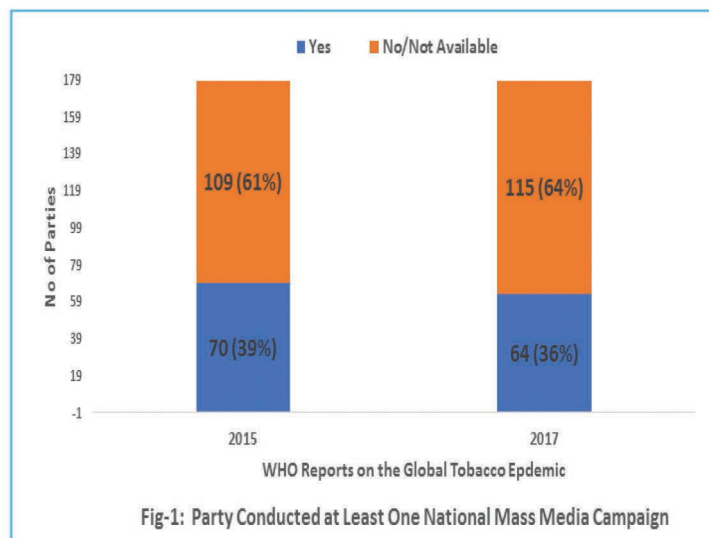


Article 12 of the WHO FCTC obligates Parties to “promote and strengthen public awareness of tobacco control issues, using all available communications tools, as appropriate.”

- According to the WHO FCTC Country Report (2016) 70% Parties implemented Article 12.
- As per MPOWER Report nearly 40% of Parties had conducted at least one national mass media campaign in 2014 and this was reduced to 36% Parties in 2016 (Fig 1).
- The two reports do not provide any specific information on implementation of Article 12 with respect to SLT.



Mass media campaign on the hazards of SLT use

- Parties in Asia like, Bangladesh, Nepal and Pakistan have used mass media and public service announcements (PSA) on health hazards of SLT.
- India has done mass media intervention through electronic media, which includes SLT also. Testimony from Mukesh and Sunita are best examples.



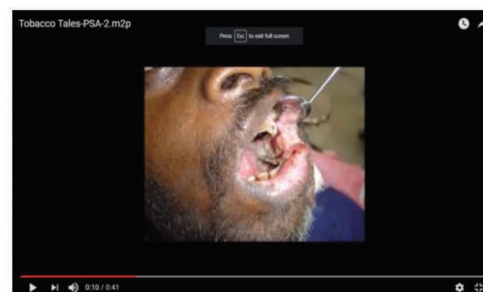
Testimony: Sunita Tomar



Testimony: Mukesh Harane



PSA in Nepal



PSA in Bangladesh

Earned media in India

- A study on earned media in Himachal Pradesh revealed that 55%, 23% and 21% news items focused on smoking, smokeless and both forms of tobacco use, respectively.
- Sixty-Six per cent and 34% news items, respectively, were focused on youth and women. The earned media news items had a hypothetical value of USD 1503 628.3.

School based programs

- 👉 School based education and awareness programs on hazards of tobacco use are an essential component under Article 12.
- 👉 School interventions have not yielded positive outcomes in some developed countries whereas it has worked in developing countries like India.
- Large-scale school based projects like MYTRI, used teachers and peer-led curriculum development, social learning theory as well as encouraged tobacco-free norms and policies at school and home.
- After two years of intervention, tobacco use decreased by 17% among students in the intervention schools and increased by 68% in the control.
- The Bihar School Teachers Study trained more than 700 teachers in more than 70 schools in the state of Bihar. Immediately after the intervention, the 30-day quit rate among teachers was 50% in the intervention and 15% in the control group.
- Govt of India has also implemented several school health programs with focus on youth tobacco use prevention.

Information on Article 12 under Global Youth Tobacco Survey (GYTS)

- The GYTS data reveals that nearly 60% of the students from among the Parties, where GYTS was conducted, reported having been taught in school about the dangers of smoking tobacco in their school. But none of the Parties report such information on harms of SLT use.

Information on Article 12 under Global School Personnel Survey (GSPS)

- 64% school personnel wanted inclusion of 'Tobacco Use Prevention in School Curriculum.
- Less than 40% school personnel said that non-classroom programs or activities are used to teach tobacco use prevention to students.
- Most of them wish to have training on youth tobacco use prevention.
- Less than 50% school personnel reported having access to teaching and learning materials.
- Only 12% school personnel reported having ever received training on youth tobacco use prevention.

Education through health warnings on tobacco packages

- Many Parties still do not mandate pictorial health warnings on SLT products.
- Even among the 23 high burden Parties, only 9 have prescribed health warnings on SLT products.
- Except India, none of the Parties share information under GATS on:
 - Awareness of anti-smokeless tobacco information in specific channels.
 - Percentage of SLT users who noticed health warning labels on SLT packages.