



## World No Tobacco Day

---

 [drishtias.com/printpdf/world-no-tobacco-day-1](https://www.drishtias.com/printpdf/world-no-tobacco-day-1)

### Why in News

---

Every year, on 31<sup>st</sup> 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**