



1 November 2021 | Today, the World Health Organization (WHO) launches the Arabic version

of Florence, a 24/7 digital health worker to help more people quit tobacco, in the Eastern Mediterranean Region and beyond. After a short conversation with you via video, audio or text, Florence can help you build your confidence to quit smoking, make a plan, and recommend toll-free quitlines or apps.

Florence, developed in partnership with Soul Machines, Amazon Web Services and Google Cloud gives real-time emotional responses and uses facial expressions... and don't worry, Florence does not collect or store any of your data because she respects your privacy.

So #CommitToQuit today with Florence because quitting smoking is more important than ever, as smokers are more likely to develop severe COVID-19 compared to non-smokers. It is also more important than ever, in the Eastern Mediterranean Region, because smoking rates are high, especially among men (36.8%), and young people – where they can reach up to 42% in boys and 31% in girls.

We know from our data that many of you want to quit but lack the necessary support to do so. Speak to Florence to quit tobacco today. Tell your friends, family and co-workers about her. Florence also speaks English, French, and other languages.

[Speak to Florence](#)

Watch our session with Dr Fatimah El Awa, Regional Adviser for the Tobacco Free Initiative at WHO's Regional Office for the Eastern Mediterranean to find out about the high rates of tobacco use in the Region, the importance of quitting tobacco, cessation services, Florence and what she brings to the table, and the way forward for tobacco control in this region.

[Facebook](#) [YouTube](#) **Banner (Meet Florence)**



[Arabic](#) | [French](#)

Poster set 1 (56 x 74 cm)

Hi, I'm Florence a
to help you stop u

Wou



[Arabic](#) | [French](#)

Hi, I'm Florence and
to help you quit tob



[Arabic](#) | [French](#)

Are you ready to quit
and start living a healthy life?

Tal



[Arabic](#) | [French](#)

I'm Florence and I can help you
with a plan to quit tobacco



[Arabic](#) | [French](#)

Hi, I'm Florence and
to help you stop us

I sp
Wou



[Arabic](#) | [French](#)

Poster set 2 (vertical: 23 x 41 cm)

Hi, I'm Florence
to help you stop

Wo



[Arabic](#) | [French](#)

Hi, I'm Florence
to help you quit



[Arabic](#) | [French](#)

Are you ready to and start living

Tal



[Arabic](#) | [French](#)

I'm Florence and
with a plan to quit



[Arabic](#) | [French](#)

Hi, I'm Florence
to help you stop

I sp
Wou



[Arabic](#) | [French](#)

Poster set 3 (horizontal: 41 x 23 cm)

**Hi, I'm Florence
and I'm here
to help you
stop using tobacco**

[Arabic](#) | [French](#)

Hi, I'm Florence
and I'm here
to help you
quit tobacco
for good

[Arabic](#) | [French](#)

**Are you ready
to quit tobacco
and start living
a healthier life**

[Arabic](#) | [French](#)

**I'm Florence
and I can help
you with a plan
to quit tobacco
for good**

[Arabic](#) | [French](#)

**Hi, I'm Florence
and I'm here
to help you
stop using tobacco**

[Arabic](#) | [French](#)

Billboard set 1 (horizontal: 400 x 250 cm)

**Hi, I'm Florence
and I'm here
to help you
stop using tobacco**

[Arabic](#) | [French](#)

Hi, I'm Florence
and I'm here
to help you
quit tobacco
for good

[Arabic](#) | [French](#)

**Are you ready
to quit tobacco
and start living
a healthier life**

[Arabic](#) | [French](#)

I'm Florence
and I can help
you with a plan
to quit tobacco
for good

[Arabic](#) | [French](#)

**Hi, I'm Florence
and I'm here
to help you
stop using tobacco**

[Arabic](#) | [French](#)

Saturday 4th of May 2024 09:45:40 PM