

# **Tobacco control strategy planning companion guide: Building public awareness about passive smoking hazards**

## **Contents**

**Introduction**

**What is our goal?**

**Who can help us achieve our goal?**

**What is our message to them?**

**Messages that engage and empower**

**Social math**

**General information on the dangers of passive smoking**

**Health messages for the general public on the toxic chemicals in secondhand smoke**

**Health messages illustrating the immediate effects of secondhand smoke**

**Health messages documenting the long-term effects of secondhand smoke**

**Health messages about passive smoking in the workplace**

**Health messages about passive smoking for parents**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

© World Health Organization 2006

**Who can help us spread our message?**

**How do we get the public to heed our message?**

Employees

The general public

Parents

**What term should we use?**

**Appendix I: Resource materials**

**Appendix II: Selected published papers and reports on the health effects of secondhand smoke**

**Notes**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

© World Health Organization 2006