

## **FAQ ON WORLD NO TOBACCO DAY**

### **1. What is World No Tobacco Day?**

Every year, on 31<sup>st</sup> May, the World Health Organization (WHO) and global partners celebrate World No Tobacco Day (WNTD). The annual campaign is an opportunity to raise awareness of the harmful and deadly effects of tobacco use and second-hand smoke exposure, and to discourage the use of tobacco in any form.

### **2. What is the theme for this year's 'World No Tobacco-Day'?**

#### **Responses:**

The theme for this year's World No Tobacco Day is " We need food, not tobacco." WHO and public health champions around the world are marking World No Tobacco Day (WNTD) this year by focusing on ways of growing sustainable food crops instead of tobacco.

Across the globe around 3.5 million hectares of land are destroyed to grow tobacco each year. Growing tobacco also contributes to the deforestation of 200 000 hectares a year and soil degradation, which plays a crucial role in determining the future of agriculture and food security.

### **3. What is the goal of this campaign?**

#### **Response**

The 2023 global campaign is aimed at raising awareness among the public about alternative crop production and marketing opportunities for tobacco farmers and encourage them to grow sustainable, nutritious crops.

The campaign will also aim to expose the tobacco industry's effort to interfere with attempts to substitute tobacco growing with sustainable crops, thereby contributing to the global food crisis.

Reducing tobacco consumption needs to be identified as a key lever for achieving all the Sustainable Development Goals, not just those directly related to health.

The 2023 World No Tobacco Day campaign calls on government and policymakers to step up legislation, develop suitable policies and strategies, and enable market conditions for tobacco farmers to shift to growing food crops that would provide them and their families with a better life

## **6. What would be the impact of growing tobacco on farmers and the nation?**

- **Response** Tobacco cultivation is a scourge for the environment, as well as public health, in many low- and middle-income countries, destroying fragile ecosystems and otherwise potentially productive land, and impoverishing millions of families.
- Climate change can disrupt food availability, reduce access to food, and affect food quality. Projected increases in temperatures, changes in extreme weather events, and reductions in water availability may all result in reduced agricultural productivity due to smoking.
- Tobacco growing is resource intensive and requires heavy use of pesticides and fertilizers, which contribute to soil degradation.
- Land used for growing tobacco then has lower capacity for growing other crops, such as food, since tobacco depletes soil fertility.
- Compared with other agricultural activities such as maize growing and even livestock grazing, tobacco farming has a far more destructive impact on ecosystems as tobacco farmlands are more prone to desertification.
- Also, when cigarette litter ends up on the ground, its harmful chemicals can leach into the soil changing the soil's makeup and can create an unsafe environment for vegetation growth.

## **7. How can someone join the fight against the tobacco epidemic?**

### **Response**

- **Celebrities and social influencers** – Reject offers of “brand ambassadorship” and refuse any form of sponsorship by nicotine and tobacco industries.
- **Social media companies** – Should prohibit advertisements, promotion and sponsorship by the nicotine and tobacco industries and influence marketing of tobacco or nicotine products.
- **Film, television, or drama production companies** –Pledge not to depict tobacco use or e-cigarette use. But even if it is being used it should have anti-tobacco messages.
- **Parents and relatives** –Educate children and adolescents on the harmful effects of nicotine and tobacco product use. This will empower them to reject industry manipulation.
- **Nurses and health practitioners** –Provide children, adolescents, young adults, and their parents, with updated information about the risks associated with use of these products and empower users to quit through the offer of brief cessation advice.
- **Schools**– Raise awareness of the dangers of initiating nicotine and tobacco product use, adopt tobacco and e-cigarette free campuses, refuse any form of sponsorship by the nicotine and tobacco industries, and prohibit representatives from nicotine and tobacco companies from speaking at school events, school camps, etc.
- **Youth groups** – Organize local events to engage and educate your peers and build a movement for a tobacco-free generation. Advocate for the adoption of effective tobacco control policies in your community to curb and prevent the manipulation of nicotine and tobacco industries
- **National and local governments** – Support the implementation of comprehensive tobacco control policies, as outlined in the WHO Framework Convention on Tobacco Control. This can help prevent industry evasion of tobacco control legislation and exploitation of regulatory loopholes, protect children and adolescents from industry manipulation and prevent younger generations from initiating nicotine and tobacco product use.

## 8. What activities have been planned for the year?

### Response:

To commemorate WNTD 2023 in Ghana.

- A launch will be hosted by the FDA together with other stakeholder agencies engaging students from selected schools on Wednesday, 31<sup>st</sup> May 2023.
- A public educational walk will be held through selected principal streets of Accra, with the *SAY NO TO DRUG ABUSE* (Daabi) song hoisting placards and posters bearing tobacco related facts and cautionary messages.
- The FDA will carry out public educational programs in selected schools, markets, churches, transport terminals throughout the regions in Ghana with FDA representation.
- There will be community engagements with tobacco farmers from identified communities in the country.
- Electronic and social media platforms will be employed to raise awareness on the harmful effects associated with tobacco use.

**You can contact FDA on:**

- **OFFICE LINES: -0302235100 / 0302233200 / 0544341222.**
- **Website: [fdaghana.gov.gh](http://fdaghana.gov.gh)**
- **Twitter: [ghfda@gh\\_fda](https://twitter.com/ghfda@gh_fda)**
- **Facebook: Food and Drugs Authority-GH**
- **Email: [fda@fda.gov.gh](mailto:fda@fda.gov.gh)**