



Best Practices in Smoke-Free Environments

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Lebanon (why you should visit)



Lebanon (why I'm here)



- ❑ "A Smoker's Paradise"
- ❑ Tobacco the #1 cause of death (by far)
- ❑ Little respect for the rule of law
- ❑ Corruption

Where do we start?





YOURSELF

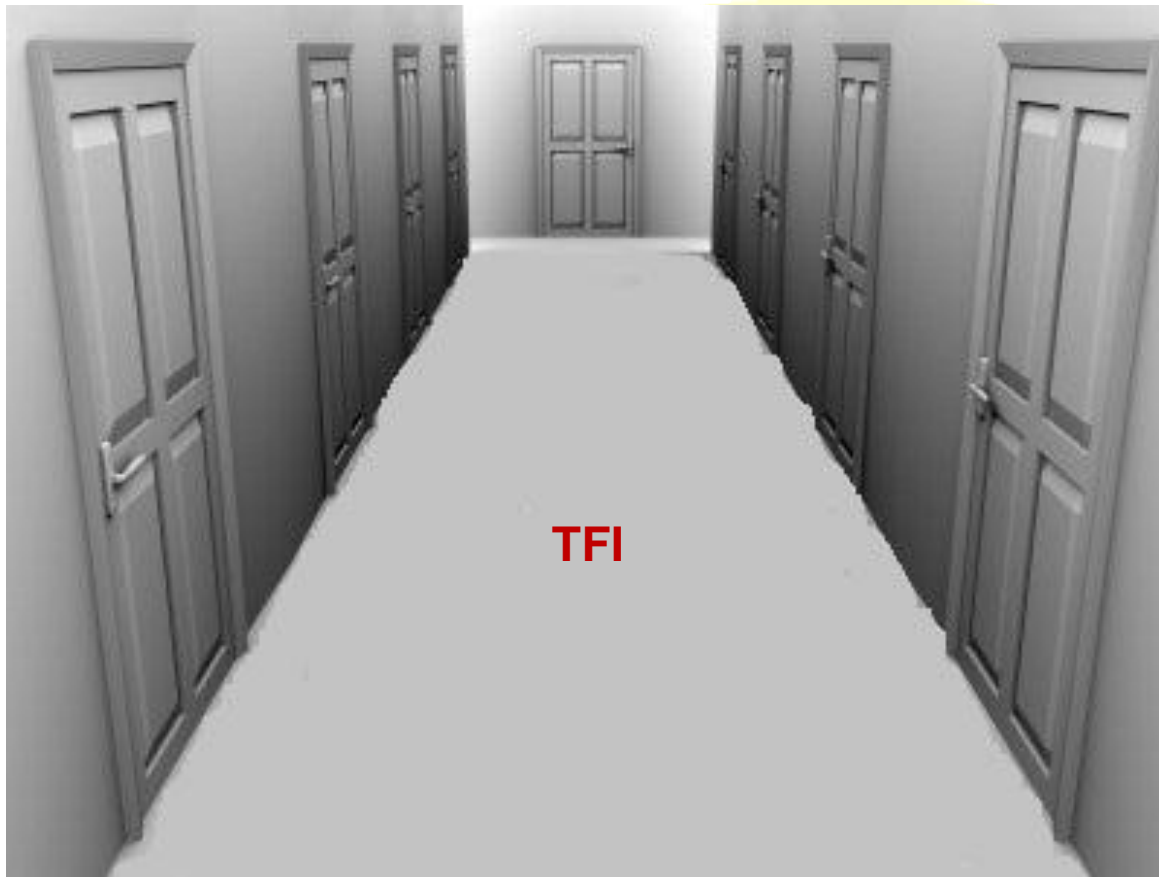
Awareness Campaigns

Started in 2000:

- ✓ Focus on kids and involve parents
- ✓ Special approach: anti-smoking clubs
- ✓ Smoke-free schools
- ✓ Created the need for a law



Lebanese Parliament



Coalition building

- ✓ Collaborate with Health Ministry
- ✓ Partner with the American University of Beirut (AUB)
- ✓ Break through parliament by finding allies
- ✓ Recruit coalition of 100+ organizations and syndicates

Lobbying

- ✓ Petition filed by coalition



- ✓ Daily presence in parliament
- ✓ Strategies based on MPs' personalities and parliamentary coalitions
- ✓ Still needed to disseminate information to the general public



Media



- ✓ **Media against cause**
 - Big Tobacco's influence (advertising)
 - Lack of understanding of the cause and its importance
- ✓ **How did we get their attention?**
 - Personal relationships with the media
 - Politicians
 - Extensive grassroots activities

Media Coverage of Grassroots Activities



Smoke-free schools



Smoke-free airport



Smoke-free mall (ABC)



Smoke-free pubs (Gemmayze)

Victory!

**Law 174 passed
unanimously in 2011**

Implementation Battle (cont.)

✓ Lobbying

- Push politicians to announce their commitment to implement
- Shame and blame when they disrespect their engagements

✓ Media

- Extensive prime-time coverage
- TVCs
- Facebook page



The image shows a Facebook page for the 'Law 174 - No Smoking Lebanon' campaign. At the top, there are two side-by-side images: the left one shows a plate of hummus with the text 'Restaurant abiding by the law' above it, and the right one shows a plate of hummus with a lit cigarette and a lighter, with the text 'Restaurant breaking the law' above it. Below these images is a banner that says 'You Pick' in green and 'Dial 1735 to report violations!' in red. The page name is 'Law 174 - No Smoking Lebanon' with 7,523 likes and 758 people talking about it. There is a logo for '174 NO SMOKING LEBANON' and another logo with Arabic text 'لبنان خال من التدخين'. The page also has an 'About' section and a 'Photos' section.

Revolution and Counterrevolution



E&Y Survey



Rebuttal by AUB and TFI



Strikes



Festivities

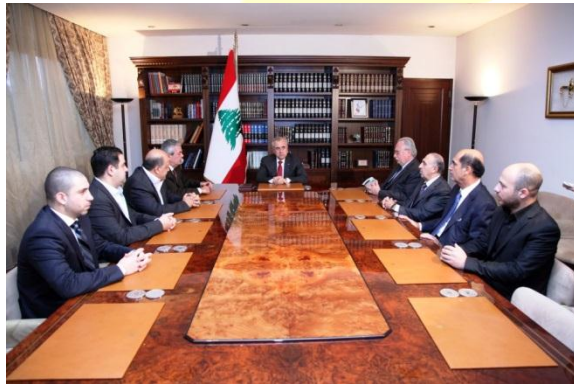
Revolution and Counterrevolution



Press conference for the amendment of the law



Press conference against any amendments



Lobbying officials



Lobbying officials

We won!
LAW UPHELD

Campaign's Results

- ✓ TAPS ban largely successful
- ✓ **Indoor smoking ban - Sept '12 to Dec '12**
 - 89% compliance in hospitality sector
 - 3% increase in hospitality sector's revenues
 - WHO: « A historical achievement! »
- ✓ **Indoor smoking ban - today**
 - 45% compliance
 - Ministers' declarations and lack of coordination
 - Corruption
 - Slow and biased judiciary system
 - Tobacco industry interference

Last Action



A stylized, abstract figure composed of several overlapping yellow shapes. The figure has a rounded head, a long, curved body, and a small, rounded tail-like shape at the bottom right. The overall appearance is that of a simple, friendly character.

THANK YOU