

World No Tobacco Day 31 May

The World No Tobacco Day 2020 global campaign will serve to:

- Debunk myths and expose manipulation tactics employed by the tobacco and related industries, particularly marketing tactics targeted at youth, including through the introduction of new and novel products, flavours and other attractive features;
- Equip young people with knowledge about the tobacco and related industries' intentions and tactics to hook current and future generations on tobacco and nicotine products; and
- 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.



Alan Brand
POSITIVELY ALIVE ^{cc}
Employee Wellness Consultant and Specialist Trainer
CK2010/002085/23
Mobile: +27 (82) 453-0560
E-mail: albrand@iafrica.com or
alan.brand@positivelyalive.co.za
Website: www.positivelyalive.co.za