বিশ্ব তামাকমুক্ত দিবস ২০২৪

শুক্রবার, ৩১ মে ২০২৪

'তামাক কোম্পানির হস্তক্ষেপ প্রতিহত করি, শিশুদের সুরক্ষা নিশ্চিত করি'

বিশেষ প্রেক্ষাপট

সহযোগিতায়: তথ্য অধিদফতর এবং ফিচার ও প্রকাশনা অধিদপ্তর, তথ্য ও সম্প্রচার মন্ত্রণালয়

বাণী

বাণী

বাণী

World No Tobacco Day 2024
31 May 2024
Message from Saima Wazed
Regional Director, WHO South-East Asia

In 1987, Member States of the World Health Organization designated 31 May as World No Tobacco Day. This was done to draw attention to the global tobacco epidemic and the preventable death and disease it causes.

Every year, this day reminds us of the dangers of tobacco and initiatives to combat what our Organization is doing to fight this epidemic. It informs people around the world about what they can do to claim their right to health, and how to protect future generations. It also shines a light on the business practices of tobacco companies.

This year, World No Tobacco Day calls on us all to protect children from the tobacco industry and stop targeting them with products that are harmful to their health. They are calling on governments to adopt policies to prevent them from the manufacture and promotion of tobacco and related industries. This includes the relentless marketing of these dangerous products through social media and streaming platforms.

The fight against tobacco is particularly important for us in South-East Asia. Unfortunately, industry's targeting of youth is rampant across our Member States. As a result, we have every reason to be concerned about the tobacco epidemic. Tobacco is responsible for approximately 1.1 million adult tobacco users, our Region, unfortunately, has the highest number of adolescent and adult users globally.

The industry has youth by aggressively introducing new nicotine and tobacco products such as electronic cigarettes and heated tobacco products. These are becoming increasingly popular with the youth in our Region. It is worrying that children and adolescents are regularly exposed to the digital marketing of tobacco products. This is despite banning digital tobacco marketing in phase 1 of the WHO FCTC.

This situation is likely to get worse, as tobacco companies spend more time on social media and other similar platforms. Personalized and targeted advertising by the industry appears to dominate here, exposing them to harm. The multibillion-dollar industry matrix 'uses' youth to reward their investors with ever more profits. To achieve this, it preys on children and adolescents through marketing tactics, targeting them with new products. The tobacco industry indeed starts with about to launch new products, using every means to expand market share for their organizations and unfold wealth.

Thus, continue to expose children based tobacco, such as tobacco advertisements, and comprehensive bans on tobacco advertising, promotions and sponsorships. They arose elements major action against governments that try to promote the health of their citizens. Unfortunately, the response from governments and institutions is lagging. Our efforts are complicated by the rapid changes in the marketing strategies of the tobacco industry.

It is imperative that the relevant provisions of the WHO Framework Convention on Tobacco Control (WHO FCTC) - including Article 5.3 - are implemented to better and faster. Advice, tools, and support are urgently needed to facilitate monitoring and implementation of the WHO FCTC recommendations in 'online' settings.

Our goal for our youth is clear. We want to prevent and reduce tobacco consumption, nicotine addiction, and exposure to new tobacco products. To do this, we need a multistakeholder approach to frame and implement legislation, policies, regulations and administrative measures. This approach needs to cover a wide net. We should engage with all relevant government departments, UN and intergovernmental organizations, civil society, the private sector, academia, and the community, including students, teachers and parents.

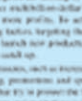
A generational tobacco-free landing to a Tobacco-Free Generation, nonetheless a huge step forward for our Region. For this to happen, the WHO FCTC must be interpreted as a legally binding international instrument by all our Member States. This then will require effective enforcement of existing policies, including combatting tobacco industry mechanisms and institutional corruption surrounding the illicit tobacco trade. The governments and tobacco control advocates in the Region must prioritize solid evidence-based stance that prevents tobacco exposure progressive tobacco control measures.

The opportunity to turn a generational but must be supported with political will, clear foresight and pragmatic implementation. Only then can we realize the goal of a Tobacco-Free Generation across our Region in the next near future.

We owe our youth nothing less.

Saima Wazed
Regional Director
WHO South-East Asia

বাণী



বাণী

বাণী

বাণী

বিশ্ব তামাকমুক্ত দিবস ২০২৪

'তামাক কোম্পানির হস্তক্ষেপ প্রতিহত করি, শিশুদের সুরক্ষা নিশ্চিত করি'