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This package, developed for the World No Tobacco Day 2011 campaign, illustrates the reasons for, and the steps to, implementing the WHO Framework Convention on Tobacco Control guidelines adopted on: increasing taxes on tobacco products; tobacco-free public places; pictorial health warnings on tobacco packs; education, communication and training for tobacco control; banning tobacco advertising, promotion and sponsorship; cessation; surveillance; and protecting tobacco control policies from the tobacco industry.

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