



Public Education Campaign Resources

(Currently Available in English Only Unless Otherwise Indicated)

Lessons Learned from Tobacco Control Public Education Campaigns

Campaigns to Prevent Youth Tobacco Use Initiation

U.S. Centers for Disease Control and Prevention's *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*. Available at http://www.cdc.gov/tobacco/youth/00_pdfs/YouthMedia.pdf

Campaigns to Reduce Tobacco Use

World Health Organization's and U.S. Centers for Disease Control and Prevention's *Smoking Cessation Media Campaigns from Around the World: Recommendations from Lessons Learned*. Available at: <http://www.euro.who.int/document/e74523.pdf>

Global Dialogue for Effective Stop Smoking Campaign's Overview of Evidence-Based Recommendations Based on Lessons Learned from International Literature Review and Unpublished Data Synthesis. Available in English at <http://www.stopsmokingcampaigns.org/uploads/OverviewofEvidence.pdf>

Contact info@stopsmokingcampaigns.org for Spanish, French, Portuguese and German translations.

Campaigns to Reduce Exposure to Secondhand Smoke

Although no comprehensive international review of secondhand smoke campaigns has been conducted to date, a few resources are available to provide any overview of credible messages that can be used in campaigns:

American Cancer Society's and International Union Against Cancer's *Building Public Awareness About Passive Smoking Hazards*. Available at: http://www.strategyguides.globalink.org/pdfs/guide4_SmokingHazards.pdf

Click on "other resources" for Arabic, Chinese, Russian and Spanish translations.

Other Campaign Development Resources

1. Global Dialogue for Effective Stop Smoking Campaigns
 - *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns*. To order the soft cover printed or CD version, contact info@stopsmokingcampaigns.org.
 - Global Dialogue website: www.stopsmokingcampaigns.org. Free registration online to access campaign materials and documents from around the world.

- Compilation of advertisements from around the world (for viewing and idea generating). To order a copy of the DVD, contact info@stopsmokingcampaigns.org.
2. Australia's guide for pre-testing advertising for adaptation from one country to another. Available by contacting information@cancerinstitute.org.au.
 3. World Health Organization's *Building Blocks for Tobacco Control: A Handbook* (particularly chapters 8 and 9 related to media campaigns). Available in English and French at:
http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/
 4. Health Canada Social Marketing E-tool. Available at:
http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_e.html
 5. U.S. Centers for Disease Control and Prevention's *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*. Available at:
http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/00_pdf/Tobacco_CM_Manual.pdf
 6. U.S. National Cancer Institute's *Making Health Communication Programs Work*. Available at: <http://www.cancer.gov/pinkbook> .
 7. HealthBridge's *Using Media and Research for Advocacy: Low Cost Ways to Increase Success*. Available at: http://www.healthbridge.ca/publications_e.cfm