

Use and adapt our campaign materials

We are developing a number of campaign materials. Versions of these materials will be available in Arabic, English and French, and can be freely downloaded as soon as they become available.

Disseminate the materials

Think about where campaign materials can be made available to reach people for whom they are intended. A few ideas are: schools, colleges and universities, health care centres, clinics, hospitals, supermarkets, leisure and social clubs, associations, places of work, places of worship, and public transport.

Organize an activity

Organizing an activity or event is a great way to raise awareness and stimulate action, both among individuals, and on a wider scale. It can help with: debunking myths and exposing devious tactics employed by the tobacco and nicotine industries; providing different audience groups with the knowledge required to easily detect industry manipulation; and equipping different audience groups with the tools they need to rebuff tobacco and nicotine industry tactics, thereby empowering them, particularly young people to stand up against these industries. If you do decide to organize an event, keep in mind the following:

What are you trying to achieve?

Who are you targeting?

What would make your target audiences want to participate?

When and where will your activity be held?

Should you join up with other organizations?

Who will you invite? Are there any well-known figures who could help you achieve your goals?

Do you have the resources to achieve your goals? If not, how can you mobilize them?

How will you promote your event?

Can the media help you achieve your goals? If so, which media should you target?

Can social media and influencers help you achieve your goals? If so, which social media channels should you target and which influencers should you engage with?

How will you share information about your activities after the event?

How will you measure success?

Examples of activities that you might want to consider are: discussion forums, sporting events, workshops for journalists, art competitions, coffee mornings, concerts, sponsored activities □ anything that contributes to a better understanding of tobacco control.

Think about involving your organization's champions, especially if they are influential among those you are trying to reach.

While this is a one-year campaign, and as such, activities can be organized throughout the year, we encourage you to consider starting your activities on World No Tobacco Day, 31 May 2020. Media attention is high on this day, which can generate greater awareness.

Share information and materials on social media

Throughout the campaign, we will be communicating via our social media channels. The primary hashtag that we are using for the campaign is #TobaccoExposed. We encourage you to share our posts with your own networks, share your own materials and join discussions on issues related to the campaign.

Please note that WHO-branded materials should be used as is.

Further information

For questions on use of the materials, please send an email to Ms Nisreen Abdel Latif, WHO Communications Lead, abdellatifn@who.int.

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