



World Health
Organization

REGIONAL OFFICE FOR THE Eastern Mediterranean

75

HEALTH
FOR ALL

We need food,

Eliminating Tobacco Farming Subsidies and Redirecting Funds for Sustainable Livelihoods and Public Health Campaign Objectives

Encourage governments to eliminate tobacco farming subsidies and redirect the funds towards programmes promoting crop substitution, which will support farmers in making the switch and improving food security and nutrition.

Raise awareness among tobacco farming communities about the advantages of transitioning away from tobacco and growing sustainable crops.

Support efforts to combat desertification and environmental degradation by reducing tobacco farming practices.

Expose industry efforts that obstruct the progress of sustainable livelihood initiatives.

The primary gauge of the campaign's success will be the number of governments committing to ending subsidies for tobacco growing.

[Global campaign materials](#)

Statement by WHO Regional Director Dr Ahmed Al-Mandhari

[Statement by WHO Regional Director](#)

[Arabic](#) | [French](#)

Regional campaign materials | Social cards



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We need food,

[We need food, not tobacco](#)
[Arabic](#) | [French](#)



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Tobacco is threat

[Tobacco is threatening our health](#)
[Arabic](#) | [French](#)



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HEALTH
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Let's choose

[Let's choose food over tobacco – Child](#)
[Arabic](#) | [French](#)



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Let's choose

[Let's choose food over tobacco – Female](#)
[Arabic](#) | [French](#)



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Let's choose

to people's health

[Let's choose food over tobacco – Male](#)
[Arabic](#) | [French](#)



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HEALTH
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Don't let profits com

[Say no to tobacco](#)
[Arabic](#) | [French](#)



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HEALTH
FOR ALL

Stand for zero

a healthier future

[Grow food, not tobacco – 1](#)
[Arabic](#) | [French](#)



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Stand for zero

[Grow food, not tobacco – 2](#)
[Arabic](#) | [French](#)



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FOR ALL



Stand for zero

[Grow food, not tobacco – 3](#)

[Arabic](#) | [French](#)

Country activities

[WHO in Bahrain: World No Tobacco Day: Call to action poster campaign](#)

Tuesday 21st of May 2024 04:36:46 PM