

## SUMMARY OF KEY RECOMMENDATIONS OF ARTICLE 12

Article 12 of the WHO Framework Convention on Tobacco Control (FCTC) emphasizes the importance of raising public awareness about the harmful effects of tobacco use and exposure to tobacco smoke. It mandates Parties to promote and strengthen education, communication, training, and public awareness strategies as part of a comprehensive approach to tobacco control. The goal is to empower individuals and communities to make informed choices, shift social norms, and reduce the overall demand for tobacco products.

The guidelines recommend:



Establishing national infrastructure and sustainable funding to support tobacco-control education, training, and communication programs.



Implementing coordinated, research-based campaigns tailored to local contexts and vulnerable populations (e.g., youth, low-income groups).



Ensuring inclusivity and cultural sensitivity by adapting messages to differences in age, gender, literacy, and socio-economic status.



Training key professionals and influencers (health workers, educators, media, community leaders) to support tobacco-free norms.



Involving civil society actively in planning, implementation, and monitoring, while strictly excluding tobacco industry-linked entities.



Providing universal access to information about the health effects of tobacco and the manipulative practices of the tobacco industry.



Promoting international cooperation for the exchange of experiences, tools, and best practices.



Monitoring and evaluating programs regularly to improve their impact and inform future strategies.