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Two-Way Street: Engaging International Audiences To Raise Tobacco Control Awareness

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Background and Implementation Challenges

Keeping the harms of tobacco industry tactics and products in the spotlight helps set the stage to effectively implement evidence-based policies.

However, sharing research findings with audiences across the globe can prove challenging.

Intervention or Response

The Institute for Global Tobacco Control (IGTC) has used multiple strategies to engage audiences and raise awareness across the globe.

Through World No Tobacco Day (WNTD) campaigns, local media coverage, and the online Tobacco Pack Surveillance System (TPackSS) database, we increased the reach of our work, particularly in low- and middle-income countries (LMICs). The Share-a-Pack function of TPackSS provides a platform for the tobacco control community to engage with us.

Results and Impact

WNTD: Participants from 49 countries finished an online quiz in 2023 about the harmful effects of tobacco growing. In 2024, we received videos from 15 countries telling the tobacco industry to stop marketing to young people.

Earned Media: IGTC grew its media influence in 2024 by working with global communications firms to generate 20 media stories in seven countries, including the Philippines and Mexico. We reached millions of readers through influential publications.

Share-a-Pack: A 2017 user submission of a bidi pack using the face and name of global soccer superstar Lionel Messi led to a commentary on the unauthorized use of names, likenesses and the use of global sporting events to promote tobacco products.

Conclusions

Expanding our influence beyond public health professionals and tobacco control advocates to communities directly affected by the tobacco industry builds an additional layer of support for necessary change.

User-generated content and messaging to broad audiences through traditional media can help shape public opinion. This allows our work to spread through personal social networks, amplifying public awareness and preventing harm from these deadly products.

Including **user-generated content** and **strategic earned media** in tobacco control communications plans can efficiently and effectively expand reach

Supporting Content



A bidi pack featuring soccer star Lionel Messi submitted to the TPackSS Share-a-Pack database.



A screenshot from the winning video in our World No Tobacco Day 2024 video contest.



The headline of an article in *The Philippine Daily Inquirer*, a Filipino newspaper, which featured IGTC staff comments.



About IGTC:

The Institute for Global Tobacco Control is based at the Johns Hopkins Bloomberg School of Public Health in the U.S.

Scan the code to access this and other presentations along with contact information for IGTC faculty and staff.

Find us:

Booth B2510 or online at globaltobaccocontrol.org and publichealth.jhu.edu/igtc

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Competing Interests:

None.

