

# Article 12: Education, Communication, Training and Public Awareness on SLT



**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

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NATIONAL INSTITUTE OF CANCER  
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राष्ट्रीय कैंसर रोकथाम एवं अनुसंधान संस्थान

[www.untobaccocontrol.org/kh/smokeless-tobacco/](http://www.untobaccocontrol.org/kh/smokeless-tobacco/)

# Background

## Article 4(1)

- *Every person should be informed of the health consequences, addictive nature and mortal threat posed by tobacco consumption and exposure to tobacco smoke.*

## Obligations under Article 12 for Parties is to:

- *Promote and strengthen public awareness of tobacco control issues, using all available communications tools, as appropriate.*

## Article 12 Guidelines:

- *Establish an infrastructure and build capacity to raise public awareness of tobacco control issues*
- *Promote social change through international collaboration, involvement of civil society, and all other available means.*
- *Ensure that education, communication, and training programs include a wide range of information on tobacco industry its strategies, and its products*





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Treaty instruments

Adopted guidelines

Working groups

## Guidelines for implementation of Article 12



### Guidelines on education, communication, training and public awareness

At its fourth session in November 2010, the Conference of the Parties (COP) adopted guidelines for implementation of Article 12 of the WHO FCTC on education, communication, training and public awareness (decision FCTC/COP4(7)).

– [Download Guidelines for implementation of Article 12 of the WHO FCTC pdf, 129kb](#)

– [Resources to promote the implementation of Article 12 of the WHO Framework Convention on Tobacco Control and its guidelines](#)

WHO Framework Convention on Tobacco Control > Guidelines and policy options and recommendations for implementation of the WHO FCTC > Adopted guidelines



#### Resources

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Topics

# Progress on Implementation of Article 12

## Global Progress Report - WHO FCTC 2016

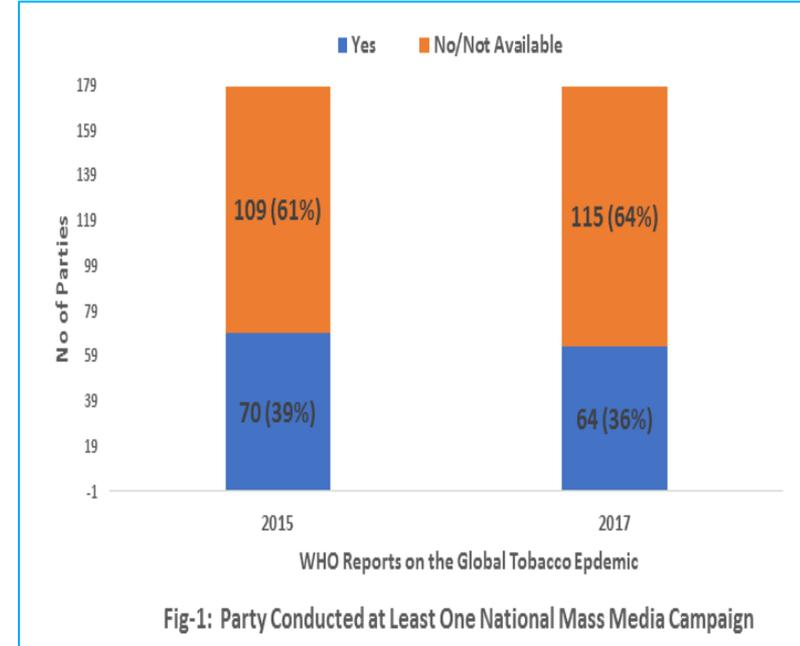
- 125 (70%) Parties implemented the Article mostly focused on smoking

## MPOWER 2015

- 70 (39%) Parties had conducted at least one national mass media campaign

## MPOWER 2017

- Only 64 (36%) Parties conducted the same



# Global and Regional Efforts on Article 12 for SLT Products

- Surgeon General Report on SLT 1986
- NCI Monograph
  - Smokeless Tobacco or Health: An International Perspective (1992)
  - Smokeless Tobacco and Public Health: A Global Perspective (2014)
- Expert Group Consultation on Smokeless Tobacco use and Public Health in South East Asia Region Countries, July 27-28, 2015
- WCTOH: A global platform for sharing information on tobacco control including SLT
- However, at country level, limited efforts have been undertaken, that too from the South East Asia Region.

# Mass Media Interventions India

- 30 second documentary, referred to as ‘Surgeon’ in 2009.
- Followed up by ‘Mukesh’ the story of a 24 year old SLT user in 2011.
- Another campaign featuring Sunita, suffering from mouth cancer in 2014.

**Surgeon – Tata Memorial Hospital**



**Testimony: Mukesh Harane**

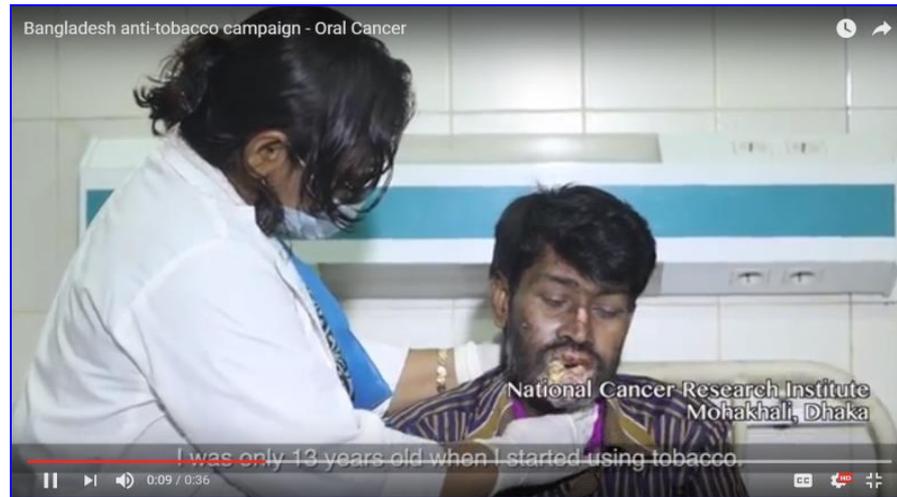


**Testimony: Sunita Tomar**



# Bangladesh

- In Bangladesh, the public service announcement on oral cancer was part of the 2016 anti-tobacco campaign in the country, highlighting the new graphic health warnings on tobacco products.



# Public Service Announcements on Health Hazards of Smokeless Tobacco

## Nepal



## Bangladesh



# SLT specific Earned Media

- Earned media can be used as an effective means of disseminating information without any cost.
- GATS report dissemination in India, Bangladesh and Thailand have received widespread earned media.
- A study on earned media in one of the states, 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 had a hypothetical value of USD \$1.5 million.



The screenshot shows two news articles. The top article is from DNA, dated November 4, 2016, titled "Smokeless tobacco is chewing up India". It features a photo of a protest with a banner that says "Kerala No Cess Tobacco Campaign". The article mentions that many people, especially in rural areas, consume various forms of smokeless tobacco like khaini, pan masala, and gutkha. It also notes that research links these products to various cancers.

The bottom article is from The Telegraph, dated November 12, 2016, titled "New carcinogen in smokeless tobacco identified". It reports that a study has identified a new carcinogen in smokeless tobacco products. The article mentions that oral cancer can be extremely debilitating and that the use of smokeless tobacco is gaining popularity among Malayali youth. It also notes that the Kerala government has extended the ban on sale of tobacco products within a radius of 400 metres around educational institutions.

# School Based Programmes

- School based interventions have yielded mixed outcomes in some developed countries whereas it has worked in developing countries like India.
- Project MYTRI a randomized intervention trial conducted by HRIDAY a New Delhi based NGO, with approximately 14000 school going adolescents in two Indian cities, Delhi and Chennai.
- Over two years of intervention, tobacco use decreased by 17% among students in the intervention schools and increased by 68% in the control.



# School Based Programmes

- The Bihar School Teachers Study trained more than 700 teachers. As a result, the 30-day quit rate among teachers on six month follow up was 50% in the intervention and 15% in the control group.
- NTCP includes school health programme focused on youth tobacco use prevention.

# Global Youth Tobacco Survey

- Nearly 60% of the students reported “having been taught in school about the dangers of smoking tobacco in their school.”
- Same information is not available for SLT products under the survey.



# Global School Personnel Survey

- 64% school personnel reported that tobacco use prevention was included in school curriculum.
- Only 37% school personnel indicated that non-classroom programs or activities are used for youth tobacco use prevention.
  - 50% school personnel reported the same in Papua New Guinea, Malawi, Oman, Kyrgyzstan, Estonia, Myanmar, Bhutan, Republic of Moldova



# Global School Personnel Survey

- **Teachers do not have access to teaching and learning material on tobacco use**
  - ▷ Only 46% school personnel from the 32 reporting Parties reported having access to teaching and learning materials.
    - ▷ In Sri Lanka, Nepal and Myanmar, it was more than 50%.
- **Teachers do not receive training on youth tobacco use prevention**
  - ▷ Only 12% reported having ever received training on youth tobacco use prevention.
    - ▷ In Kyrgyzstan 54% received such training.



# Education and Awareness through Health Warnings

- Health warnings on tobacco products packages are the most cost effective means of informing tobacco users about the dangers of tobacco use.
- However, many Parties still do not mandate pictorial health warnings on SLT products.



# Only India records SLT information under GATS

- Except India, no other Party has collected information on important indicators of awareness about SLT products under GATS i.e.
  - Awareness of anti-smokeless tobacco information in specific channels
  - Percentage of SLT users who noticed health warning labels on SLT packages



# Summary

- Most of the **high burden Parties do not have pictorial health warnings** on SLT products, which is the first source of information against the hazards of SLT use.
- Existing data from various sources suggest that there is **absence of dedicated mass media or communication** strategy to reduce SLT use.
- All the studies on SLT from the South-east Asia Region suggest **urgent need for comprehensive education and communication efforts to prevent SLT use**, especially among women, young and vulnerable population group.
- There is **lack of national education, awareness and communication programs** to curb SLT use.



# Recommendations

- Parties to ensure that **SLT products are not sold without PHWs**.
- The communication **programs should be more strategic, participatory** and should seek to understand target audiences, addressing their needs and motivations to quit using SLT.
- Parties to consider implementing a **dedicated national mass media campaign**, including social media, focused on reducing SLT use.
- Parties to start **reporting status of SLT use on various indicators of Article 12** under the FCTC reporting instrument, GYTS, GSPS and GATS.





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