Stop tobacco industry interference

WHO has selected "Tobacco industry interference" as the theme for World No Tobacco Day 2012 to:

expose the attempts by the tobacco industry to undermine the efforts of international organizations and governments to reduce tobacco use

highlight the many innovative ways being used to counter the tactics of the tobacco industry to subvert tobacco control policies

stress the importance of implementing Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC), which specifically addresses protecting tobacco control policies from tobacco industry interference.

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 that governments, policy-makers and civil society must:

regulate the activities of the tobacco industry using strong national legislation

refrain from collaborating with the tobacco industry in developing tobacco control policies

reject attempts by tobacco companies to use corporate social responsibility initiatives to improve their public image

launch large-scale media campaigns to expose the tactics and practices of the tobacco industry

monitor the activities of the tobacco industry in its attempt to undermine tobacco control

follow the guidelines on implementation of Article 5.3 of the WHO FCTC.

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