

PRESS RELEASE

'World No Tobacco Day' (WNTD) 2025 campaign has been launched with a powerful theme – 'Tobacco! Business of Death' aligned with this year's theme – 'Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products'.

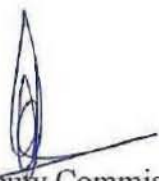
During this campaign, all schools and colleges are invited to engage in organizing rallies, signature campaigns, and awareness programs. The active participation of all stakeholders will help spread knowledge about the dangers of tobacco and contribute to a healthier, tobacco-free future for all.

This campaign is a joint effort between the Department of Health, Department of Education, and Sambandh Health Foundation, with the goal of uniting the state in the fight against tobacco. Educational institutions are encouraged to register and organize activities leading up to World No Tobacco Day on May 31, 2025.

Let us come together to make a meaningful impact. Your participation is essential to creating a tobacco-free Meghalaya and ensuring the health and well-being of future generations.

For more information contact:

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WNTD'25 campaign launched 'Tobacco! Business of Death'

World No Tobacco Day (WNTD) is observed globally on **31st May every year**, and this year, the WNTD'25 campaign is being launched with a powerful theme – **'Tobacco! Business of Death' aligned with this year's theme - 'Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products'**

Over the past three years, more than **8,000 schools** and **5 lakh students** have been actively participating in WNTD, organizing rallies and signature drives to raise awareness about the dangers of tobacco. In **2025**, the campaign will be run across **schools and colleges during April and May 2025**.

Speaking at the launch in Meghalaya, **Dr. Nabaneeta D. Mawrie**, State Nodal Officer, National Tobacco Control Programme, Department of Health, said, "With nearly **half of adults aged 15 and above** in Meghalaya using tobacco, the state loses nearly **8,000 lives annually** to tobacco-related illnesses. The WNTD'25 campaign, launched on **April 7, 2025**, calls upon educational institutions to take decisive action through two key initiatives – **Rallies** and **Signature Campaigns**. This is an extension of the Tobacco-Free Educational Institutions (ToFEI) program, which began in March 2021 in schools and expanded to colleges in September 2023 in collaboration with the **Sambandh Health Foundation**. This year, our goal is to unite not just students and teachers, but the entire community in this mission."

From the Department of Education, **Jennyfer J. Synrem** shared, "Last year, over **7,000 schools** in Meghalaya rallied together for WNTD'24, gathering an incredible **43 lakh signatures**. More than **5 lakh students** boldly voiced their stand against tobacco. For WNTD'25, we are calling on schools to once again lead from the front. Together, let's build a tobacco-free Meghalaya. Let's protect our children, our families, and the future of our beautiful state."

Commenting on the district-level efforts, the **Deputy Commissioner of EKH, Smti. Rosetta Mary Kurbah**, IAS urged: "Let us join hands in raising awareness through initiatives like WNTD, and work together for a healthier tomorrow by embracing collective behavioural change."

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