Tobacco-free sports: Towards a tobacco-free generation

WHO has selected “Tobacco-free sports” as the theme for World No Tobacco Day 2002 to:

expose how tobacco companies manipulate sporting events and teams through advertising, sponsorship and promotion

show how tobacco advertising, sponsorship and promotion run counter to the ideals of health and fair play embodied in sports

stress that tobacco use negatively affects health, sporting performance and physical fitness

demonstrate how the WHO Framework Convention on Tobacco Control (FCTC) will seek global and national solutions for tobacco-related problems.

Tobacco is the only legal consumer product that kills when used exactly as intended by the manufacturer. World No Tobacco Day will help to save more lives and to limit the damage caused by tobacco use.

The key messages of this year’s World No Tobacco Day are:

Tobacco and sports do not mix.

Tobacco advertising, sponsorship and promotion should be banned.

Tobacco consumption and exposure to second-hand smoke should be prohibited.

Future generations must be protected from the preventable death and disease caused by tobacco.

Health and healthy living is everyone’s right.

All countries have a moral obligation to adopt the WHO FCTC to save lives.

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