

# **Tobacco control strategy planning companion guide: Engaging doctors in tobacco control**

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**What is our goal?**

**Who do we need to persuade in order to motivate doctors to become more engaged in tobacco control?**

**What messages will move doctors to become more engaged in tobacco control?**

**Who can best deliver these messages to doctors?**

**How do we get doctors to heed our message?**

Medical societies

Medical schools

Health ministries

Voluntary health nongovernmental organizations

**Appendix I: Resources for medical professionals**

**Notes**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean