



# WORLD NO TOBACCO DAY

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

### HASTHA (HELPING HANDS) – 2025

31<sup>st</sup> May 2025 | 09:00 am to 01:00 pm  
Keragundahalli



## About the Program

Tobacco Day is an annual event held on May 31, each year, as part of the United Nations Environment Programme (UNEP) and the World Health Organization (WHO). It highlights the negative impacts of tobacco and its industry on human health and the environment and alerts people about the steps they can take to keep themselves and the environment safe from tobacco. Below, we look at the theme, history and significance of the event. The theme of World No-Tobacco Day this year is "Tobacco: Threat to our environment," as mentioned in the UNEP website. Tobacco impacts both the health of countless people across the planet as well as the environment at large. Smoke coming out of cigarettes and cigars doesn't just stain people's teeth, chewing tobacco. The highly addictive substance contains nicotine, which is known to cause cancer, diseases of the heart, lung and liver. Tobacco production harms the environment through pesticide use and deforestation.

### Objectives of the Program

- To increase public awareness about the harmful effects of tobacco use on health, including cancer, heart disease, and respiratory illnesses
- To educate youth and adults about the long-term consequences of tobacco addiction and second-hand smoke exposure.
- To promote tobacco cessation by providing guidance, resources, and referrals to support services for individuals wishing to quit.
- To empower communities to advocate for smoke-free public spaces and enforce tobacco control policies.
- To involve students and health professionals in active community outreach and anti-tobacco campaigns.
- To discourage the initiation of tobacco use, especially among school children and adolescents.

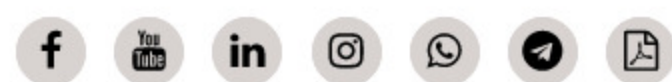
### Expected Outcome of the Program

- Increased Awareness
- Behavioral Change Motivation
- Empowered Youth
- Improved Access to Support

**Target Audience:** Community Population

## Committee Members

ADVISORY COMMITTEE			—
• Prof. Devi Nanjappan, Principal, Smt. Nagarathnamma college of Nursing, Bangalore			
FACULTY COORDINATOR			+
• Dr. Vijaya Malar S, Professor and Head of the Department of Community Health Nursing, SNCN • Ms. Anushree, Asst. Lecturer Department of Community Health nursing SNCN			
PROGRAM SCHEDULE			+
Time	Events /Activities	Place	
09:00 AM - 09:30 AM	Registration and Welcome of Participants	Keragundahalli	
09:30 AM - 09:45 AM	Introduction to the Program	Keragundahalli	
09:45 AM - 10:00 AM	Health Talk: Impact of Tobacco on Health	Keragundahalli	
10:00 AM - 12:00 PM	Anti-Tobacco Rally / Street Play / Poster Display	Keragundahalli	
12:00 PM - 01:00 PM	Counseling Booth Open: Quit Tobacco Help Desk	Keragundahalli	



### Smt. Nagarathnamma College of Nursing

Acharya Dr. S. Radhakrishnan Road, Acharya P.O  
Soladevanahalli, Bangalore - 560107, Karnataka, India.

LOCATE US

### Event Coordinator

Dr. Vijaya Malar S,  
Professor and Head of the Department of  
Community Health Nursing, SNCN.