

# World No Tobacco Day- 31<sup>st</sup> May 2020

Protecting youth from industry manipulations and preventing them from tobacco and nicotine use  
Investing in young people for a healthy future

Educate them, Empower them

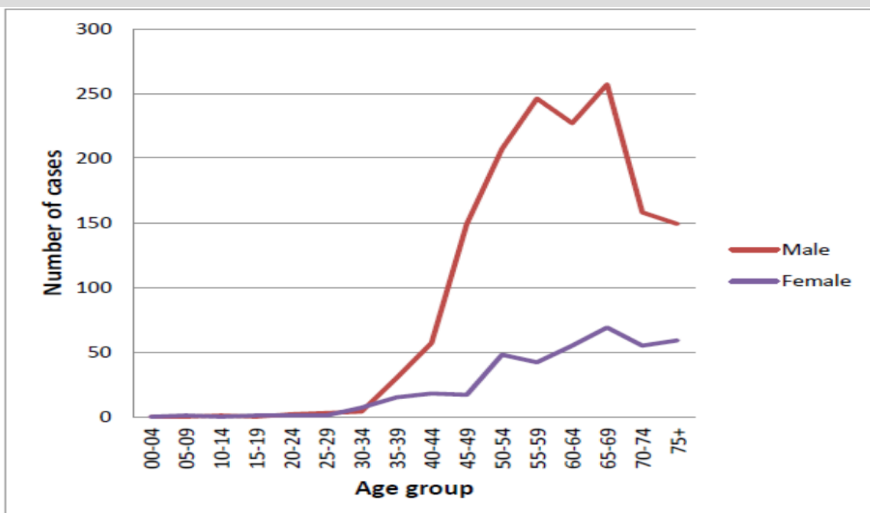


**Smoking  
accounts for  
30% of all  
Cancer Deaths**



**Tobacco is the single  
largest cause for cancer  
in the World**

**Smokers have 10 times higher risk of  
oral cancer compared to non-smokers**



Number of Cancers of lip, Tongue, and Mouth by Age Group in 2017 (Pathology based)

**Benefits**

**Health benefits of stopping  
(quitting) tobacco smoking**

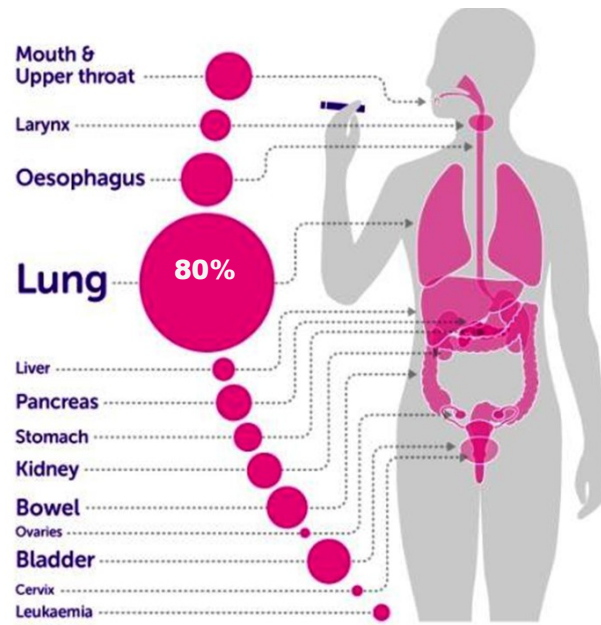
- ⇒ blood pressure begin to return to normal
- ⇒ Carbon monoxide in the blood begins to decline and improve oxygen circulation.
- ⇒ Produce less phlegm, cough and wheeze.
- ⇒ Lung function will be improved

**Educate & Empower our youth on  
tobacco products**

**To not to get caught**

- ⇒ For flavours that are attractive
- ⇒ Sleek designs and attractive products
- ⇒ For products advertised as “reduced harm” or “cleaner” alternatives
- ⇒ On Celebrity/influencer sponsorships and brand sponsored contests

**Make Every Day World  
No Tobacco Day**



⇒ Tobacco causes at least 15 different types of cancers

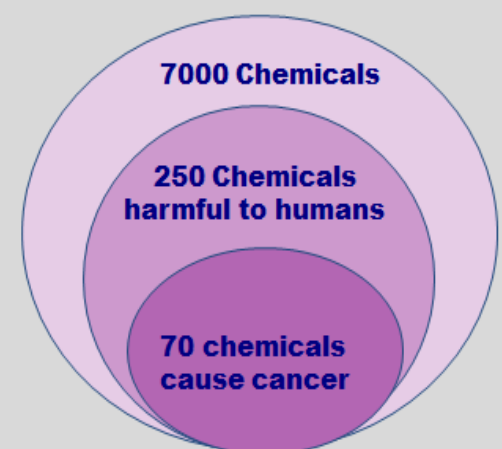
⇒ Lung cancer is the number one cancer killer worldwide

⇒ Cancers of the mouth, pharynx, nose, sinuses, larynx, oesophagus, liver, pancreas, stomach, kidney and bowel are caused by tobacco

⇒ In addition to cancer, tobacco cause many other NCDs.

**Tobacco smoke contains**

<b>FORMALDEHYDE</b> USED TO EMBALM DEAD BODIES	<b>BENZENE</b> FOUND IN GASOLINE AND RUBBER CEMENT	<b>ARSENIC</b> USED IN PESTICIDES LIKE RAT POISON
<b>LEAD</b> SO TOXIC IT WAS REMOVED FROM PAINT	<b>CADMIUM</b> ACTIVE COMPONENT IN BATTERY ACID	<b>CARBON MONOXIDE</b> FOUND IN CAR EXHAUSTS
<b>HYDROGEN CYANIDE</b> USED IN CHEMICAL WEAPONS	<b>AMMONIA</b> USED IN HOUSEHOLD CLEANERS	<b>BUTANE</b> USED IN LIGHTER FLUID
<b>TOLUENE</b> FOUND IN PAINT THINNERS	<b>ACETONE</b> FOUND IN NAIL POLISH REMOVER	<b>ACETIC ACID</b> AN INGREDIENT IN HAIR DYE
<b>METHANOL</b> A MAIN COMPONENT IN ROCKET FUEL	<b>NICOTINE</b> USED AS INSECTICIDE	<b>TAR</b> MATERIAL FOR PAVING ROADS



**When you smoke, those chemicals get in to the blood stream and goes to all parts of the body**

**These chemicals can damage DNA of the cell, which control the new cells formation in body**

**Damaged DNA will lead to formation of abnormal cells, which in turn proliferate abnormally and irregularly to form a cancer.**

**What we can do**

**STOP**

- ⇒ Point-of-sale marketing at vendor outlets frequented by children
- ⇒ Sale of single stick cigarettes and other tobacco and nicotine products near schools
- ⇒ Indirect marketing of tobacco products in movies, TV shows and online

**REMOVE**

- ⇒ Tobacco vending machines at venues frequented by young people

**ENFORCE**

- ⇒ Litigation that weakens all kinds of tobacco control regulations

National Cancer Control Programme, Ministry of Health and Indigenous Medical Services

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