**World No Tobacco Day (WNTD) 2024**

**What is World No Tobacco Day?**

[World No Tobacco Day](https://www.who.int/campaigns/world-no-tobacco-day/2024) is an annual awareness day taking place on 31 May. It is organized by the World Health Organization (WHO) to raise awareness of the harmful and deadly effects of tobacco. The theme of World No Tobacco Day 2024 is **“*protecting young people from the tactics of the tobacco industry”.***

**How does the tobacco industry target young people?**

In the UK, [280 children start smoking every day](https://ash.org.uk/media-centre/news/press-releases/this-world-no-tobacco-day-280-children-will-start-smoking-in-england-enough-to-fill-over-17-school-minibuses). The tobacco industry is focused on addicting a new generation to protect their profits. It spends around 8 billion dollars a year on various forms of advertising. The more exposure adolescents and teens have to tobacco advertising, the more likely they are to start smoking.

Analysis of the [UK Household Longitudinal Study 2015–2021](https://thorax.bmj.com/content/early/2024/04/18/thorax-2023-220569) by researchers at Imperial College London School of Public Health found that social media may be driving cigarette smoking and e-cigarette use through both direct, targeted advertisements and the use of paid influencers by the tobacco industry.

Analysis showed that the more time children spend on social media per day, the more likely they are to smoke and vape with the study concluding that there is compelling evidence that tobacco and vape companies are using social media to market their products.

**What is the London Tobacco Alliance doing to mark the day?**

We are working in collaboration with [Partnership for Young London](https://www.partnershipforyounglondon.org.uk/), who have established a network of young people to work with us on issues around tobacco, vaping and young people. Dr Sophie Braznell from the Tobacco Control Research Group at the University of Bath is has delivered a webinar to the group which was recorded and will be [available on the LTA website](https://www.londontobaccoalliance.org.uk/news/world-no-tobacco-day-london/). It highlighted the methods used by the tobacco industry to target young people to raise awareness amongst young Londoners about these tactics. These include direct marketing to young people through social media, promoting science that gives favourable slants to their products and using third parties to attempt to influence policy.

**What can my organisation do?**

Amplify the campaign on WNTD social media posts from London Tobacco Alliance @LTA\_London

Create your own social media posts tagging @LTA\_London and @WHO using the hashtag #TobaccoExposed

Download and personalise WHO resources here: <https://bit.ly/3KcGmgE>

Download the video reel here: <https://trello.com/c/X1iNkzFt>

A cellphone with a picture of a person smoking

Description automatically generated A child holding a cigarette

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