Research on Smoking Prohibition in Public Places from the Perspective of Public Governance

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ABSTRACT

According to the survey, the main reason for the repeated prohibition of smoking in public places is that people generally do not have a specific and in-depth understanding of the harm of tobacco, so they often underestimate the cost of smoking and overestimate the benefits of smoking. Therefore, when new smokers intervene, due to the "social" factors of smoking and the "custom" of smoking freedom formed by the long-term publicity of smoking legitimacy, coupled with the influence of "conformity psychology," the previous scruples about smoking in public places that did not involve many principles immediately disappear. This problem has shown multiple, complex sudden, group and other characteristics. Given the existing issues in the social contradiction resolution mechanism, it is urgent to take adequate measures to solve them, such as strengthening the public's understanding of the harm of tobacco, government departments supporting tobacco control in public places and enhancing the construction of tobacco control laws and regulations, to realize and safeguard the public social interests fully.

Keywords: *public governance, public places, to prohibit smoking, hazard awareness.*

1. INTRODUCTION

The theory of public governance has become increasingly popular since the 1970s. The "governance" here refers neither to rule nor to management but refers to the government leading the power of social and public affairs, "steering" rather than "paddle." Oran Yang believes that a governance system is a unique mechanism by which members of different groups formulate collective choices on issues of common concern. This mechanism has three core functions: a security function, an economic function and a civic engagement political function. "[1] .Generally speaking, "governance" includes the following meanings:

As the governance of the smallest country's management activities, it refers to the state's reduction of public expenditures to obtain the most significant benefits with the least cost;as corporate management, governance refers to the organizational system that guides, controls and supervises the operation of enterprises;governance as new public management refers to introducing market incentives and private sector management tools into government public services;as a good governance refers to the public service system that emphasizes the efficiency, the rule of law and responsibility.;governance as a social-control

system refers to the cooperation and interaction between the government and the private sector, as well as between the public sector and the private secto;as the management of self-organizing networks, It refers to a social coordination network based on trust and mutual benefit[2].

It can be seen that public governance refers to a management and coordination activity carried out by state government agencies using public power in the social and public areas. In the process of public administration, it is necessary to pay attention to humanized and service-oriented management[3].

The so-called "public places", in a broad sense, Baidu Encyclopedia refers to various places for people to engage in social activities. Public places refer to all buildings, sites, equipment and facilities that can be used by people gathered for people's life, work, interpersonal communication, leisure, culture and entertainment, education and exercise, and to meet some living needs. " ① Public place is the environment created by people themselves, which is inseparable from the public's daily life. Similarly, it is also the perspective of reflecting the material conditions and spiritual civilization of a country and a nation. People's life and public places are as inseparable as fish and

water, ranging from public transport, such as buses, planes, trains and ships, to schools, hospitals, cinemas, squares, office buildings, shopping malls, residential areas and other places.In a narrow sense, public places refer to closed public places. According to the KMT and CPC, there are 7 categories and 28 kinds of places: 1.Accommodation and communication places (7 kinds): restaurants, hotels, bars, guest houses, cafes, chariot shops and teahouses. 2. Bath center and beauty salon (3 kinds): public shower room and Hairdressing Center. 3.Cultural and entertainment places (4 kinds): cinema, photo studio, game hall and KTV. 4.Sports and amusement places (3 kinds): Gymnasium, swimming venue and park. 5. Cultural exchange places (4 kinds): museums, exhibition halls, libraries and art galleries. 6. Shopping places (2 kinds): shopping malls (stores), bookstores. 7.Medical treatment and transportation places (3 kinds): clinic, waiting room and public transportation.

In the past ten years, the public governance of smoking ban in public places has attracted more and more attention worldwide[4]. The WHO led the drafting of the Framework Convention on Tobacco Control. Countries have acceded to this convention one after another, and the way has gradually entered into force. But the fact is that the implementation effect of the ban on smoking in public places is not very satisfactory in some areas, such as some parts of mainland China. The tobacco industry has formed a huge interest group in China. The tobacco sales revenue of China National Tobacco Corporation accounts for about 7% of the government tax revenue. In some provinces and cities, the tobacco industry has even become a local pillar industry. If the smoking of cigarettes is completely prohibited, it will inevitably touch and affect the interests of various groups, including the state, local governments and relevant groups. Tobacco is a monopoly industry, It is also a large tax payer in the country and many places, and occupies a very important position in the national economy. Compared with the implementation of other policies and work, the prohibition of smoking cigarettes in public places has obvious particularity, and the difficulty of implementation and implementation is also quite huge.

For this phenomenon, the relevant research mainly analyzes from the system level and diagnoses the problems existing in the system itself. For example, it is believed that there is no rigid institutional support for anti-smoking work, and there is a lack of a severe punishment mechanism[5]. This kind of analysis focusing on the advantages and disadvantages of the system itself often ignores the attitude of smokers to smoking in public places; that is, it ignores smoking as a Some particularities of the behaviour itself. Even if some researchers are aware of this problem, they often take it for granted, rarely dissecting in detail what kind of mentality leads smokers to smoke recklessly in public

places and how some characteristics of smoking behaviour influence smokers'[6]. The ignorance of these factors has led us to go straight to the crux of the institutional level, criticizing and even proposing many "countermeasures" trying to force smokers not to smoke in public places by external pressure. The anti-smoking process is "half the result with half the effort."

2. HAS "PEER PRESSURE" FAILED?

We often say "peer pressure," which is explained on Google as "psychological pressure arising from peer comparisons, that is, the influence of a peer group on an individual that causes the individual to change his attitudes, values, or behaviours to conform to the group's norms. "However, the above two experiences seem to lead us to the conclusion that "peer pressure" is almost ineffective when it comes to the smoking ban in public places. Why?

2.1. Smokers' awareness of smoking in public places

What is the attitude of smokers towards smoking in public places? Most people characterize smoking in public places as "impolite." Smokers think that the smell of cigarettes will affect the people around them, but they don't believe that their smoking behaviour will cause harm to the health of those around them. This can also explain why "peer pressure" has "failed" on the issue of smoking in public places [7].

Start with cultural etiquette, carry out publicity on all kinds of civilized smoking etiquette, guide smokers to consciously abide by social ethics in their daily life, pay attention to civilized smoking etiquette, strive to be civilized citizens, and strive to increase the favor of all sectors of society for smokers and reduce exclusion, create a good atmosphere of harmonious coexistence and mutual respect between smokers and non-smokers.

2.2. The influence of "sociality" of smoking behaviour on smokers

It is easy to find from everyone's personal experience that although people have different opinions on whether smoking can promote interpersonal communication and whether it is impolite to refuse others' handing cigarettes, handing cigarettes to each other in social situations has become a kind of established practice.

2.3. The traditional thinking origin of the legitimate smoking behaviour and its influence on the public

"Smoking freedom" under the influence of mass media and the absence of public governance.Smoking is

a behaviour with a specific history, and this behaviour was once widely recognized and even admired. Much of this, of course, comes from the long-standing positive advertising of tobacco.

In 1795, Somnering of Germany first proposed that smoking is harmful to health. But the proposition that smoking is detrimental to health attracted worldwide attention in the "Smoking and Health" report officially published by the Royal Society of Medicine in the United Kingdom in 1950 and the US Medical Administration in 1964.   Because smoking does not have immediate effects on health, coupled with the long-term, large-scale positive publicity of cigarettes, people tend to underestimate the cost of smoking, only considering the cost of purchasing cigarettes and ignoring the high health problems caused by smoking. Therefore, even after the proposition that cigarettes are harmful to health was raised, there was no top-down concern for this proposition[8].

External effects caused by the psychology of "smoking freedom."When the information that smoking is harmful to health appears, people's understanding of the "custom" of smoking has indeed changed, so the long-standing "custom" formed the right of smokers to "smoking freedom" and the information that smoking is harmful to health" appeared. Since then, the rights of non-smoker s to enjoy the fresh air and reject the harm of "second-hand smoke" have conflicted. Even if some people are afraid of the liability of tobacco, it is difficult to accurately assess the size of the damage due to the blank of relevant publicity fields. The so-called "externality" problem in economics can quickly arise. Every victim hopes that others can stand up to stop smoking or complain to the relevant authorities and enjoy the benefits. This kind of free-rider idea reduces individuals' initiative to protect themselves Power.

3. INSPIRATION FROM THE SUCCESS OF SMOKING BAN IN PUBLIC PLACES IN HONG KONG

The smoking ban in Hong Kong started in 2007. The smoking ban Ordinance issued at that time stipulates that smoking is prohibited in all work and public places, including restaurants, streets, markets and parks. Only entertainment places are left in indoor public places with suspended smoking ban permits. In 2009, the smoking ban was further strengthened. Since then, Hong Kong has entered an almost cruel era of comprehensive smoking ban. Hong Kong has also replaced Singapore as the region with the widest legal smoking ban in Asia.

Hong Kong's Smoking (Public Health) Ordinance stipulates that smoking in a no-smoking area is an offence punishable by a fine of HK$5,000 and a level 4 fine for units that violate the smoking ban.The unique scenery you can see on the streets of Hong Kong is a

group of smokers puffing around the garbage cans on the street.In addition to fines, the Hong Kong government has also posted tens of thousands of no smoking signs in non-smoking places and broadcast public service advertisements through public media organizations to advise smokers to smoke as little as possible. In order to help smokers quit smoking, the Hong Kong government has even opened a smoking cessation hotline for professionals to open remote assistance. At the same time, the Hong Kong government has also adopted the method of raising tobacco tax to increase the smoking cost of smokers. When formulating relevant regulations, Norwegian authorities believe that fines are the essential means of coercing compliance with teams that fail to ensure effective compliance with the smoking ban.

Excessive punitive measures in mainland China are challenging to play the warning and preventive role. When consumers have a "smoking freedom" mentality and underestimate the harm of smoking, the lax punishment not only fails to balance people's The minimized smoking cost, on the contrary, but also adds a bargaining chip to the income side on the balance of smoking cost and benefit, and makes the "peer pressure" even less foundational. In terms of government tobacco control behaviour, tobacco control campaigns in some regions have had minimal results, mainly in the severe lag in tobacco control legislation, ineffective implementation of tobacco control measures, lack of consensus among government departments on tobacco control issues, and lack of joint action by social and public organizations. In particular, the differences in the focus of government departments make it difficult for them to play a more significant role in tobacco control actions due to the lack of consensus on tobacco control.

4. CONCLUSION

As far as the current problems of the smoking ban in public places are concerned, the main problem lies in the governance of the smoking ban in public places. Banning smoking in public places is a process, which should be gradually pushed away, and we can't try to achieve it in one step.

The first is many loopholes in the relevant laws and regulations. There is no unified national law to guide the public and the government.It should enhance the enforceability of the decree and clarify the law enforcement agencies and teams; the second is that the publicity of the harmfulness of cigarettes is exceptionally inadequate. Modern behavioural science theories believe that health-related behaviours are closely related to health knowledge, beliefs and attitudes. Due to the long-term positive propaganda of smoking, the whole society has not paid enough attention to the harm of tobacco from top to bottom, so that the relevant people, although they all know that smoking is harmful

to health, do not know the aspects and extent of smoking. Starting with public supervision, raise the awareness of all sectors of society to actively supervise, dissuade and criticize uncivilized smoking, advocate and support volunteer organizations and volunteers to carry out public welfare publicity activities to regulate civilized smoking, and encourage the news media and the public to increase the exposure of uncivilized smoking, Further form a joint force of supervision and jointly resist uncivilized smoking.

Therefore, public governance should be continuously strengthened, and legislation and supporting publicity should be improved. Strengthening people's inner identity, including the internal essence of law enforcement officers, has spontaneously formed a relatively anti-smoking solid atmosphere in the whole society. These are probably aspects countries should seriously correct on the road to smoking cessation.

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