Health professionals against tobacco

WHO has selected “The role of health professionals in tobacco control” as the theme for World No Tobacco Day 2005 to highlight that health professionals:

are in an excellent position that allows them to have a prominent role in tobacco control

have the opportunity to promote social norm change, and forewarn children and adolescents of the dangers of tobacco use and exposure to second-hand smoke

can become involved in specific tobacco control policy measures, such as promoting the WHO Framework Convention on Tobacco Control (FCTC), smoke-free workplaces, tax increases and cessation services.

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:

Health professionals reach a high percentage of the population.

Health professionals can motivate behavioural change.

Comprehensive tobacco control programmes should consider a mix of measures from legislation and pricing to prevention.

All countries have a moral obligation to ratify and fully implement the WHO FCTC to save lives.

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