

World no Tobacco and National no Smoking Day: Campaign Catalogues 1999-2017

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Dia Mundial sem Tabaco e Dia Nacional de Combate ao Fumo: Catálogo de Campanhas 1997-2017

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This publication provides a historical summary of the campaigns (World No Tobacco Day and Brazilian National No Smoking Day) coordinated in Brazil by the National Cancer Institute José Gomes de Alencar (INCA/MS), which has been responsible since the late 1980s for management and governance of tobacco control in the country, from the perspective of health promotion, coordinating a set of specific national activities comprising the National Tobacco Control Program (PNCT).

We provide a brief history of the campaigns, with images and materials used in the World No Tobacco Day and the Brazilian National No Smoking Day.

Specific campaigns are held to publicize the harms of smoking. These feature World No Tobacco Day, May 31st, and National No Smoking Day, August 29th. These mass campaigns are developed to promote discussion on important themes concerning tobacco and related topics.

Smoking is part of the group of mental and behavioral disorders due to psychoactive substance use included in the 10th Revision of the International Classification of Diseases (ICD-10, 1997) and is the single leading avoidable cause of illness and early death in the world.

The Brazilian National Tobacco Control Program (PNCT) thus aims to reduce the prevalence of smoking and the morbidity and mortality related to consumption of tobacco products in Brazil, according to a logical model in which educational, communications, and healthcare activities, together with support for the enactment and/or enforcement of legal and economic measures, can be empowered to prevent smoking initiation, especially among teenagers and youth, promote smoking cessation, and protect the population from exposure to environmental tobacco smoke and reduce the individual, social, and environmental harms from tobacco products.

As part of its objectives, the PNCT links these special dates to the state and municipal health departments in 26 states and the Federal District, besides involving organized civil society.

World No Tobacco Day, May 31st, was launched in 1987 by the World Health Organization (WHO) with the aim of drawing the world's attention to the smoking pandemic and the avoidable diseases and deaths related to it.

Since then, on an annual basis, the WHO organizes and links the international celebration of World No Tobacco Day according to a theme related to smoking to be addressed by the 191 member-countries with the purpose of highlighting the different interfaces or problems in tobacco consumption and thereby engage different stakeholders in tobacco control.

Brazil's National No Smoking Day, August 29th, was created by Federal Law no. 7.488 and has been celebrated since 1986. This celebration is part of the set of activities under the National Tobacco Control Program and aims to raise awareness in the population, especially among young people, on the harms from tobacco use and the benefits of smoking cessation.

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Each year several themes are addressed that relate in some way to tobacco control. Since these are relevant issues for the population and have interrelated aspects, the National Tobacco Control Program aims to ensure that the population can draw on these campaigns to understand the wide ranges of hazards to which they are exposed.

The campaigns aim to reinforce the national activities in population awareness-raising and mobilization concerning the social, political, economic, and environmental harms from tobacco and call attention to the avoidable tobacco-related diseases and deaths. Related themes include: costs, environmental problems, cultural issues with tobacco use, passive smoking, points of sale, product packaging, tobacco products, advertising strategies, etc.

From this perspective, World No Tobacco Day and National No Smoking Day provide great opportunities to reflect on this theme throughout Brazilian society, especially among health professionals and teachers, policymakers, and legislators. The discussion of these issues allows suggesting the necessary measures for effective tobacco control, proposing strategies and public policies to control smoking.

In short, we can list the overall objectives of the campaigns World No Tobacco Day and National No Smoking Day as follows:

Raise the community's awareness on the harms of tobacco consumption and the strategies employed by the tobacco industry; generate a broad discussion on the problem of different aspects of smoking: health harms for smokers, issues related to prices and taxes, illicit trade, passive smoking, industry strategies, environmental harms, and benefits of smoking cessation; mobilize different sectors of the community: the community at large; children, teenagers, youth, and adults; opinion-makers; legislators; professionals from different fields (education, health, communications) to collaborate with various tobacco control measures in Brazil; inform the population on the harms caused by tobacco and the advertising strategies for these products; encourage a critical view of the tobacco problem; reinforce partnerships between the federal, state, and municipal governments in adherence to implementation of the Brazilian National Tobacco Control Program and the WHO Framework Convention on Tobacco Control; and mobilize the necessary support to back and enforce prevailing policies such as smoke free environments.

The selected themes aim to foster debate among various segments of society and reinforce the message targeted to specific groups that can contribute to tobacco control, namely legislators and opinion-makers. This work aims to involve society in social mobilization with activities that promote the creation of laws and measures to support tobacco control activities throughout Brazil.

The publication allowed conducting a historical survey of all the campaigns organized in recent years and should serve as a source for consultation and support for the creation of future campaigns to collaborate in improving the Brazilian population's health.

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