

World No Tobacco Day 2025, Theme, Significance, Initiatives

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World No Tobacco Day is observed globally every year on May 31, to raise awareness about the harmful effects of tobacco use and to advocate for effective policies to reduce tobacco consumption. Initiated by the World Health Organization (WHO) in 1987, this day serves as a platform to highlight the health risks associated with tobacco use and to promote tobacco-free lifestyle.

World No Tobacco Day 2025

World No Tobacco Day 2025 was designated by member states of WHO in 1987 and in 1988 World Health Assembly through resolution WHA 42.19, formally recognised it. This was done in response to the global tobacco epidemic and preventable death and diseases caused by it.

World No Tobacco Day 2025 Theme

Like every year World No Tobacco Day 2025 has also been given a theme. The theme for this year is “Bright Products. Dark Intentions. Unmasking the Appeal”. The World No Tobacco Day 2025 Theme has been chosen to

specifically highlight the growing youth focused digital media advertisements of tobacco companies which manipulate the consumers through surrogate advertising, appealing packaging and strategic marketing. The socially engineered deceptive positioning of the nicotine and tobacco giants easily lures the youth with a variety of attractive flavours, modern visuals and targeted social media marketing.

World No Tobacco Day 2025 Significance

Observance of World No Tobacco Day 2025 serves as a worldwide reminder to:

- Aware the public about various health risks associated with tobacco and nicotine consumption
- Expose the dark intentions of tobacco industry to increase consumer base, especially among youth
- Promote policy intervention like taxes on tobacco products and packaging mandates regarding health risks
- Promote and highlight successful stories of groups and individuals who quit tobacco to inspire others willing to quit

World No Tobacco Day 2025 Facts

Tobacco remains one of the leading causes of preventable deaths worldwide. As per data published by WHO

- Tobacco causes 8 Million deaths annually- 7 million from direct consumption and over 1.2 million from passive exposure.
- 37 million adolescents (age 13-15) are currently addicted to tobacco
- E- Cigarettes and vapes have penetrated the market deeply and cater to largely youthful population
- Tobacco related health costs productivity losses exceeding \$1.4 Trillion every year globally

World No Tobacco Day 2025 Initiatives

Numerous national and international non-governmental organizations (NGOs) have been instrumental in tobacco control efforts. For instance, the Union for International Cancer Control (UICC) supports the celebration of World No Tobacco Day 2025 and emphasizes raising awareness about the harmful effects of tobacco use on health, specifically on cancer cases and deaths.

In India National Tobacco Control Program (NTCP) is a government initiative aimed at reducing tobacco consumption and raising awareness about its ill effects on health. The program has a multi pronged approach and aims to reduce illegal cultivation of tobacco, reducing its production and eventual consumption through various initiatives. It also supports individuals in quitting tobacco and facilitates implementation of WHO Framework Convention on Tobacco Control Strategies.

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