

The World Health Organization (WHO) launched the World No Tobacco Day initiative on 7 April 1988 in response to resolution WHA40.38 adopted in May 1987 at the fortieth World Health Assembly. The Day is celebrated around the world on 31 May every year, under a different theme.

World No Tobacco Day is intended to discourage tobacco users from consuming tobacco and to encourage governments, communities, groups and individuals to become aware of the problem and take appropriate action.

Every year, WHO presents awards to key people and/or organizations that have made valuable contributions to tobacco control and to making World No Tobacco Day campaigns a success.

### **Related links**

[World No Tobacco Day campaigns](#)

[Award winners](#)

[Global All World No Tobacco Days](#)

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