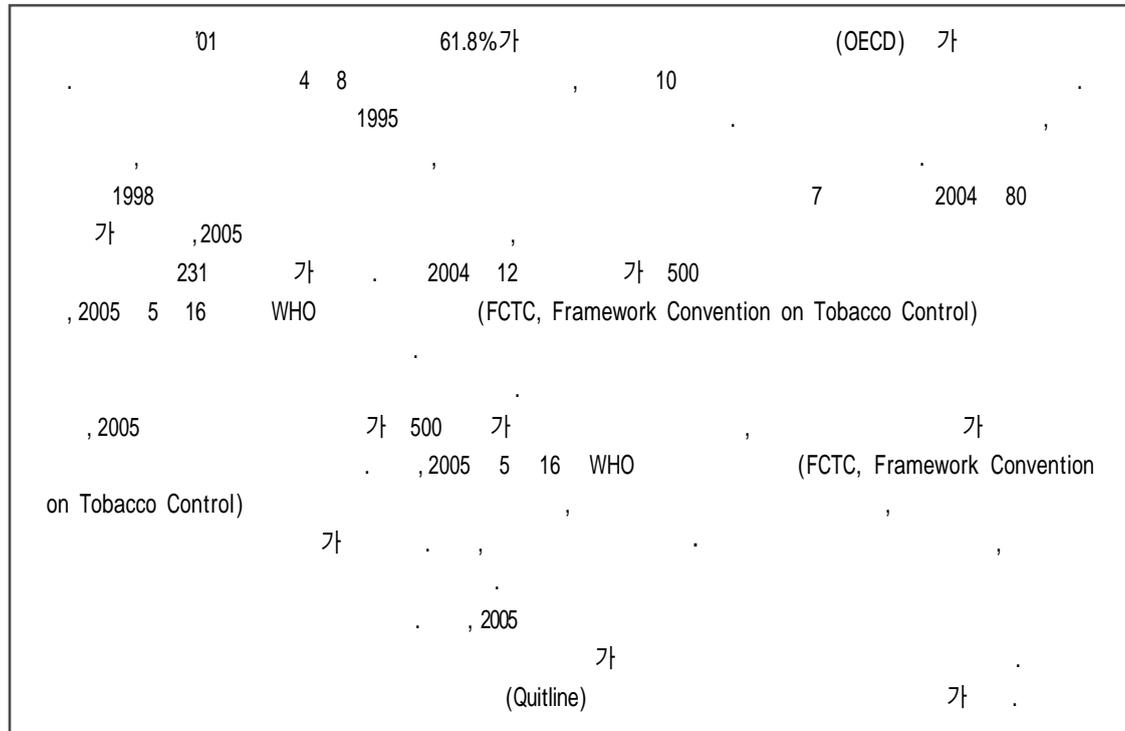


National Tobacco Control Programmes



1. (10.7 , 23),
500
가 19 (WHO, 2004)¹⁾.
가 , 01
13 61.8%가

1) WHO, Building blocks for tobacco control, 2004.

(OECD) 가 (1). 2. 4)
4 8
, 10 1)
2).
가 가 1
20% 가
3).
가 가
1. (2001)
(: %)

가			
	21.4	18.2	19.8
	20.2	15.9	18.0
	32.0	21.0	27.0
	20.2	17.0	18.5
	52.0	14.7	32.7
	61.8	5.4	30.4

: OECD, Health Data, 2003.

2) , 2005.
3) CDC. Surgeon General's Report. 2004; America Cancer Society. Tobacco control country profiles. 2003.
4) , 2005 가 2005.

2)

(Quitline)

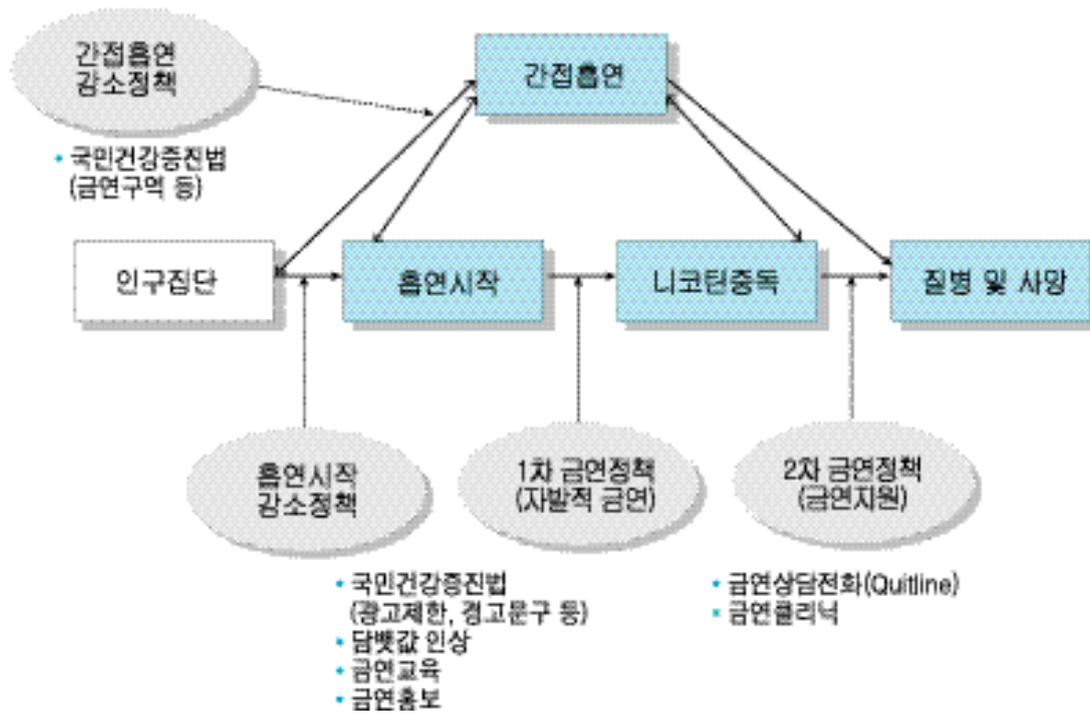
[1]

TV

()

가

1.



(2)

(FCTC)

• 가 500 가

• , ,

3) 2005

(1)

가

가

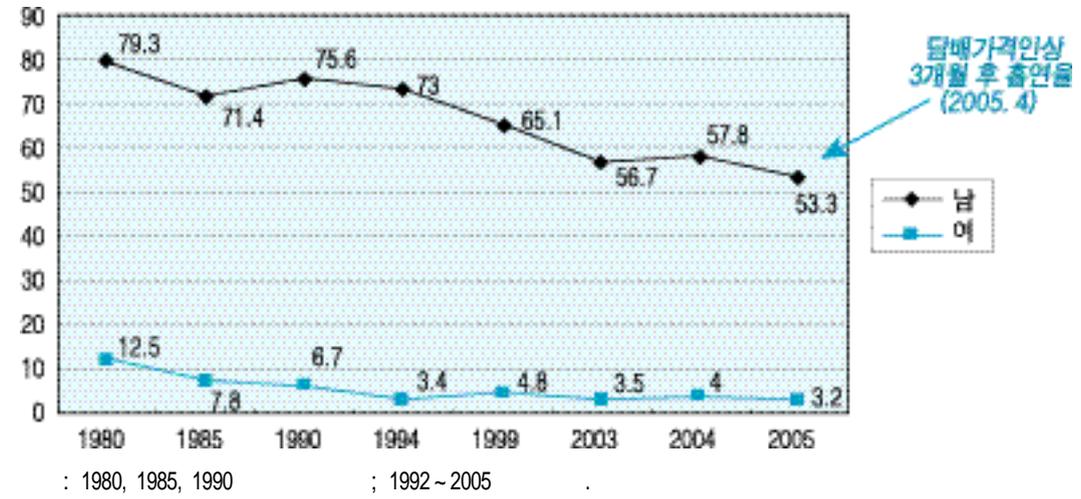
(FCTC)

- TV

(6)

(Quitline)

1994 7 가 , 12 700
 가 300 6) 가
 가 3 3
 20~30% (가) , 9.7%가
 50~70% (7) , 2005 4
 가) 53.3% 2004 9 57.8%
 2003 5 45% (2, 4).
 2004 11 500 3)
 2004 2005 2
 2004 12 30 1998
 가 500
 가 가 1999



5) World Bank. Jha P, Musgrove P, Chaloupka FJ, Yurekli A. The economic rationale for intervention in the tobacco market. Tobacco control in developing countries. 2000.
 6) 1 (700 , 300) 가 (04.12) (05.1) , (05.3)
 3 (, 2005).
 7) 2005. 4 1,026 (506 , 520) (. 2005).

4. 가 ()

	2004. 9	2005. 1 가 1	2005. 3 /4 가 3
()	-	8.3%	9.7%
()	57.8%	-	53.3%

: 1) ,
 2) , 2005. 4. , 2005.
 가 2002
 2000
 TV
 1998 2004
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 2000
 (3, 4).
 4)
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 가
 (http://www.nosmokeguide.or.kr , 2005)
 , 2001 2004 10 10
 , 4
 2002 12 KBS, SBS가 TV 719 4 ()
 , 2004 가) 61% 57%
 7 MBC , 가
 가 . 2003 2005

3. 2004



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4-1. 2005

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10

가 6

(Quitline)

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4-2. 2005

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4-3. 2005

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