A Brief Summary of Activities in Words and Pictures
INTRODUCTION

Every year, on 31 May, WHO and global partners mark World No Tobacco Day (WNTD). WNTD provides an opportunity to highlight the harmful and deadly effects of tobacco use and exposure to second hand smoke, to discourage the use of tobacco in any form and to advocate for effective policies to reduce tobacco consumption.

The ultimate goal of WNTD is to contribute to protecting present and future generations not only from the devastating health consequences due to tobacco, but also from the social, environmental and economic scourges of tobacco use and exposure to tobacco smoke. Only by working together, government and civil society across all sectors will we achieve this goal.

This booklet captures a very brief snapshot of WNTD 2020 as observed by government programs and civil society organizations in the Pacific islands.

While the global focus of World No Tobacco Day 2020 was on "Protecting youth from industry manipulation and preventing them from tobacco and nicotine use" some alternate themes were observed depending on local priorities.

Due to the COVID-19 pandemic, physical activities were somewhat reduced from previous years and social media featured largely in this years observances. You will see some very creative outcomes from the region.
In the Cook Islands, the Ministry of Health promoted quitting smoking and tied it with information on COVID19.

World No Tobacco Day

Quit smoking for COVID-19
If you are a smoker, now’s the time to stop. Make World No Tobacco Day on Sunday May 31st the date you stub out smoking from your life.

Do it for yourself, do it for your family. Quitting is one of the best ways to protect yourself and others. You will be so much healthier, and your family will be happier when you quit.

Most smokers already know it is an unhealthy and expensive habit. With the threat of COVID-19, there is even more reason to stop. Think about it: smoking involves touching your face frequently and this increases your chance of becoming infected and transmitting the virus. Give your lungs a fighting chance. The latest research from the World Health Organization should be a big wakeup call: smoking puts you at higher risk for developing life-threatening illness if you contract COVID-19. It damages your lungs and weakens your immune system making it harder for the body to fight off infection. Smoking puts your life at risk in other ways. Smokers are also more likely to need treatment for other serious conditions like heart attacks, stroke, diabetes, cancer, and emphysema.

Giving up smoking is hard, but COVID-19 should give you extra motivation to put it behind you.

- Start by avoiding the things that trigger your urge to smoke, like a morning routine associated with smoking.
- Tell friends and family you are quitting so they can support you and hold you accountable.
- Remember, there has never been a more important time to give up the habit. Note smoking is one of the most important things you can do to stay safer during the coronavirus pandemic.
  - We can help: Te Marae Ora’s free call 0800 Health line offers free health advice and information anytime: 0800 1819 or 548850 (TMG Health Promotion mobile).

Quitting smoking is one of the best decisions you will ever make. Make every day World No Tobacco Day.

Stay vigilant

Cover your coughs, physical distance, good hygiene practices.

Visit www.health.gov.co.uk

Within 20 minutes of quitting smoking.

Your body begins a series of changes that continue for years.
Fiji Cancer Society (FCS) was interviewed on Fiji’s Breakfast at Fiji One - Fiji’s only daily morning tv show about cancer and tobacco use. FCS also produced a short video featuring youth aiming to encourage the tobacco users to quit and posted it on their Facebook page along with several informational posters from WHO.
FEDERATED STATES OF MICRONESIA

FSM Tobacco Prevention and Control Program organized a WNTD video Q&A with two students and experts in tobacco control from Pohnpei and WHO that was posted to social media links. The program also posted a video that showed effects of tobacco use and urged people to quit using it.

Now that we are in the era of the COVID-19 pandemic, quit smoking to give your lungs a fighting chance against COVID-19.
FEDERATED STATES OF MICRONESIA CONT’D.

The Pohnpei Comprehensive Cancer Control - PCCC Program and Coalition celebrated WNTD town volunteers, Red Cross and Public Health
The Kiribati Ministry of Health and Medical Services translated infographics about the dangers of tobacco and COVID-19 and tobacco industry interference into iKiribati for social media.
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> A Majuro Atoll Local Government memo requested a “24 hour ban on sales of tobacco products on May 31.” With the partnership with KUMIT BOBRAE COALITION and MALGov we were able to inspect 223 stores to see if they were in compliance to the Honorable Mayor Ladje Jack’s letter. Out of the 223 outlets, ONLY 15 stores were not complying with the letter.

> The Secretary of Health and Human Services Jack Niedenthal gave his statement on COVID-19 and the risks of TOBACCO.

Acknowledgement to partners with MOHHS Tobacco Control Program: NCD Coalition, KDC Coalition, Majuro Atoll Local Government, WUTMI, WAM, YIYH, MIEPI, PSS, Wellness Center, MOHHS Cancer Program, MOHHS Environmental Unit, MOF/Customs and CMI/Peer to Peer.

“I choose life: No to tobacco”
In Nauru, there was a “I don’t smoke” student rally held to observe World No Tobacco Day. This was part of a NCD health rally. The year 11 and year 12 students of Nauru Secondary school walked from their school to government house where they were received by H.E. the President, Honorable Minister of Health and members of the cabinet. The students read out their personal no smoking pledges and presented a signed request to the government to protect them from tobacco use. The youth were inspired to hold the rally after SPC/WHO NCD trainings conducted in 2019.
A United Front for a Smoke Free NIUE...a friendly volleyball game between Health Staff and Niue High School Teachers to promote World NO Tobacco Day - 31st of May.
Palau observed WNTD with a theme chosen to raise awareness of our ocean’s health. The President of Palau had declared 2020 as “year of the environment” and Palau will be hosting the global Our Ocean 2020 conference in December. To build on this, the Coalition for a Tobacco Free Palau (CTFP) and the Ministry of Health chose a WNTD theme based on the ocean environment Protect our Ocean and Marine Life - BUTTS OUT!

Due to the COVID-19 situation, CTFP and MOH could not hold the annual 5K/10K walk/run and instead placed news articles and ads in the local print media, hung a large banner across the main road and had t-shirts made to promote the theme. The MOH Prevention Unit also held a tik tok challenge for youth.
PAPUA NEW GUINEA

Dr Mathias Sapuri, OL, CSM joined the PNG Cancer Foundation (PNGCF) and the international community to observe World No Tobacco Day. The PNGCF participated in the global campaign by promoting health awareness messages the harms of tobacco use and shared messages on social media platforms to encourage individuals to make healthy lifestyle choices as a way to reduce your risk of developing cancer in the future.

PNGCF developed several messages including information on the chemicals that are in a cigarette, the harm that tobacco causes and what actions that youth can take to be a tobacco-free generation. Among the messages shared on the social media platforms, a 2-minute video which captured Dr Sapuri’s message to the public in support of the health awareness campaign and World No Tobacco Day. The video reached over 9,700 people on Facebook between May 31\textsuperscript{st} and June 2\textsuperscript{nd}.
The Samoa Cancer Society held a poster design contest that attracted 26 submissions. Go to SCS Face Book to see all entries and see here for announcement of winning entries.
Congratulations to top winning entries:

**Gloria Letuvaе**
1st place

**Kole Tatiana Tumua**
shared 2nd place

**Miracle Poutoa**
shared 2nd place
The Ministry of Health and Medical Services (MHMS) and the Global Youth Leadership Network (GYLN) held a 3 day event in support of WNTD that included a special observance on May 29 attended by 300 invited youth followed by a two day youth empowerment training attended by 70 selected youth from several churches in Honiara. Song writing, T-shirt designing and printing contests were held as part of the observance.

Events over the three days were designed to:

- Empower church youth with appropriate and relevant messages on COVID19 and the dangers of smoking;

- Develop and formalize a network of church youth from all churches both SI Christian Association (SICA) and SI Full Gospel Association (SIFGA) who would in turn be part of NCD youth club to advocate to their peers on the issues of tobacco, COVID-19 and NCDs;
SOLOMON ISLANDS 
CONT’D.

- Conduct youth training of trainers for selected youth on the adverse impact of tobacco and NCDs exacerbated by COVID-19; and

- Unmask myths and expose manipulation tactics of the tobacco and nicotine industries, especially those that deceive the youth.
On Sunday, May 31, the church congregation and its guests at the Free Wesleyan Centenary Church in Nuku'alofa commemorated World No Tobacco day.

*The women of the Tonga MOH Health Promotion Unit attending the service at FW Centenary Church on WNTD.*
Youth below marched against the tobacco industry and against tobacco use in observance of WNTD.

Tuvaluan youth participating in a WNTD song competition.

In advance of WNTD, Ministry of Health Public Health presented to school children about the dangers of tobacco use.
For World No Tobacco Day in Vanuatu, Won Smolbag Theatre and Rainbow Disability Theatre produced a video and song to support the Ministry of Health efforts to raise awareness of the dangers of tobacco use and its link to a higher risk of a severe case of COVID-19. The Ministry of Health joined WHO in their call to all young people to join the fight to become a tobacco-free generation and appealed to all community members to quit smoking.

Listen [here](https://example.com) to the song and see the video [here](https://example.com).
CONGRATULATIONS TO
2020 WHO WNTD AWARDEES!

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 among others, World No Tobacco Day Awards.

This year’s recipients includes the following from the Pacific Islands

Coalition for a Tobacco Free Palau

The Coalition for a Tobacco Free Palau has been instrumental in advancing tobacco control in Palau. The Coalition’s recent contributions include facilitating the drafting of amendments to expand tobacco-free environments and to ban the importation and sale of ENDS and HTPs. It also supported applying the Pacific Tobacco Industry Interference Index to protect public health efforts and youth and others from tobacco industry manipulation.
COVID-19: Tobacco & Betel nut

Does smoking have an effect on the new coronavirus, COVID-19?

Smoking does not protect against COVID-19. In fact, smoking is deadly. More than 8 million people die each year as a result of tobacco use. People with underlying health conditions such as heart disease, which can be exacerbated by smoking, are at higher risk of severe COVID-19.

#COVID19
25 Feb 2020

Does chewing areca/betel nut have an effect on COVID-19?


#COVID19

Pacific Island Countries Coordinator
Framework Convention Alliance (FCA)
Email: lymana@fctc.org | www.fctc.org