Every year, WHO presents awards to key people and/or organizations that have made valuable contributions to tobacco control and have helped make World No Tobacco Day and its theme a great success. These awards are an expression of WHO's appreciation of the time and effort that these contributors have invested in the campaigns, as well as in fighting tobacco.

This year, Her Excellency Ms Saira Afzal Tarar (Pakistan), is being awarded for her efforts in tobacco control.

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