ABSTRACT

STICK: Early Uptake of Smoke-Free Home Stickers Following Community Education in East Kalimantan, Indonesia

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Background : Secondhand tobacco smoke (SHS) is a preventable household health hazard, particularly for children and other nonsmoking family members. A community health assessment in Teluk Dalam Village ranked household tobacco-smoke exposure as the highest priority problem, with 43.5% 0f 85 surveyed households reporting a member who smoked.

Objective : To describe the reach and early household uptake of smoke-free home stickers within the PESRA program, and immediate changes in participants' overall health knowledge.

Research Methods/ Implementation Methods : A descriptive community-based program evaluation was conducted in Teluk Dalam Village in July 2026. The PESRA (Pekerja Sehat, Rumah Aman) program combined education on smoking hazards and occupational safety, audiovisual materials, discussion, household smoke-free pledges, and distribution of smoke-free home stickers. Attendance and sticker distribution were recorded, household visits on 15 and 22 July documented sticker display, and a 15-item combined knowledge questionnaire was given before and after education.

Results : Twenty-eight of 50 invited residents attended (56.0%). All 28 participants received stickers, and display was documented in 14 households (50.0%). Among 27 participants with paired questionnaires, the mean knowledge score increased from 93.82 to 98.27. As the questionnaire covered both occupational safety and smoking, this increase cannot be attributed to the stickers.

Conclusion/Lesson Learned : All attendees received stickers and half of recipient households displayed them, showing early uptake of a visible health promotion tool. The short follow-up, lack of comparison group, high initial scores, and absence of behavioral or exposure measurements limit conclusions about effectiveness. Repeated household monitoring is needed.

Keyword : smoke-free home; secondhand smoke; sticker; community health promotion; household.