

"Current school program 'best practices' are not strong enough to deter adolescent tobacco use."
Hutchinson Smoking Prevention Project, USA 2000

Education is essential for sustained progress in tobacco control. Legislative or tax interventions are unlikely to be effective if there is little public understanding of, and support for, such changes.

School programmes traditionally provide information about the harm caused by smoking, but this alone is not sufficient to change behaviour. A school tobacco control programme must prohibit tobacco use in school facilities and offer courses to build student confidence and social skills needed to resist cigarette marketing and peer pressure. Such courses should be part of a coordinated school health programme, reinforced by community-wide efforts.

Education is also important for teaching and understanding tobacco industry behaviour. Young people have the right to know that the tobacco industry designs youth marketing strategies to equate smoking with growing up, freedom, popularity, rebelliousness and being cool. To improve its public image, the tobacco industry recently introduced youth smoking-

prevention programmes in more than half the countries in the world. These programmes portray smoking as acceptable adult behaviour, and suggest that young people should wait until they mature before deciding to smoke. Since young people aspire to be young adults, this type of message may actually encourage youth smoking.

"Youth programs support [our] objective of discouraging unfair and counterproductive federal, state and local restrictions on cigarette advertising..."
US Tobacco Institute, 1991

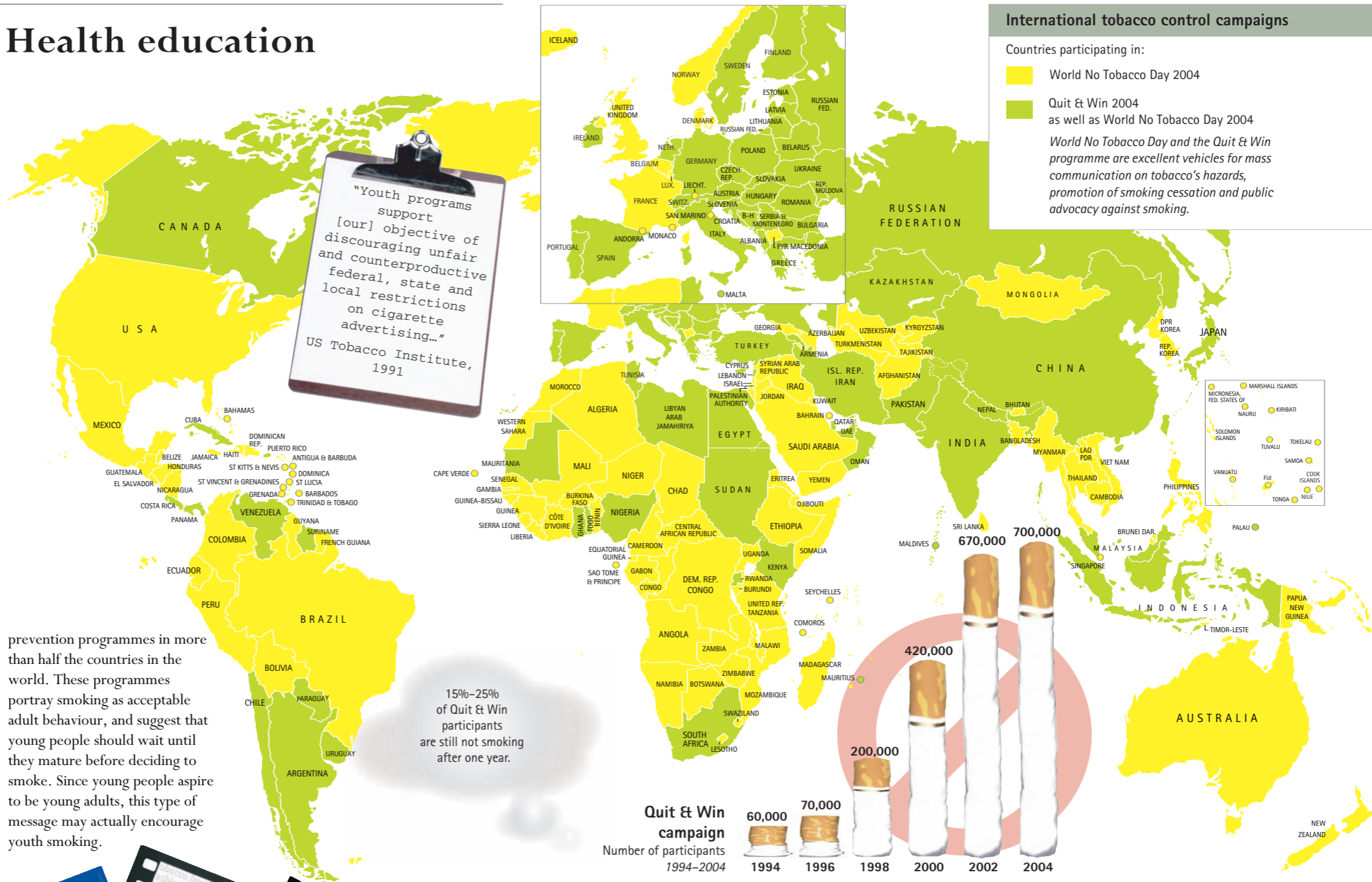
15%-25% of Quit & Win participants are still not smoking after one year.

International tobacco control campaigns

Countries participating in:

- World No Tobacco Day 2004
- Quit & Win 2004 as well as World No Tobacco Day 2004

World No Tobacco Day and the Quit & Win programme are excellent vehicles for mass communication on tobacco's hazards, promotion of smoking cessation and public advocacy against smoking.



Annual themes of World No Tobacco Day: 31 May

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| 1988 Tobacco or Health: Choose Health | 1995 The Economics of Tobacco | 2001 Secondhand Smoke Kills. Let's Clear the Air |
| 1989 Women and Tobacco | 1996 Sports and the Arts Without Tobacco | 2002 Tobacco-Free Sports: Play it Clean |
| 1990 Growing Up Without Tobacco | 1997 The United Nations and Specialized Agencies Against Tobacco | 2003 Tobacco-Free Film/ Tobacco-Free Fashion |
| 1991 Tobacco in Public Places and on Public Transport | 1998 Growing Up Without Tobacco | 2004 Tobacco and Poverty |
| 1992 Tobacco at the Workplace | 1999 Cessation | 2005 Health Professionals in Tobacco Control |
| 1993 Health Services, Including Health Personnel, Against Tobacco | 2000 The Entertainment Industry | |
| 1994 The Media Against Tobacco | | |