Guiding Document on
Meaningful Youth Participation in Tobacco Control
Introduction

Greetings,

Our praise and gratitude to the Almighty for His blessing and guidance that the authors can complete a guiding document on the youth involvement participation in the tobacco control issue. This document has generated several findings on youth participation for the past one decade in the tobacco control issue. Indonesia is also known as one of the countries in the world with the highest prevalence of smokers. The number of children under 18 years old who smoke in this country is 9.1% in 2018. There are numerous researches and findings showing that cigarette is not only generating health problem, but it also indicates child-exploitation, Corporate Social Responsibility/CSR-washing, and it even contributes to poverty and degraded quality of life of people.

As the youth’s awareness of tobacco control in Indonesia increases, there is an emerging need to have a guiding document for youth to enable them to participate in tobacco control issue. This document was composed as an initiative and aspirations of 50 initiators of the Indonesian Youth Council for Tobacco Control (IYCTC). Its survey was distributed to the network of Indonesian youth who work closely with tobacco or cigarette control issues. The document stems from collective concern on the importance of meaningful youth participation in tobacco control issue through the survey and literature review. This document also offers a risk mitigation table and worksheet for involving youth to solve the challenges encountered.

It is expected that this document could be a guide in involving youth participation that all institutions and organizations working and partnering with youth could use, especially in tobacco control issue in Indonesia, such as the national and sub-national government, members of national and sub-national level parliaments, civil society organization/foundation, private sector/non-tobacco companies, youth organizations, students and university students, academics and media that are concern about the youth involvement in tobacco control issue. We hope that this document would contribute to the promotive and preventive strategies of the Ministry of Health of the Republic of Indonesia in their endeavor to achieve the Indonesian young generation who are free from cigarette consumption and its harmful impacts in the future.

Jakarta, April 2021

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Abbreviation and Acronyms

APACT — Asia-Pacific Conference on Tobacco or Health
BEM — Badan Eksekutif Mahasiswa
BPS — Badan Pusat Statistik
CSR — Corporate Social Responsibility
CTFK — Campaign for Tobacco Free Kids
FCTC — Framework Convention on Tobacco Control
FKM — Fakultas Kesehatan Masyarakat
GYTS — Global Youth Tobacco Survey
LSM — Lembaga Swadaya Masyarakat
ISMKI — Ikatan Senat Mahasiswa Kedokteran Indonesia
ISMKMI — Ikatan Senat Mahasiswa Kesehatan Masyarakat Indonesia
IYCTC — Indonesian Youth Council for Tobacco Control
IPS Rokok — Iklan, Promosi, Sponsor Rokok
MK — Mahkamah Konstitusi
MYP — Meaningful Youth Participation
PP109 — Peraturan Pemerintah Republik Indonesia Nomor 109 tahun 2012 tentang Pengamanan Bahan yang Mengandung Zat Adiktif Berupa Produk Tembakau
SEATCA — Southeast Asia Tobacco Control Alliance
WHO — World Health Organization
WTA — World Tobacco Asia
WTPM — World Tobacco Process Machinery
Indonesian Youth Council for Tobacco Control (IYCTC)

History

In Indonesia, the youth has been involved in tobacco control for more than one decade. The youth involvement is evident through youth-led initiatives in many areas in Indonesia. Youth participation in tobacco control has taken many forms, such as research, advocacy, and campaign at the national and international levels. Nevertheless, it is still very rare to find more extensive youth involvement other than being the beneficiaries of programs. Activists in tobacco control are dominated by those with a healthy or medical background.

Stemming from collective awareness, a group of young activists together with Yayasan Lentera Anak and Indonesian tobacco control networks organized a seminar titled “The Role of Youth in the Regeneration of Tobacco Control today and tomorrow” on January 30, 2021. The seminar invited 50 youth representatives from organizations/communities across Indonesia and experts in the field. The resource persons were, among others, Faisal Basri, as an economist, dr. Widyastuti Soerojo as a senior advocate for the Indonesian tobacco control movement, Anuradha Khanal as international tobacco control advocate from Campaign for Tobacco-Free Kids, and Margianta Surahman Juhanda Dinata as Spokesperson of Youth for FCTC Movement.

At the end of the seminar, there was a common understanding that tobacco or cigarette control issue is more than just a health issue. There is an economical, social, and cultural issue in it. Therefore, inter-sectoral collaboration is necessary to handle the tobacco control issue in Indonesia. On the other hand, the participants of this seminar also agreed that the youth play an important role in continuing Indonesia’s tobacco control movement.

Hence, to garner youth participation in Indonesia in tobacco control, there is an idea to establish youth coalition from various backgrounds. The coalition will establish to garner youth participation in tobacco control in Indonesia. The name Indonesian Youth Council for Tobacco Control (IYCTC) was agreed on February 20, 2021, through a virtual consensus making event attended by 50 representatives of youth as well as the initiators of IYCTC from 43 organizations/communities and 20 cities in Indonesia.
Vision

IYCTC’s vision is to advance tobacco control measures in Indonesia through inclusive and meaningful youth participation.

Mission

IYCTC has several fundamental missions agreed upon by members of the coalition. They are:

1. Gathering aspiration and participation of youth from various backgrounds in tobacco control.
2. Empowering youth to achieve meaningful youth participation in tobacco control.
3. Expand youth participation outreach in tobacco control to be more inclusive and dynamic in responding to any unfolding changes.

Activities

IYCTC has several activities that are planned together, among others are campaign, advocacy, training and empowerment, as well as public discussion and workshop. The activity is organized in a collaborative manner involving all members of IYCTC and with the network, academics, and government institutions on tobacco control in Indonesia or at the international level.
Membership

50 youth between the age of 16 to 30 years old representing 43 organizations/communities in Indonesia initiated IYCTC. Number of members may increase with time, criteria and requirements that the organization members agree upon collectively. The following list is 43 organizations/communities from 20 cities represented in IYCTC as of April 2021:

01. Aksi Kebaikan
01. Banggai Generation on Tobacco Control
03. BEM IM FKM UI
04. DEMA FIKES UI JAKARTA
05. Emancipate Indonesia
06. Forum Anak Daerah Kabupaten Bogor
07. Forum Anak Kota Banjarmasin
08. Forum Anak Kota Bogor
09. Forum Anak Kota Arang (Sawahlunto)
10. Forum Anak Kota Tangerang
11. Forum Anak Nasional
12. Forum Anak Papua
13. Forum Anak Sumatera Barat
14. Forum Indonesia Muda Regional Bogor (FIM Bogor)
15. Gerakan Pemuda Peduli Kesehatan Kota Surakarta (GEMPITA)
16. Generasi Tanpa Rokok Lampung (GETAR Lampung)
17. Gerakan Indonesia Diet Kantong Plastik
18. Gerakan Muda FCTC
19. Gerakan Muda Tolak Jadi Target Padang
20. GERKATIN Kepemudaan
21. Girl, Peace and Security
22. Global No Cigarette Movement (9CM)
23. Hasanuddin Center for Tobacco Control and NCD Prevention (Hasanuddin CONTACT)
24. Hima Kesmas Universitas Siliwangi
25. Ikatan Lembaga Mahasiswa Kebidanan Indonesia (IKAMABI)
26. Ikatan Pelajar Muhammadiyah
27. Ikatan Pelajar Putri Nahdlatul Ulama (IPPNU)
28. Ikatan Senat Mahasiswa Kedokteran Indonesia (ISMKI)
29. Ikatan Senat Mahasiswa Kesehatan Masyarakat Indonesia (ISMKMI)
30. Instansi Universitas Mega Buana Palopo
31. Ikatan Senat Mahasiswa Farmasi Seluruh Indonesia (ISMAFARSII)
32. Kisara PKBI Bali
33. KOPDAR Jember
34. North Sumatera Youth Tobacco Control Movement (NS-YTCM)
35. Pemuda Penggerak Solo
36. Pergerakan Anggota Muda IAKMI (PAMI)
37. PUAN MUDA
38. Rumah Inggris Banjarmasin
39. Simpul Medan
40. Sinergi Bersama Mengurangi Asap Rokok di Kulon Progo (SemarKu)
41. Tata Muda
42. TGR Campaign
43. Youth Ranger Indonesia
Meaning of Logo

The IYTC logo has two parts, the word IYTC and Indonesian Youth Council for Tobacco Control. The word IYTC has round edges, which symbolizes flexibility and openness to new ideas. The letter Y forms a silhouette of a person raising his/her two arms, which describes the youth spirit in IYCTC. Meanwhile, the letters CTC forms a bicycle, representing the progressive and continuous advancement vision of IYCTC towards healthy and free from tobacco in Indonesia.

The color red symbolizes audacity in making the decision and bringing about changes, blue represents dynamic and maturity, while orange represents creativity and optimism towards achieving mutual objectives. The words Indonesian Youth Council for Tobacco Control uses black sans serif font, representing the firmness of youth in tobacco control.
Background

By definition in Law Number 40 of 2009, youth are classified as citizens between 16 and 30 years old. This means in 2018, there are 63.82 million youth or almost a quarter of the Indonesian population (BPS, 2018). This has increased other stakeholders' interest in the youth issue. Though the huge percentage of youth in Indonesia is often highlighted, there is still a public health threat lurking the Indonesian youth other than the COVID-19 pandemic, which is the cigarette.

Indonesia is known globally as Baby Smoker Country and the Disneyland for Big Tobacco for its low and weak tobacco control regulation that should have protected Indonesian children from tobacco products. According to the 2018 Basic Health Survey, there are 3.2 millions children between 10-18 years old who are active smokers. This finding is amplified by Global Youth Tobacco Survey data in 2019, where 40.6% of 5,125 students in Indonesia between the age 13 to 15 years old have started to smoke a cigarette.

Many factors trigger the significant increase of child smokers in Indonesia compared to other countries. Aside from its low and affordable price, many children start to smoke at such young age because of their exposure to tobacco ads, promotion, and sponsorship (TAPS). As highlighted in the research conducted by Sri Handayani, et al. in 2020, the likelihood of students picking up the smoking habit is 1.93 times (among junior high school students) and 2.78 times (among senior high school students) higher in the area where TAPS are more prevalent.

In response to the urgency about the cigarette issue in Indonesia and the need to have a comprehensive tobacco control policy, many young people in Indonesia are inspired to take a more active role in this issue. In tobacco control issue, the youth involvement has been found since 2009 with the youth-led initiatives started to spring up ever since such as Smoke Free Agents, Gerakan Muda FCTC, ISMKMI, ISMKI, 9CM, Puan Muda, Aksi Kebaikan, as well as sub-national level organizations such as Banggai Generation on Tobacco Control, Gerakan Muda Tolak Jadi Target Padang, Semar Kulon Progo, Kopdar Jember, and many more.

Youth participation in tobacco control has been initiated, ranging from research, advocacy, and campaign at the national to international level. Nevertheless, the youth involvement as active agent and not as beneficiaries is very rare. The activists in tobacco control are dominated by those with medical/public health background. From this collective awareness on the importance of youth involvement in tobacco control, the National Commission on Tobacco Control and its network on February 20, 2021 invited 50 youth from 43 organizations in Indonesia, which became the seed of Indonesian Youth Council for Tobacco Control (IYCTC).

As a coalition, one of IYCTC's programs is capacity building, especially on meaningful youth participation or MYP. Through improved MYP capacity, IYCTC members have increased comprehension about meaningful youth participation, as well as the agency and existing power relation. Until the end of the MYP capacity-building session, all members of IYCTC commit to advance meaningful youth participation in Indonesia, especially in the tobacco control issue. Hence, the idea of creating a Guiding Document on Meaningful Youth Participation in Tobacco Control (MYPTC) emerged.

This guiding document the was made possible by the consolidation of the youth tobacco control movements in Indonesia for more than a decade. This document specifically presents the newest survey result on Indonesian youth involvement in the tobacco control issue. The objective is to map out the situation, challenges, and recommendations to advance Indonesia's youth participation in the tobacco control. In this document, there is also an annex of the work sheet and risk mitigation for youth involvement in tobacco control issue as the tool that would be used to measure the level of meaningful youth participation in tobacco control in Indonesia.
**Targets**

This guiding document is drafted for and targets various institutions involved in the works related to tobacco control in Indonesia. Some of these institutions are:

- National and Sub-National Government
- Members of National and Sub-National Parliaments
- Civil Society Organizations/Foundations
- Private Sectors/Non-Tobacco Companies
- Youth Organizations
- Students and University Students
- Academics
- Media

**Objectives**

This Guiding Document has several objectives, among others are:

- as a guideline to involve youth in tobacco control agenda;
- to increase the participation rate of youth in tobacco control issue;
- to maximize youth participation in tobacco control issues to make it more meaningful and impactful.

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**Good Practice of Youth in Tobacco Control: 2009-2021**

The youth involvement in tobacco control is not a new endeavor. There are many good practices recorded since 2009 with many youth-led initiatives such as Smoke Free Agents, Gerakan Muda FCTC, ISMK- MI, ISMKI, 9CM, Puan Muda, Aksi Kebaikan, as well as local organizations such as Banggai Generation on Tobacco Control, Gerakan Muda Tolak Jadi Target Padang, Semar Kulon Progo, Kopdar Jember, and many more.

Youth have participated in tobacco control ranging from research, advocacy, and campaign at the national to international level. Though many successes have been reaped, the youth involvement participation in tobacco control still has some room for improvement. The following page presents a timeline of many good practices in involving youth in tobacco control issue in Indonesia:
2009

Two representatives of youth, Affie Sekar Nadia and Faza Ibinu were among the plaintiffs filing for judicial review to the Supreme Court on Article 46 sub-section 3 point c in Law Number 32 of 2002 on Broadcasting. The law has become the legal basis of tobacco product ads in the Indonesian television sphere and used by the tobacco industry to persuade children to be first-time smokers. Unfortunately, the Supreme Court rejected this judicial review request. As a consequence, tobacco ads continue to tyrannize the Indonesian television landscape and often presented themselves as below-the-line activity sponsorship.

2012

Hundreds of students from many universities in Indonesia, such as UIN Syarif Hidayatullah, Universitas Muhammadiyah Jakarta, UHAMKA, Uknida, and many other campuses in Jakarta, organized rallies to oppose the organization of World Tobacco Asia (WTA) in Jakarta. The opposition resulted in the WTA organizer not organizing its event in Indonesia.

2013

Many students’ organizations, especially students of health/medical-related major, have started to disseminate the information on Government Regulation Number 109 of 2012 on the Safety Precautions of Addictive Substances in tobacco products (PP 109 of 2012). One of these organizations is the Students Executive Body of the Association of Students of Public Health Major of Universitas Indonesia (BEM IM FKM UI) that organized a competition to disseminate information about PP 109 of 2012 among students and the general public.

2014

In 2014, the youth, especially students of the School of Public Health, started to campaign for their supports on Framework Convention on Tobacco Control (FCTC). One of their activities to campaign for this was by organizing a seminar: “Save the Young Generation, Immediately Access the FCTC”, which is managed by BEM IM FKM UI in collaboration with the Coalition of Health Professional Against Tobacco (KPK AR), Southeast Asian Tobacco Control Alliance (SEATCA) and the Association of Students’ Senate of School of Public Health in Indonesia (ISMKMI).

This event was organized to commemorate World’s No Tobacco Day (WNTC) and was one of the Forum of Initiative Tobacco Control Action Planner activities. The outcome of this activity was the emergence of the national movement to urge the President of the Republic of Indonesia to protect the youth from the impact of cigarette consumption and smoke.

2015

The Youth Movement for FCTC Indonesia was initiated in early 2015 by 60 youths concerned with children’s rights from various cities. The movement was initiated to garner public support for the government of Indonesia to sign the Framework Convention on Tobacco Control (FCTC) from the World Health Organization (WHO) as the government’s commitment to protecting youth from tobacco consumption and smoke. The digital campaign-based movement was launched on Facebook, Twitter, Instagram, and website www.fctcuntukindonesia.org as information portal and campaign material sources.

With the support from many youth movements such as Gerakan Muda FCTC/Youth Movement for FCTC, Goodlife Society, and Smoke Free Agents, the petition initiated by the late Robby Indra Wahyuda reached 30.387 supports in Change.org. The petition, which demanded the President of the Republic of Indonesia to access FCTC, was submitted to the representative of the Ministry of State Secretariat.

In the same year, tens of students from Universitas Indonesia organized a rally during the 2015-2019 Prolegnas deliberation process at the Parliament’s Assembly. This protest was organized to oppose the Tobacco Bill, which would only increase cigarette production in Indonesia.

2016

With the initiative from Gerakan Muda FCTC, 20 young change-makers from 17 cities managed to collect 11,022 letters for the President. The letters, written by youth from primary school level to university level, contained supports for the President of the Republic of Indonesia in accessing the FCTC to protect youth from tobacco consumption impact. This campaign is one of the reasons why President Joko Widodo decided to organize a restricted meeting with his cabinet on FCTC.

In the same year, hundreds of students who were part of ISMKMI organized an act of opposition to the World Tobacco Process Machinery event in Jakarta. This event was rejected as it promoted cigarette production machines that may trigger the loss of jobs of cigarette factory workers since they may be replaced by these machines. Unfortunately, the event continued regardless of the scale of protest from students’ organizations.

In the 2016 National Children’s Forum, more than 500 children representing regions in Indonesia, a recommendation to support the tobacco ads, promotion, and sponsorship ban came out in the Indonesian Children’s Voice (Suara Anak Indonesia). 2016 was also the year when the cigarette issue started to be the main topic of discussion in the training of Facilitators for National Children’s Forums, which is under the guidance of the Ministry of Women’s Empowerment and Child Protection.

Some local Children’s Forums have started to be more active in tobacco issues, such as the ones in Padang, Sawahlunto, Solo, Banjarmasin, and Tangerang Selatan, who observed cigarette ads in their cities. The results of this observation were reported back to the local administration in each region. The local government started to show their commitment to ban cigarette ads in their region. Annually, the Children’s Forums disseminate and organize workshops about the tobacco issue in their role as initiator and Plaintiff Pelapor dan Pelapor (2P).
2017

As of August 2017, FCTC for Indonesia Campaign of Gerakan Muda FCTC managed to reach 208,856 youth at the local, national and international levels. With Gerakan Muda FCTC and Yayasan Lentera Anak, 40 participants from 25 cities representing 3,000 youth gathered at the FCTC Youth Summit. The outcomes of this meeting are 6 points of recommendations of tobacco control for Indonesia as well as the FCTC Warrior shadow puppet show before the Presidential Palace, which was attended and supported by Mrs. Jaleswari Pramodhawardhani the 5th Deputy for Politics, Law, Security, Defense and Human Rights from the Presidential Executive Office of President of the Republic of Indonesia.

2,700 students from 90 schools in 5 cities, Mataram, Padang, Bekasi, Tangerang Selatan and Bogor initiated #TolakJadiTarget movement. This movement emerged as a measure to reject Industry’s targeting them through their aggressive tobacco ads around their school. This movement successfully took down 150 cigarette ads banners around their school and pushed the local governments in DKI Jakarta, Padang and Sawahlunto to ban cigarette ads. The success is then followed by others in 21 countries.

In the same year, 169 people from the Alliance of Public Health Students (Aliansi Mahasiswa Public Health Students) in Semarang was once organized in 2016 was also rejected as a form of Guiding Document on Meaningful Youth Participation In Tobacco Control (MYPTC).

2018

Youth participation in tobacco control in Indonesia started to garner international’s attention. Some of these were shown in the 12th Asia-Pacific Conference on Tobacco or Health (APACT) in Bali and One Young World Summit in Den Haag, Netherlands. In these two events, Margianta Surahman as the representative of Gerakan Muda FCTC delivered his speech before thousands of youth from 190 countries, which conveyed the fight of youth against the tobacco industry in Indonesia through research, campaign, training and advocacy.

In the same year, the discussion around the tobacco-cigarette issue has a wider spectrum. In collaboration with World Merit Indonesia and Gerakan Muda FCTC, Emancipate Indonesia organized a public discussion on climate change, modern slavery, and health issue in the tobacco industry at the Embassy of Hungary. The Ambassador of Hungary for Indonesia and representatives of the European Union in Indonesia were also present at the event. In this opportunity, Emancipate Indonesia also elaborated about the situation around child labor in the tobacco supply chain, as well as the poor working condition of workers in the tobacco factory.

At the national level, hundreds of students from Universitas Indonesia organized creative action and oration at the Car Free Day area in Jakarta to reject the return of the Tobacco Bill in the deliberation process in the parliament. This act invite the public to support the opposition against the Tobacco bill. When the bill is enacted, this will only amplify the distribution and promotion of sales of cigarettes among society.

2019

The representative of the Gerakan Muda FCTC, Margianta Surahman Julhanda Dinata, was invited to one of the NCD Child’s side events at the World Health Assembly (WHA). WHA is organized by the WHO at the United Nations’ Headquarters in Geneva, Swiss. In his speech, Margianta delivered about the Indonesian youth’s efforts to conduct research, organize campaign, training and advocacy to support Indonesia in accessing FCTC and enforcing tobacco control regulation.

In the same year, the #PilihBicara campaign was initiated in the middle of 2019 by 35 organizations to push society, especially youth, to speak up and convey their concern, experiences and expectations on tobacco issues in Indonesia. The aspiration was uploaded to the website www.pilihbicara.org in the form of a video, article or other creative work products. The website www.pilihbicara.org has been visited 18,527 times, with visitors coming from 72 cities in Indonesia and 25 countries and reached 937,420 audiences through Instagram and Facebook campaigns.

The campaign #SatuPuntungSejutaMasalah was initiated as a follow up to the #PilihBicara campaign, where 107 organizations and 1,000 youth collected more than 250,000 cigarette butts from 28 cities. The campaign highlighted the environmental problem from cigarette butts, and it garnered 328,550 audiences through Instagram and Facebook pages. One of the offline campaign actions was Act for Kindness by UIN Syarif Hidayatullah Jakarta at five points of the area. This act collected 8,496 cigarette butts within 100 minutes and collected signatures to support “An Open Letter to the President of UIN Jakarta” to enforce Smoke-Free Area in Campus.

In another region, Banggai Generation on Tobacco Control organized Festival Keren Tanpa Rokok (Cool Without Smoking Festival) as a form of support from the youth to the District of Banggai’s administration to realize Banggai as Child-Friendly District through the bans of tobacco ads, promotion and sponsorship.

This declaration results in the readiness of implementation and commitment from the Banggai administration in the TAPS ban in their city.

Sawahlunto’s Children’s Forum also managed to advocate for the issuance of Mayor’s Regulation Number 70/2019 about the Bans of Cigarette products Ads to support Sawahlunto to become a Child-friendly City. To this day, the Sawahlunto’s Children’s Forum still monitors and reports to the Mayor on implementing this regulation.

2019 was also marked the year on the establishment of Puan Muda, a young women’s group that voices women’s rights on health, to protect them from being targeted by the tobacco industry. Puan Muda also voiced their support for increasing the cigarette pack price directly to President Joko Widodo at the Presidential Palace. The students of Public Health major in Indonesia who are part of ISMKMI also organized the rally to oppose the organizing of World Tobacco Asia (WTA) in Surabaya. This was the third opposition to WTA from civil society group, especially youth of students’ organization. The petition to oppose WTA, initiated by ISMKMI, collected 73,232 supports at the change.org platform.

In the same time, 169 people from the Alliance of Public Health Students (Aliansi Mahasiswa Kesehatan Masyarakat) organized a rally to oppose the World Tobacco Process and Machinery (WTPM) in Jakarta. WTPM, which was once organized in 2016 was also rejected by the representatives of students from Universitas Indonesia, UIN Syarif Hidayatullah, Sekolah Tinggi Ilmu Kesehatan, and other universities in Semarang.
In 2020, the cigarette/tobacco issue became part of the National Action Plan of the National's Children's Forum. Still, in 2020, 100 representatives of the youth community in Indonesia participated in the screening event of the documentary film Negara Perokok Anak by the young change-makers from Gerakan Muda FCTC. This event's output was an agreement on the importance of youth to support the Ministry of Health to finish with their revision process of Government Regulation Number 109/2012 about the Security of Materials with Addictive Substance in the form of Tobacco Product. In August 2020, 55 youth organizations also delivered their support to President and 20 Ministries to reduce the prevalence of child smokers through the revision of PP 109/2012.

In commemorating the World's No Tobacco Day (WNDC), the Ikatan Pelajar Putri Nahdlatul Ulama (IPPNU) organized an online seminar (webinar) amidst the COVID-19 pandemic. The seminar resulted in the declaration of NU's female students organization that firmly opposes being targeted by the tobacco industry and strongly supports tobacco control/cigarette measures that are strong and meaningful in Indonesia to protect children, youth, and women from the harm of cigarette/tobacco products.

The 2020 World's No Tobacco Day with the theme “Protect Children and Adolescence from Tobacco Industry Manipulation” revitalizes the movement of #TolakJadiTarget. This time the collaboration was supported by 58 youth organizations across Indonesia to increase the youth’s awareness of how the tobacco industry manipulates and targets them as the next generation of smokers. Many digital activities were organized to commemorate the day. Starting from social media campaigns such as Instagram live and Twitter thread, as well as reaching 17,563,464 online audiences.

In the same year, the youth who were part of the Pulih Kembali movement has also pledged their support to the increased price of cigarettes in Indonesia.

Through their public campaign, in Festival Pemilu Harga, the movement aimed to increase public and government’s awareness on the importance of increased tariff and simplification of tobacco excise. It is expected that both would contribute positively to economic recovery, especially during the pandemic. Through various creative actions and dissemination of scientific analysis, the activities in Festival Pemilu Harga were organized from August to October to collect public support for the increase of cigarette price. The public’s support to Festival Pemilu hard from August to October 2020 is accessible at www.pulihkembali.org.

At the same event, ISMKMI, IPPNU and BEM IM FKM UI conveyed their aspiration in a media discussion to ask the President Joko Widodo and Minister of Finance Sri Mulyani Indrawati their promises to increase tobacco excise in order for the price to be very expensive and not affordable anymore.

In 2020, 100 representatives of the youth as initiators from 43 youth organizations/communities from 20 cities across Indonesia. IYCTC emerged from collective awareness that tobacco control or cigarette issue is more than just health issue. There is an economic dimension, social, and even cultural in it. Therefore, collaboration with youth from diverse background is required to deal with tobacco control issue in Indonesia.

The Community of Pemuda Penggerak organized their action to collect 1,295 cigarette butts in the Solo City Park. This was to support implementing the Smoke-Free Area bylaw in the City of Solo and followed by the audience and video screening organized by Pemuda Penggerak, inviting the Mayor of Solo, Gibran Rakabuming Raka.

On February 20, 2021, Indonesian Youth Council for Tobacco Control (IYCTC) was established. The establishment of IYCTC was agreed upon in a virtual consensus-building forum attended by 50 representatives of the youth as initiators from 43 youth organizations/communities from 20 cities across Indonesia. IYCTC emerged from collective awareness that tobacco control or cigarette issue is more than just health issue. There is an economic dimension, social, and even cultural in it. Therefore, collaboration with youth from diverse background is required to deal with tobacco control issue in Indonesia.
The Result of the MYP Survey

Stemming from awareness of the importance of youth participation in tobacco control in Indonesia, IYCTC organizes capacity-building activities for meaningful youth participation (MYP). This MYP capacity building is divided into three phases, Strengthening (Think), Follow UP (Act) and Reflection (Reflect).

In the Think Phase, the activity involved researchers from PUSKAPA UI, Ryan Fajar Febrianto, on March 20, 2021. The Act Phase was to draft and disseminate the MYP survey on tobacco control in Indonesia by IYCTC members from March 28 to April 11, 2021. Meanwhile, in Reflect Phase, the IYCTC members wrote down this Guiding Document based on the MYP survey on April 12-16, 2021.

The following chapter is about the MYP survey result in tobacco control in Indonesia, which was entirely done by the IYCTC members and their network, garnering 213 respondents representing 43 organizations from 20 cities.

Respondents’ Characteristics

The following information is about the characteristics of respondents participating in the MYP survey from IYCTC, and their involvement in the tobacco control/cigarette issue.

Figure 1. Distribution of Respondents’ Sex

Based on Figure 1, it is known that out of 213 respondents filling out the survey, most of them are female/women for 62.9% in compared to 34.3% of male respondents.

Figure 2. Distribution of Respondents’ Age

Based on Figure 2, it is known that most of the respondents (54%) came from the 18-24 years old age group.
Figure 3. Respondents’ Organizational Field

Based on figure 3, the majority of respondents came from health-based organizations (51.2%), followed by tobacco control/cigarette organization (48.8%), and youth issue came in third (25.8%).

Figure 4. Information about how respondents first knew about cigarettes/tobacco products

Based on Figure 4, most respondents knew about cigarettes from their families (58.2%) and followed by cigarette ads (29.1%).

Figure 5. Respondents’ Knowledge About Child Smokers < 18 yo

From figure 5, we could learn that out of 213 respondents majority of them have seen children under the age of 18 smoke (98.6%), only a very small percentage responded not sure.

Figure 6. Respondents’ Information about their personal involvement in the tobacco control/cigarette issue

Figure 6 shows that 71.4% of 213 respondents said that they have personally been involved in the tobacco control/cigarette issue.

Figure 7. Information on Respondents’ Organizations involvement in tobacco control/cigarette issue

76.5% of respondents said that their organizations had been involved in tobacco control/cigarette issues, as reflected in figure 7.
Figure 8. The type of activity related to Tobacco control/cigarette that Respondents/Respondents’ organizations have participated in as participants

Based on Figure 8, the respondents who have participated in tobacco control/cigarette activities said that the most common activities that 64.8% have participated in (as participants) public discussion (Focused group discussion, webinar, seminar, etc.), followed by online and offline campaigns (56.3%) and advocacy (audience with government, lobbying activity, etc.) for 36.6%.

Figure 9. The type of activity related to Tobacco control/cigarette that Respondents/Respondents’ organizations have participated in as organizer

Most of the respondents said that the type of activities on tobacco control/cigarette that they have participated in (as organizers) as reflected in Figure 9 are public discussion (focused group discussion, webinar, seminar, etc.) (52.5%), followed by online and offline campaign (49.3%) and advocacy (audience with government, lobbying, etc.) for 28.6%.

Challenges of Youth Participation in Tobacco Control

In regards to respondents’ involvement in tobacco control, there are several challenges or problems in youth participation in tobacco control issues in Indonesia, among others are:

Of the 213 participants of this survey, 57.7% said that they are sometimes afraid to speak up as a youth in tobacco control/cigarette issues. But 39.4% said that they have never been afraid to speak up about tobacco control/cigarette issues.
Based on Figure 11, it is known that 52.6% of the respondents who said they were afraid to speak up about the tobacco control issue is because they are afraid that they don’t have sufficient knowledge about the subject. 47.9% said that they are afraid that they would make wrong statements about the fact. Some said (24.9%) that they were afraid that they would not be trusted anymore, afraid of being bullied (15%) and threatened (8%) when they decide to speak up about the tobacco control/cigarette issue.

As reflected in figure 12, as young people, the respondents face some challenges in their participation in tobacco control/cigarette issue, the most common challenge is having their opinion or initiative undermined (52.6%). Other challenges, among others, are unclear follow up to the activity implemented (35.2%), lack of support from the family, friends, organizations (31.9%), and absence of security support physically and digitally (23%).

Based on Figure 13, for the respondents, meaningful youth participation is when they are given space to speak up their opinion and initiatives (72.8%), to be treated fairly regardless of their identity (69.5%), to be surrounded with supporting environment/support system in the form of counseling, recreation and many others (67.6%), to have a post-activity follow-up (64.3%), to be involved since planning stage (62%), and to have their needs met financially, technically, and connection wise (55.9%).
Recommendations

These are some of the followings from IYCTC with 213 young people from 20 cities on meaningful youth participation, especially in tobacco or cigarette control:

1. The youth should be given a space to express the opinion and initiate when involved in an activity, including tobacco control/cigarette activity.
2. Youth should be supported to gain access to training tobacco control/cigarette to support their participation in tobacco control/cigarette issues.
3. Youth should be treated with fairness, regardless of their identity and backgrounds, when they participate in tobacco control/cigarette issue.
4. Youth should be given support/support system in the form of counseling, recreation and others in participating in tobacco control/cigarette issue.
5. Youth should have their security guaranteed when they participate in tobacco control/cigarette issue physically and digitally.
6. There should be a clear follow up after any youth participation in tobacco control/cigarette issues.
7. Youth should be involved since the planning stage when they participate in tobacco control/cigarette issue.
8. Youth would have their needs financial and technical needs fulfilled such as stipend, allowance, and official certificates when they participate in activities related to tobacco control/cigarette issue.

These eight recommendations highlight the importance of a good and inclusive planning process in tobacco control/cigarette issues.

It is expected that these recommendations would inspire many relevant institutions, private sectors, civil society and even the youth who would like to enter into partnership with the institutions as mentioned above meaningfully.

The Concept of Youth Involvement: The Good and The Bad

According to Roger Hart in his Ladder of Participation theory in 1992, we should be aware of the meaningless participation of the youth. This type of participation would only sustain the MADETO (manipulation, decoration, and tokenism) practices. The following is an elaboration of what constitutes MADETO, and we should try to avoid these:

1. **Manipulation**, is where the youth are invited to participate, but no feedback or follow up to the invitation. For instance: the youth are invited to attend the workshop on tobacco control and come up with recommendations, but no follow up to their recommendations ever been made.
2. **Decoration**, is where the youth are involved only for decoration. For example the youth are asked to sing and wear the World No Tobacco Day shirt only to be taken their pictures, but they are clueless about the meaning of their actions and messages they deliver.
3. **Tokenism**, where the youth are asked to express their opinion in limited options and not being given sufficient guideline and information. For instance, they are invited to a national conference about tobacco control, but the invitation is sent so suddenly, without any clear information about the event and only to meet the quota of “youth representatives”.

Survey Conclusion

in general, the characteristics of respondents to this survey match with survey’s targets, as seen in the age diversity, the main field of the organization such as tobacco control and a majority of the respondents have involved in the issue in public discussion, online and offline campaign, or advocacy to policymakers, and many others.

Nevertheless, not all youth are courageous in speaking up about tobacco control/cigarette because there are many factors such as fear of not having enough knowledge to fear misspeaking. Other challenges such as having their opinions undermined and no follow up to the activities.

There are many other challenges that youth feel that are not yet recorded in this IYCTC survey. Therefore, a worksheet along with variables and indicators of meaningful youth participation to support and strengthen youth in overcoming their fears and challenges.

The Concept of Youth Involvement:

<table>
<thead>
<tr>
<th>Degrees of participation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Assigned but informed</td>
<td>Adult initiated, shared decisions with children</td>
</tr>
<tr>
<td>2. Consulted and informed</td>
<td>Adult initiated, shared decisions with children</td>
</tr>
<tr>
<td>3. Tokenism</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
<tr>
<td>4. Assigned but informed</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
<tr>
<td>5. Consulted and informed</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
<tr>
<td>6. Adult initiated, shared decisions with children</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
<tr>
<td>7. Child-initiated and directed</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
<tr>
<td>8. Child-initiated, shared decisions with adults</td>
<td>Youth are invited to express their opinion in limited options and not being given sufficient guideline and information</td>
</tr>
</tbody>
</table>
By familiarizing ourselves with many concepts and ideas of youth participation, it is expected that the youth involvement in tobacco control would be implemented better.

By avoiding the “MADETO” and paying more attention to the 7P elements, it is expected that many institutions and stakeholders would be enabled in their endeavors to facilitate meaningful youth participation, especially in tobacco control issues.

## Risk Mitigation for Youth Participation

In involving youth in specific event/program, especially in tobacco control issue, it is essential for a relevant institution to consider the existing risk. Hence, risk mitigation for youth participation is required to ensure youth participation is safe and meaningful.

In order to come up with a sound risk mitigation plan, relevant institutions should involve the youth actively in mapping the risks.

Risk mapping should be done in participatory manner in a safe space where the youth would feel they are given the space to share their experiences, grievance, and feeling of insecurity. Before inviting the youth to this risk-mapping activity, relevant institution must create their own risk mitigation to ensure the youth involved in their program/activity are safe.
**What should be considered:** the emerging risks could be physical and non-physical, digital and non-digital, or just an unsafe and uncomfortable situation. The economic, social and political contexts of youth from the certain region should also be considered. Gender, age, race, ethnicity, religion and their place of living would affect the youth’s risks.

Inspired by UNICEF’s Protocol to Increase Safe and Meaningful Participation of Young People, Focusing on Mental Health and Psychosocial Well-Being, the following table is an example of a risk mitigation table that institution could use in involving the youth in their event/program, especially in tobacco control issue.

The following table is an example of risk mitigation for the tobacco control issue. Each institution may adjust their risk mitigation table in response to the scope and scale of activities they organize:

<table>
<thead>
<tr>
<th>Participation Opportunity (What? Where? By Who?)</th>
<th>Risk and harms of participating youth face (Physically/non-physically, digital/non-digital, environmental condition, etc.)</th>
<th>Probability of Risk and Harms (high, moderately high, low)</th>
<th>Risk and Harm mitigation (Anticipations and steps)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Discussion on the harms of Tobacco Company’s CSR with National Commission on Tobacco Control (online)</td>
<td>Bullied by ‘buzzers’ from the tobacco industry</td>
<td>Moderately high</td>
<td>Activating Waiting Room feature available on the online platform and does not distribute the link to other people than participants/resource persons.</td>
</tr>
</tbody>
</table>
| Weak internet connection of the participants/resource persons | Low | • Advise participants/resource persons to find strong internet signal reception  
• Providing compensation of internet credit before the event starts |

The recommendations from the IYCTC MYP survey showed that there are a lot of young people who feel uncomfortable and insecure when they participate in tobacco control issue. Considering that tobacco control is not a popular topic and worsened by the security threats many young activists in Indonesia face, risk mitigation is an important aspect to consider by a relevant institution in the tobacco control issue.

Youth’s safety and comfort should be the main priority or program/activity organizer for any activity ranging from research, campaign, advocacy to training involving youth, especially in the tobacco control issue in Indonesia.
Worksheet for the Guideline of Involvement of Youth Participation

Regardless of the fact that the agreement on youth participation in tobacco control is very important, often youth participation involvement still has not yet accommodated the meaningful participation of the youth. It is vital for the government institution, NGOs, international organizations, and even donor organizations to ensure the meaningful participation of youth in tobacco control in Indonesia, and they often missed it.

Therefore, just like youth involvement in other developmental issues, IYCTC feels that it is needed to have a worksheet with specific variables and indicators to measure the meaningful youth participation in tobacco control in Indonesia.

The following is an example of a worksheet on the guideline for youth participation in tobacco control issue in Indonesia:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Indicators</th>
<th>Follow Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Voluntary Participation</td>
<td>Youth give consent to their participation (e.g. signing an informed consent form and represented by parents in their assent for those who are under 18 years old)</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth may stop anytime especially when their comfort and security are compromised</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth may express their views and opinions without being coerced to do so</td>
<td>→ ...</td>
</tr>
<tr>
<td>2. Clear and Transparent Participations</td>
<td>A specific person is appointed to be responsible for communication and coordination with youth</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth receive comprehensive information about the whole process (objectives, scale, risk, benefits) and are given sufficient time to decide to participate/not</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth could easily access the information, and information is inclusive (e.g. Sign language interpreters, typists are provided) and in language that they could understand</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Information on financial expenditure and compensation provided for youth involved (allowance, internet credit compensation, per diem, honorarium, etc.)</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth would obtain information on the follow up of their participation since early on</td>
<td>→ ...</td>
</tr>
<tr>
<td>3. Appropriate Participation</td>
<td>The issue being deliberated is in line with the context and needs of the youth involved</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth are given space and time to map out and deliver the issues they think are important</td>
<td>→ ...</td>
</tr>
<tr>
<td></td>
<td>Youth are not coerced to take on activities that are not in line with their context and needs</td>
<td>→ ...</td>
</tr>
</tbody>
</table>
4. Respectful Participation
- The activity is organized by involving the youth since the planning process.
- Involved parties respect the experiences and opinions of youth regardless of their age, gender, religion, race, ethnicity, physical condition, sexual orientation, economic condition, etc.
- The activities organized to respect the routine of involved youth and adjust the schedule to best fit their activities (outside of school/classes/jobs).
- Youth participation is formally acknowledged and respected (e.g., certificate, names mentioned as report contributor, etc.).
- Help in ensuring adults’ support to youth participation (e.g., family, teacher/lecturer).

5. Youth-friendly Participation
- The location of the activity is accessible and youth-friendly, especially for youth with disability.
- The duration of the event is sufficient for the youth to build a sense of trust in the activity organizer, instead of being too short or abruptly ended.
- The moderator and facilitator would try to organize youth-friendly activity and not too formal (e.g., with breaks and more participatory game, etc.).
- The gathering of youth participation should be varied by respecting the diverse type of communication for youth (e.g., visually/auditory/kinesthetic).

6. Inclusive Participation
- The activity is open to all youth from diverse backgrounds regardless of their age, gender, religion, race, ethnicity, physical condition, sexual orientation, economic condition, etc.
- There should be affirmative action to actively involve youth from the marginalized groups (e.g., women, persons with disability, sexual minority, survivors, people living with NCDs, etc.).
- Building meaningful partnership with youth organizations whose context and line of work are relevant to the topic of activity.

7. Participation with Capacity Building
- Capacity building for the youth is organized with feedback from youth, and would continuously be evaluated.
- Capacity building for the youth has clear objectives and follow-up and would be informed to youth before the activity commences.
- The staff and facilitators in the training have been fully trained about children’s rights, participation of youth, risk mitigation, and other materials to help organizing youth-friendly activities.
- The staff and facilitators in training have received sensitivity training about how to interact with youth, especially the marginalized youth (e.g., women, persons with disability, sexual minority, survivors, etc.).

8. Participation with Safe Space
- Risk mapping and mitigation prior to the event, as well as ensuring anticipative measures to take.
- The activity is equipped with child and youth protection protocol with special person in charge (PIC) during the event (online or offline).
- There is a reporting and follow-up mechanism that youth would be aware of should abuse, violence, and other degrading and harmful incidents involving the youth during the course of activity.
- Ensuring the protection of youth privacy, especially those who convey their grievances during the activity.
- There should be ample and sufficient time for interaction among each other safely, without any intervention from adults who are appointed as staff/facilitator of the activity.
- Providing supportive environment and facilities during the event (e.g., accommodation, transportation, medical, psycho-social, legal, etc.).
<table>
<thead>
<tr>
<th>9. Accountable Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Clear work plan and budget plan for activities involving youth, hence the activity would not be a manipulative, decorative and tokenistic kind.</td>
</tr>
<tr>
<td>- Each activity involving youth has clear objectives and follow-up, with the commitment for sustainable assistance</td>
</tr>
<tr>
<td>- Indicators and worksheet to use in monitoring and evaluation of quality and impacts of activity involving youth.</td>
</tr>
<tr>
<td>- Involving youth in monitoring and evaluation of quality and impacts of activity involving youth</td>
</tr>
<tr>
<td>- Youth receive further feedback from the advice and aspiration that they would provide on a report/activity.</td>
</tr>
</tbody>
</table>

The worksheet for the Guiding Document on the Youth Involvement Participation is drafted by the initiatives and aspirations of 50 IYCTC initiators from 43 organizations and communities from 20 cities across Indonesia.

It is expected that this worksheet could help each relevant institution with a youth involvement program to work collectively in realizing meaningful youth participation as explained through various variables and indicators.

Our greatest hope is that this worksheet would be used as a reference in creating more good practices in the youth involvement, especially in cigarette or tobacco control issue in Indonesia.
Bibliography


