



**Press release for World
No Tobacco Day 2023**

Athens, 31 May 2023

The world is gearing up for the annual observance of World No Tobacco Day (WNTD) on May 31, 2023. This year, the global campaign revolves around the compelling theme “**Grow Food, Not Tobacco,**” shedding light on the importance of diverting resources and land from tobacco cultivation towards sustainable food production.

World No Tobacco Day is an annual global campaign observed on May 31st, initiated by the World Health Organization (WHO) to raise awareness about the health risks associated with tobacco use and advocate for effective tobacco control policies worldwide. Each year, the campaign focuses on a specific theme to address various aspects of tobacco consumption and its impact on public health.

World No Tobacco Day 2023 aims to raise awareness about the detrimental impact of tobacco farming on food security, the environment, and public health. By drawing attention to the critical issue of tobacco cultivation, the campaign seeks to encourage governments, communities, and individuals to prioritise sustainable agriculture and promote healthier, tobacco-free lifestyles. Tobacco cultivation not only diverts agricultural resources from food production but also contributes to deforestation, soil degradation, and water pollution. By shifting the focus from tobacco to food crops, we can foster economic development, protect the environment, and improve global food security.

World No Tobacco Day 2023 also aims to spark overall conversations, drive policy changes, and inspire action within tobacco control. Within this scope, a champion in tobacco control in Europe is the **Joint Action on Tobacco Control 2 project**, whose purpose is to enhance collaboration and coordination among European Union (EU) member states in their efforts to combat tobacco use. By working together, EU member states, and relevant stakeholders are striving to implement comprehensive strategies to tackle tobacco-related health issues and create a healthier future for all.

The JATC2 is a 36-month project that consists of an integrated sequence of nine work packages (WPs). Key WP activities include supporting national competent authorities to better handle and use data submitted in the European Common Entry Gate (WP5), strengthening the EU Member States in the enforcement of tobacco product regulation at the EU level (WP6), enhancing a better understanding of the properties, health impact and regulatory implications of novel tobacco products and e-cigarettes (WP7), identifying best practices for smoke-free environments and assessing tobacco advertisement, promotion and sponsorship implementation (WP8), with the overall goal to implement tobacco endgame strategies (WP9). The above WPs are supported by coordination, dissemination, evaluation and long-term sustainability activities in 4 respective WPs.

By sharing best practices, exchanging knowledge, and harmonising policies, the joint action seeks to create a more unified and effective approach to tobacco control across the EU.

For further information on the Joint Action on Tobacco Control 2 project, including upcoming news and deliverables, please visit www.jaotc.eu

