



# Campaign Development Tool Kit

An International Guide for Planning and Implementing  
Stop Smoking Campaigns

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*A Project of Global Dialogue for Effective Stop Smoking Campaigns*



**GLOBAL**  
FOR EFFECTIVE  
STOP SMOKING  
CAMPAIGNS  
**DIALOGUE**

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## Tool Kit Icons

In each chapter of the *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns* we have included global examples, case studies, resources and in-depth definitions or explanations. These materials will help to bring to life the concepts and materials discussed in the Tool Kit. To help readers use the Tool Kit, below is a list of the icons and what they represent.



### Case Study Icon

Used for individual international case studies that illustrate several concepts or ideas discussed in the Tool Kit.



### Global icon

Used where we provide brief international examples to illustrate single concepts.



### Magnifying Glass icon

Used where more in-depth detail and information is provided.



### Resources icon

Used to identify additional resources of interest.

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# Forward

This is an exciting and fascinating time to be part of the international tobacco control community. We have learned how to reduce tobacco use and exposure to secondhand smoke, even as we continue to fight the formidable influence of the tobacco industry with our relative lack of resources. The health gains resulting from our interventions, contrasted with the high health costs associated with tobacco use, have also generated greater interest in tobacco control on the part of new international partners. A significant challenge amid these successes is to leverage the lessons we have learned and disseminate them more broadly so all countries can make progress toward reducing smoking and exposure to secondhand smoke.

As the international community continues to learn about and effectively conduct comprehensive tobacco control programs, several components have emerged as keys to success, and one of them is tobacco control marketing campaigns. These public education campaigns, conducted through the mass media and other channels, can increase awareness of tobacco use issues, build relevant knowledge, change beliefs and attitudes, and contribute to behavior changes. Moreover, Article 14 of the Framework Convention on Tobacco Control compels parties to the convention to design and implement effective programs aimed at promoting tobacco use cessation. To support effective public education campaigns internationally, and stop smoking campaigns specifically, the Global Dialogue for Effective Stop Smoking Campaigns has developed the ***Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns***.

The tool kit shares “lessons learned” about content of tobacco control marketing campaigns as well as a process for developing such efforts. It has been designed with input from many sources including the U.S. Centers for Disease Control and Prevention’s *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*, the World Health Organization’s *Building Blocks for Tobacco Control*, the U.S. National Cancer Institute’s *Making Health Communications Work*, and Health Canada’s *Social Marketing E-Tool*. Responding to the needs of our international network of campaign planners and researchers, we decided to use many of the chapters from the CDC’s counter-marketing manual as a starting point for the tool kit. Campaign managers from Africa, Asia, Europe, Oceania, South America and North America reviewed and helped adapt chapters for international audiences. Materials and documents provided by international contacts from over 25 countries were also incorporated to ensure that the tool kit examples are as diverse and relevant as possible. The chapters were reviewed by content experts, the project team, the international review panel and Global Dialogue partners. Each reviewer contributed to making the tool kit what we hope will be a valuable resource to campaign planners throughout the world, aiding them in developing campaigns that make significant contributions to reducing the burdens caused by tobacco use and exposure to secondhand smoke.

The first six chapters of this tool kit focus on an overview of campaigns, strategic planning, target audience research, specific populations, designing an evaluation plan, and implementing the campaign. The next four chapters address key components to consider including in your campaign: advertising, public relations, media advocacy and community-based marketing. The final two chapters focus on promotion of stop smoking services, including quitlines, and ways to secure and sustain funding for your campaign.

We are excited to share this important resource with international tobacco control advocates and hope that it will provide important and useful guidance to those interested in developing tobacco control marketing campaigns. The online version of this tool kit will be revised over time to keep it as up-to-date and relevant as possible. Please send any feedback regarding the tool kit to [info@stopsmokingcampaigns.org](mailto:info@stopsmokingcampaigns.org). We also welcome additional campaign documents and materials, similar to those found throughout the tool kit. Thank you in advance for your contributions!

A handwritten signature in black ink that reads "Karen K. Gutiérrez". The signature is written in a cursive style with a prominent flourish at the end of the last name.

Karen Gutierrez

Director

Global Dialogue for Effective Stop Smoking Campaigns