



Mobilizing Youth as Tax Advocates

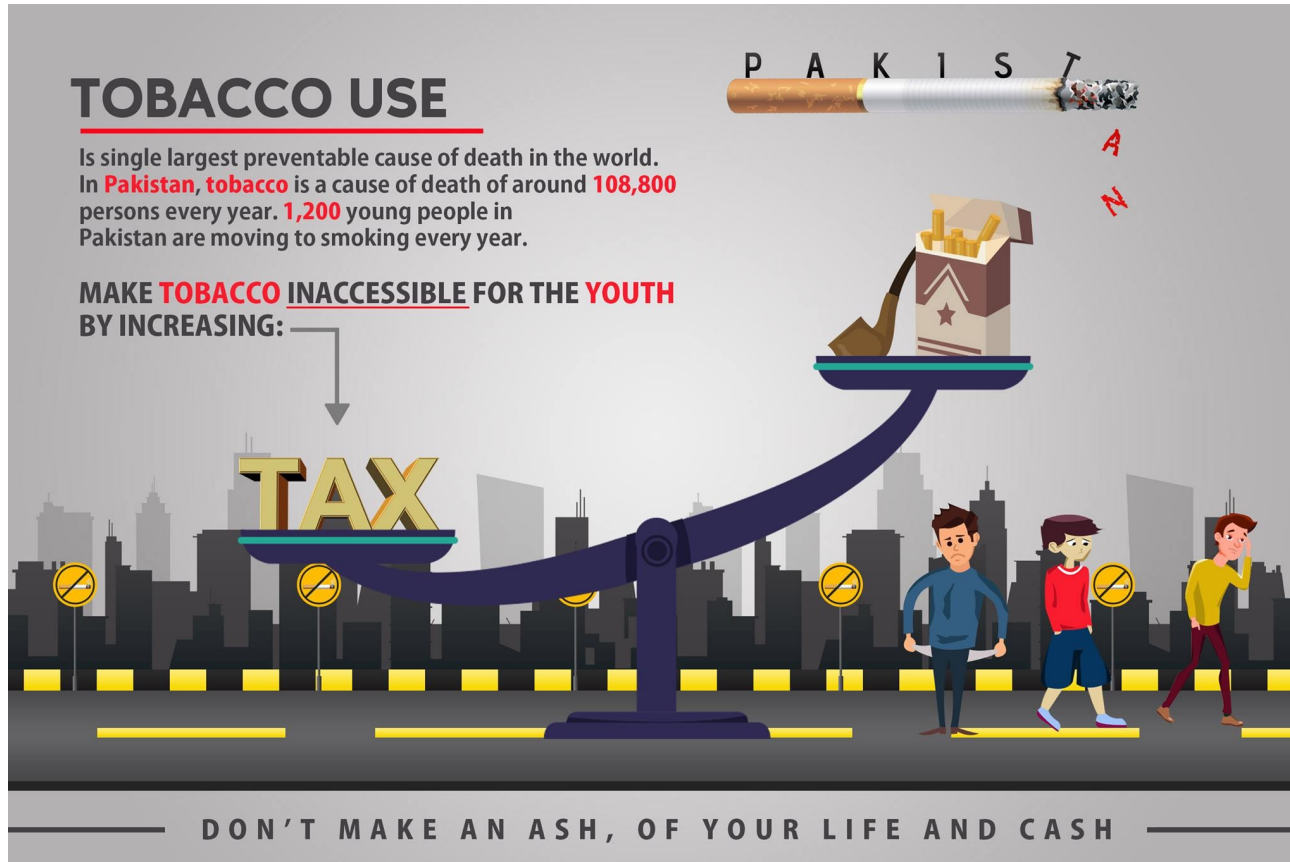


Tobacco taxes help kids avoid a life of tobacco addiction, disease and premature death.





Taxes Help Youth Avoid Tobacco Trap



In Pakistan, a campaign was launched showing how increasing the cost of tobacco will make it inaccessible to younger generations thus preventing them from smoking.



Communicating Urgency

“The cheap price of cigarettes in Indonesia keeps child smokers increasing. WHO noted in 2015 that there were more than 239,000 children under the age of 10 who had started smoking and about 4 million children between the ages of 10 and 14 became smokers each year. Don't let this nation continue to be damaged by cigarettes.”

Tolak Jadi Target
Published by Tolak Jadi Target Rokok [?] · September 13 · 🌐

Murahnya harga rokok di Indonesia membuat perokok anak terus meningkat. WHO mencatat di tahun 2015 bahwa ada lebih dari 239.000 anak di bawah usia 10 tahun yang sudah mulai merokok dan sekitar 4 juta anak antara usia 10 hingga 14 tahun menjadi perokok setiap tahunnya.

Jangan sampai bangsa ini terus dirusak oleh rokok. Dukung gerakan #RokokHarusMahal dengan tanda tangani petisi online ini: change.org/RokokHarusMahal.



**3.9 JUTA
PEROKOK ANAK
DI INDONESIA**

239.000 ANAK DI BAWAH UMUR
10 TAHUN MULAI MEROKOK
JAUHKAN ROKOK DARI ANAK
#ROKOKHARUSMAHAL

Sumber: WHO

446,910
People Reached

46,925
Engagements

[Boost Post](#)

👍👎🗨️ Ezot Munggara, Lisa Auliakasih and 38K others 287 Comments 433 Shares



“As a mother of 2 children from a tobacco-producing region, Datu Rembulan Daria is gradually aware of the adverse effects of the tobacco industry. To that end, she supports the movement #RokokHarusMahal as expected considering the price of cigarettes can control cigarette consumption in poorer families, be great if you could quit smoking and more importantly keep cigarettes out of children.

She also hopes that President Joko Widodo and Mrs. Sri Mulyani Indrawati make a new cigarette price policy”

**Refuse to be a Target**

Published by Refuse to be a Cigarette Target [?] · September 6

As a mother of 2 children from a tobacco-producing region, [Daturembulan Daria](#) is gradually aware of the adverse effects of the tobacco industry. To that end, he supports the movement [#RokokHarusMahal](#) as expected considering the price of cigarettes can control cigarette consumption in poorer families, be great if you could quit smoking and more importantly keep cigarettes out of children.

He also hopes that [President Joko Widodo](#) and Mrs. [Sri Mulyani Indrawati](#) make a new cigarette price policy. Come on, support our movement by signing this petition: change.org/rokokharusmahal .



186,662
People Reached

105,217
Engagements

Post Boost



Blink Burn, Geri and 85K others

1K Comments 563 Shares

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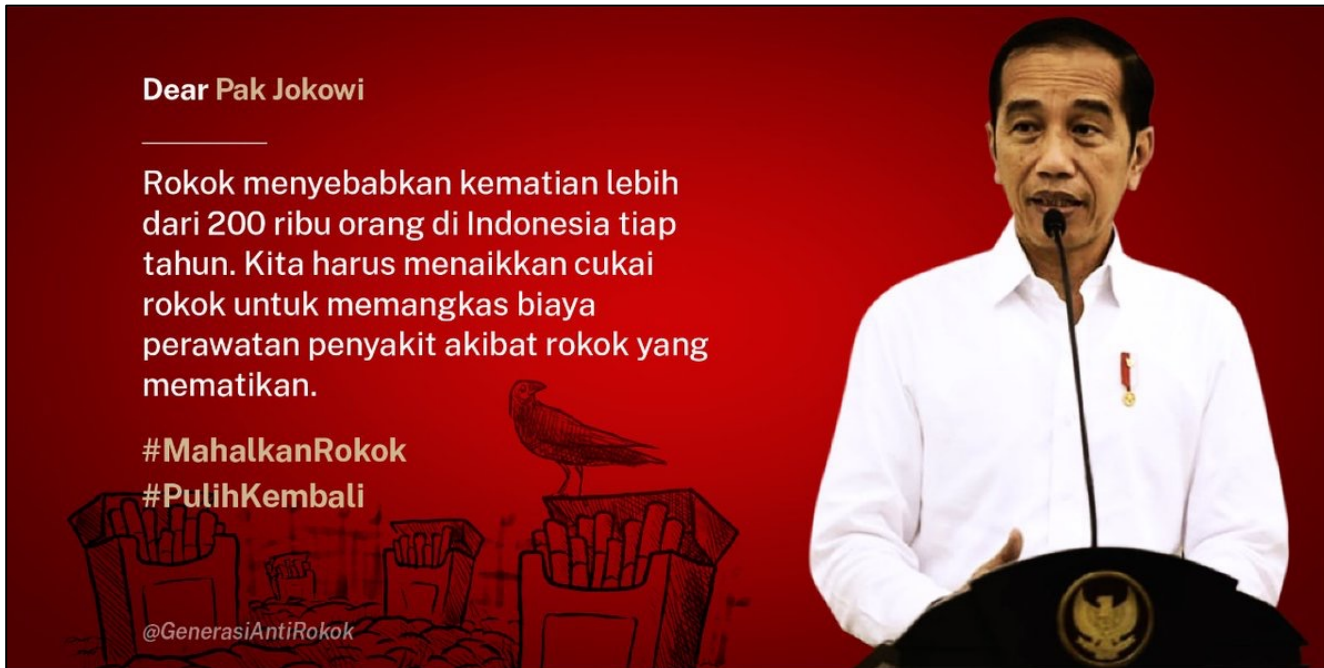


Tobacco Industry Sets Trap with Cheap Products





Higher prices = Less Tobacco use = Economic Boost



In Indonesia, the coalition launched a campaign targeting the President. The campaign explained how a decrease in cigarette consumption helps the economy by reducing tobacco related illnesses and treatments - both of which cost the country money.



Less Policy, More Personal Narrative



Alm. Robby Indra Wahyuda (26), meninggal akibat kanker laring. Ia terbiasa merokok sejak anak-anak.

Selamatkan generasi muda dengan **#RokokHarusMahal**

Tolak Jadi Target
Published by Tolak Jadi Target Rokok (?)
Page Liked · October 15 ·

Banyak zat berbahaya terkandung dalam tiap batang rokok yang berakibat buruk terhadap tubuh kita. Meskipun sudah banyak himbauan mengenai bahaya rokok, karena rokok murah, jumlah pecandu rokok terus meningkat di Indonesia.

Roby Indra Wahyuda (alm) baru sadar akan bahaya rokok ketika ia sudah divonis menderita kanker. Robby kemudian menghimbau para perokok tentang bahaya rokok lewat media sosial selama 1 tahun sebelum akhirnya maut menjemputnya di usia 27 tahun.

Jauhkan rokok dari orang yang kita sayangi, dukung kampanye #RokokHarusMahal di change.org/RokokHarusMahal.

501,424 People Reached 99,971 Engagements [Boost Post](#)

631 Comments 1,842 Shares

Like Comment Share

Most Relevant

Bu Dy kalau mau merokok silahkan merokok sesuka hati kalian, tapi jangan merugikan orang lain yg anti rokok, sehingga orang lain menjadi perokok pasif, nb silahkan merokok asal asepnnya ditelen dan pada tempatnya

Like Reply See Translation Message 140

109 Replies

Rustan Abu Taufiq Yg merokok dan yg tdk merokok semua saya ajak utk pilih #Nomor2 #Prabowo_Sandi

Like Reply See Translation Message 133

50 Replies

Asep Heri Setiadi Nenek saya meninggal di usia 90 tahun... beliau perokok berat dari usia 15 tahun... dari jaman daun papi, kertas

Write a comment... Press Enter to post



"Aku dukung #RokokHarusMahal karena aku nggak mau teman-temanku, sesama generasi bangsa kecanduan barang berbahaya.." -JP Millenix, Drummer

Kreatif tidak perlu nikotin. Berkarya tanpa nikotin itu keren.

"Like" saja tidak cukup, let's take real action, kita dukung dan tandatangani petisi ini: change.org/RokokHarusMahal



TOLAK ANAK JADI TARGET ROKOK MURAH PENYEBAB STUNTING



Mobilization of Youth at Two Levels

Grasstops Mobilization: Engaging individual youth as high profile campaign advocates



Advocacy of individual campaign advocates has direct impact on decision-makers via testimony, lobbying visits, earned and social media

Grassroots Mobilization: generating high volumes of action



Aggregate actions has impact via direct engagement with decision-makers via email, social media and/or attention from earned media



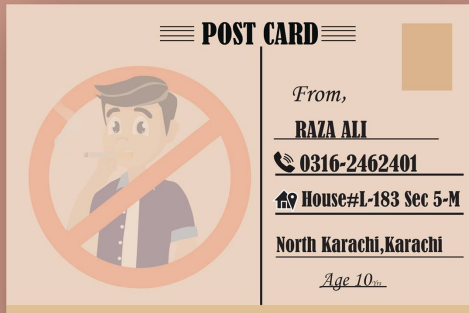
Youth Grasstops Mobilization



Online live event with the Coordinating Minister for Human Development and Culture in attendance calling for increase in tobacco tax hosted by Indonesian youth advocates from CISDI.



Youth Grasstops Mobilization



Postcard campaign launched in Pakistan to pressure the Prime Minister to raise the tobacco tax to decrease consumption amongst youth.



Youth Grassroots Mobilization



Youth pledge to stay away from tobacco by taking a pledge and sharing it with their followers on their Instagram story.



Youth Grassroots Mobilization



Youth use their social platforms to share how they'll use their super powers to stand up to Big Tobacco.



Comic Strip



Comic Strip

