



31 May 2013 – World No Tobacco Day takes place every year on 31 May. WHO has selected "ban tobacco advertising, promotion and sponsorship" as the theme for the 2013 Day. The campaign will focus on:

urging countries to implement [Article 13](#) of the WHO Framework Convention on Tobacco Control and its [guidelines](#) to comprehensively ban tobacco advertising, promotion and sponsorship

driving local, national and international efforts to counteract tobacco industry efforts to undermine tobacco control.

[More on the World No Tobacco Day 2013 global campaign](#)

[More on the World No Tobacco Day 2013 regional campaign](#)

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