

## WORLD NO TOBACCO DAY 2018 REPORT



### What is World No Tobacco Day (WNTD)? WNTD 2018 theme “Tobacco Breaks Hearts”

Every year, on 31 May, the World Health Organization (WHO) and its partners, including the World Heart Federation (WHF), mark World No Tobacco Day (WNTD) to highlight the health and other risks associated with tobacco use and advocate for effective policies to reduce tobacco consumption.

This year, World No Tobacco Day will focus on the important link between tobacco and heart disease, under the campaign theme “Tobacco Breaks Hearts”. The campaign aims to increase awareness on the link between tobacco and cardiovascular disease (CVD) and promote feasible actions and measures that governments and the public can take to reduce the risks to heart health posed by tobacco. World No Tobacco Day 2018 was also an opportunity to bolster commitment and empower the cardiovascular community in the fight against tobacco.

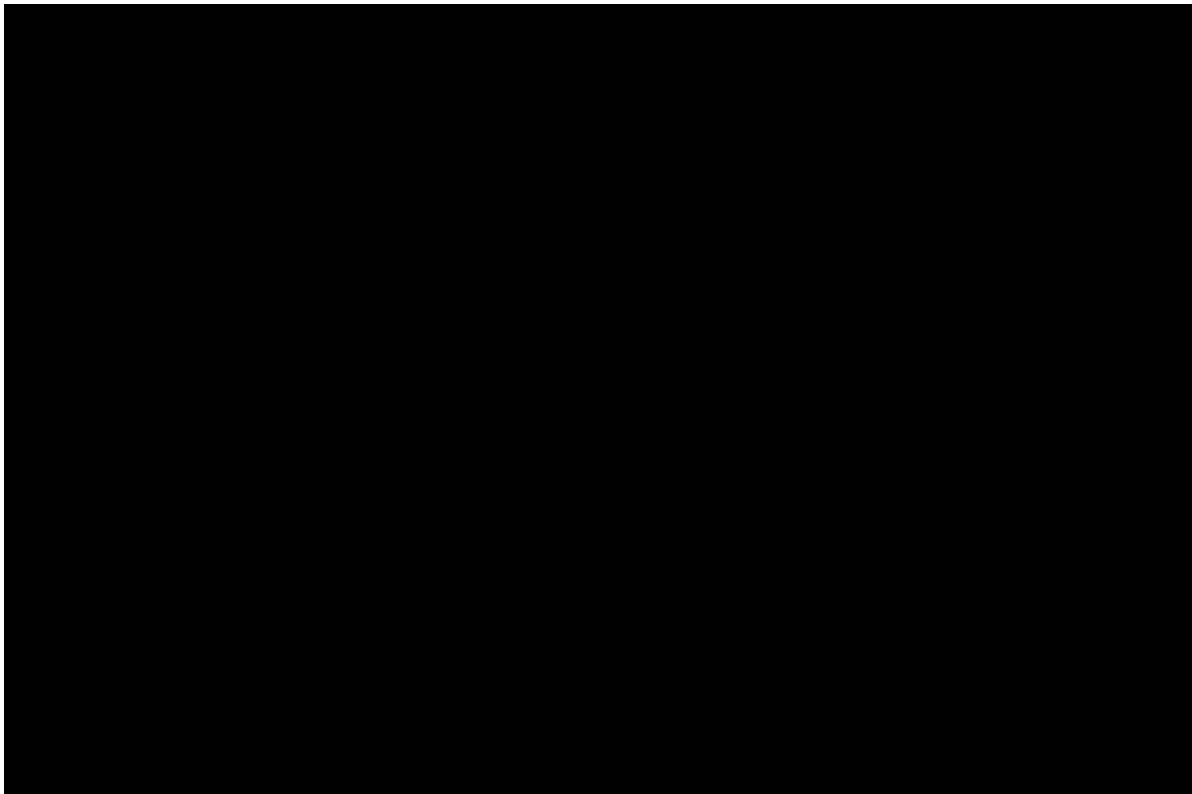
Cardiovascular disease kills more people than any other cause of death worldwide, and tobacco use and second-hand smoke exposure contribute to approximately 12% of all heart

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disease deaths. Tobacco use is also the second leading cause of CVD, after high blood pressure. Despite the known harms of tobacco to heart health, and the availability of solutions to reduce related death and disease, knowledge among large sections of the public that tobacco is one of the leading causes of CVD is low.

The aim of World No Tobacco Day 2018 was to:

- Highlight the links between the use of tobacco products and heart and other cardiovascular diseases.
- Increase awareness within the broader public of the impact tobacco use and exposure to second-hand smoke have on cardiovascular health.
- Provide opportunities for the public, governments and others to make commitments to promote heart health by protecting people from use of tobacco products.
- Encourage countries to strengthen implementation of the proven MPOWER tobacco control measures contained in the WHO FCTC.



***Video: “Tobacco Breaks Hearts”***

***<https://youtu.be/Fyi-ePw9Qn0>***

## Unique partnership with WHO for the WNTD

Thanks to our good relations with WHO, we were able to propose the 2018 theme and collaborate on the joint development and diffusion of diverse materials:

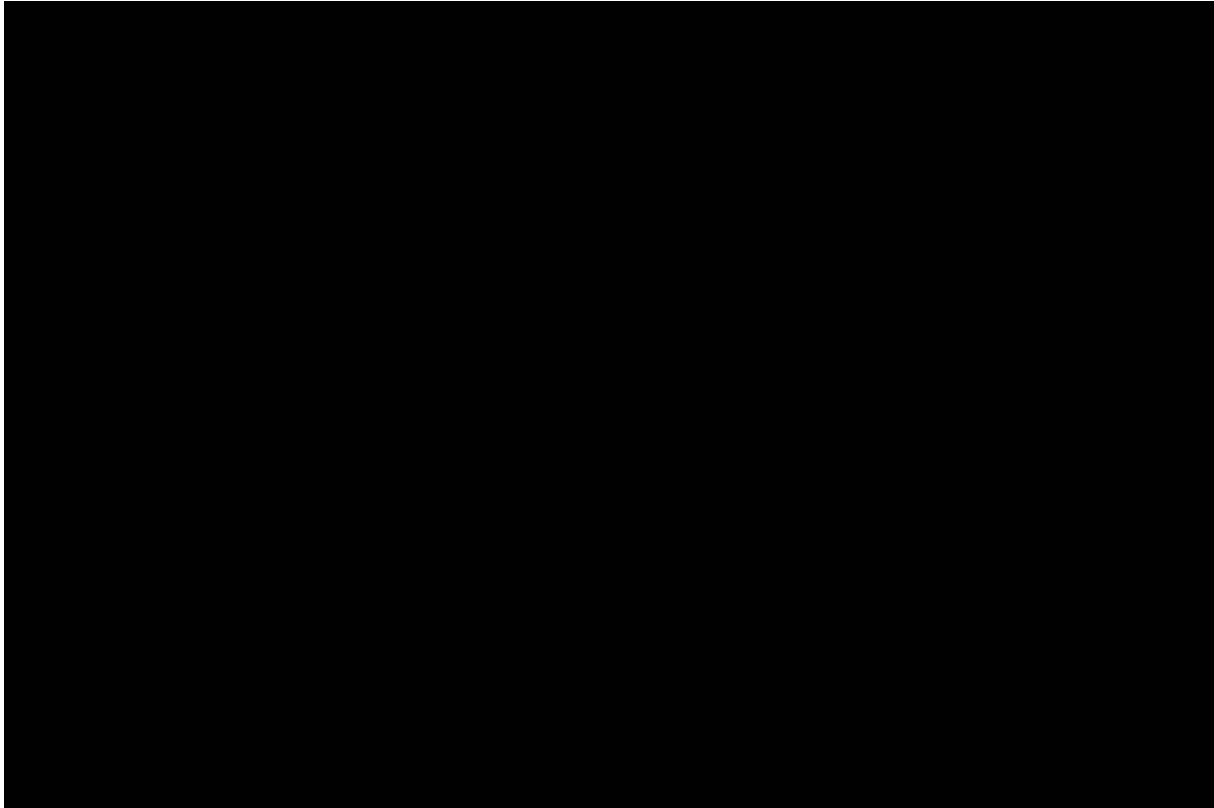
- Poster, banner, infographics and social media collateral
- Awareness video about how tobacco can cause CVD
- [Brochure](#) explaining the relationship between tobacco and CVD
- Fact sheets for the [general public](#) and [health professionals](#)

## Official WNTD event at WHO

On the 31 May, the WNTD, and the WHO held an official event at their headquarters in Geneva honoring His Excellency Dr Tabaré Ramón Vázquez, President of the Oriental Republic of Uruguay, who was awarded the WHO Director-General Special Recognition Award for his work against tobacco. WHF was honoured to participate in this event, where President David Wood spoke about the role that general practitioners and cardiologists can play in tobacco cessation.

“The single most important intervention that a professional can offer is the advice to stop smoking and providing professional support to do so. It consists of three simple steps: ask, advise and act... and finally a follow-up and reinforcement should be offered to patients that relapse to build on their initial success. We professionals struggle to break this addiction, we need a public health context to make things easier and that is why public legislation on tobacco control and inspiration from people like President Vazquez are needed. The public health agenda is the single most important step towards smoking cessation for the public at large but we (professionals) can play our part for the patients.” – WHF President Prof. David Wood





***Video: “WHF President David Wood at the WHO WNTD 2018 event”***  
***<https://www.youtube.com/watch?v=JToNoA3DGcU>***



## **World No Tobacco Day 2018 awards**

Every year, WHO recognizes individuals or organizations in each of the six WHO Regions for their accomplishments in the area of tobacco control. This recognition takes the form of the WHO Director-General Special Recognition Award and the World No Tobacco Day Awards.

The World Heart Federation would also like to acknowledge the awardees for their outstanding work in tobacco control for healthier hearts.

The WHO Director-General Special Recognition Award was granted to Dr Tabaré Ramón Vázquez as mentioned before. A number of WHF members and collaborators were presented with the regional World No Tobacco Day Awards. Among these were:

### **African Region**

- Prof Fastone Mathew Goma, University of Zambia School of Medicine, Zambia; founding President of the Heart & Stroke Foundation of Zambia

### **Region of the Americas**

- Dr Beatriz Marcet Champagne, Executive Director of the Inter-American Heart Foundation, United States of America
- Dr Eduardo Bianco, Coordinador Regional para las Americas de la FCA, Oriental Republic of Uruguay

### **European Region**

- Mrs Susanne Løgstrup, Director of the European Heart Network, Belgium
- British Heart Foundation, United Kingdom of Great Britain and Northern Ireland

### **Western Pacific Region**

- Prof Hu Dayi, Chinese Association on Tobacco Control, People's Republic of China; President of the China Heart Federation



## **Promotion: What WHF did towards WNTD aside from with WHO**

### **Special Session on CVD and tobacco at the World Conference on Tobacco or Health**

On 9 March, WHF and WHO hosted a Special Session at the World Conference on Tobacco or Health in Cape Town, which focused on the important link between cardiovascular disease (CVD) and tobacco and highlighted World No Tobacco Day 2018 as a key opportunity for the CVD community to boost its advocacy efforts on tobacco control.

The panel session was chaired by WHF CEO Jean-Luc Eiselé and Dutch Heart Foundation CEO Floris Italianer, and featured a range of expert speakers from different parts of the world. WHF Board Member Dr Vash Mungal-Singh spoke on the WHF's work with tobacco, including the WHF Roadmap on Tobacco Control. Floris Italianer discussed the role of foundations and patient associations in influencing public and private sectors. Fastone Goma, Director for the Centre for Primary Care Research, argued that the cardiovascular community can and should be at the forefront of smoking cessation. Kellen N Nyamurungi, Technical Advisor at the Centre for Tobacco Control in Africa, spoke about the importance of building alliances with other groups and communities in Africa. Finally, WHO Medical Officer for the Department for Prevention of NCDs Kerstin Schotte discussed plans for World No Tobacco Day on 31 May.

### **Press release and webinars with the Framework Convention Alliance**

WHF also worked closely with the Framework Convention Alliance (FCA) on World No Tobacco Day. We jointly hosted a series of webinars to discuss the link between tobacco and cardiovascular health, led by experts from around the world in Spanish, English and French. We also distributed a joint press release in which President Wood highlighted the importance of immediate action to raise awareness of the link between tobacco and CVD globally, and to ensure that governments and the public understand how, and take steps to, reduce the risks posed by smoking and second-hand smoke to heart health.

### **“Heart Heroes” with nominations from our members**

WHF reached out to our members to nominate spokespeople or "Heart Heroes" for WNTD — people who are either in pursuit of or are contributing to better heart health around the world, and who are active role models in tobacco cessation activities. We were able to showcase their work and raise awareness of the link between tobacco and cardiovascular health, and the importance of not smoking. The main output was a series of case studies which we featured on our WHF WNTD web page as well as on social media (Facebook and Twitter).



### **WNTD special edition mailers to members**

In our attempts to keep our members well-informed on all that was happening around WNTD since the theme was announced at the end of December 2017, WHF highlighted the event in every Member's News newsletter since January 2018, as well as sending out a series of WNTD-specific emails. These included news on the materials that were jointly developed with WHO and their launch, a call-out to members to join the WHF Tobacco Expert Group (TEG), information on WHF activities happening around WNTD, and what happened at the event held at the WHO Geneva headquarters.

### **Other communication activities around WNTD**

Our World No Tobacco Day 2018 page on the WHF website was updated regularly with newly available materials and information, and we posted twelve news articles in total, starting with the announcement of the theme on 21 December 2017 and ending with the award announcements on 20 June 2018.

The WNTD website page received almost 5000 views. Our most popular news articles included:

- [WNTD 2018 theme announcement](#) (21 Dec 2017): 3,456 total views
- [WNTD Awards Prof Fastone Goma](#) (15 June 2018): 582 total views
- [WHF Press Release linking WNTD with World Heart Day](#) (30 May 2018): 224 total views

WHF was very involved in social media for the WNTD on Twitter, the platform which we are most active on. The day before and after WNTD we posted a total of 18 tweets, with one tweet reaching a total of 36,666 impressions, including 190 retweets and 172 likes, which is way above our usual average. For comparison, our top tweets in past months achieved between 6,000 and 8,000 impressions so it was likely our most popular tweet ever.



### WNTD events from our members all over the world

WHF also promoted member events across the world on our WNTD web page. This included WHO WNTD awardee events, press conferences with local Departments of Health, public awareness events with the involvement of the local Ministry of Health, symposiums and blood pressure and blood sugar screenings, among others.





## **WHF is committed to the fight against tobacco: the future for tobacco at WHF**

We at WHF are committed to tackling the issue of tobacco more than ever and have created a Tobacco Expert Group (TEG) led by Floris Italianer, WHF Board Member, to strengthen our global tobacco advocacy work through ever-more-effective engagement with our members.

We are also a signatory of the Quit Big Tobacco initiative, which aims to make sure that health organizations aren't unknowingly aiding and abetting the tobacco industry by working with agencies that promote cigarettes. We encourage our members to do the same.

We must all join forces to make this world tobacco-free!