



Every year on 31 May, the World Health Organization (WHO) and its partners observe World No Tobacco Day (WNTD), advocating for effective policies to reduce tobacco consumption. This year, WNTD draws attention to the importance of protecting youth from industry manipulation and preventing them from tobacco and nicotine use.

For decades, the tobacco industry has employed strategic and well-resourced tactics to attract youth to tobacco and nicotine products, aiming at replacing the millions of people who die each year from tobacco-attributable diseases. In response, World No Tobacco Day 2020 is initiating a counter-marketing campaign to empower young people to engage in the fight against tobacco. The campaign will serve to expose manipulation tactics employed by the tobacco industries targeted at youth, including through the introduction of new and novel products, flavours and other attractive features; equip young people with knowledge about the tobacco and related industries' tactics to hook current and future generations on tobacco and nicotine products; and empower influencers to protect and defend youth and catalyze change by engaging them in the fight against tobacco.

Data suggests that around 10% of students aged 13-17 years currently use tobacco in one form or the other in Bangladesh. The implementation of evidence-based tobacco control policies will prevent the youth from being deceived by the tobacco industry, which pretends to promote freedom of personal choice while really ensuring eternal profits, and WHO will be happy to be a partner in the journey of formulation and implementation of such policies.

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