



Shri Guru Ram Rai Institute of Medical & Health Sciences
College of Nursing
Patel Nagar, Dehradun - 248 001

SGRRU/CON/2025-

Date: 28-05-2025

NOTIFICATION FOR WORLD NO TOBACCO DAY

This is to inform you all that the SGRRIM&HS College of Nursing is organizing a World No Tobacco Day on 28.05.2025 from 02:00 Pm onwards in SMI Hospital Medicine Ward. You all are cordially invited.

Regards,

PRINCIPAL

Principal
College of Nursing
S.G.R.R.I.M.H.S.
Patel Nagar, Dehradun

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**SGRRU, SGRRIM&HS
COLLEGE OF NURSING
PATEL NAGAR, DEHRADUN**

**A REPORT ON
“WORLD NO TOBACCO DAY”
(2025)**

**THEME: UNMASKING THE APPEAL: EXPOSING INDUSTRY
TACTICS ON TOBACCO AND NICOTINE PRODUCTS**



INTRODUCTION: As a part of curriculum, college of nursing planned and organized World No Tobacco Day at SMIH, Dehradun on 28th May 2025 at 02:00 pm for patients and family members under the guidance of Dean and Faculty as mentioned below:

<i>DATE</i>	<i>BATCHES</i>	<i>TOTAL NUMBER OF STUDENTS</i>	<i>MENTAL HEALTH NURSING DEPARTMENT FACULTY</i>	<i>DEAN</i>
28/05/2025	M.Sc. Nursing 1 st year	16	Ms. Reena Maibam Ms. Sulekha Ms. Deepali Rawat Mr. Shashank	Dr. G Ramalakshmi

Students offer various programs to the patients like:

- 1. Health education**
- 2. Posters**

WORLD NO TOBACCO DAY

INTRODUCTION:

World No Tobacco Day: Every year on 31 May, the world observes World No Tobacco Day, a global health campaign led by the World Health Organisation (WHO) to raise awareness about the dangers of tobacco use and to support effective policies to reduce consumption. Known also as Anti-Tobacco Day, this observance highlights the devastating health, social, environmental, and economic consequences of tobacco use and the deceptive practices of tobacco and nicotine companies.

World No Tobacco Day serves as a powerful reminder of the public health crisis caused by tobacco and nicotine products, which claim over 8 million lives annually. Anti-Tobacco Day 2025 is not only a call to action but a spotlight on how the industry targets young people through manipulation and deceit.

The theme for World No Tobacco Day 2025, “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products.” This year, the campaign will focus on revealing the tactics that the tobacco and nicotine industries use to make their harmful products seem attractive.

One of the primary public health challenges today is the attractiveness of tobacco, nicotine, and related products, particularly to young audiences. The industry consistently tries to find ways to make these products appealing, adding flavours and other agents that change their smell, taste, or appearance. These additives are designed to mask the harshness of tobacco, thereby increasing its palatability, particularly among young people. Other tactics include:

- **Glamorized marketing:** Sleek designs, attractive colours, and alluring flavours are strategically used to attract a younger demographic, including through digital media channels.
- **Deceptive designs:** Some products mimic sweets, candies, and even cartoon characters—items children naturally find appealing.
- **Coolants and additives:** These can make the experience smoother, increasing the likelihood of continued use and reducing the chance of quitting.

These tactics can contribute to early initiation of smoking or nicotine use, with potential lifelong addiction and health consequences. By making these products more attractive, the industry not only boosts their immediate consumer base but also makes quitting harder, prolonging exposure to harmful substances.

Goals of the 2025 WNTD campaign

Our 2025 WNTD campaign aims to:

- **Raise awareness:** Inform the public on how industry tactics manipulate the appearance and appeal of tobacco and nicotine products.
- **Advocate for policy change:**

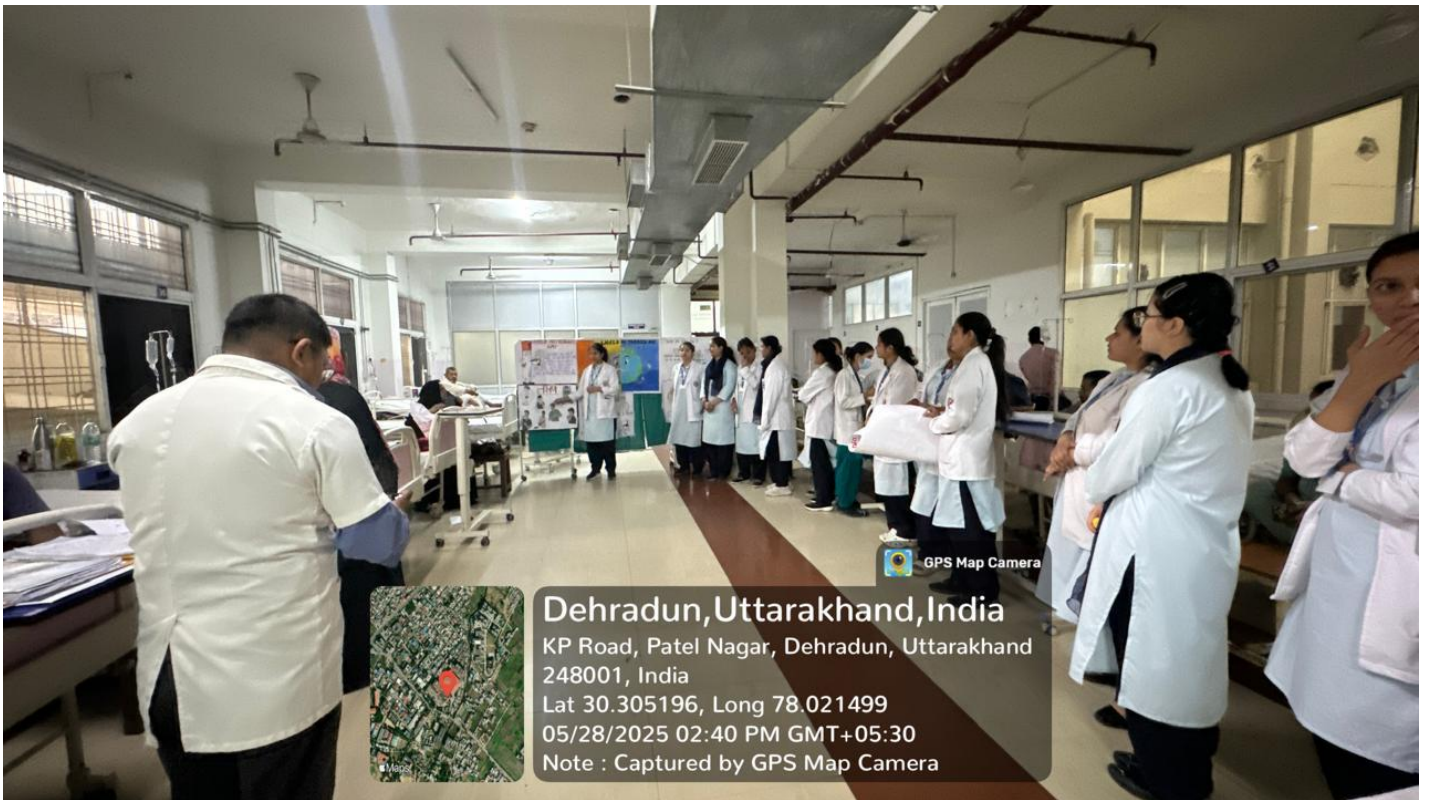
- measures to ban flavours and additives that make these products more appealing;
- complete bans on tobacco advertising, promotion and sponsorship, including on digital platforms; and
- regulation of the design of the products and their packages to make them less appealing.
- **Reduce demand:** Exposing these tactics aims to reduce demand, particularly among youth, ultimately lowering their exposure to nicotine and tobacco products.

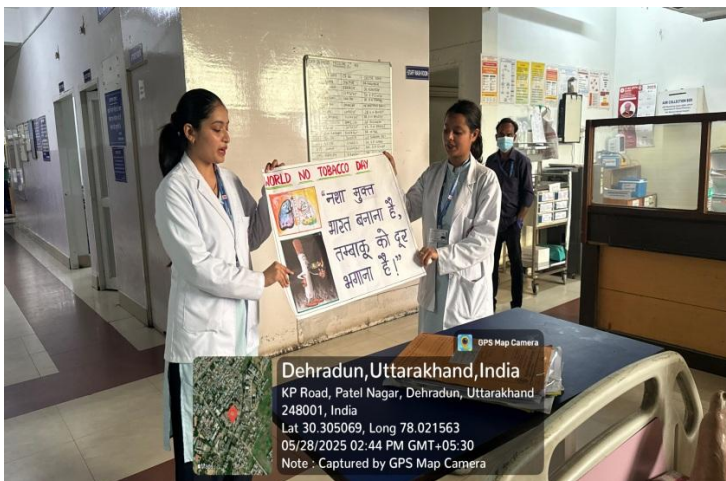
By unmasking these strategies, the campaign will shine a light on the ways the industry markets addiction, driving demand reduction efforts and supporting long-term public health.

Photos/Screenshots of the event:









Master of Ceremony: M.Sc. Nursing 1st year students

Venue: Medicine ward, SMIH, Dehradun

Outcome of the Event:

World No Tobacco Day 2025 serves as a powerful reminder of the ongoing threat posed by tobacco and nicotine products. It underscores the urgency of “unmasking the appeal” and dismantling the sophisticated tactics used by industries to trap millions into a lifetime of addiction and disease.

By exposing the truth, promoting regulation, and empowering people with knowledge, Anti-Tobacco Day continues to champion the global fight for a tobacco-free world—one where every person can enjoy the right to health and a longer, healthier life.

"Life is all about taking up good habits and giving up on the bad ones