

Message from the Vice Chairman on World No Tobacco Day, 2024



Dear Friends,

World No Tobacco Day is being observed on 31st May 2024. On this occasion we stand united in our commitment to combat the menace of tobacco use and its devastating effects on public health. The Member States of the World Health Organization created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes.

World No Tobacco Day will be driven this year by the theme ***'Protecting children from tobacco industry interference'***. The focus is on mobilising international efforts to enact stronger regulations that shield youth from harmful tobacco products and deceptive advertising practices.

World No Tobacco Day 2024 will give a platform to young people across the world, who are urging governments to shield them from predatory tobacco marketing tactics. The industry targets youth for a lifetime of profits, creating a new wave of addiction.

Tobacco not only poses a grave threat to individual health but also burdens our healthcare systems and undermines socio-economic development. It is imperative that we empower our communities with knowledge and resources to resist the allure of tobacco products and embrace healthier lifestyles.

The Red Cross, being a humanitarian organization deeply committed to promoting health & well-being, can undertake several initiatives on World No Tobacco Day to raise awareness & combat tobacco use: branches can organize educational campaigns in schools, communities & workplaces to raise awareness about the harmful effects of tobacco use, hosting of public awareness events such as rallies, marches, and public forums can help disseminate information about the dangers of tobacco and promote healthier lifestyle choices.

The branches may collaborate with healthcare providers & government agencies to support tobacco cessation programs. Collaborating with other organizations working in the field of public health & tobacco control can amplify the impact of anti-tobacco initiatives. By joining forces with like-minded organizations, we can reach a broader audience and maximize resources.

On this occasion, let us reaffirm our commitment to safeguarding the health and dignity of every individual. I urge all stakeholders - governments, civil society organizations, healthcare professionals, educators, and individuals - to unite in our mission to build a tobacco-free future for generations to come.

Every action, no matter how small, contributes to a healthier, happier tomorrow. Let us stand together, speak out against tobacco, and work towards a world where every breath is a breath of fresh air.

With warm regards,



Dr. Anant Pandhare,

Vice Chairman,

Indian Red Cross Society, NHQ