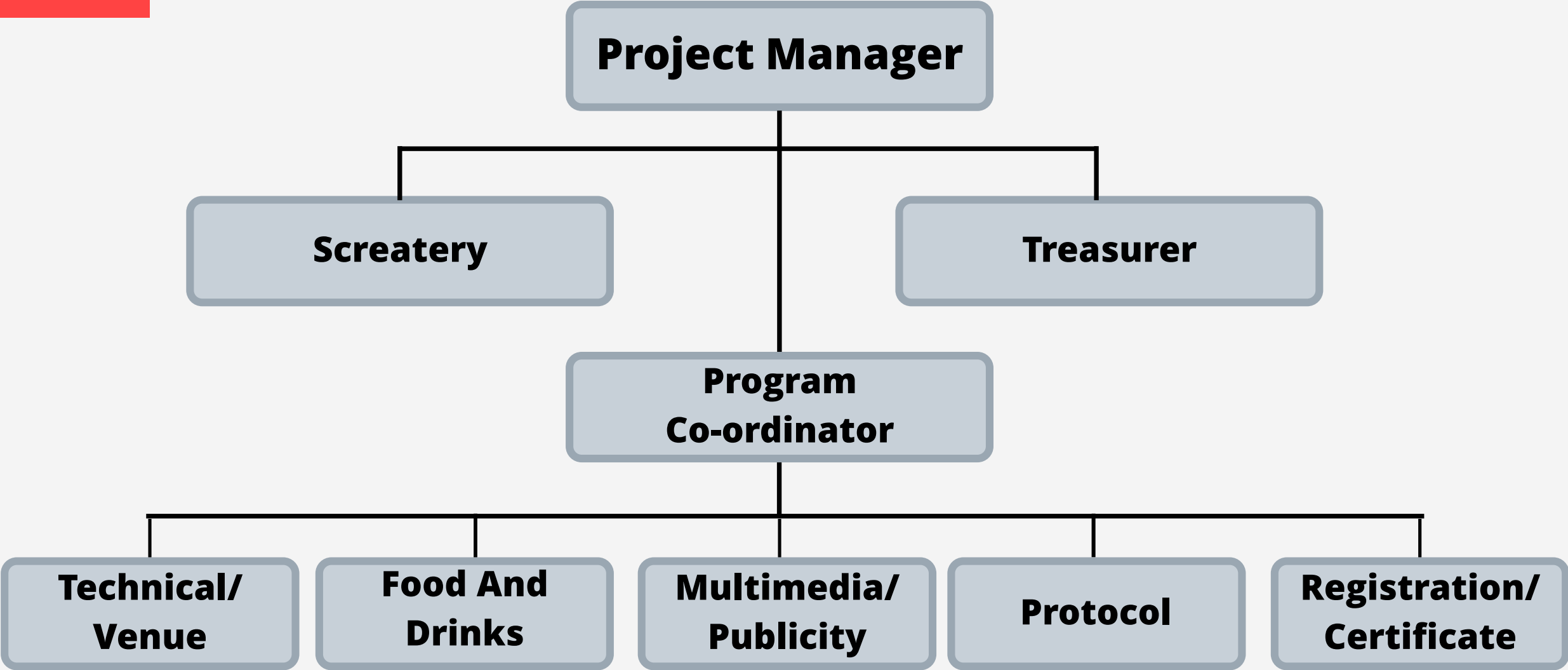
SYAFA ILYAS AL MUZANI

OCM MULTIMEDIA/PUBLICITY

MUHAMMAD FIKRI BIN ABDULLAMIN



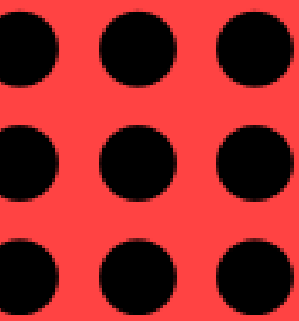
# ORGANIZATION FLOWCHART



# Problem Statement

**Why do we need  
to stop smoking?**

EVERYONE HAS A RIGHT  
TO BREATHE FRESH AIR!



METHANE

TOLEUENE

CARBON MONOXIDE

ACETONE

CADMIUM

60

HEXAMINE

ARSENIC

CHEMICAL IN CIGGARATE THAT ARE  
KNOWN TO CAUSING CANCER!

HYDROGEN  
CYANIDE

BUTANE

TAR

NICOTINE

POLONIUM-210



Did you know?



# Risk of Smoking

- According to World Health Organization (WHO), tobacco use causes more than 7 million deaths per year worldwide.
- According to the 2014 Surgeon General's Report on smoking and health, Smoking is a major cause of cardiovascular disease (CVD) and causes approximately one of every four deaths from CVD,
- Lung cancer is the most common form of the disease in the world and 90 percent of all cases are caused by cigarette smoking. It kills 1.2 million people a year.(Kelland. K,2010)

## WHAT HAPPEN WHEN YOU SMOKING



### 1 LUNG CANCER

Cigarette smoking is the number one risk factor for lung cancer. Tobacco smoke is a toxic mix of more than 7,000 chemicals. Many are poisons. At least 70 are known to cause cancer in people or animals.



### 2 HEART DISEASE

The chemicals in tobacco smoke harm your blood cells. They also can damage the function of your heart and the structure and function of your blood vessels. This damage increases your risk of atherosclerosis.



### 3 BRAIN DAMAGE

Smoking thins the cerebral cortex. The cerebral cortex is a part of the brain that is crucial for thinking skills including memory and learning, so thicker is better.



### 4 INTESTINE CANCER

Smoking increasing your risk for colon cancer. Inhaling chemicals and toxins into your body invites free radicals to damage DNA and mutate healthy cells. Free radicals can cause the development of precancerous polyps in the large intestine, which eventually cause colon cancer.



### 5 LARYNX CANCER

When you smoke, it passes through the larynx on its way to your lungs. This smoke contains harmful chemicals. Smoking tobacco (cigarettes, pipes, cigars) increases your risk of developing laryngeal cancer.

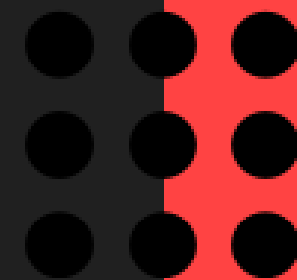


### 6 DEATH

Your body will become weak, your brain cannot function properly and ultimately you will die due to too many complications of health problems.

# Campaign

## How to quit smoking?



IT'S TIME TO CHANGE  
YOURSELF!



# Smoking Kills Campaign Awareness

## PROVIDING ASSIST

To help and help to those in need particularly smokers who want to quit smoking.

## RAISE AWARENESS

To cultivate awareness regarding danger of smoking especially among UTM people's

## CLEAN FRESH AIR

To help UTM transform into non smoking area coincide with the enactment of Tobacco Control Regulations



UTM UNIVERSITI TEKNOLOGI MALAYSIA

SMO **K**ING ILLS

**It's time to quit**

**It's now or never**  
Join hundreds of others who are hoping to kick the habit

**LUCKY DRAW**

**MERIT PROVIDED!**

Date : 14th - 15th February 2019  
Venue : Dewan Sultan Iskandar, UTM ,  
Johor Bahru

IN PARTNERSHIP WITH:

For Inquiry:  
AMJAD : 011-10548007  
ANIKA : 017-4874478

Go to <https://my.utm.my/iportal> to learn more about the campaign



# Details of The Campaign

DEWAN SULTAN ISKANDAR,  
UTM, JOHOR BAHRU



14 FEBRUARY 2020

15 FEBRUARY 2020



# WHAT TO BE EXPECTED IN THIS CAMPAIGN?

## TALK BY DEPUTY MINISTRY OF HEALTH

- Dr. Lee Boon Chye is a doctor and a certified cardiologist and currently serving as The deputy Minister of Health.
- He holds 2 post graduate degree, a Master of Medicine from the University Kebangsaan Malaysia and Membership of the Royal Colleges of Physicians from UK



**DEPUTY MINISTER OF HEALTH,  
DR. LEE BOON CHYE**



# WHAT TO BE EXPECTED IN THIS CAMPAIGN?

## HEALTH COUNSELLING SESSION WITH EXPERT

- Our expert will guide you step by step to get rid habit of smoking
- Provide necessary help and advice.
- Provide anti-smoking medicine.



# WHAT TO BE EXPECTED IN THIS CAMPAIGN?

## BOOTH

- Get information about danger of smoking directly.
- View variety of the smoking exhibition.

## LUCKY DRAW

- Win a free gifts as you participate in our activity and quiz!





# Sponsor and Budget Allocation



## How we plan our resources?

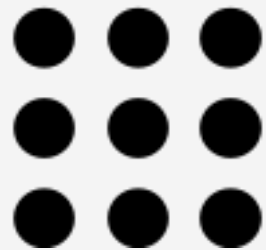
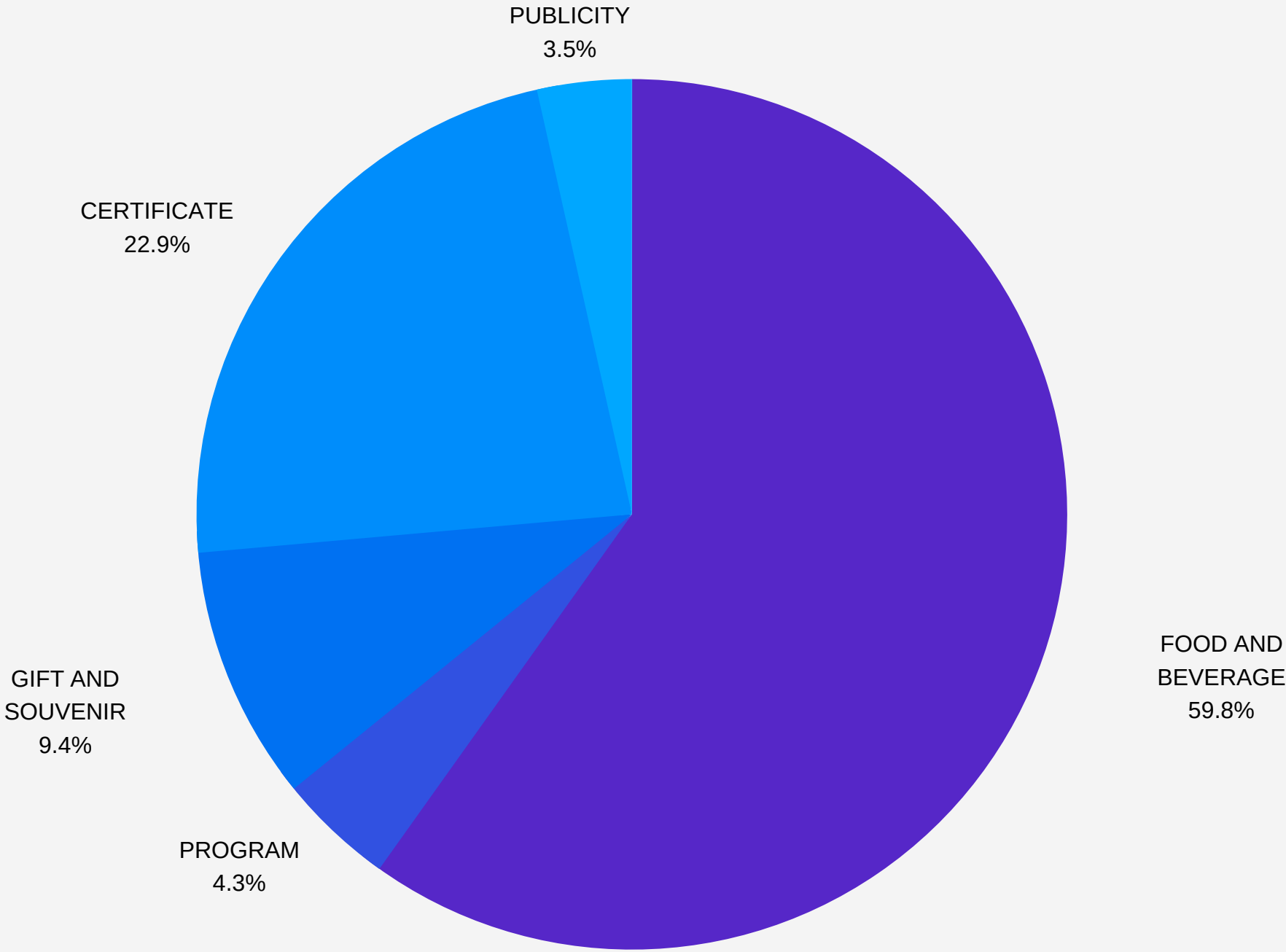
IF YOU FAIL TO PLAN  
YOU PLAN TO FAIL!



# ESTIMATED INCOME

SPONSOR	AMOUNT(RM)
<b>CASH SPONSORSHIP</b>	
• Pusat Kesihatan UTM	800
• BIG Pharmacy	2500
<b>PRODUCTS SPONSORSHIP</b>	
• Abu Hassan Catering	2600
• Boost Juice	1500
• Eco Print JB	1800
• JB Gift & Souvenir	660
<b>TOTAL INCOME</b>	<b>9400</b>

# BUDGET ALLOCATION





# Words of Inspiration

**OUR GREATEST WEAKNESS LIES IN  
GIVING UP.  
THE MOST CERTAIN WAY TO  
SUCCEED IS ALWAYS TO TRY JUST  
ONE MORE TIME.**

THOMAS A EDISON



# Conclusion

- The main objective of this campaign is to raise awareness among students in UTM to stop and stay away from smoking.
- We hope that this programme will be supported from many authorities such as the university, clinic, hospital and health organization.
- By doing this program, we also hope to provide better environment to the community in UTM and help students that are in need and save their life.



**Get In Touch  
With Us**