



## 公众教育活动信息资源

(除非特别声明，以下资料仅为英文版)

### Lessons Learned from Tobacco Control Public Education Campaigns

#### Campaigns to Prevent Youth Tobacco Use Initiation

U.S. Centers for Disease Control and Prevention's *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*. Available at [http://www.cdc.gov/tobacco/youth/00\\_pdfs/YouthMedia.pdf](http://www.cdc.gov/tobacco/youth/00_pdfs/YouthMedia.pdf)

#### Campaigns to Reduce Tobacco Use

World Health Organization's and U.S. Centers for Disease Control and Prevention's *Smoking Cessation Media Campaigns from Around the World: Recommendations from Lessons Learned*. Available at: <http://www.euro.who.int/document/e74523.pdf>

Global Dialogue for Effective Stop Smoking Campaign's Overview of Evidence-Based Recommendations Based on Lessons Learned from International Literature Review and Unpublished Data Synthesis. Available in English at <http://www.stopsmokingcampaigns.org/uploads/OverviewofEvidence.pdf>

Contact [info@stopsmokingcampaigns.org](mailto:info@stopsmokingcampaigns.org) for Spanish, French, Portuguese and German translations.

#### Campaigns to Reduce Exposure to Secondhand Smoke

Although no comprehensive international review of secondhand smoke campaigns has been conducted to date, a few resources are available to provide any overview of credible messages that can be used in campaigns:

American Cancer Society's and International Union Against Cancer's *Building Public Awareness About Passive Smoking Hazards*. Available at: [http://www.strategyguides.globalink.org/pdfs/guide4\\_SmokingHazards.pdf](http://www.strategyguides.globalink.org/pdfs/guide4_SmokingHazards.pdf)

Click on "other resources" for Arabic, Chinese, Russian and Spanish translations.

### Other Campaign Development Resources

1. Global Dialogue for Effective Stop Smoking Campaigns

- *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns*. To order the soft cover printed or CD version, contact [info@stopsmokingcampaigns.org](mailto:info@stopsmokingcampaigns.org).
  - Global Dialogue website: [www.stopsmokingcampaigns.org](http://www.stopsmokingcampaigns.org). Free registration online to access campaign materials and documents from around the world.
  - Compilation of advertisements from around the world (for viewing and idea generating). To order a copy of the DVD, contact [info@stopsmokingcampaigns.org](mailto:info@stopsmokingcampaigns.org).
2. Australia's guide for pre-testing advertising for adaptation from one country to another. Available by contacting [information@cancerinstitute.org.au](mailto:information@cancerinstitute.org.au).
  3. World Health Organization's *Building Blocks for Tobacco Control: A Handbook* (particularly chapters 8 and 9 related to media campaigns). Available in English and French at:  
[http://www.who.int/tobacco/resources/publications/tobaccocontrol\\_handbook/en/](http://www.who.int/tobacco/resources/publications/tobaccocontrol_handbook/en/)
  4. Health Canada Social Marketing E-tool. Available at:  
[http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index\\_e.html](http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_e.html)
  5. U.S. Centers for Disease Control and Prevention's *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*. Available at:  
[http://www.cdc.gov/tobacco/media\\_communications/countermarketing/campaign/00\\_pdf/Tobacco\\_CM\\_Manual.pdf](http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/00_pdf/Tobacco_CM_Manual.pdf)
  6. U.S. National Cancer Institute's *Making Health Communication Programs Work*. Available at: <http://www.cancer.gov/pinkbook> .
  7. HealthBridge's *Using Media and Research for Advocacy: Low Cost Ways to Increase Success*. Available at: [http://www.healthbridge.ca/publications\\_e.cfm](http://www.healthbridge.ca/publications_e.cfm)