

EDUCATION PROGRAMME FOR THE NOVEL TOBACCO ASSOCIATION

Programme Title: "Informed Choices: Understanding Novel Tobacco Products"

1. Programme Overview

The Novel Tobacco Association's Education Programme is designed to inform, engage, and empower key stakeholders—including consumers, youth, educators, policymakers, and healthcare providers—on the responsible use, regulation, and health impacts of novel tobacco and nicotine products.

2. Objectives

Awareness: Increase public understanding of novel tobacco products, their differences from traditional tobacco, and their potential risks and benefits.

Prevention: Prevent initiation among non-smokers, particularly youth.

Harm Reduction: Promote evidence-based harm reduction strategies for adult smokers seeking alternatives.

Regulatory Literacy: Educate stakeholders on national and international regulations governing novel tobacco products.

Ethical Marketing: Encourage ethical marketing and responsible consumer communication practices among industry members.

3. Target Audience

- Youth (12–18 years)
- Young Adults (18–25 years)
- Adult Smokers
- Educators
- Parents and Guardians
- Healthcare Providers
- Policymakers and Regulators • Retailers and Distributor

4. Programme Components

A. School and University Outreach

- Age-appropriate modules on nicotine, addiction, and marketing tactics
- Peer-led workshops and debates
- Anti-initiation campaigns targeting high-risk groups

B. Public Education Campaigns

- Social media infographics and short videos
- Webinars and expert Q&A sessions
- Fact-based comparison of traditional vs. novel products

C. Adult Harm Reduction Seminars

- Support sessions for smokers looking to transition to less harmful alternatives
- Guidance on product use, risk, and cessation tools.
- Collaboration with cessation experts and NGOs

D. Healthcare Provider Training

- Clinical guidance on novel product use in cessation
- Patient communication tools
- Latest research briefings and CPD certification

E. Retailer and Industry Workshops

- Legal sales practices
- Responsible marketing guidelines
- Age verification and point-of-sale compliance

F. Policy Roundtables

- Forums for dialogue with regulators
- Research presentations and policy briefs
- Development of best practice frameworks

5. Delivery Methods

- Online learning platforms and webinars
- On-site workshops and community events
- Printed toolkits and posters for clinics and schools
- Interactive apps and quizzes
- Partnership with media and influencers



Landline 020 4400025
Phone No. 0704 19 65 60



info@noveltobacco.co.ke



Fort Granite Apartment A2
1st floor, Block A, Bishop Road.

6. Monitoring & Evaluation

- Pre- and post-programme surveys to assess knowledge shifts
- Annual impact report and case studies
- Advisory board review with academic and public health experts
- Feedback loops with all stakeholder groups

7. Partners & Collaborators

- Ministries of Health and Education
- NGOs and youth organizations
- Public health institutions
- Academic researchers
- Regulatory authorities
- Tobacco harm reduction advocates

8. Sustainability Plan

- Secure funding through industry levies, grants, and CSR partnerships
- Train local facilitators for long-term community involvement
- Integrate with national education curricula where feasible
- Update content annually to reflect scientific and regulatory changes



Landline 020 4400025
Phone No. 0704 19 65 60



info@noveltobacco.co.ke



Fort Granite Apartment A2
1st floor, Block A, Bishop Road.