



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL
SECRETARIAT-KNOWLEDGE HUB



WHO FCTC Knowledge Hub for Public Awareness

The WHO FCTC Knowledge Hub for Public Awareness was established in 2022, and is hosted by **Santé publique France**, the French national public health agency. The Knowledge Hub aims to support Parties to the **WHO FCTC in the implementation of Article 12** of the Convention. This article incites Parties to promote and enhance public awareness of tobacco control issues, using education, communication and training.

How we can help you

We can assist your country action through expert advice or hand-on support on the following matters:

- **Selecting an intervention** based on your objectives
- **Designing a communication campaign**, or improving an existing one
- **Adapting an existing intervention**
- **Evaluating an intervention** (even pre-testing)

You can ask us any question about Article 12 implementation, and we will bring you advice and guidance! You can also browse all the resources available on our website (cf. QR Code)

Who we are

At Santé publique France, we have extensive experience in implementing and evaluating media campaigns and interventions related to Article 12 of the Convention.

The development and maintenance of the Knowledge Hub relies on a team involving 7 civil servants working at Santé publique France, on tobacco prevention and health promotion. We are from different fields of expertise: public health, epidemiology, statistics, social marketing, communication and advocacy.

Project Core Team



Justine Avenel
Project Manager

Sofia De Rosso
Scientific Officer

Pauline Bignon
Project officer

Our activities

Manage the Knowledge Hub website (EN-FR)

- **Provide resources** on interventions to raise public awareness on the harms of tobacco and on tobacco control

- **Develop and share practical tools**, methodologies, and guidelines

Provide technical assistance to Parties

- **Bring insights and best practices** through webinars, conferences, etc.

- **Country-level technical assistance and support**, (on a case-by-case basis), on strategy, implementation, and evaluation of communication campaigns, behavior change interventions, and intervention adaptations

Advocate for Article 12 implementation (EN-FR)



Visit our website,
available in English
and French



Knowledge Hub contact details



Kharticle12@santepubliquefrance.fr

Or contact the Convention Secretariat at **fctc_kh@who.int** to discuss your needs and which Knowledge Hub may be best placed to assist you.