

WORLD NO TOBACCO DAY CAMPAIGN

World no tobacco day is observed around the world every year on may 31st .it is intended to encourage a 24 hour period of abstinence from all forms of tobacco consumption around the globe. The member states of WHO creator World No Tobacco Day in 1987. In past 29 years the day has been met with both enthusiasm and resistance around the globe from governments, public health organizations, smokers, growers and anti-tobacco industry. It is one of the 8 official global public health campaign marketed by WHO . In 2015 WNTD is highlighting the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption, including ending the illicit trade of tobacco products.

Groups around the world from local clubs to city councils to national governments are encouraged by the WHO to organize events each year to help communities celebrate world no tobacco day in their own way at the local level. In addition many governments use WNTD as the start date for implementing new smoking bans and tobacco control efforts. India has one the highest consumption of tobacco around the world.

THEME

For this year's world no tobacco day WHO and the secretariat of the WHO framework convention on tobacco control are calling on countries to get ready for plain packaging of tobacco products. Plain packaging refers to measures to restrict or prohibit the use of logos, colors, brand images or promotion information on packaging other than brand names and product names displayed in the standard color and font style.