

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

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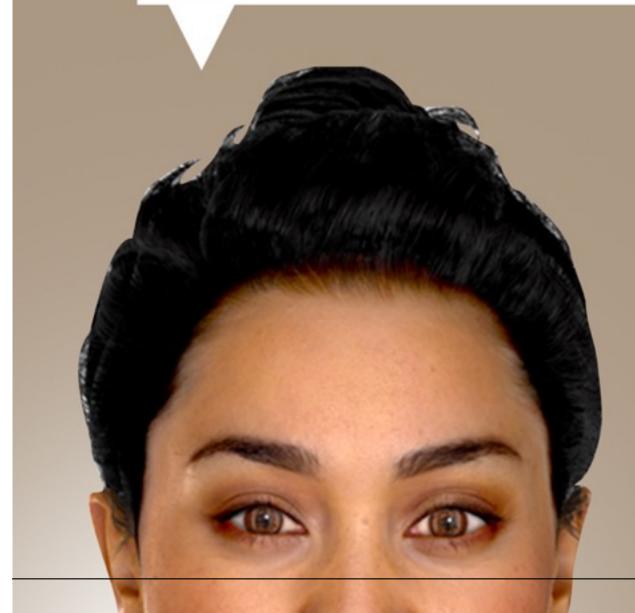
# Hi, I'm Florence an to help you quit tob

# Are you ready to quant and start living a h



#### I'm Florence and I c with a plan to quit to

# Hi, I'm Florence an to help you stop us



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Arabic | French Poster set 2 (vertical: 23 x 41 cm)

### Hi, I'm Florence to help you stop

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### Hi, I'm Florence to help you quit

#### Are you ready to and start living

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# I'm Florence and with a plan to quit

### Hi, I'm Florence to help you stop

l sp Wou Arabic | French Poster set 3 (horizontal: 41 x 23 cm)

## Hi, I'm Florenc and 'm here to help you stop using toba

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

### Are you ready to quit tobacc and start livin a healthier life

# I'm Florence and I can hel you with a pla to quit tobacc for good

# Hi, I'm Florenc and I'm here to help you stop using toba

Arabic | French Billboard set 1 (horizontal: 400 x 250 cm)

## Hi, I'm Florenc and 'm here to help you stop using toba

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