



Qom University of Medical Sciences and Health Services  
Deputy of Research and Technology

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### Terms of reference

**Subject:**

Technical support for designing and implementation of key planned actions under Qom tobacco free initiative (QTFI)

**Background:**

Breathing clean air is a human fundamental right. Studies have shown that smoking not only leads to health problems for the smoker itself but also for people close by. According to the literatures, two-thirds of the smoke from a burning cigarette is not inhaled by the smoker but enters the surrounding environments. The statistics are staggering. Around 55% of the estimated 890,000 worldwide death caused by second-hand smoke are attributed to ischemic heart disease. In this regards, World Health Organization Framework Convention for Tobacco Control (WHO-FCTC) introduced smoke free cities as an effective strategy. Since then, a growing number of cities across the globe have taken action such as Mecca and Medina, Islam's two most sacred places. In Iran, based on the global strategy and best practices, Qom has chosen as the first smoke-free religious city in the country. Qom's population is 1.2 million but as a holy city it is a significant destination of pilgrimage, with around twenty million pilgrims visiting the city every year.

After a successful advocacy mission to Qom with the presence of WHO and MoH in 29-30 Jul 2019, the initiative supported by high level religious leaders and then got the approval from the Secretariat of Supreme Council for Health and Food Security of Qom province. Therefore, a plan of action has been developed in collaboration with stakeholders.

In line with implementation of the developed plan of action, MoH and Qom UMS as the lead agency requested WHO support on three planned interventions including:

1. Development of surveillance, monitoring and evaluation (SME) plan and running a baseline survey (2019);
2. Development of an advocacy plan, designing a model and community based educational material for having regular campaigns in Qom during peak of pilgrims (2019)'