Stay on the road: Implement the WHO Framework Convention on Tobacco Control

WHO has selected "The WHO Framework Convention on Tobacco Control (FCTC)" as the theme for World No Tobacco Day 2011 to:

highlight the importance of the treaty

stress Parties' obligations under the treaty

shed light on the various guidelines and what is needed at national level to strengthen the treaty

promote the essential role of the Conference of the Parties and WHO in supporting country efforts.

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:

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

Treaty obligations should be translated into realities at country level through the creation of national mechanisms.

Organizations, institutions and civil society should join forces to support government in effective implementation of the WHO FCTC.

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