

15th anniversary of the WHO Framework Convention on Tobacco Control (WHO FCTC)

CAMPAIGN TOOLKIT

**JOIN US FROM
27 FEBRUARY 2020**

www.who.int/fctc/cop/15years/
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#FCTC15Years
#UNTobaccoControl
#FCTCSavesLives



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

15 YEARS
2005–2020

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Key Points

- The celebration of the 15 year anniversary of the WHO FCTC
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Background on the 15 year campaign

The celebration

On 27 February 2020 we are celebrating 15 years of the WHO Framework Convention on Tobacco Control (FCTC) entering into force.

From that day, we will launch an online campaign, in the 6 UN languages, highlighting the achievements and milestones of the treaty.

We would like to make you part of this paramount event as thanks to you this Convention has grown from strength to strength!

Objective

The main goal of this campaign is to celebrate the 15th year anniversary of the WHO FCTC by acknowledging its momentousness, its achievements and by raising awareness of its profile and its cross cutting nature and how it can help save lives through its implementation.

Also, with the celebration we want to look to the future and how we can keep working together to fight the global tobacco epidemic through the WHO FCTC.



LET'S CELEBRATE TOGETHER ACROSS THE WORLD!

#FCTC15Years

Key messaging

Key anniversary campaign slogans

To celebrate this paramount event, we have elaborated some slogans and messages that we can all use in one united voice to raise awareness about the WHO FCTC :

WORKING TOWARDS A TOBACCO-FREE WORLD

CELEBRATING THE 15th YEAR ANNIVERSARY OF THE WHO FCTC

CELEBRATING 15 YEARS OF THE WHO FCTC ENTERING INTO FORCE

CELEBRATING 15 YEARS OF SAVING LIVES WITH THE WHO FCTC

WHO FCTC: 15 YEARS PROTECTING AND SAVING LIVES

Hashtags

#FCTC15Years

#UNTobaccoControl

#FCTCSavesLives

General messages about harms of tobacco

Tobacco is not just one of the world's most pressing health concerns – virtually no major development objective is spared from tobacco's extensive harms.

Tobacco kills more than 8 million people a year. Around 1.2 million deaths are caused by exposure to second-hand smoke.

Tobacco is the one risk factor common to the four main noncommunicable diseases: cardiovascular disease, cancer, diabetes and chronic respiratory disease.

Globally 14% of all NCD deaths among adults aged 30 years and over are attributable to tobacco.

The global economy loses \$1.4 trillion every year due to tobacco use or nearly 2% of its gross domestic product (GDP).

Tobacco-related medical expenditures, often out-of-pocket, can drive vulnerable households into poverty, or force individuals to forgo life-saving care altogether.

Tobacco farming – itself health-harming – often relies on unlawful or exploitative labour, including child labour, and contributes to environmental degradation.

Always add to your messages the link to the campaign website

who.int/fctc/cop/15years/

Key messaging

General messages about the WHO FCTC

The WHO FCTC is a global treaty that protects and saves lives from the harms of tobacco

There are 181 Parties to the WHO FCTC covering over 90% of the world population

The WHO FCTC protects present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke

The WHO FCTC is the first and only global public health treaty and represents the internationally agreed and evidence-based response to the tobacco epidemic. This legally binding treaty was negotiated to promote stronger coherence across national and international policies and actions

The WHO FCTC is a 15-year old life-saving treaty that has made a huge impact in protecting and saving lives from the harms of tobacco

Hashtags

#FCTC15Years

#UNTobaccoControl

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- The WHO FCTC has played an important role in curbing the global tobacco epidemic.
- The WHO FCTC has provided a global roadmap for policies and a catalyst for action for stronger tobacco control.
 - Countries that have implemented the WHO FCTC have generally experienced greater reduction in smoking frequency.
 - Low-income and middle-income countries that had weak tobacco control, after ratifying the WHO FCTC have introduced effective tobacco control.
- In developed countries with many previous tobacco control measures, the WHO FCTC has clearly facilitated to strengthen tobacco control.
- The WHO FCTC has been instrumental to legal defenses against the tobacco industry and have increased awareness of tobacco industry interference
- After 15 years of existence, the WHO FCTC has succeeded in keeping tobacco control high on the global agenda, while saving lives and improving global health.

Always add to your messages the link to the campaign website

who.int/fctc/cop/15years/

Social media

Ready made tweets

- We are celebrating **#FCTC15Years** ! **#UNTobaccoControl**
- We are celebrating 15 years of saving lives **#FCTC15Years**
- Spread the message: The WHO FCTC saves lives! **#FCTC15Years**
- We are joining the **#FCTC15Years** celebration !
- Celebrating the 15 years of the life-saving tobacco control treaty : the WHO Framework Convention on Tobacco Control **#FCTC15Years**
- The WHO FCTC is a 15-year old lifesaving treaty that has made a huge impact in protecting and saving lives from the harms of tobacco **#FCTC15Years**

Hashtags

#FCTC15Years
#UNTobaccoControl
#FCTCSavesLives

Tip



When inserting links into Tweets and Facebook posts use a free link-shortening tool like [bitly.com/](https://bit.ly/2P4W0P8)
e.g. <https://bit.ly/2P4W0P8>
= who.int/fctc/cop/15years/en/

Follow us / Like us



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 **WHO FCTC Secretariat**

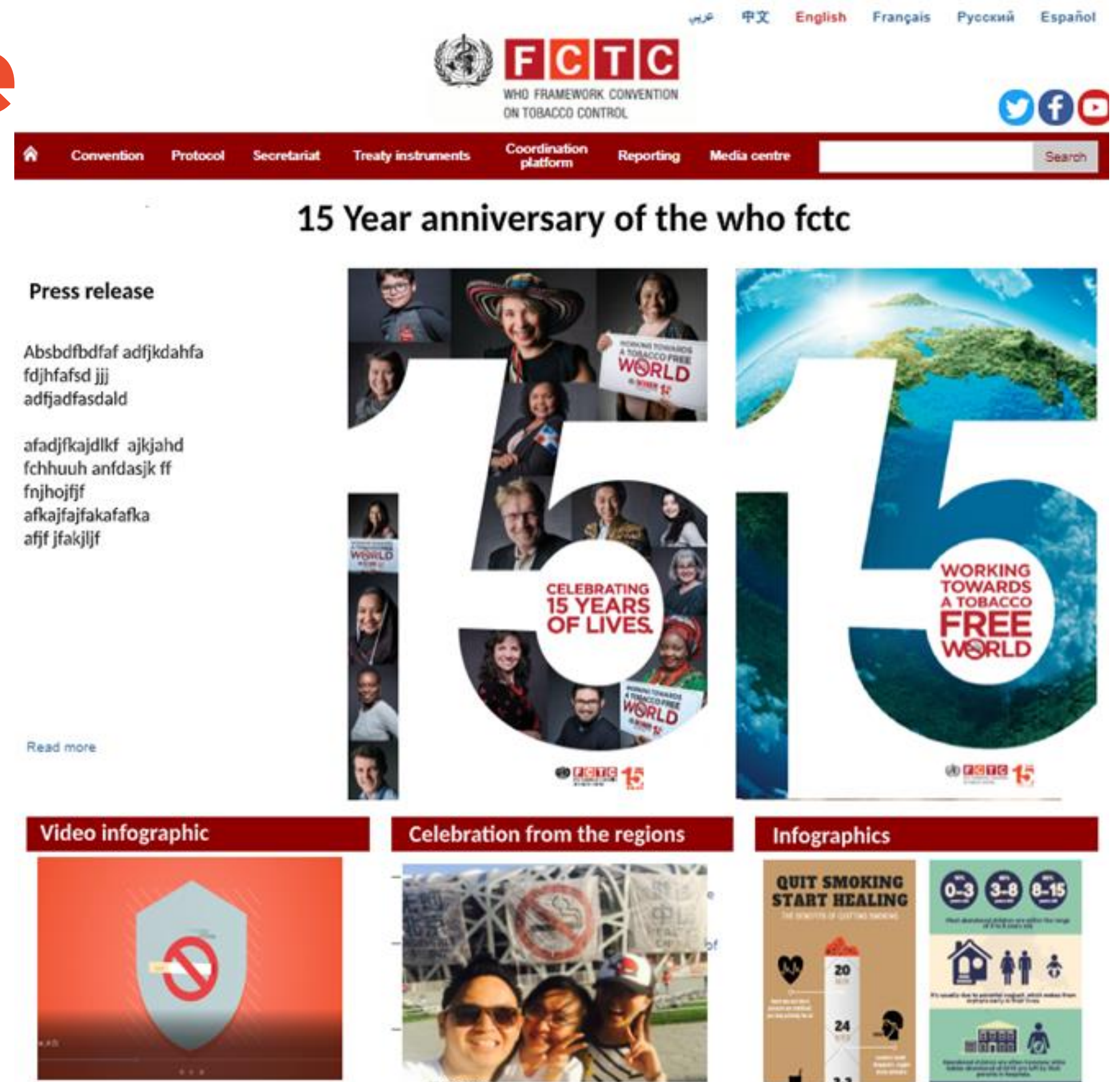
Always add to your messages website
who.int/fctc/cop/15years/

Campaign website

who.int/fctc/cop/15years/

Visit the website to :

- Keep yourself informed about the anniversary
- Download the campaign materials from there
- Share it on your social media messages



Campaign materials

ALL CAMPAIGN MATERIALS TO BE FOUND HERE

https://drive.google.com/drive/folders/11Oux-k1M7ZyOk8lY9Hc_kXo89dj5gsRT

Logo and slogans

For this campaign we have elaborated one anniversary logo and two slogans that describes the past 15 years existence of the WHO FCTC and its projection towards the future.

Slogan 1

Working towards a tobacco-free world

Slogan 2

Celebrating 15 years of lives

Logos in 6 UN languages

https://drive.google.com/drive/folders/1F_WZNgwCshvltwo10OibTtCVYdrKFncy

Logo versions with Slogan 1



WORKING TOWARDS A TOBACCO-FREE WORLD



ŒUVRONS VERS UN MONDE SANS TABAC



РАБОТАТЬ НАД СОЗДАНИЕМ МИРА,
СВОБОДНОГО ОТ ТАБАКА



TRABAJANDO POR UN MUNDO SIN TABACO

Campaign materials

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Logo versions with Slogan 2



庆祝15岁生日



CELEBRATING 15 YEARS OF LIVES



الاحتفال بخمسة عشر سنة من الحياة



CELEBRAMOS 15 AÑOS DE VIDAS



ОТМЕЧАЕМ 15 ЛЕТ, ПОСВЯЩЕННЫХ СПАСЕНИЮ ЖИЗНЕЙ

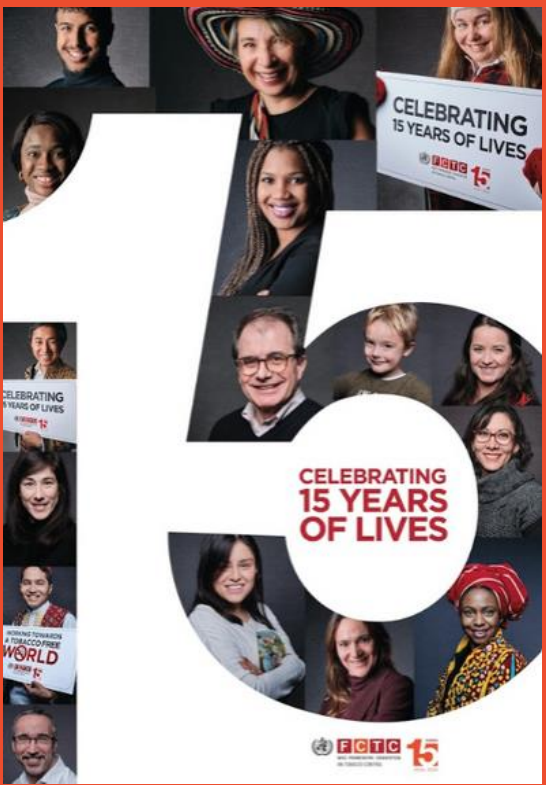


VERS UN MONDE SANS TABAC

Posters of the campaign

Download the posters here

https://drive.google.com/drive/folders/1cCtt_HRg_tZhcdSttrxB40_5WbaosOqS



More campaign materials for your use

VISUAL ELEMENTS available in different languages



INFOGRAPHIC VIDEO OF THE WHO FCTC (1 minute duration)

https://drive.google.com/drive/folders/1xkYW_EE_XL6Xlrvt3zlpmTl6TtO1-Sz9



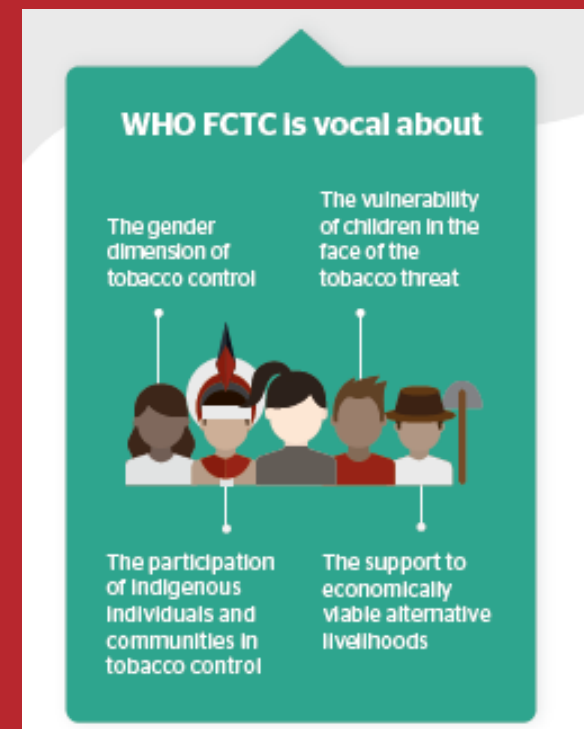
WEBSITE BANNERS

<https://drive.google.com/drive/folders/1AoGaUit7T0RIyT-XCRvBHX8keEzaBjQz>

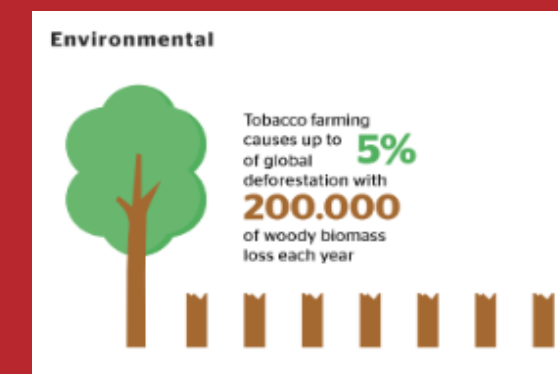
Infographics and Fact Sheets – Coming soon ...



<https://drive.google.com/drive/folders/1kGgJSzXVXmqbnyTjhJP64qaOEAZxaNDt>



Social				
Causative Risk Factors	Tobacco use	Physical inactivity	Harmful use of alcohol	Diets high in salt
Heart Disease and Stroke	☠	☠	☠	☠
Cancer	☠	☠	☠	☠
Diabetes	☠	☠	☠	
Chronic Lung Disease	☠			



Celebrate with us

Strike a pose

with the slogans!

TAKE A STAND STRIKE A POSE SHOW YOUR SUPPORT



In this folder you will find the cut-out print banners people are holding in the pictures below.

Feel free to print them in any of the 6 UN languages, take a photo or selfie of you holding up the cut-out print and send them in to mediafctc@who.int or by wetransfer

To download the cut-out prints:

https://drive.google.com/drive/folders/15HE-XWQVvL-3YwY8LNlea_EORzdQS_S2



Celebrate with us!



WE WILL PROUDLY SHARE YOUR CELEBRATION AND SUCCESSES

#FCTC15Years

Send us your personal testimonies and quotes

Show your success / your country's / your organization's success in implementing the WHO FCTC by sending us either of the following:



Pictures (in high resolution, preferably) with the credit if any;



30 seconds or less video clips



A short text or testimony

of 30 to 35 words max with the any of the following:

- Best practice when implementing the WHO FCTC;
- Testimonial of successful WHO FCTC
- implementation (policy achievement);
- Positive data after implementing the WHO FCTC e.g. :

After implementing Health Warnings on tobacco packaging, male tobacco consumption has decreased from 80 % to 65% in my country.

It would be much appreciated if you could send us your contributions by 25 February 2020, but if not, we are happy to receive your contributions even after that date. This campaign will roll out for a few months so we will be able to use your contributions accordingly. Please send us your files either by email to mediafctc@who.int or by using [wettransfer](#).

Share your celebration with us!

After 27 February 2020

If you organize any events / celebrations, do not hesitate to share with us how you celebrated the 15th year anniversary of the WHO FCTC locally, nationally or regionally by sending:



Pictures of your celebration event (in high resolution, preferably)



30 seconds max or less Videos with or without a message

Send us your files either by email mediafctc@who.int or by using [wetransfer](https://www.wetransfer.com).

**WE WILL PROUDLY SHARE YOUR
CELEBRATION AND SUCCESSES**

#FCTC15Years