



World No Tobacco Day

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Why in News

Every year, on 31st May, the **World Health Organization (WHO)** and global partners celebrate World No Tobacco Day (WNTD).

The annual campaign is an opportunity to raise awareness on the harmful and deadly effects of tobacco use and second-hand smoke exposure, and to discourage the use of tobacco in any form.

Key Points

- **Focus of WNTD**
 - The theme for the World No Tobacco Day 2020 is **#TobaccoExposed**.
 - Its focus is on **protecting youth from industry manipulation and preventing them from tobacco and nicotine use**.
 - This is especially important right now as studies show that smokers have a higher risk for a severe case of **coronavirus**.
- **A Leading Cause of Cancer:**
 - Tobacco use is a leading cause of cancer and of death from cancer.
 - Tobacco use causes many types of cancer, including cancer of the lung, larynx (voice box), mouth, esophagus, throat, bladder, kidney etc.

- **Decline in Tobacco Consumption:**
 - According to a **WHO report**, **there is a decline** in the overall global tobacco use and the number of people consuming it.
 - The report predicts that by **2020**, there will be **10 million fewer tobacco users** compared to 2018 and another 27 million less by 2025, amounting to 1.299 billion.
 - In India, the **prevalence of tobacco use** (male and female combined) in 2000 was 44% and it is expected to reduce almost by half to 22.3% by 2025.
 - Globally, the prevalence was 33.3% in 2000, and is projected to reach 20.9% in 2025.
- **Tobacco Control Measures**
 - **WHO Framework Convention on Tobacco Control (WHO FCTC)**
 - FCTC is the **first international treaty** negotiated under the auspices of the WHO.
 - It was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005.
 - The FCTC's measures to combat tobacco use include:
 - Price and tax measures.
 - Large, graphic warnings on tobacco packages.
 - 100% smoke-free public spaces.
 - A ban on tobacco marketing.
 - Support for smokers who want to quit.
 - Prevention of tobacco industry interference.
 - **mCessation Programme:**
 - It is an initiative **using mobile technology** for tobacco cessation.
 - India launched mCessation using text messages in 2016 as part of the government's **Digital India initiative**.

It uses two-way messaging between the individual seeking to quit tobacco use and programme specialists providing them dynamic support.

Source: WHO