

**Joint Action on Strengthening  
cooperation between  
interested Member States and  
the Commission in the area of  
tobacco control (JATC 2)**

**JATC**<sup>2</sup>  
JOINT ACTION  
ON TOBACCO  
CONTROL

Project Reference:  
101035968 - JA-01-2020  
WP2- D2.1 Visual Identity  
Dissemination: Public  
Authors: NPHO  
Doc. Ref. N°: D2.1



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## Introduction

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The Joint Action on Strengthening cooperation between interested Member States and the Commission in the area of tobacco control (JATC 2) is aiming to provide support of the implementation of the Tobacco Products Directive (TPD) and the Tobacco Advertising Directive (TAD). Towards this objective, project partner Member States will collaborate and through appropriate coordination and evaluation, they will work together to: i) facilitate the exchange of good practices between them in order to improve implementation of the TPD and related implementing and delegated acts in a number of areas of tobacco product and e-cigarette regulation, including laboratory capacity, analysis and assessment, ii) ensure greater consistency in the application of the TPD to ensure a fair internal market for tobacco and related products, especially regarding market surveillance and enforcement, iii) promote activities consistent with the objectives of the WHO Framework Convention on Tobacco Control, iv) identify and assess the current legislation regarding, but not exclusively tobacco advertising and advertising of emerging products, v) identify and develop best practices regarding tobacco endgame strategies and for smoke-free environments.

This deliverable outlines the visual identity of the project which is part of the overall JATC-2 dissemination strategy. The visual identity was developed through the project logo, templates, and leaflets, while it is accompanied by online communication tools such as the website and the project's social media accounts. These tools will act as the public face of the project and facilitate the effective and wide communication of the projects processes, updates, findings, and recommendations to the target audiences.

### 1. Logo

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The visual identity includes the project logo which is an updated version of the logo of the first Joint Action on Tobacco Control (JATC) (Agreement n°: 761297– JAT – HP-JA-03-2016).

Special permission was given by the Coordination team of JATC to create an updated version of the logo of JATC to show the continuity of the effort and the linkages between the two Joint Actions.



## 2. Templates

Part of the visual identity of the project is a common power point template for all the working packages and project's presentations. The common template enhances the visibility of the Joint Action by contributing to the effective communication of the project activities. The template secures the visibility of the EU co-funding of the action.



### 3. Leaflet

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The first JATC-2 Project Leaflet contributes into the visual identity and the global dissemination strategy of JATC-2. The project leaflet is part of WP2 dissemination activities which aim to maximize the overall impact of the project through supporting the consultation with stakeholders and the dissemination of the project's results. The leaflet is a keystone to this objective and will serve as one of the platforms for communicating project information to the public, stakeholders, and policy makers. The leaflet is designed in digital format (<https://jaotc.eu/wp-content/uploads/2022/11/JAOTC-2-LEAFLET-DIGITAL-FINAL.pdf>). The digital version of the leaflet is formatted in PDF form for easy dissemination of the document to target groups via email, website platforms, embedded weblinks, etc.

The leaflet contains key information about the project, including:

1. The problem analysis
2. The general objective of JATC-2
3. The specific objectives of the project
4. Information on the project and its target groups
5. The organizational structure
6. The coordination team and the project management structure
7. The participating competent authorities
8. The Work Package leaders
9. The Work Packages' (1-9) titles and their main objective
10. The expected outcomes and benefits of the project

A second leaflet with the results of the project is also foreseen to be developed once the project has finalized its deliverables from all work packages.

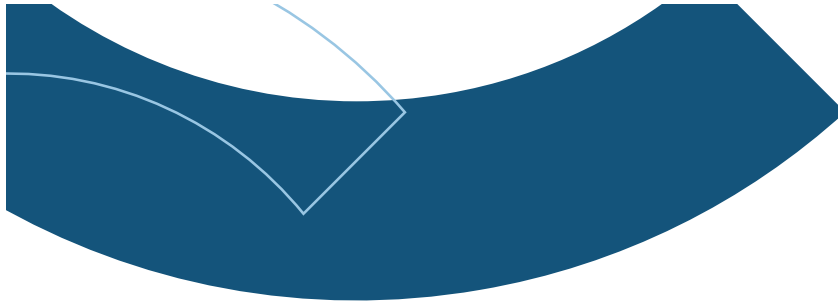
# JATC<sup>2</sup>

JOINT ACTION  
ON TOBACCO  
CONTROL

**JOINT ACTION**  
ON STRENGTHENING COOPERATION  
**ON TOBACCO CONTROL**  
BETWEEN INTERESTED MEMBER  
STATES AND COMMISSION




"Co-funded by the European Union's Health  
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No. 101035968/ JA-01-2020 (HaDEA)"



# PROBLEM ANALYSIS

Smoking and other forms of tobacco consumption have been considered the single most important cause of preventable morbidity and premature mortality worldwide, with tobacco being the major single cause for premature deaths in the European Union.

 Worldwide efforts in the area of tobacco control are outlined in the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).

Efforts **to reduce the tobacco-related deaths** and **illness** in the EU consist of legislation, such as the Tobacco Products Directive (TPD) and the ongoing implementation of the WHO FCTC. The TPD lays down rules governing the manufacture, presentation and sale of tobacco and related products. A more harmonized approach to enforcement and

market surveillance of the TPD is of utmost importance for a unified protection of the consumers of these products.

Efforts to **reduce the exposure to tobacco advertising** in the EU consist primarily of regulation laid down in the Tobacco Advertising Directive (TAD) and the FCTC. The TAD outlines the rules governing advertising and sponsorships of tobacco products. An analysis and assessment of the TAD is an important step in determining the application of the regulation on tobacco advertisement across the EU.

In order to **prevent tobacco-related illness and premature death**, it is crucial for countries across Europe to unite on regulatory frameworks for smoke-free environments and sustainable tobacco endgame strategies.

As more and more countries step up the game in tobacco control and prevention against tobacco related cancer, a unified Europe is more important than ever.

**The partners of JATC 2**, are committed in the **new Europe's Beating Cancer Plan** where EU Member States stand together in the fight against tobacco.

# GENERAL OBJECTIVE

**The general objective of this project is not only to support the implementation of the Tobacco Products Directive (TPD) and the Tobacco Advertising Directive (TAD), but also to promote activities consistent with the objectives of the WHO FCTC.**

**The JATC1** contributed to the implementation of the TPD in specific areas of laboratory capacity, testing methods for tobacco and related products, regulation of ingredients and developed data sharing agreements concerning the huge amounts of data within European Union Common Entry Gate (EU-CEG).

**JATC 2** programme builds on the results of the JATC1 and adds new pillars to the work of JATC within tobacco control.

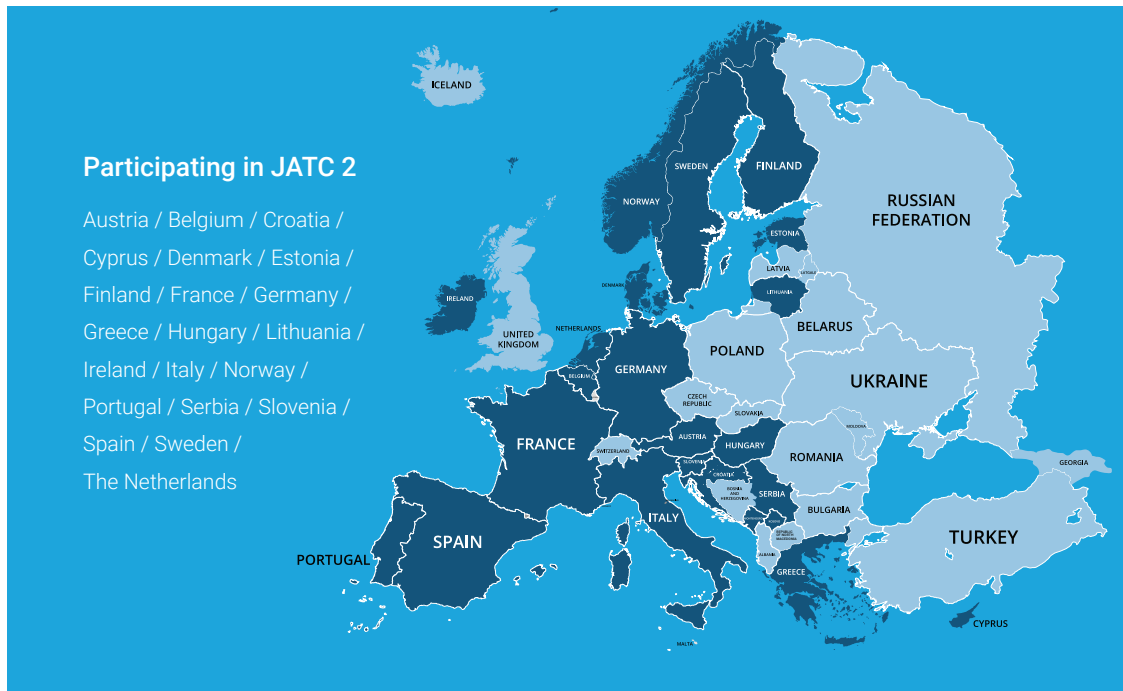


## SPECIFIC OBJECTIVES

- To **establish** an effective coordination with a strong focus on digital tools that ensures the sustainability and progression of the project even in a world of crisis such as the COVID-19 pandemic.
- To **support** the dissemination of information to the public, regulators and researchers.
- To **integrate** the outcomes into national policies and ensure that the results of the project will be sustainable even after the termination of the project.
- To **facilitate** the exchange of good practices between Member States, including laboratory capacity, analysis and assessment, in order to improve implementation of the TPD and related implementing and delegated acts in a number of areas of tobacco product and e-cigarette regulation.
- To **achieve** greater consistency in the application of the TPD to ensure a fair internal market for tobacco and related products, especially regarding market surveillance and enforcement.
- To **promote** activities consistent with the objectives of the WHO FCTC to promote a better implementation of the objectives of the FCTC.
- To **identify and assess** the current legislation regarding, but not limited to, tobacco advertising and advertising of emerging products.
- To **identify and develop** best practices regarding tobacco endgame strategies and for expanding smoke-free environments.

# ABOUT THE PROJECT

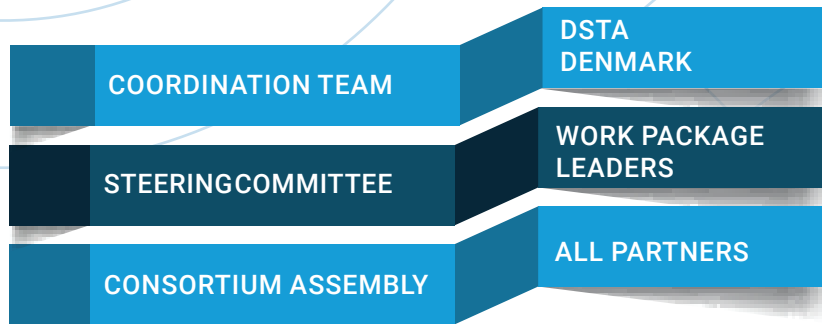
- Launched in October 2021
- 36 months project
- 9 Work Packages
- 21 Participating EU/EEA Countries
- 36 Participating Institutions
- 13 Collaborating Stakeholders



# TARGET GROUPS

- EU Member States Regulators
- Tobacco Control Non-Governmental Organizations
- Research Institutions
- General Public

## ORGANIZATIONAL STRUCTURE



## COORDINATION TEAM

### Head Coordinator and Financial Officer

Frances O'Donovan

### Project Administrator

Ms. Chloé Aavild Sand Henriksen

### Associated Coordinator and policy officer

Ditte Helms Kraul

## PROJECT MANAGEMENT STRUCTURE



# PARTICIPATING

## COMPETENT AUTHORITIES

### 01 | **DSTA**

SIKKERHEDSSTYRELSEN,  
Denmark

### 02 | **CIPH**

HRVATSKI ZAVOD ZA JAVNO  
ZDRAVSTVO, Croatia

### 03 | **NIJZ**

NACIONALNI INSTITUT ZA  
JAVNO ZDRAVJE, Slovenia

### 04 | **DGS**

MINISTERIO DA SAUDE -  
REPUBLICA PORTUGUESA,  
Portugal

### 05 | **FPSH**

SERVICE PUBLIC FEDERAL  
SANTE PUBLIQUE, SECURITE  
DE LA CHAINE ALIMENTAIRE ET  
ENVIRONNEMENT, Belgium

### 06 | **ANSES**

AGENCE NATIONALE DE  
LA SECURITE SANITAIRE  
DE L'ALIMENTATION DE  
L'ENVIRONNEMENT ET DU  
TRAVAIL, France

### 07 | **ISS**

ISTITUTO SUPERIORE DI  
SANITA, Italy

### 08 | **NAAC**

CYPRUS NATIONAL ADDIC-  
TIONS AUTHORITY, Cyprus

### 09 | **THL**

FINISH INSTITUTE FOR HEALTH  
AND WELFARE, Finland

### 10 | **HSE**

HEALTH SERVICE EXECUTIVE  
HSE, Ireland

### 11 | **NMOH**

THE NORWEGIAN MINISTRY OF  
HEALTH AND CARE SERVICES,  
Norway

### 12 | **FOHM**

FOLKHALSOMYNDIGHETEN,  
Sweden

### 13 | **RIVM**

RIJKSINSTITUUT VOOR  
VOLKSGEZONDHEID EN MILIEU,  
The Netherlands

### 14 | **TA**

TERVISEAMET, Estonia

### 15 | **NPHO**

NATIONAL PUBLIC HEALTH  
ORGANIZATION, Greece

16 | **OKPI**  
ORSZAGOS KORANYI PULMO-  
NOLOGIAI INTEZET, Hungary

17 | **IPHS**  
INSTITUT ZA ZASTITU  
ZDRAVLJA SRBIJEDR MILAN  
JOVANOVIC BATUT, Serbia

18 | **AGES**  
OSTERREICHISCHE AGENTUR  
FUR GESUNDHEIT UND  
ERNAHRUNGSSICHERHEIT  
GMBH, Austria

19 | **BFR**  
BUNDESINSTITUT FUER  
RISIKOBEWERTUNG, Germany

20 | **ICO**  
INSTITUT CATALA  
D'ONCOLOGIA, Spain

21 | **NTAKD**  
NARKOTIKU TABAKO IR  
ALKOHOLIO KONTROLES  
DEPARTAMENTAS, Lithuania

## WP LEADERS

01 | **DSTA** Denmark  
02 | **NPHO** Greece  
03 | **AGES** Austria  
04 | **ISS** Italy  
05 | **ANSES** France  
06 | **DSTA** Denmark  
07 | **RIVM** Netherlands  
08 | **ICO** Spain  
09 | **THL** Finland

# WORK PACKAGES 1-5

**01**  
DSTA

Denmark

## Coordination

To coordinate the overall smooth implementation of the project.

**02**  
NPHO

Greece

## Dissemination

To maximise the impact of the project by supporting the consultation with stakeholders and the dissemination of the project's results to the target audiences.

**03**  
AGES

Austria

## Evaluation

To evaluate the outputs and outcomes of the JATC 2 and to support the optimization of the internal processes necessary for their achievement.

**04**  
ISS

Italy

## Sustainability and cooperation across Europe

To ensure sustainability and uptake of the JATC 2 actions both during and after the implementation of the actions across EU MS, through strengthening of the cooperation of the competent authorities for a harmonized application and enforcement of the TPD and TAD in an effort to promote EU public health.

**05**  
ANSES

France

## EU-CEG data and enhanced laboratory capacity for regulatory purposes

To strengthen and support the EU Member States' national competent authorities (NCAs) capacities to use information submitted by manufacturers on their products through the European Common Entry Gate (EU-CEG data) and enforce the applicable standards through the efficient utilisation of scarce expertise and technical resources at the EU level by avoiding duplication and wide implementation of best practices.

# WORK PACKAGES 6-9

**06**

**DSTA**

**Denmark**

## Enforcement of tobacco product regulation

To strengthen the EU Member States' capacities in the enforcement of tobacco product regulation at the EU Member States and EU wide level through the sharing of common experiences, challenges and solutions.

**07**

**RIVM**

**Netherlands**

## Health impact and regulatory implications of e-cigarettes and novel tobacco products

To enhance a better understanding of the properties, health impact and regulatory implications of novel tobacco products and e-cigarettes with the aim to support effective information and regulation.

**08**

**ICO**

**Spain**

## Smoke-free environments and tobacco advertising, promotion, and sponsorship (TAPS) legislation in Europe

To outline and disseminate best practices for addressing upcoming challenges to smoke-free environments in Europe (FCTC Art.8) and to assess tobacco advertisement, promotion and sponsorship (TAPS) implementation and impact in Europe (FCTC Art.13).

**09**

**THL**

**Finland**

## Best practices to develop an effective and comprehensive tobacco endgame strategy

To identify national tobacco endgame strategies and forward-looking tobacco control policies aiming at tobacco endgame; to explore and exchange best practices in the development, implementation and evaluation of these strategies and policies; and to facilitate their development in the European region.

# EXPECTED OUTCOMES AND BENEFITS OF THE PROJECT

- A more user-friendly interface of the EU-CEG database, which will enhance the utility of the database for EU regulators.
- A sustainable plan for data sharing from the EU-CEG database, which will make valuable data available for a broader audience, especially researchers.
- A harmonized approach to market surveillance and enforcement of the TPD, which will enhance consumer protection and ensure a fair internal market.
- A recommendation to update the applicable rules on tobacco advertising, which will mean less exposure to unwanted commercial activities and hopefully diminish the number of new smokers and even decrease the prevalence of smoking.
- A harmonized approach to establishing smoke-free environments, which will decrease the exposure to second-hand smoking.
- A toolkit to put forward actions to create a Tobacco-Free Generation, where less than 5% of the population uses tobacco by 2040.





Coordination Team: [jatc2@sik.dk](mailto:jatc2@sik.dk)

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## 4. Website

The project website is an important element in the dissemination strategy, which targets professional stakeholders and scientists through dissemination of relevant information on scientific progress, updates from project meetings, important milestones, and deliverables and more.

It will connect stakeholders to JATC2-related information and provide a pathway for stakeholders and project participants to access project benefits in order to increase the reach of project dissemination and lasting impact of outputs and results.

### 4.1 Website Content

The website contains information on the JATC-2 project design, coordination team, participants, organizational structure, work packages, project's outcomes, and useful materials. The website is continuously updated with relevant news on project results and dissemination activities.

A specific section includes all the information and materials of JATC (JATC-1) in order for the users to have a complete picture of the tobacco control activities implemented by the two joint actions as well as to follow up on the progress of tobacco control efforts from the first joint action to the second.

Through links to the project milestones and deliverables and connections on social media the website invites its members and the outside community to engage further in project progress and continually receive updated information on project results.

The website is live and operational and is conceived as 'dynamic' in the sense that continual updates will be made as the project work advances and whenever the need for dissemination and communication arises. The formatting of the website is an updated version of the JATC (JATC-1) website to show the continuity of the effort and the linkages between the two Joint Actions.

### 4.2 Website map

The Project Website consists of the following categories:

#### Home

#### About the project

- Why it is important
- Objectives
- Specific Aims
- Target Groups
- Expected Outcomes
- Work Packages Overview

#### Coordination

- Project Coordination team

#### Participants

#### Organizational Structure

- Coordinating Team
- Steering Committee
- The General Assembly
- Work Package Leaders

#### Work Packages

## Outcomes-Useful Material

- WP Deliverables & Milestones
- Useful material

## News

## Videos

## Joint Action 1

## Contact

### 4.3 Examples of specific sections on the website

The screenshot shows the 'ABOUT THE JATC2 PROJECT' page. The left sidebar contains a navigation menu with items: HOME, JOINT ACTION 2, ABOUT THE PROJECT, COORDINATION, PARTICIPANTS, ORGANIZATIONAL STRUCTURE, WORK PACKAGES, OUTCOMES – USEFUL MATERIAL, NEWS, VIDEOS, JOINT ACTION 1, and CONTACT. The main content area features the heading 'ABOUT THE JATC2 PROJECT' and 'WHY'. Below the heading, there is a paragraph: 'Smoking and other forms of tobacco consumption have been considered the single most important cause of preventable morbidity and premature mortality worldwide, with tobacco the major single cause for premature deaths in the European Union (EU)'. To the right, a quote states: **“Worldwide, Smoking Kills 8 Million People In The World Every Year. More Than 1.2 Million Of These Deaths Were Attributed To SHS Exposure In 2017, Of Which Over 63,000 Deaths Were Among Children Younger Than 10 Years Old. In 2019, Tobacco Smoking Accounted For 200 Million Disability-Adjusted Life Years Worldwide, While In Europe, The Burden Of Disease Related To SHS Exposure Ranged From 600 To 1.200 Disability-Adjusted Life Years.”**

The screenshot shows the 'Organizational Structure' page. The left sidebar is identical to the previous screenshot. The main content area features the heading 'JATC2 Organizational Structure'. Below the heading, it states: 'The JATC 2 organizational structure introduces the following bodies:'. There are two icons: one representing the 'Coordination Team' (three stylized human figures) and one representing the 'Steering Committee' (a group of stylized human figures in a circle). Below the 'Coordination Team' icon, the text reads: 'The JATC 2 programme has one work package dedicated to the coordination of the programme, which is led by the Danish Safety Technology Authority (DSTA). The Coordination Team provides the day-to-day management of the project.' Below the 'Steering Committee' icon, the text reads: 'The Steering Committee consists of the coordinator and associate coordinator, who represents the main partners, and the WP leaders.' Below this, it states: 'The maintasks of the Steering Committee are:' followed by a bullet point: '• Management of the project, by actively leading and contributing to WP implementation.'




- > HOME
- > JOINT ACTION 2
- > ABOUT THE PROJECT
- > COORDINATION
- > PARTICIPANTS
- > ORGANIZATIONAL STRUCTURE
- > WORK PACKAGES
- > OUTCOMES – USEFUL MATERIAL
- > NEWS
- > VIDEOS
- > JOINT ACTION 1
- > CONTACT

Search

<h1>WP1</h1> <p>Leader</p> <h2>DSTA</h2> <hr style="width: 20%; margin: auto;"/> <p>DENMARK</p>	<p><b>Coordination</b></p> <p>WP participants: CIPH, NIJZ, NPHO, IPHS, ICO, FFIS, CARM</p>	<p><b>Aim:</b> To coordinate the overall smooth implementation of the project through the efficient management of JATC-2, supervision of the financial management and communication of progress.</p>
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<h1>WP2</h1> <p>Leader</p> <h2>NPHO</h2> <hr style="width: 20%; margin: auto;"/> <p>GREECE</p>	<p><b>Dissemination</b></p> <p>WP participants: CIPH, ANSES, ISS, THL, IPHS, ICO, FFIS, CARM, MoH-ES</p>	<p><b>Aim:</b> To maximize the impact of JATC-2 by supporting the consultation with stakeholders and the dissemination of the project's results to the target audiences.</p>
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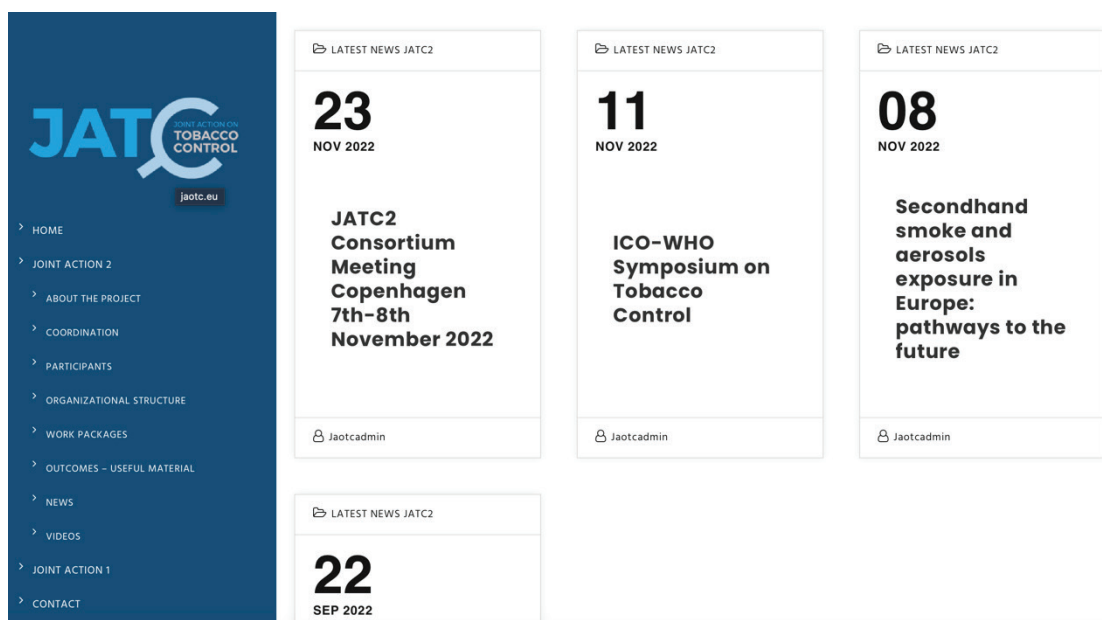
- > HOME
- > JOINT ACTION 2
- > ABOUT THE PROJECT
- > COORDINATION
- > PARTICIPANTS
- > ORGANIZATIONAL STRUCTURE
- > WORK PACKAGES
- > OUTCOMES – USEFUL MATERIAL
- > NEWS
- > VIDEOS
- > JOINT ACTION 1
- > CONTACT

Search

JOINT ACTION on TOBACCO CONTROL

<h1>WP3</h1> <p>Leader</p> <h2>AGES</h2> <hr style="width: 20%; margin: auto;"/> <p>AUSTRIA</p>	<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>2022_09_28_D3.1 Evaluation Plan_Version1</li> </ul>	<p><b>Milestones</b></p>
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<h1>WP4</h1> <p>Leader</p> <h2>ISS</h2> <hr style="width: 20%; margin: auto;"/> <p>ITALY</p>	<p><b>Deliverables</b></p>	<p><b>Milestones</b></p> <ul style="list-style-type: none"> <li>Guidance on best practices M4.3 &amp; M4.4</li> </ul>
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## 4.4 Commission funding

The website on each page has the appropriate logo of the European Commission acknowledging the funding as follows “CO-FUNDED BY THE EUROPEAN UNION’S HEALTH PROGRAMME UNDER GRANT AGREEMENT NO. 101035968/ JA-01-2020 (HADEA)”.

It also contains a disclaimer for the content of the website “THE CONTENT OF THIS WEBSITE REPRESENTS THE VIEWS OF THE AUTHOR ONLY AND HIS/HER SOLE RESPONSIBILITY; IT CAN NOT BE CONSIDERED TO REFLECT THE VIEWS OF THE EUROPEAN COMMISSION AND THE CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY OR ANY OTHER BODY OF THE EUROPEAN UNION. THE EUROPEAN COMMISSION AND THE AGENCY DO NOT ACCEPT ANY RESPONSIBILITY FOR USE THAT MAY BE MADE OF THE INFORMATION IT CONTAINS”

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## 5. Social Media

The visual identity of the project is enhanced by online communication tools such as social media accounts. These accounts are used to further enhance JATC-2 dissemination activities and narrate the life of the project in real time using hashtags and strategies to disseminate viral content.

The JATC-2 social media accounts provide a platform for sharing the progress of all the work packages. They are also a way to create opportunities for further communication between the stakeholders and to inform the audience about the joint action’s activities. The official language of the posts is English but posts in other European Union’s languages can also be made (along with their English version) in order to create inclusive content. The systematic frequency of posting is at least once a week at each platform, but ad hoc posts are also foreseen when is needed. The same JATC-2 logo is used on every platform and the JATC-2 website and the hashtag #jatic2 is used. The EU logo is displayed along with the text that the action is EU- funded.

All online communication will aim to funnel users to the website.

## 5.1 Twitter

Twitter is used to communicate with all target audiences, including NGOs and the public. Content on Twitter will reflect the key messaging of the project including interesting content from other credible sources. The tone will be informing, exploratory and catchy. It will focus on engaging with consortium members as well as tobacco control networks and the public.

All JATC-2 partners are encouraged to share content on Twitter using the hashtag **#jatic2** to cross-share content and widen project reach.

The details of JATC-2 Twitter account are:

- Twitter: Username: @jatic2\_  
Link: [https://twitter.com/jatic2\\_](https://twitter.com/jatic2_)

The account will be active throughout the project.

Examples from Twitter page and posts:

The image shows a screenshot of the Twitter profile for 'Joint Action on Tobacco Control 2' (@jatic2\_). The profile header includes the account name, 22 tweets, and a large blue logo for 'JATC2 JOINT ACTION ON TOBACCO CONTROL'. Below the header, the bio reads 'Joint Action on Tobacco Control 2 @jatic2\_ #jatic2 #tobaccocontrol' and lists social media links for Facebook (jatobaccocontrol2) and Instagram (jatic2\_). It also shows 'Medical & Health' as a category, a website 'jaotc.eu', and 'Joined May 2022'. The profile has 64 following and 62 followers. A 'Tweet' button is visible at the bottom of the profile card.

The main content area shows a tweet from the account, posted 1 hour ago. The tweet text is: '@jatic2\_ @ICO\_oncologia Symposium: "Smoke and Aerosol Free Environments (SAFE) in Europe" Tuesday 25th April 2023. Headquarters of the Spanish Association against Cancer (AECC): C/ Teniente Coronel Noreña, 30, 28045 - Madrid, Spain. #tobaccocontrol #jointaction #jatic2'. Below the text is a promotional image with the text: 'Learning from practices to improve Smoke and Aerosol Free Environments (SAFE) in Europe'. The image shows a collage of photos from a symposium.

On the right side of the profile, there is a search bar, a 'You might like' section with three suggested accounts (Emilio Salguero, Esteve Fernández M..., and Globe One Digital), and a 'Trends for you' section with trending topics in Greece: #μπισπιτικς, #ChatGPT, #εκλογες, and Καρολινα.

## 5.2 Instagram

Instagram is used to raise awareness across target audiences on JATC-2 updates but also on tobacco control activities across Europe. The tone will be informing, welcoming and empowering. The look and feel will be graphically stylised with high quality content. Instagram stories can be used to feature JATC-2 consortium members', as well as other tobacco control networks or organizations' stories and content from JATC-2.

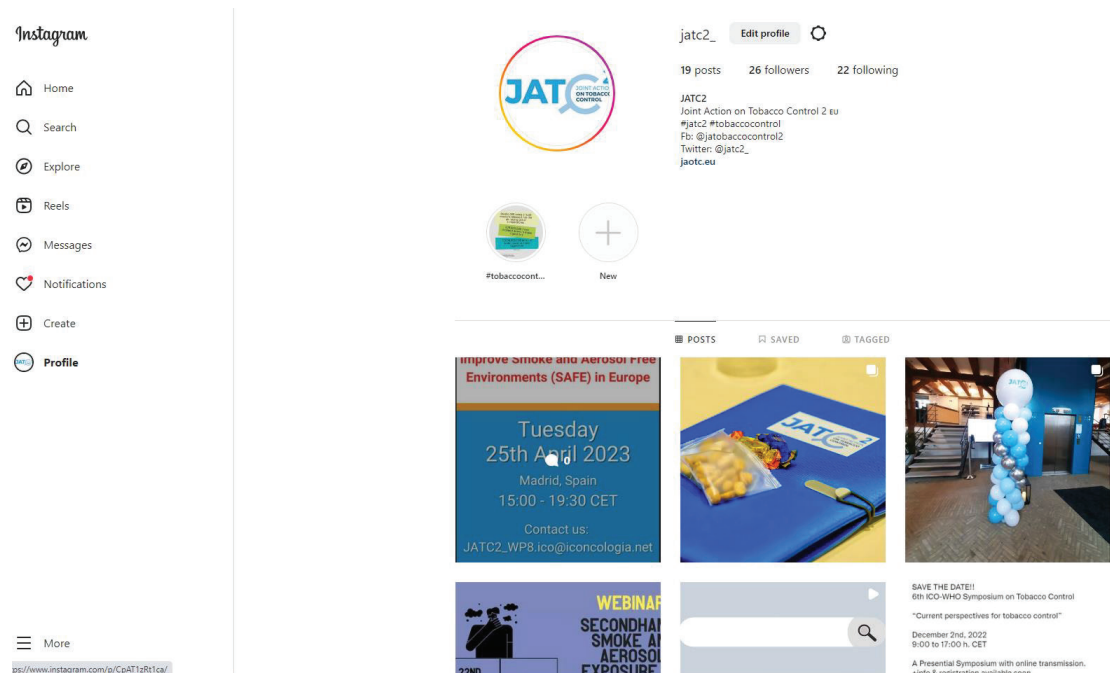
All JATC-2 partners are encouraged to share content on Instagram using the hashtag **#jatic2** to cross-share content and widen project reach.

The details of JATC-2 Instagram account are:

- Instagram: Username: @jatic2\_  
Link: [https://www.instagram.com/jatic2\\_/](https://www.instagram.com/jatic2_/)

The account will be active throughout the project.

Example from Instagram posts:





## 5.3 Facebook

Facebook is used to raise awareness on JATC-2 updates whilst connecting to active tobacco control networks, NGOs, organizations, institutes. The tone will be informing and welcoming. The look and feel will be graphically stylized with high quality content and reposts from reputable sources.

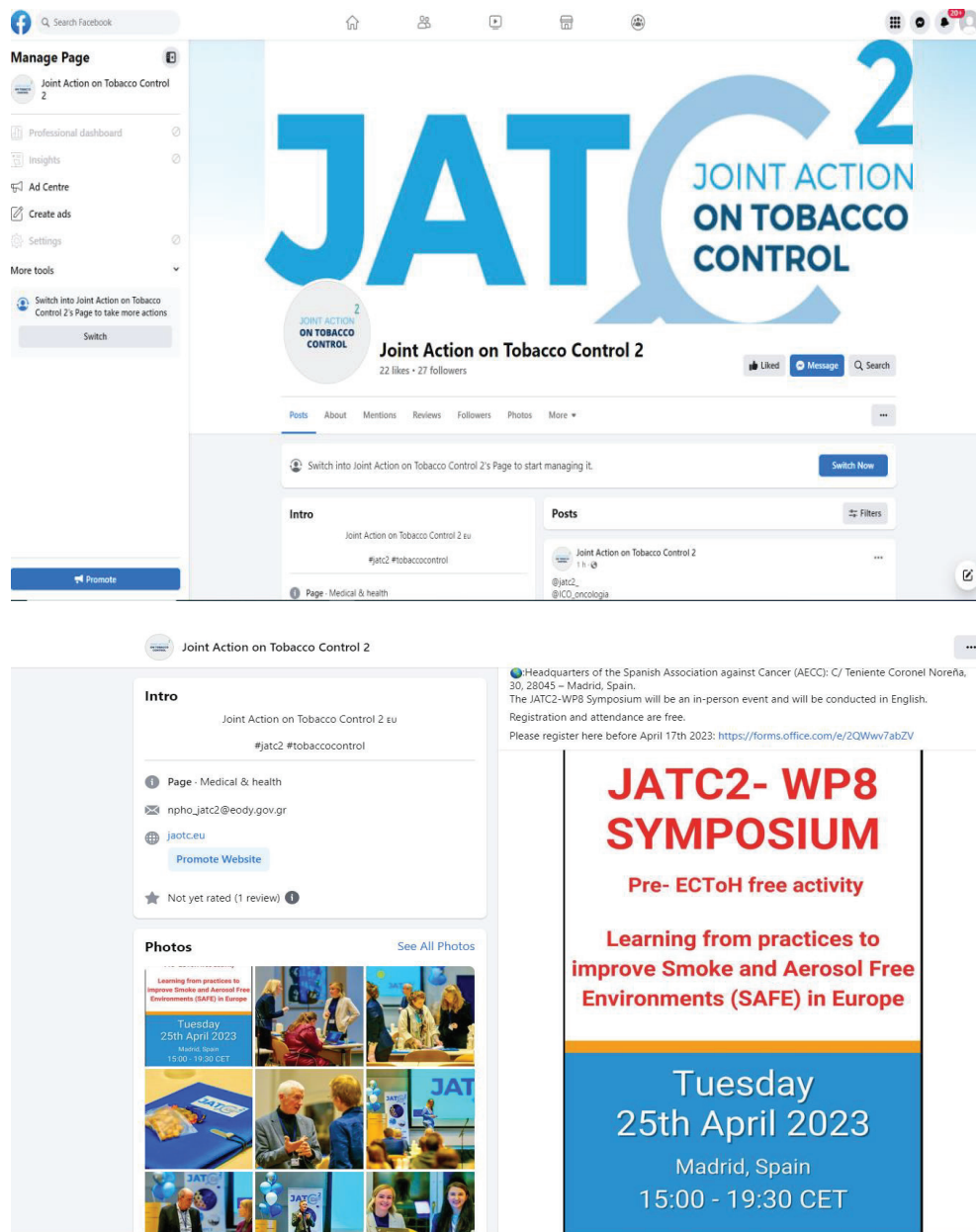
All JATC-2 partners are encouraged to share content on Facebook using the hashtag **#jatic2** to cross-share content and widen project reach.

The details of JATC-2 Facebook account are:

- Facebook: Username: @jatobaccocontrol2  
Page's name: Joint Action on Tobacco Control 2  
Link: <https://www.facebook.com/jatobaccocontrol2>

The account will be active throughout the project.

Example from Facebook page and posts:





## 6. Project branding of public reports

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Project reports, when provided on public domain can serve both as a channeling mechanism for which to drive the appropriate audience to the project website or can act as official documentation to be shared among partners and the public when discussing pertinent tobacco control issues at either the regional, national or cross EU MS level.

Ensuring brand identity across these reports plays a significant role in differentiating the JATC2 project from other information sources across the EU MS. It sets the project apart and helps it stand out from the rest of similar reports- which may be of inferior quality as compared to those produced within the JATC 2 project. It guarantees uniqueness and enables the project to stand out to potential end users, as outlined in the project dissemination strategy.

An example of such branding is the technical and graphical preparation of this report which is directly recognizable as a JATC output.