



PARTNERS FOR TOBACCO CONTROL

Jordan is facing a tobacco epidemic where more than 60% of males and 25% of youth aged 13-15 are using tobacco. Tobacco use is major cause of cardiovascular disease and other noncommunicable diseases and has been estimated to cause 1 in 4 deaths from CVD.

To tackle this prevalent issue, RHAS partnered with WHO and Ministry of Health, and the prime ministry to implement a communications campaign to promote the public health law, under FCTC 2030 project to enhance tobacco control.

Accordingly, an action plan to conduct public awareness and advocacy campaign has been developed by RHAS in agreement with its partners with the objective of raising public awareness about the smoking ban in public spaces under the Public Health Law 47 and to engage the public in reporting violations through the government application "Bekhedmetkom", or through the Ministry of Health Hotline, whereby a separate extension has been set up to report tobacco related violations.

RHAS was the main implementor of the campaign, and the Campaign was supported by WHO Jordan/ FCTC, Bloomberg philanthropies, Greater Amman Municipality. Multiple partners of the original campaign were also involved (Vital startegies, IFMSA, KHCF, Leena and Green Hands, No Tobacco and others). The following activities took place:

Mass media campaign:

The campaign builds on the previous concept of "Think about us and Put it Out" however, instead of focusing on second hand smoke health effects, this year the campaign targets the general public with a focus on governmental institutions, ministries, schools, hospitals and health centers, workplaces, restaurants and public transport, restaurants.

ACTIVITIES

1. Launching Tobacco Control Communication and advocacy Campaign

A. Press Conference and launch event

The Royal Health Awareness Society held a press conference on 20th January 2019 launching the implementation of the second "Put it Out" campaign to enforce public health law 47 with the theme "The Law Protects Your Health". The press conference was also attended by representatives of tobacco control stakeholders including: The Ministry of Health, the Greater Amman Municipality, the World Health Organization, the Royal Health Awareness Society, the King Hussein Cancer Foundation and Center, Tobacco Free Jordan, Lina and Green Hands Society, the Alliance of Jordanian Universities against Tobacco, the International Federation of Medical Students' Association, and Jordan Anti-Smoking Society.

Media Coverage:

The press conference was hosted at WHO and the Master of Ceremony was Mr. Haitham Baroudi



(Roya TV presenter) and more than 70 people from media influencers and the following media channels attended:

- A press release was published across traditional media channels and online channels in addition to special interviews on TVs and Radio Stations. Links of website, press and online clippings are the following:
- Social Media involvement during the launch event #حملة_إطفيها with high feedback on facebook and twitter

- 1) The Hashtag rated number 3 on twitter on the day of the event
- 2) Total views on Youtube video due to advertising is more than 24K
- 3) Cumulative numbers of reach and views will be provided after the campaign

B. Campaign Communication to public

The campaign has been communicated to the public as follows:

Outdoors	20 Street ads, 23 Bridges, 6 Buses, 100 Screens in Gas Stations. the posters where published on local newspapers, 3 Newspapers, Magazines
TV local channels	3 TV Channels
Radio channels	9 Radio Channels
Social media and online promotion	Google Ads and Youtube 70,000 impressions and 25,000 Clicks Facebook advertising (560k) Reach and 620K impressions (128K views on RHAS page) Local network sites (2.2M impressions)
Online advertising (Websites above, YouTube and Facebook)	53 online sites
BTL Materials:	organized a plan with MOH, GAM, WHO, IFMSA, TFJ and Universities to distribute the following: 20,000 A5 Flyers, 10,000 A3 Poster, 14 banners
Mass SMS	50,000 SMS were sent
Megastores and malls:	RHAS collaborated with one of the superstores where the ads were placed:

IMPACT & REACH

1)The campaign reached 2 million individuals across Jordan and was ranked no.7 out 95 campaigns that took place that year.

2)Through the campaign, RHAS was able to mobilize different partners from the public and the private sector as well as policy makers to innovatively utilize an app that was originally intended to evaluate services offered by the government to enhance tobacco control in public spaces by reporting violations. This was a success in stepping up tobacco control on the list of government's priorities which will put increased pressure on the government to find the right mechanisms to enhance tobacco control to handle violations and enforce law no.47.