

**FCTC**WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T

Workshop on strategic communication for WHO FCTC implementation

The WHO FCTC Secretariat through the FCTC 2030 project is pleased to present an online workshop on strategic communications for tobacco control policy change.

Course Content

This 2-day virtual workshop aims to build the capacity of Parties to the WHO Framework Convention on Tobacco Control (WHO FCTC), in particular countries eligible to receive official development assistance, to plan and deliver effective strategic communications for WHO FCTC implementation. Some of the topics to be covered will include: an overview of the concept of strategic communication, the role of strategic communication in tobacco control, the strategic communication planning process, communication research, as well as technical sessions which will cover tobacco control policy change and key articles of the WHO FCTC.

Objective

Effective communication for tobacco control policy change requires an understanding of the political and communication environment and the development of clear, consistent and persuasive messages for intended audiences. During this online workshop, various communications approaches to support tobacco control policy-making will be explored.

Target Audience

The workshop is designed for WHO FCTC focal points and communications officers in Ministries of Health and government officials from other ministries that support tobacco control.

Interested Parties can join one of these workshops:

Date: 23rd and 24th March 2022

Time: 03h00 - 06h00 (CET) each day

Language: English only

Click **HERE** to register

Please register no later than 22nd March 2022.

Date: 5th and 6th April 2022

Time: 13h30 - 16h30 (CET) each day

Languages: Simultaneous interpretation will be available in Arabic, English, French, Russian and Spanish.

Click **HERE** to register

Please register no later than 4th April 2022.

For any queries, please contact fctc2030@who.int



Norwegian Ministry
of Foreign Affairs



Australian Government
Department of Health