

No Tobacco Day 31 May 2009: Pictures Speaking

In 1987, members of the World Health Organization (WHO) took part in some activities that resulted in assigning a day named "World No Tobacco Day" to show the hazards of tobacco epidemic to the world.

It is not the first time that a special day has been assigned as a symbol to make people focus on the consequences of cigarette smoking. For instance, in the U.S the third Tuesday of November was named "Great Smokeout" by the American Cancer Society in 1977.

In 1988, WHO named April 7 as "A World No Smoking Day" and at the same year, the day health topic was named "Tobacco or Health" and in 1989, Resolution WHA 42.19 declared that May 31 of each year should be named as "World No Tobacco Day".

A special motto has been considering by coordinators of these celebrations since 1989, which are mentioned as follows:

1990 - "Childhood and youth without tobacco: growing up without tobacco"

1991 - "Public places and transport: better be tobacco-free"

1992 - "Tobacco-free workplaces: safer and healthier"

1993 - "Health services: our window to a tobacco-free world"

1994 - "The media and tobacco: getting the message across"

1995 - "Tobacco costs more than you think"

1996 - "Sport and art without tobacco: play it tobacco free"

1997 - "United for a tobacco-free world"

1998 - "Growing up without tobacco"

1999 - "Leave the pack behind"

2000 - "Tobacco kills don't be duped"

2001 - "Second-hand smoke kills"

2002 - "Tobacco-free sports"

2003 - "Tobacco-free film, tobacco-free fashion: Action!"

2004 - "Tobacco control and poverty"

2005 - "Health professionals against tobacco"

2006 - "Tobacco: Deadly in any form or disguise"

2007 - "Smoke-free environments"

2008 - "Tobacco-Free Youth"

2009 - "Tobacco Health Warnings" Showing the truth, saving lives.



After 10 years, the World Society decided to compile a world treaty to confront with this problem.

Remarkable efforts have been made but they are not much effective in comparison to the depth of this global disaster.

However, the commitment of 165 countries comprising 86% of the world population to Framework Convention on Tobacco Control (FCTC) and legislation of numerous laws in these countries indicate the acceleration of confrontation with cigarette smoking in the world.

Preparation and distribution of guidelines by WHO as MPOWER package provide the necessary key points and action plans to combat global tobacco use. The article 11 of FCTC belongs to the obligation of printing pictorial health warning labels to cigarette packets.

In Iran, "No Tobacco Day" has been changed to "No Tobacco Week" and each day of this week emphasizes on a special aspect of tobacco control.

Iran is among the pioneers in preparation, compilation and legislation of FCTC. The Comprehensive National Tobacco Control Law has been approved by the parliament in September 2006 and endorsed and enacted by the president in October.

At present, the pictorial warning labels are imprinted on the cigarette packets one after another and draw the society attention to the risks of cigarette smoking by these warning pictures.

These steps have been taken especially by the joint efforts of Iranian Anti Tobacco Association as a non-governmental organization (NGO) and the Tobacco Prevention and Control Research Center as the WHO Collaborate Center with the MOH and these efforts are still in progress.



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