



Globally, 6 million people die as a result of tobacco use every year. On 31 May WHO Jordan was pleased to commemorate World No Tobacco Day 2013. Celebrated around the world, this year's theme specifically focused on banning tobacco advertising, promotion and sponsorship.

In the WHO Eastern Mediterranean Region, only 6 out of 23 countries have a comprehensive ban on tobacco advertising. The tobacco industry continues to sell a lifestyle, not a product. The tobacco companies glamourize smoking, targeting youth with images of open spaces, fresh air, healthy young people, athletic prowess, sexuality, vitality and maturity.

World No Tobacco Day 2013 called for the rights of everyone, in particular children and young people, to be protected from exposure to tobacco smoke and the allure of tobacco advertising, promotion and sponsorship; all which is in line with the obligations of countries, such as Jordan, who have signed the WHO Framework Convention on Tobacco Control.

In collaboration with the Ministry of Health and local nongovernmental organizations, WHO Jordan commemorated the event at the Prince Hamza Hospital, Amman. This event aimed to highlight the devastating effect of tobacco on individual's lives, and the need for a comprehensive ban on tobacco advertising.

On behalf of WHO Regional Director for the Eastern Mediterranean Dr Ala Alwan, WHO Jordan's Dr Adi Nuseirat explained how "Globally nearly 6 million people die from tobacco usage every year. The success of the tobacco industry lies at the fact that for years they have used advertising, promotion and sponsorship to glamorize their deadly products. It has also estimated that if the tobacco industry's promotion and advertisement campaigns are not curtailed by 2030 over 8 million people will die, per year, from tobacco usage. 80% of whom will be in developing countries, such as Jordan."

Ministry of Health official Dr Bassam Hijawi added, “We are now working on amending and activating the regulations and legislation in the field of anti-smoking in accordance with the law and the terms of the Framework Convention on Tobacco Control. In partnership with stakeholders, we are also working on the preparation of a system to regulate the supply and sale of tobacco products.”

WHO Jordan will continue to fight for a complete ban on tobacco advertising, adhering to the WHO Framework Convention on Tobacco Control. Only when a ban is in place can individuals truly begin to loosen the grip that the tobacco industry has over them.

Monday 28th of April 2025 07:59:34 PM