Join our ONE VOICE campaign in the runup to World No Tobacco Day on 31 May 2024. To take part, record a short video message that speaks to your peers about the sneaky ways that tobacco companies try to get young people hooked on nicotine.

You can submit a video if you're a young person aged 13–35 years and live in the WHO Eastern Mediterranean Region. The deadline to share your video with us is [30 May 2024].

We'll select 100 videos to use in our World No Tobacco Day 2024 campaign. This year, our focus is all about protecting young people from tobacco industry tactics to promote their products.

All young people can speak in ONE VOICE against tobacco. Together, we can create a healthier, tobacco-free future. Join our campaign and let your voice be heard.

What to put in your video

We want you to share your knowledge of the harms of tobacco and your views and experiences of how the tobacco industry tries to reach young people.

Your video should cover one or more of the following:

why it's important to keep young people safe from tobacco and nicotine products

how the tobacco industry tries to get young people like you to use these products

whether you ever feel pressured by the tobacco industry to start using these products

the best way to protect young people from being tempted to use these products.

Submission guidelines

Keep your message short: no more than 2 minutes.

Speak from the heart and share your genuine point of view.

Avoid background noise to ensure good audio quality.

Use enough lighting to ensure clear visibility.

Maintain a good camera angle to capture your message effectively.

Record your video using a smartphone camera or digital video camera.

To submit your video, upload it to a video sharing platform, like Facebook or YouTube. Then email a link to your video to: EMROmedia@who.int OR emrgotfi@who.int

What happens next?

We will review all video links received and choose 100 videos to feature on our social media platforms during our World No Tobacco Day campaign, starting 31 May 2024. The same 100 videos will also be shown on the website of the WHO Regional Office for the Eastern Mediterranean over the next year.

Selected participants will receive a certificate of participation from WHO.

Notes to participants

What is World No Tobacco Day?

World No Tobacco Day is a global health day, on which we all come together to talk about how harmful tobacco is for our health and how the tobacco industry tries to trick us into using its products.

Join us in the fight against tobacco.

This year's World No Tobacco Day theme

This year, our focus is "Protecting youth from industry manipulation and preventing tobacco and nicotine use".

The tobacco industry has long targeted young people with aggressive marketing tactics, luring them into a lifetime of addiction. We aim to shed light on how tobacco companies target young people and how we can stop them.

Find out more:

World No Tobacco Day 2024 theme

Any questions?

Please contact us on:

Email: EMROmedia@who.int Or emrgotfi@who.int

Sunday 7th of July 2024 04:44:46 AM