

## **Purpose :**

The purpose of this work is to disseminate the findings of the Global Youth Tobacco Survey (GYTS) to raise awareness about the alarming prevalence of tobacco and vaping use among young people. By sharing this data, we aim to advocate with decision-makers to take decisive action in banning smoking and vaping in schools, ensuring that educational environments remain safe and healthy for all students. This advocacy is grounded in scientific evidence, highlighting the detrimental effects of tobacco and nicotine products on youth health. Furthermore, it calls for the full implementation of Article 8 of the Framework Convention on Tobacco Control (FCTC), which seeks to protect non-smokers from exposure to tobacco smoke in public places, including schools, by enforcing stronger regulations and protective measures.

Additionally, the project aims to disseminate the results of the investment case for road safety, emphasizing the critical need for increased funding and action to reduce traffic-related injuries and fatalities. By sharing these findings, we aim to advocate decision-makers to prioritize road safety in national and local policies, urging them to allocate resources for effective interventions. Additionally, we seek to raise awareness among the general population about the importance of road safety measures and their role in preventing accidents. This effort aims to foster a collective commitment to creating safer roads, benefiting both individuals and communities through education, improved infrastructure, and enforcement of traffic laws.

## **Background :**

Tobacco use and road safety are two critical public health challenges in Tunisia, each with significant implications for the country's well-being and development.

Tobacco consumption affects 25% of the population, with prevalence particularly high among men (50%). Every year, tobacco is responsible for more than 13,200 deaths, accounting for 20% of total mortality in Tunisia, with nearly half of these deaths occurring among individuals under the age of 70. Second-hand smoke exposure alone contributes to 18% of tobacco-related deaths. The economic impact is equally alarming, with tobacco-related losses estimated at 2 billion Tunisian dinars annually, equivalent to 1.8% of the GDP. Among adolescents aged 13-15 years, smoking prevalence is concerning, particularly among boys (14.2%). Schools and their surrounding areas remain key zones for exposure, highlighting the need for targeted interventions to prevent smoking initiation.

Similarly, road traffic injuries continue to be a significant public health concern. Although fatalities have decreased from 9.7 per 100,000 in 2019 to 8.65 per 100,000 in 2022, the rates remain unacceptably high, particularly among youth and working-age populations. Public awareness campaigns are vital to promote safer road behaviors and support the implementation of Tunisia's National Multisectoral Road Safety Strategy.

Effective communication campaigns play an indispensable role in addressing these challenges. By leveraging diverse media platforms and using innovative methods, such campaigns can engage key audiences, raise awareness, and drive behavioral change. The involvement of a professional communication company is essential to develop impactful, evidence-based campaigns that align with Tunisia's public health priorities and contribute to long-term improvements in tobacco control and road safety.

## **Objectives :**

### **1. Tobacco Control Campaign Objectives:**

- Disseminate the findings of the Global Youth Tobacco Survey (GYTS) during the month of Ramadan.
- Disseminate targeted, evidence-based messages through diverse communication platforms and using innovative methods and attractive ways.
- Raise public awareness, particularly among youth and adolescents, about the dangers of tobacco use, including the risks of the first cigarette, e-cigarettes, and heated tobacco.
- Encourage behavioral change to reduce smoking initiation, with a focus on protecting school areas and other youth-centric environments.
- Advocate with decision-makers to take decisive action in banning smoking and vaping in schools, ensuring that educational environments remain safe and healthy for all students in accordance with Article 8 of the FCTC.

### **2. Road Safety Campaign Objectives:**

- Disseminate the results of the investment case for road safety, emphasizing the critical need for increased funding and action to reduce traffic-related injuries and fatalities.
- Increase public awareness about road safety issues and promote behaviors that reduce traffic injuries and fatalities.
- Use strategic media channels and innovative methods to reach high-risk populations and the broader public.

### **3. General Objectives:**

- Develop impactful, culturally appropriate communication materials tailored to the needs of each campaign.
- Maximize outreach and engagement by leveraging innovative communication strategies and partnerships.
- Contribute to Tunisia's public health and development goals by addressing these pressing challenges through sustainable and measurable interventions.

## **Methodology :**

The contractor will implement an efficient, professional communication strategy in close collaboration with the Ministry of Health (MoH), Ministry of Education (MoE), Ministry of Interior, Ministry of youth and sports, Ministry of transport, Ministry of equipment, Tunisian Alliance Against Tobacco, associations active in the promotion of road safety and WHO to achieve impactful results.

### **1. Strategic Planning**

- Align campaign objectives and messaging with national strategies for tobacco control and road safety.

- Develop a comprehensive communication plan defining target audiences, key messages, and dissemination channels using innovative methods.

## **2. Content Development**

- **Tobacco Control:**
  - Produce communication materials addressing the risks of smoking and e-cigarettes, disseminate the findings of the Global Youth Tobacco Survey (GYTS), raise awareness about the alarming prevalence of tobacco and vaping use among young people and advocate with decision-makers to take decisive action in banning smoking and vaping in schools, ensuring that educational environments remain safe and healthy for all students in accordance with Article 8 of the FCTC.
- **Road Safety:**
  - Create communication materials promoting safe road behaviors and disseminate the results of the investment case for road safety emphasizing the critical need for increased funding and action to reduce traffic-related injuries and fatalities.

## **3. Dissemination and Outreach**

- Innovative methods enabling the achievement of the objectives mentioned

## **4. Monitoring and Reporting**

- Track engagement and campaign reach using metrics.
- Provide regular updates and a detailed final report, including campaign performance, audience impact, and recommendations for future initiatives.

### **Deliverables :**

The contractor is expected to provide the following outputs:

#### **1. Tobacco Control Campaign Deliverables:**

- Produce high-quality communication materials including videos and disseminate during the 30 days of Ramadan 2025 using innovative methods (production will be done upon approval by the WHO and partners).
- Messages should be discussed with a focus group of the target audience or survey/ interview to come up with an “impactful message/ test the messages”

#### **2. Road Safety Campaign Deliverables :**

- Produce high-quality communication materials including videos and dissemination during April and May 2025 using innovative methods (production will be done upon approval by the WHO and partners).
- Messages should be discussed with a focus group of the target audience or survey/ interview to come up with an «impactful message/ test the messages.

### **3. General Campaign Deliverables:**

- Develop a dissemination plan detailing platforms, timelines, and target audience segmentation.
- All communication materials used in this campaign should be collected and sent via drive.
- Submit bi-weekly progress reports with engagement metrics, media reach, and implementation updates.
- Deliver a post-campaign survey , evaluation report summarizing engagement metrics, impact analysis, lessons learned, and recommendations for future campaigns.

Planned timeline:

**Start Date :** 01/03/2025

**End Date :** 15/06/2025