The tobacco industry catches you young: Break the tobacco marketing net

WHO has selected “Tobacco-free youth” as the theme for World No Tobacco Day 2008 to:

highlight the tobacco industry’s excessive targeting of young people particularly in the developing world

show that all tobacco marketing activities are a threat to young people

call attention to the importance of a total ban on tobacco advertising, promotion and sponsorship.

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:

Half measures are not enough as the tobacco industry shifts its vast resources to other channels.

A total ban on tobacco advertising, promotion and sponsorship should be imposed.

The tobacco industry needs to replace those who quit or die with new young consumers in order to survive.

All countries have a moral obligation to ratify and fully implement the WHO Framework Convention on Tobacco Control to save lives.

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