

# Fact sheets on Second-hand smoke: Break free: Choose to breathe not to smoke

## Contents

**Message from Dr Hussein A. Gezairy, Regional Director, WHO Eastern Mediterranean Region**

### **Second-hand smoke kills: Let's clear the air**

Clear the air around: Tobacco industry deception

Publicize, mobilize and organize now for World No Tobacco Day

World No Tobacco Day is also your process, your project

Participate in the "Second-hand smoke kills: Let's clear the air" competition

Make public health happen

### **How second-hand smoke harms and kills non-smokers**

Second-hand smoke and children

Second-hand smoke in the workplace



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## **Religion and tobacco: A real threat to the tobacco industry in the Eastern Mediterranean Region**

“Lights” Ramadan creative brief

Communication objectives (ATL/BTL)

Role for communications

Target audience

Proposition

Support

Creative considerations

Timing

Geography

### **Frequently asked questions about second-hand smoke**

What is second-hand smoke?

What’s in second-hand smoke?

How does second-hand smoke affect health?

What is the extent of the problem of second-hand smoke?

Are well-ventilated non-smoking sections the answer?



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So how can we protect people from second-hand smoke?

Are smoking restrictions hard to enforce?

Do smoking restrictions hurt business?

Then why are smoke-free places so rare?

### **Voice of truth and second-hand smoke: Environmental tobacco smoke (ETS)**

Activities by the tobacco industry to undermine efforts to control second-hand smoke in the Eastern Mediterranean Region

### **Second-hand smoke and the tobacco industry**

Distraction and diversion

Attacking science

Proposing false solutions

### **What can be done about second-hand smoke?**

Smoke-free homes

Smoke-free workplaces

Smoke-free businesses

Build partnerships within the community

World No Tobacco Day events and beyond



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