

Tobacco: Deadly in any form or disguise

WHO has selected “Tobacco products” as the theme for World No Tobacco Day 2006 to:

highlight the harms associated with use of any tobacco product

explain how the tobacco epidemic ravages countries that can least afford its toll of disability, disease, lost productivity and death

call on governments to enact regulation of tobacco products

stress the importance of the WHO Framework Convention on Tobacco Control (FCTC) in regulating tobacco products.

Tobacco is the only legal consumer product that kills when used exactly as intended by the manufacturer. World No Tobacco Day will help to save more lives and to limit the damage caused by tobacco use.

The key messages of this year's World No Tobacco Day are:

The tobacco industry puts profits and growth ahead of people and health.

Tobacco companies will continue to develop new products and disguise them in a cloak of attractiveness and reduced harmfulness.

All tobacco products, current and emerging, are harmful and addictive.

Governments should regulate all types of tobacco.

All countries have a moral obligation to ratify and fully implement the WHO FCTC to save lives.

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