Show the truth: Picture warnings save lives

WHO has selected "Tobacco health warnings" as the theme for World No Tobacco Day 2009 to:

emphasize the importance of tobacco packaging as a medium for communicating public health messages

show that health warnings motivate behavioural change, such as quitting or avoiding exposing others to second-hand smoke

encourage Parties to use the MPOWER technical assistance package developed by WHO to support countries' implementation of the WHO Framework Convention on Tobacco Control (FCTC).

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 warnings on tobacco product packaging are critical to any effective tobacco control strategy.

Health warnings reflect the deadly product within and raise awareness of the health risks of tobacco use.

Pictorial health warnings help counter the branding and imagery of the package.

The WHO FCTC Article 11 guidelines are a blueprint for action.

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

Sunday 7th of July 2024 06:52:37 AM