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World No Tobacco Day, May 31 2014

The World Health Organization (WHO) is part of the United Nations, providing leadership on global health matters. World No Tobacco Day (WNTD) is a WHO-sponsored annual event with raises awareness concerning the harmful affects of tobacco use.

Every year, on May 31, WHO and partners globally celebrate WNTD, which highlights the health risks from tobacco, and advocates for effective policies to reduce tobacco consumption and exposure. Tobacco is the most preventable cause of death, and is responsible for 10% of adult deaths worldwide.



The ultimate goal of World No Tobacco Day is to protect present and future generations from the harmful health consequences of tobacco use. WNTD also raises awareness concerning the social, environmental, and economic problems associated with tobacco use and exposure to tobacco smoke.

Key facts

- Tobacco kills up to half of its users.
- Tobacco kills nearly 6 million people each year. More than five million of those deaths are the result of direct tobacco use while more than 600,000 from non-smokers exposed to second-hand smoke. Unless urgent action is taken, the annual death toll could rise to more than eight million by 2030.

More info at: <http://www.who.int/campaigns/no-tobacco-day/2014/event/en/>

Interested in doing a World No Tobacco Day event for your community?

Contact the Northern New Jersey Integrated Municipal Advisory Council (IMAC):

Center for Prevention and Counseling:

- Cindy Meakem, cindy@centerforprevention.org, office: (973) 383-4787

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