

## **Message to NBNA Chapters**

You can choose how you wish to showcase the chapter's work on World No Tobacco Day (May 31<sup>st</sup>).

You can choose a topic such as.

1. Smoking and Stroke
2. Vaping & Electronic Cigarette
3. Tobacco use as a chronic disease
4. Smoking and Diabetes
5. Smoking & Cardiovascular Disease
6. Use the educational video in a fun and relaxing manner with chapter
7. Smoking and Opioid use

You may host a:

Workshop

Webinar

Radio Show

Television Show

Rally

Use Social Media content

Blog

Play/Skit

## **World No Tobacco Day**

Tobacco and heart disease

**Date:** 31 May 2018

**Retrieved from :** <http://www.who.int/mediacentre/events/2018/world-no-tobacco-day/en/>

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Every year, on 31 May, WHO and partners mark World No Tobacco Day (WNTD), highlighting the health and other risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption.

The focus of World No Tobacco Day 2018 is "Tobacco and heart disease." The campaign will increase awareness on the:

- link between tobacco and heart and other cardiovascular diseases (CVD), including stroke, which combined are the world's leading causes of death;
- feasible actions and measures that key audiences, including governments and the public, can take to reduce the risks to heart health posed by tobacco.

World No Tobacco Day 2018 coincides with a range of global initiatives and opportunities aimed at addressing the tobacco epidemic and its impact of public health, particularly in causing the death and suffering of millions of people globally. These actions include the WHO-supported Global Hearts and RESOLVE initiatives, which aim to reduce cardiovascular disease deaths and improve care, and the third United Nations General Assembly High-level Meeting on the Prevention and Control of NCDs , being held in 2018.

### **How tobacco endangers the heart health of people worldwide**

World No Tobacco Day 2018 will focus on the impact tobacco has on the cardiovascular health of people worldwide.

Tobacco use is an important risk factor for the development of coronary heart disease, stroke, and peripheral vascular disease.

Despite the known harms of tobacco to heart health, and the availability of solutions to reduce related death and disease, knowledge among large sections of the public that tobacco is one of the leading causes of CVD is low.

### **Facts about tobacco, heart and other cardiovascular diseases**

Cardiovascular diseases (CVD) kill more people than any other cause of death worldwide, and tobacco use and second-hand smoke exposure contribute to approximately 12% of all heart disease deaths. Tobacco use is the second leading cause of CVD, after high blood pressure.

The global tobacco epidemic kills more than 7 million people each year, of which close to 900 000 are non-smokers dying from breathing second-hand smoke. Nearly 80% of

the more than 1 billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

The WHO MPOWER measures are in line with the WHO Framework Convention on Tobacco Control (WHO FCTC) and can be used by governments to reduce tobacco use and protect people from NCDs. These measures include:

- **M**onitor tobacco use and prevention policies;
- **P**rotect people from exposure to tobacco smoke by creating completely smoke-free indoor public places, workplaces and public transport;
- **O**ffer help to quit tobacco (cost-covered, population-wide support, including brief advice by health care providers and national toll-free quit lines);
- **W**arn about the dangers of tobacco by implementing plain/standardized packaging, and/or large graphic health warnings on all tobacco packages, and implementing effective anti-tobacco mass media campaigns that inform the public about the harms tobacco use and second-hand smoke exposure.
- **E**nforce comprehensive bans on tobacco advertising, promotion and sponsorship; and
- **R**aise taxes on tobacco products and make them less affordable.

### **Goals of the World No Tobacco Day 2018 campaign**

World No Tobacco Day 2018 aims to:

- Highlight the links between the use of tobacco products and heart and other cardiovascular diseases.
- Increase awareness within the broader public of the impact tobacco use and exposure to second-hand smoke have on cardiovascular health.
- Provide opportunities for the public, governments and others to make commitments to promote heart health by protecting people from use of tobacco products.
- Encourage countries to strengthen implementation of the proven MPOWER tobacco control measures contained in the WHO FCTC.

## **Tobacco**

Fact sheet

Updated March 2018

**Retrieved from :** <http://www.who.int/mediacentre/factsheets/fs339/en/>

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### **Key facts**

- Tobacco kills up to half of its users.
  - Tobacco kills more than 7 million people each year. More than 6 million of those deaths are the result of direct tobacco use while around 890 000 are the result of non-smokers being exposed to second-hand smoke.
  - Around 80% of the world's 1.1 billion smokers live in low- and middle-income countries.
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### **Leading cause of death, illness and impoverishment**

The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than 7 million people a year. More than 6 million of those deaths are the result of direct tobacco use while around 890 000 are the result of non-smokers being exposed to second-hand smoke.

Around 80% of the 1.1 billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

Tobacco users who die prematurely deprive their families of income, raise the cost of health care and hinder economic development.

In some countries, children from poor households are frequently employed in tobacco farming to provide family income. These children are especially vulnerable to "green tobacco sickness", which is caused by the nicotine that is absorbed through the skin from the handling of wet tobacco leaves.

### **Surveillance is key**

Good monitoring tracks the extent and character of the tobacco epidemic and indicates how best to tailor policies. Only 1 in 3 countries, representing 39% of the world's population, monitors tobacco use by repeating nationally representative youth and adult surveys at least once every 5 years.

### **Second-hand smoke kills**

Second-hand smoke is the smoke that fills restaurants, offices or other enclosed spaces when people burn tobacco products such as cigarettes, *bidis* and water-pipes. There are more than 4000 chemicals in tobacco smoke, of which at least 250 are known to be harmful and more than 50 are known to cause cancer.

There is no safe level of exposure to second-hand tobacco smoke.

- In adults, second-hand smoke causes serious cardiovascular and respiratory diseases, including coronary heart disease and lung cancer. In infants, it causes sudden death. In pregnant women, it causes low birth weight.
- Almost half of children regularly breathe air polluted by tobacco smoke in public places.
- Second-hand smoke causes more than 890 000 premature deaths per year.
- In 2004, children accounted for 28% of the deaths attributable to second-hand smoke.

Every person should be able to breathe tobacco-smoke-free air. Smoke-free laws protect the health of non-smokers, are popular, do not harm business and encourage smokers to quit.

Over 1.4 billion people, or 20% of the world's population, are protected by comprehensive national smoke-free laws.

### **Tobacco users need help to quit**

Studies show that few people understand the specific health risks of tobacco use. For example, a 2009 survey in China revealed that only 38% of smokers knew that smoking causes coronary heart disease and only 27% knew that it causes stroke.

Among smokers who are aware of the dangers of tobacco, most want to quit. Counselling and medication can more than double the chance that a smoker who tries to quit will succeed.

National comprehensive cessation services with full or partial cost-coverage are available to assist tobacco users to quit in only 26 countries, representing 33% of the world's population.

### **Picture warnings work**

Hard-hitting anti-tobacco advertisements and graphic pack warnings – especially those that include pictures – reduce the number of children who begin smoking and increase the number of smokers who quit.

Graphic warnings can persuade smokers to protect the health of non-smokers by smoking less inside the home and avoiding smoking near children. Studies carried out after the implementation of pictorial package warnings in Brazil, Canada, Singapore and Thailand consistently show that pictorial warnings significantly increase people's awareness of the harms of tobacco use.

Only 78 countries, representing 47% of the world's population, meet the best practice for pictorial warnings, which includes the warnings in the local language and cover an average of at least half of the front and back of cigarette packs.

Mass media campaigns can also reduce tobacco consumption by influencing people to protect non-smokers and convincing youths to stop using tobacco.

Around 44% of the world's population live in the 43 countries that have aired at least 1 strong anti-tobacco mass media campaign within the last 2 years.

### **Ad bans lower consumption**

Bans on tobacco advertising, promotion and sponsorship can reduce tobacco consumption.

- A comprehensive ban on all tobacco advertising, promotion and sponsorship could decrease tobacco consumption by an average of about 7%, with some countries experiencing a decline in consumption of up to 16%.
- Only 37 countries, representing 15% of the world's population, have completely banned all forms of tobacco advertising, promotion and sponsorship.

### **Taxes discourage tobacco use**

Tobacco taxes are the most cost-effective way to reduce tobacco use, especially among young and poor people. A tax increase that increases tobacco prices by 10% decreases tobacco consumption by about 4% in high-income countries and about 5% in low- and middle-income countries.

Even so, high tobacco taxes is a measure that is rarely implemented. Only 32 countries, with 10% of the world's population, have introduced taxes on tobacco products so that more than 75% of the retail price is tax. Tobacco tax revenues are on average 250 times higher than spending on tobacco control, based on available data.