Lebanese drama stars with WHO Lebanon representative in front of the signed tobacco banning statement (Photo credit: WHO/S.Sleiman)25 January 2016, Beirut – The Green Hand Organization organized, in collaboration with the World Health Organization and the national tobacco control programme at the Ministry of Public Health, the launch of a campaign to ban tobacco advertising, promotion and sponsorship in drama.

The launch, which took place on 25 January 2016, included the screening of research that was conducted for the first time at national level and the signing of a statement by members of the drama community.

The aim is to build a cornerstone and work towards achieving more responsible drama with regards to depicting tobacco use on screen and in other media.

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