



World No Tobacco Day (WNTD)

Outreach and Promotional Toolkit

Purpose

World No Tobacco Day is on May 31, 2024, this year themed “**Protecting Children from Tobacco Industry Influence.**” To help leverage WNTD in support of national policy advocacy campaigns, this toolkit provides sample key messages, content & engagement opportunities.

Key Twitter Accounts

[@CTFKGlobal](#)

[@TobaccoFreeKids](#)

[@WHO](#)

[@TCChampions](#)

Main Hashtags

- #WNTD
- #WNTD2024
- #SponsoredbyBigTobacco
- #TobaccoExposed
- #TCChampions

Key Messages

- World No Tobacco Day 2024 aims to provide a platform for young people worldwide, urging governments to protect them from the tobacco industry's dangerous, predatory marketing tactics, which target youth to create lifelong addiction and sustain profits.
- The theme of this year's campaign is to shield young people from tobacco industry interference, with a "for youth, by youth" strategy led by young activists calling out the industry's manipulative and deceptive practices that harm health, social justice, and the environment.
- The tobacco industry spends approximately \$8 billion annually on advertising aimed at young people, highlighting the need for action to counteract these efforts and protect future generations.
- E-cigarette use among children aged 13-15, with rates higher than those of adults in all regions, contributes to an estimated 37 million youth tobacco users globally.





Campaign for Tobacco-Free Kids Graphics

Summary of Graphics

We've developed creatives for WNTD specially created for you to use to celebrate the youth and other champions standing up to the industry in your country. There are multiple slides so you can make a video of your champion shining a light on the misdeeds of the Tobacco Industry. The Canva links and coordinated social post language is copied below.

Youth Champion Graphics: [Twitter](#) | [Instagram](#)

Note: Additional designs are available. Follow the hyperlink. to download.



Sample Post Language

- Youth like @ChampionX across the globe are calling out the tobacco industry's deceptive, deadly practices. Join us in the fight for a tobacco-free future on World No Tobacco Day. #TobaccoExposed #WNTD
- This #WNTD, we're shining a light on young people like @ChampionX who are using their voices to call out the tobacco industry for targeting a new generation of tobacco users. #TobaccoExposed





- Did you know children are using e-cigarettes at higher rates than adults in all regions of the world and an estimated *37 million* youth aged 13-15 use tobacco? (Source: @WHO) Let's protect our future on World No Tobacco Day! #TobaccoExposed #WNTD
- Big Tobacco targets young people with manipulative advertising around the world, spending more than \$8 billion annually to addict them to their products. (Source: @WHO) It's time for all of us to unite and put a stop to the tobacco industry's deadly tactics. #TobaccoExposed #WNTD

WHO Toolkit

To help advocates and organizations fully participate in the global movement for World No Tobacco Day, the World Health Organization has also put together its own toolkit including:

- Social Media Posts
- Posters
- Statistics
- & more!

Access the full toolkit [here](#).



Digital Advocacy Center

The Digital Advocacy Center (DAC) is always available and contains a wealth of content and information, such as:

- Core Messages
- Facts and Figures
- Social Media Posts
- Useable Media
- Examples of successful 2024 WNTD social posts you can engage with
- & more!

3 Access the site [here](#).

