

World No Tobacco Day - 31 May 2023

Communications Toolkit

This toolkit is designed to support World No Tobacco Day 2023. This year's theme is "We need food, not tobacco". The 2023 global campaign aims to raise awareness about alternative crop production and marketing opportunities for tobacco farmers and encourage them to grow sustainable, nutritious crops. It will also aim to expose the tobacco industry's efforts to interfere with attempts to substitute tobacco growing with sustainable crops, thereby contributing to the global food crisis. The toolkit has been produced by Southampton Smokefree Solutions to be personalised for local providers of stop smoking services.

If you have any questions or queries, please do contact southampton.smokefree@nhs.net

The campaign and its aim

This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.

The Member States of the World Health Organization created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. In 1987, the World Health Assembly passed Resolution WHA40.38, calling for 7 April 1988 to be a "a world no-smoking day." In 1988, Resolution WHA42.19 was passed, calling for the celebration of World No Tobacco Day, every year on 31 May.

2023 campaign theme

The growing food crisis is driven by conflicts and wars, climatic shocks, and the economic and social impacts of the COVID-19 pandemic. Structural causes like the choice of crop also have an impact, and a look into tobacco growing reveals how it contributes to increased food insecurity:

- Across the globe around 3.5 million hectares of land are converted for tobacco growing each year. Growing tobacco also contributes to deforestation of 200 000 hectares a year.
- 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 a 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.
- Any profits to be gained from tobacco as a cash crop may not offset the damage done to

sustainable food production in low- and middle-income countries. Against this background, there is an urgent need to take legal measures to reduce tobacco growing and help farmers to move into the production of alternative food crops.

The tobacco industry often touts itself as an advocate for the livelihood of tobacco farmers. This is a far cry from the truth. The intensive handling of insecticides and toxic chemicals during the cultivation of tobacco contributes to many farmers and their families suffering from ill health. Further, unfair contractual arrangements with tobacco companies keep farmers impoverished, and the child labour that is often woven into tobacco cultivation interferes with the right to education and is a violation of human rights.

Nine of the 10 largest tobacco cultivators are low- and middle-income countries, and 4 of these are defined as low-income food-deficit countries. Land used to grow tobacco could be more efficiently used to achieve United Nations Sustainable Development Goal 2 – zero hunger.

The 2023 WNTD campaign calls on governments and policy-makers 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. The WHO Framework Convention on Tobacco Control offers specific principles and policy options on the promotion of economically viable alternatives for tobacco workers, growers and individual sellers (outlined in Article 17), and on enhancing protection of the environment and the health of people (Article 18). The implementation of these provisions should be strengthened in countries.

Local promotion of World No Tobacco Day 2023

There are a range of activities which local organisations can do to extend the reach of the campaign and encourage more smokers into local services. Below are some examples:

Website branding and information

You can highlight and link to the World Health Organisation YouTube campaign video on your service/ organisation website.

You may also want to update the text to reflect the messages in the campaign.

Posters and leaflets

Resources are available via the World Health Organisation website <https://www.who.int/campaigns/world-no-tobacco-day/2023> and some have also been downloaded and attached for ease.

Contacting past service users and GP patients

Direct communication to smokers had been shown to significantly increase footfall to services. Below are some template text and emails which you can adapt locally:

- Suggested text to send to smokers: Quitting tobacco and related products is hard, but with the right support and tools you can do it! Your doctor would like you to stop smoking today. Contact [insert your number] and #CommittoQuit this World No Tobacco Day on the 31st May.
- Suggested email: Quitting tobacco and related products is hard, but with the right support and tools you can do it! You are losing a lot more than you think by using tobacco - your health, the health of your family and loved ones, the money you're spending, your looks, and so much more. Quitters are truly winners. #CommitToQuit on 31st May, World No Tobacco Day [local contact information]

Social Media

The World Health Organisation will be using #CommitToQuit to promote the campaign on the World Health Organisations' social media channels as well as being used across the world by Stop Smoking and Health/ Public Health services.

Hashtags: #NoTobacco #WorldNoTobaccoDay #WHO #CommitToQuit

WHO Social Media Pages

WHO Twitter: @WHO

WHO Facebook: @WHO

The section below includes template tweets and Facebook posts which you can adapt:

Should you require localised or additional resource to accompany service posts please do contact the team at Southampton@smokefreesolutions@nhs.net

Content
World No Tobacco Day is back to help you #quitsmoking. Join #WorldNoTobaccoDay2023 and quit smoking on 31st May (insert short code for your website)
We're busy preparing for our #NoTobaccoDay activities across (#areaname). Lots of exciting events planned to help local smokers #quit
You are 3 times more likely to #quit with support from our service than going 'cold turkey' and what better time to quit than #NoTobaccoDay
Write a list of the reasons you want to #quit keep it as a reminder for when times are tough #WorldNoTobaccoDay2023
Quitting smoking can make amazing improvements to your #health, #quit this #NoTobaccoDay (insert short code for your website)
Did you take part in #WorldNoTobaccoDay2023 last year? What helped you through your quit attempt? #Smokefree #Quit
You can save loads of cash if you #quit smoking, over £3,300 a year! (insert short code for your website) #WorldNoTobaccoDay2023
Make the decision to quit with support from our service this year for #WorldNoTobaccoDay2023
Want support to quit smoking this #WorldNoTobaccoDay2023, our advisers will be **insert event details** with free support to help you start a #smokefree life! #WorldNoTobaccoDay2023
#Factoftheday : The risk of developing type 2 #diabetes is 30-40% higher for regular smokers than for non-smokers #WorldNoTobaccoDay2023
Changing habits and replacing them with new ones is key to being #smokefree for life **Organisation Phone Number** #**Service Area** #ProudtobeAQuitter #Health #WorldNoTobaccoDay2023



Content
Quit smoking for your loved ones this World No Tobacco Day. Join #WorldNoTobaccoDay2023 now! (insert short code for your website)
#Quitting smoking means you are more likely to have a healthier pregnancy & baby. Our team are here to help #healthypregnancy #WorldNoTobaccoDay2023 #SmokefreeHomes
#WorldNoTobaccoDay2023 is the perfect time to find support when so many others are trying to #quit too! (insert short code for your website)
It's never too late to sign up for free support, we look forward to supporting you in your #smokefree journey #WorldNoTobaccoDay2023
Will #May be the month you choose to #quit for good? **Organisation Phone Number** #Service area #WorldNoTobaccoDay2023
If you're #craving , don't think of a lifetime without smoking, focus on not smoking for the next few mins/hours/days #WorldNoTobaccoDay2023
Visit our website (insert short code for your website) to find the locations of your nearest #stopsmoking clinic! #WorldNoTobaccoDay2023 #ProudtobeAQuitter
1/3 of all smokers make a Quit Attempt in a year, but as few as 2 or 3% succeed long term without help! Text QUIT to 66777 #WorldNoTobaccoDay2023
#DidYouKnow within 72hrs of stopping smoking breathing gets easier & energy levels increase! #Fitness #Health #Quit #WorldNoTobaccoDay2023
Smoke & cigarette butts affect the #environment resulting in air, water & land pollution. Make the choice, go #smokefree ! #WorldNoTobaccoDay2023
As soon as you #quit your body starts to repair itself. Breathing, taste & smell improve within days **Organisation Phone Number** #WorldNoTobaccoDay2023 #ProudtobeAQuitter
Quitting & limiting exposure to smoke can have almost an instant beneficial impact on #bloodpressure & your #heart . #WorldNoTobaccoDay2023
#DidYouKnow by quitting smoking you'll improve your fertility levels and your chance of a healthy #pregnancy & #baby #Health #WorldNoTobaccoDay2023
Over 70% of smokers want to quit, many are scared to try. How would it feel to be #Smokefree #Quit #Health #WorldNoTobaccoDay2023 #ProudtobeAQuitter
Do something today that your future self will thank you for. #Quit **Service Area** #WorldNoTobaccoDay2023 **Organisation Phone Number**
Make the choice and the decision to #quit for good. It may not be easy but it is very much worth it! #Smokefree **Service Area** #WorldNoTobaccoDay2023 #health
Well done to all of you who made the brave decision to go #Smokefree this #WorldNoTobaccoDay2023. Tell us how you get on, we'll continue to support you! #Quit



Further Support

If you have any questions or queries, please do contact southampton.smokefree@nhs.net