

A. Resource list of materials and information sources to promote the implementation of the Article 12 of the WHO Framework Convention on Tobacco Control and its guidelines

1. Public education and communication campaign materials

1.1 World Health Organization

WHO Headquarters (<http://www.who.int>)

- *WHO's campaign materials for the annual World No Tobacco Day.* Available at: <http://www.who.int/tobacco/communications/events/wntd/en/index.html>
- *WHO's tobacco control multimedia centre with materials such as videos, podcasts, photos and fact files.* Available at: <http://www.who.int/tobacco/resources/multimedia/en/index.html>
- *WHO tobacco control fact sheet.* Available at: <http://www.who.int/mediacentre/factsheets/fs339/en/index.html>
- *The WHO smoker's body poster.* Available at: http://www.who.int/tobacco/research/smokers_body/en/index.html
- *Building blocks for tobacco control: a handbook* (particularly chapter 5 related to the establishment of tobacco control infrastructure, chapter 7 on training and education, and chapters 8 and 9 on communication and public awareness campaigns). Available in Arabic, Chinese, English and French at: http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/
- *Smoking cessation media campaigns from around the world: recommendations from lessons learned* (in collaboration with the US Centers for Disease Control and Prevention). Available in English at: <http://test.cp.euro.who.int/document/e74523.pdf>

WHO regional offices

WHO Region of the Americas¹ (<http://new.paho.org/>)

Guide for strategy planning for tobacco control advocacy (2003) Available in Spanish at: http://www.paho.org/Spanish/AD/SDE/RA/TOB_Guia1.pdf

WHO South-East Asia Region (www.searo.who.int)

¹ Also known as the Pan American Health Organization.

Communication strategy for tobacco control in South-East Asia. Available in English at:
http://www.searo.who.int/LinkFiles/Tobacco_Free_Initiative_SEA-22.pdf

WHO Eastern Mediterranean Region (<http://www.emro.who.int>)

Photo gallery of posters from the region. Available at:
<http://www.who.int/topics/tobacco/en/>

1.2 Other international and regional resources:

Campaign for Tobacco-Free Kids (<http://tobaccofreecenter.org>)

- *International Resource Center.* Information available in English, French, Portuguese, Spanish, Chinese, Arabic, and Russian at: <http://tobaccofreecenter.org>
- *Public education campaigns are effective.* Available in English at:
http://tobaccofreecenter.org/files/pdfs/en/PEC_effective_en.pdf
- *Public education campaigns reduce tobacco use.* Available in English at:
<http://www.tobaccofreekids.org/research/factsheets/pdf/0051.pdf>
- *Public education campaigns: resources.* Available at:
http://tobaccofreecenter.org/resources/public_education/resources

European Commission, Directorate-General for Health and Consumers

- *Materials of the HELP campaigns.* Available at:
http://ec.europa.eu/health/tobacco/help/index_en.htm
- *Tobacco, youth prevention and communication.* Expert recommendations available in Danish, Dutch, English, Finnish, French, German, Greek, Italian, Portuguese, Spanish, and Swedish at:
http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/conference_prevention_en.htm
- *Communicating health, the tobacco example.* Conference recommendations available in Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovakian, Slovenian, Spanish, and Swedish at:
http://ec.europa.eu/health/ph_determinants/life_style/Tobacco/help/ev_20081009_en.htm

Global Dialogue for Effective Stop Smoking Campaigns (www.stopsmokingcampaigns.org)

- *Campaign development tool kit: an international guide for planning and implementing stop smoking campaigns.* Available in English, Spanish, Chinese, French and Russian.

- *The need for effective public education mass media campaigns.* Available in English, Spanish, French, German and Portuguese.
- *Overview of evidence-based recommendations based on lessons learned from international literature review and unpublished data synthesis.* Available in English, Spanish, French, Portuguese and German.
- *Lessons learned globally from secondhand smoke mass media campaigns.* Available in English and Spanish.
- *Campaign case studies*
- *Campaign development workshops, typically scheduled adjacent to regional/global conferences*
- *Access to international campaign materials/documents (free registration)*

HealthBridge (http://www.healthbridge.ca/tobacco_e.cfm)

- *Using the media for tobacco control.* Available in English at: http://www.healthbridge.ca/assets/images/pdf/Tobacco/Publications/Media_Guide.pdf, and in Portuguese at: http://www.actbr.org.br/uploads/conteudo/54_287utilizandomidiacontroletabagismo.pdf.
- *Using media and research for advocacy: low cost ways to increase success.* Available in English at: <http://www.healthbridge.ca/assets/images/pdf/Using%20Media%20and%20Research%20for%20Advocacy%20low%20cost%20ways%20to%20increase%20success%20June%202006.pdf>

International Union Against Cancer and American Cancer Society

- *Building public awareness about passive smoking hazards.* Available at: http://www.paho.org/English/AD/SDE/RA/Guide1a_SecondhandSmoke.pdf Click on “other resources” for Arabic, Chinese, Russian and Spanish versions.
- *Strategy planning for tobacco control advocacy.* Available at: http://www.paho.org/English/AD/SDE/RA/Guide1_AdvocacyGuide.pdf Click on “other resources” for Arabic, Chinese, Russian and Spanish versions.

Southeast Asia Tobacco Control Alliance (<http://www.seatca.org>)

Catalyst for change. Available in English at: http://resources.seatca.org/About%20SEATCA_Catalyst%20for%20Change.pdf

World Lung Foundation (www.worldlungfoundation.org)

- *Mass media resource.* Available in English, Arabic, Bahasa, Chinese, Hindi, Russian and Spanish at: www.worldlungfoundation.org/mmr

- *Ad library*: A collection of more than 30 international ads, selected because they have been shown to be effective in at least one other country or have the potential to have an impact elsewhere, and are easy to adapt and license. Includes personal health consequences ads, secondhand smoke ads and testimonial ads.
- *Campaign planning guide*: Concise guidelines that include best practices for developing a mass media campaign with case study examples.
- Technical assistance to support the implementation of effective mass media campaigns.
- Communications and mass media training workshops.

1.3 National resources (Parties, State non-Parties and civil society):

Australia

- The Australian National Tobacco Campaign has generated considerable international interest. Campaign materials are available at: <http://australia.gov.au/quitnow>

Cancer Institute New South Wales, Australia and Cancer Council Victoria, Australia

- *Pre-testing anti-smoking commercials*. Available in English at: http://www.cancerinstitute.org.au/cancer_inst/publications/pdfs/2007-11-08_pre-testing-anti-smoking-commercials.PDF

Cancer Council Victoria

- *Tobacco in Australia: Facts & Issues*, 2008. Particularly chapter 14 on social marketing and public education campaigns. Available in English at: <http://www.tobaccoinaustralia.org.au/chapter-14-social-marketing>

Australian Council on Smoking and Health

- *Materials of the past and current campaign materials*. Available at: <http://www.acosh.org/news-and-campaigns/>

Action on Smoking and Health, Australia

- *Information, resources and publications. Also includes tobacco industry myths*. Available at: <http://www.ashaust.org.au/default.htm>

Bangladesh

Work for a Better Bangladesh (WBB) Trust

National and regional resources on health rights, liveable cities as well as economics and social justice. Publications and reports available in English at: <http://www.wbbtrust.org/research.php?mid=12>

Canada

Health Canada

- Canada's five-year implementation report to the Conference of the Parties contains a detailed note on publications and resources relevant to implementation of Article 12. Major resources are cited below. Full list available at: <http://www.who.int/fctc/reporting/Annexfourimplementationtwelve.pdf>
- *Tobacco – Reports and publications*. A wide range of publications on tobacco control available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/index-eng.php>
- *Make your home and car smoke-free: A guide to protecting your family from second-hand smoke*. Available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobactabac/second-guide/index-eng.php>
- *Expecting to quit – An examination of better practices in tobacco cessation during pregnancy*. A comprehensive bibliography of smoking cessation interventions is provided in the appendix. Available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobactabac/expecting-grossesse/index-eng.php>
- *Smoke-free public places toolkit*. Offers hands-on, easy-to-use resources to help municipalities and communities through the various stages of planning, implementing and evaluating nonsmoking by-laws and policies in public places in the community. Available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobactabac/sfpp-fslp/index-eng.php>
- *Towards a healthier workplace: A guidebook on tobacco control policies*. The guidebook is designed to help employees and employers who are preparing to create or strengthen tobacco control policies in their workplaces. Available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobactabac/work-trav/index-eng.php>
- *Smoking cessation in the workplace: A guide to helping your employees quit smoking*. A guide for employers and others who promote health in the workplace. Available at: <http://www.hc-sc.gc.ca/hc-ps/pubs/tobactabac/cessation-renoncement/index-eng.php>
- *Science, Tobacco and You*. An education package with activities designed to help students learn about tobacco and its negative effects on the human body. This program contains an easy-to-use, interactive CD-ROM, and a teachers' resource guide with non-sequenced sample lesson plans, short, fun assignments, and a series of student Quest cards. Science, Tobacco and You is ideal for use in health, science, language arts, drama, visual arts and mathematics programs. Available at: <http://www.hc-sc.gc.ca/hc-ps/tobactabac/res/audience-eng.php>
- *Smoke-free spaces activist toolkit*. The *smoke-free spaces activist toolkit* supports Canadian youth in taking action against second-hand smoke. Materials include CD, poster, booklet and facilitator's guide. Available at: <http://www.hc-sc.gc.ca/hc-ps/tobactabac/commun/kit-trousse/indexeng.php#youth>

- *It will never happen to me.* Poster designed to build awareness of and educate youth about the harmful effects of tobacco. Available at: <http://www.hc-sc.gc.ca/hc-ps/tobactabac/youth-jeunes/scoop-primeur/neverjamais-eng.php>
- Health Canada provides a comprehensive range of information and resources on tobacco control. Information on the mass media campaigns conducted by Health Canada is also contained in this site. Available at: <http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/res/index-eng.php>
- *Social marketing e-learning tool: tutorial to assist public servants and others tasked with creating a complete social marketing plan.* Available in English at: http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_e.html and in French at: <http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index-fra.php>
- *Quit 4 life.* A 4-step programme designed to help Canadians aged 14 to 19 years quit smoking. Includes: facilitator's guide, booklet, magnet, business card, counter top display, note pads, repositionable floor stickers, and poster. Available at: http://www.quit4life.com/handbook_e.asp

China

Publications, guidelines and education materials produced by the Tobacco Control Office of Hong Kong Special Administrative Region, Department of Health. Available in English at: <http://www.tco.gov.hk/english/downloads/downloads.html> and in Chinese at: http://www.tco.gov.hk/sc_chi/downloads/downloads.html

India

Salaam Bombay Foundation

Projects and publications on youth and tobacco. Available at: <http://www.salaambombay.org/>

Hungary

Tobacco control education and communication programmes run in Hungary, primarily targeted at young people and adults to prevent smoking and help quit. It includes interactive computer game for 5 to 10 years old kids. Available in English at: http://www.dohanyzasvisszaszoritasa.hu/eng/megelozes_es_leszokas_segites.html

New Zealand

- Campaign materials for smoke-free legislation including pamphlets, stickers, signs, television commercials and open areas calculator available at: http://www.moh.govt.nz/moh.nsf/wpg_Index/About-smokefreelaw-resources
- Anti second-hand smoke campaign resources available at: <http://www.secondhandsmoke.org.nz/index.shtml>

Singapore

Education and training materials from the Singapore Health Promotion Board's smoke-free living campaign. Available at: <http://www.hpb.gov.sg/smokefree/default.aspx>

Turkey

The ongoing smoke-free campaign run by the Ministry of Health. Currently the web site is Turkish but will allow searches in English soon. Available at: <http://www.havanikoru.com/ilanlar.html>

United Kingdom of Great Britain and Northern Ireland

Central Office of Information

Communications and behaviour change. Available in English at: <http://coi.gov.uk/documents/commongood/commongood-behaviourchange.pdf>

United States of America

U.S. Centers for Disease Control and Prevention

- *Media Campaign Resource Center* which gives access to CDC-licensed advertisements developed by more than 25 State health departments, non-profit health organizations, and federal agencies. Available in English at:

http://www.cdc.gov/tobacco/media_campaigns/index.htm

- *Designing and implementing an effective tobacco counter-marketing campaign*.

Available at:

http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/pdfs/tobacco_cm_manual.pdf

- *Tobacco use prevention media campaigns: lessons learned from youth in nine countries*.

Available at: <http://cdc.gov/tobacco/youth/report/pdfs/youthMedia.pdf>

National Institutes of Health, National Cancer Institute

Monograph 19: The role of the media in promoting and reducing tobacco use, 2008.

Available in English at:

<http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html>

Executive summary available in Arabic, Chinese, French, Portuguese, Russian and Spanish.

California Tobacco Education Media Campaign

The California Department of Public Health produces an aggressive, internationally recognized Tobacco Education Media Campaign. Campaign materials are available at:

<http://www.tobaccofreeca.com>

Tobacco Education Clearinghouse of California

Material development resources: Guides developed as quick reference tools to help in the development process. Available in English at <http://www.tecc.org/material-development-resources/>

Minnesota Department of Health

Minnesota's tobacco prevention and control site with comprehensive information and links to education materials. Available in English at: <http://www.health.state.mn.us/divs/hpcd/tpc/>

2. Training materials

2.1 World Health Organization:

WHO Headquarters (<http://www.who.int>)

Building blocks for tobacco control: a handbook (particularly chapter 7). Available in Arabic, Chinese, English and French at:

http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/

WHO regional offices

WHO Region of the Americas (<http://new.paho.org/>)

Free online virtual course on tobacco control and public health: from theory to practice in both English and Spanish. Available at:

http://new.paho.org/hq/index.php?option=com_content&task=view&id=3417&Itemid=2516

2.2 Other international and regional resources

International Union Against Tuberculosis and Lung Diseases (www.tobaccofreeunion.org)

- *Tobacco-free educational campuses.* Available in English and Russian.
- *Tobacco-free healthcare.* Available in Arabic, Chinese and English.
- Tobacco control training programme:
 - Technical training and workshops in low- and middle-income countries.
 - International management development programme: management courses designed specifically for middle and senior managers working in tobacco control.
 - Grants

2.3 National resources (Parties, State non-Parties and civil society)

Philippines

Tobacco free plan-it: A tool for planning and managing tobacco programs. This is a joint publication of the Department of Health of the Philippines and the WHO Western Pacific Region. Available in English at:

<http://www.wpro.who.int/internet/resources.ashx/TFI/Tobacco+Free+Plan-It+Module.pdf>

United Kingdom of Great Britain and Northern Ireland

NHS Centre for Smoking Cessation and Training (<http://www.ncsct.co.uk>)

- *Learning outcomes for training stop smoking specialists.* Available in English at: http://www.ncsct.co.uk/resources/downloads/NCSCCT_learning_outcomes_v5.pdf
- Online assessment of knowledge-based competences and face-to-face training on skills-based competences. Available in English at: <http://ncsct-training.co.uk/player/play/NCSCCTSmokingCessationTrainingProgramme>

United States of America

Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control (http://www.jhsph.edu/global_tobacco/)

- Centralized and regional training workshops and certificate training in tobacco control. http://www.jhsph.edu/global_tobacco/education_training/
- Online self-directed training in tobacco control, including training in communication strategies, media campaigns and evaluation of these activities. Training available in Arabic, Chinese, English, French, Russian and Spanish at: http://globaltobaccocontrol.org/en/online_training

Tobacco Technical Assistance Consortium, Emory University, Rollins School of Public Health (<http://www.ttac.org>)

- Technical assistance. Available in English at: http://www.ttac.org/services/tech_assistance.html
- Training support. Available in English at: http://www.ttac.org/services/training_support.html
- Products and tools. Available in English at: <http://www.ttac.org/services/products.html>

University of California, San Francisco

Rx for change: a comprehensive, turn-key, tobacco cessation training programme to train health professional students and licensed clinicians. Available in English at: <http://rxforchange.ucsf.edu/> (free registration for non-profit use)

3. Further resources related to Article 12 and its guidelines

3.1 World Health Organization

WHO Region of the Americas (<http://new.paho.org/>)

- *The Pan American Tobacco Information Online System (PATIOS)* is a web-based information system containing country-specific data on a wide variety of tobacco control topics. PATIOS provides a standardized and reliable tracking and assessment of the tobacco-related situation within and across countries. Available at: http://new.paho.org/hq/index.php?option=com_content&task=view&id=2484&Itemid=2007
- *The Pan American tobacco control surveillance site* contains country data sheets of all the surveys carried out in the Region. Available at: http://new.paho.org/hq/index.php?option=com_content&task=view&id=1370&Itemid=2001
- *Pan American tobacco control: publications and resources*. Contains a wide range of areas that may be of interest to specific populations, and of broad public interest. Available at: http://new.paho.org/hq/index.php?option=com_content&task=view&id=1371&Itemid=1231

WHO European Region (<http://www.euro.who.int>)

Empower women – combating tobacco industry marketing in the WHO European Region with examples of action taken in the Region to provide countries with a guide and ideas about what action could and should be taken in implementing certain aspects of Article 12. Available at: http://www.euro.who.int/_data/assets/pdf_file/0014/128120/e93852.pdf

3.2 International and regional resources

The Cochrane Collaboration (www.cochrane.org)

Cochrane reviews on tobacco addiction: systematic reviews of primary research in human health care and health policy. Available in English at: <http://www2.cochrane.org/reviews/en/topics/94.html>

Global Tobacco Surveillance System (<http://www.cdc.gov/tobacco/global/gtss/index.htm>)

- International surveys: Global Youth Tobacco Survey (GYTS), Global School Personnel Survey (GSPS), Global Health Professionals Student Survey (GHPSS), Global Adult Tobacco Survey (GATS).

- *GTSS Atlas*. Available in English at:
http://www.cdc.gov/tobacco/global/gtss/tobacco_atlas/index.htm
- *GTSSData Tool*. Available in English at:
<http://apps.nccd.cdc.gov/GTSSData/default/default.aspx>

Globalink (www.globalink.org)

Social network and communication platform for global tobacco control and research.
Tobacco news available in English, French, German and Spanish at www.globalink.org.

Legacy Tobacco Documents Library (<http://legacy.library.ucsf.edu/>)

Digital library containing more than 11 million tobacco industry documents (60+ million pages). Available in English.

Tobacco Control (<http://tobaccocontrol.bmj.com/>)

International Journal, published by the British Medical Journal Publishing Group. The top peer-reviewed journal in the field (Impact factor 4.44), often publishing papers on aspects of communication, education and training. Some papers are available free for download.
Access the journal online at: <http://tobaccocontrol.bmj.com/>