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World No Tobacco Day: smoking, nicotine and children

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In line with @WHO, @EuroRespSoc will work to protect children from being addicted to smoking and nicotine use <https://bit.ly/3fNpVas>

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31 May, 2020 is World Health Organization (WHO) World No Tobacco Day. The theme this year is “Protecting youth from industry manipulation and preventing them from tobacco and nicotine use” [1]. WHO wishes this year’s campaign to serve the following: 1) debunk myths and expose manipulation tactics employed by the tobacco and nicotine industries, particularly marketing tactics targeted at youth, including through the introduction of new and novel products, flavours and other attractive features; 2) equip young people with knowledge about the tobacco and nicotine industries’ intentions and tactics to hook current and future generations on tobacco and nicotine products; and 3) empower influencers (in pop culture, on social media, in the home, or in the classroom) to protect and defend youth and catalyse change by engaging them in the fight against Big Tobacco.